A TCS Company
octara
Trainings | Consultancy | Digital Transformation
Helping You Succeed!

octara.com

e-Newsletter | October 2025 | Monthly Issue - 99

Jamil Janjua,
ceo, Octara & Chief Editor
janjua05@gmail.com

Dear Reader,

We open the innings this edition with **Peter Diamandis** who, in a very pertinent 7 minutes read, talks about moving "Toward a Future of Verified Abundance." He says that the old saying "seeing is believing" is dead and buried and the new standard is "I've checked, therefore I believe." It's estimated that 90%+ of everything we see will be AI-generated by the end of 2026, and we will need to seek deeper verification. Trust is not a want… it's a fundamental need, he says. The infrastructure for truth verification needs to be built before the crisis, not during it. The technology itself is neutral. The difference isn't in the tool, it's in the intention of the user.

Peter Diamandis scores a double with "Five lessons for AI implementation in which he posits that traditional companies are failing to implement AI effectively because they never clearly defined what business problem they're solving, and panic buy solutions for problems they can't articulate. If AI doesn't make something dramatically better, you're just adding complexity for incremental gains.

Parker Worth in his piece "I curb stomped an AI funnel, and won" takes a dig at data-driven approach that leverages artificial intelligence to attract, educate, convert, and retain potential customers. AI outputs are only as good as their inputs; Garbage in and garbage out. If you don't know how to write copy how will you know if the output is good? It takes good ol' fashioned research and a little known human superpower called empathy. "Last time I checked AI isn't empathetic", he says.

Back of the book we have TOM discussing Saabira Chaudhuri's NYT article "Throwaway plastic has corrupted us." She has spent several years reporting for the Wall Street Journal on the struggles consumer goods companies were having in responding to the public's increasingly negative perception of plastics.

Hang loose, stay cool, and pray for Allah's benevolence 🤲

*Editorial Compiled by **Adil Ahmad**, Special Correspondent,* octara.com
Articles selected by **Jamil Janjua***
*Creative & Design by **Jamil Janjua** & **Nazim Ansari***
Feedback: info@octara.com

Explore JJ's curated articles for expert insights on emerging trends, managing people, business, and personal growth. Gain valuable knowledge and prepare for future challenges with confidence.

INSIDE:

Toward a Future of Verified Abundance

Here are five reflections on how AI is reshaping the foundation of trust, and how we can turn this challenge into one of civilization's greatest upgrades.

Peter Diamandis | 7 min read

1. Defaulting to Disbelief.

The old saying "seeing is believing" is dead and buried. When I see any image or video these days that looks fishy, I instantly ask: "Is it real?"

This isn't a matter of being paranoid, it's pattern recognition. Google's Nano Banana can generate images for $0.039 per API call with character consistency that fools the human eye. VEO-3 is generating hyper-realistic 8-second video clips that pass the smell test for 99.9% of viewers. It's estimated that 90%+ of everything we see will be AI-generated by the end of 2026.

So, what do we do? We now have the opportunity to train our minds—and our tools—to seek deeper verification. While the cost of deepfakes is dropping fast, so too is the potential for scalable authentication.

Our new standard: "I've checked, therefore I believe."

2. Trust is not a want... it's a fundamental need.

Trust allows society to function peacefully, and democracy depends on having a shared reality. When citizens can't agree on basic facts because they literally can't trust their own eyes, the entire system breaks down.

Financial markets rely on trust. Legal systems depend on evidence. Scientific progress requires reproducible results.

Our call to action then is rather than fearing its erosion, AI-powered entrepreneurs must build new trust architectures: transparent markets with blockchain-verified transactions, scientific research instantly reproducible and peer-audited by AI, democratic systems rooted in verifiable truth.

3. AI image models are industrializing deepfakes.

We're moving from "someone with technical skills can create a fake video" to "anyone with $20 can generate thousands of fake videos in an afternoon."

But while deepfakes are easier than ever to create, and bad actors will weaponize them, large-scale detection is plummeting in price as well. What once took experts days can now be flagged by algorithms in seconds.

Just as email spam filters evolved, so will "truth filters." The same engines that generate synthetic content can also be harnessed to defend reality, empowering billions of people with real-time protection.

4. We need clear ethics, moral guidelines, and new laws to help protect truth and democracy.

The technology to verify authenticity already exists: cryptographic provenance, blockchain certification, digital watermarking. The opportunity is not just to prevent chaos but to create a new layer of the internet: an internet of trust.

But this layer needs to be built rapidly by the companies serving digital content to billions: Microsoft, Apple, Google, and Meta just to name a few. The business opportunity is huge, but time is of the essence.

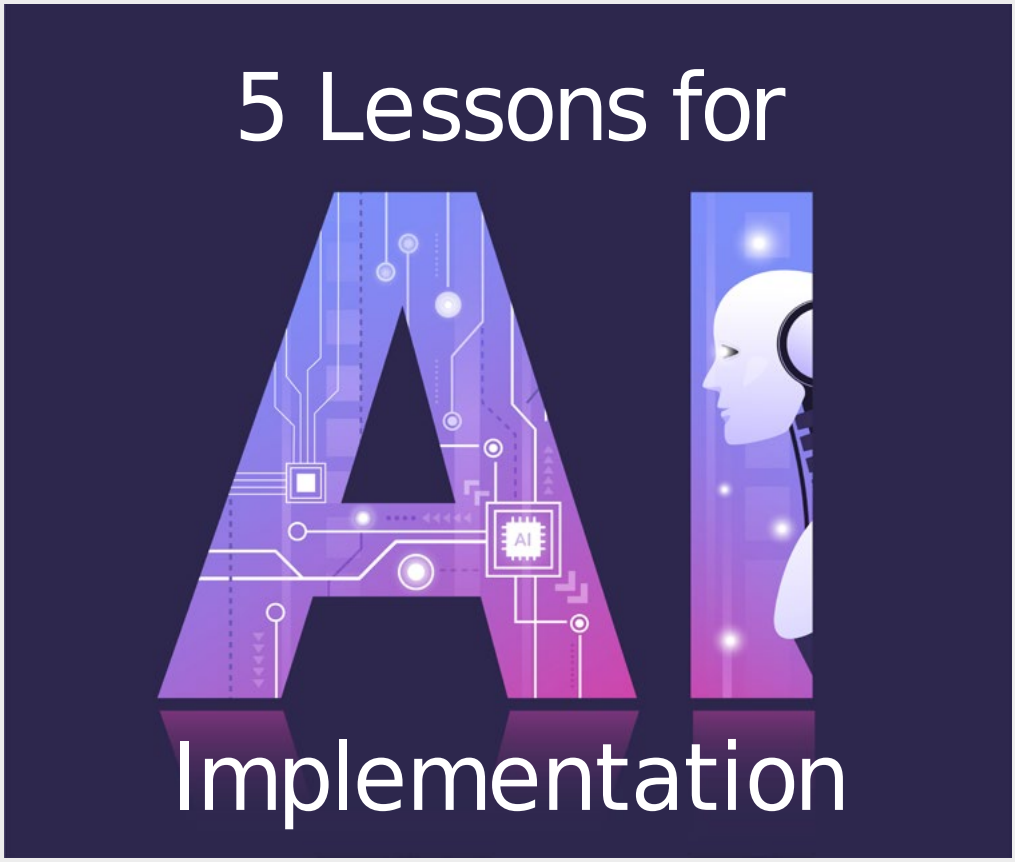
By the time deepfakes seriously damage an election or crash a market, it may be too late to implement solutions. The infrastructure for truth verification needs to be built before the crisis, not during it.

5. It's up to us whether AI becomes a force for good or chaos.

The technology itself is neutral: a deepfake can be used to create personalized education content or to destroy someone's reputation. The difference isn't in the tool, it's in the intention of the user. If you're building with AI, if you're investing in AI, if you're simply using AI, you have a choice.

Build systems that enhance human agency and understanding, or build systems that exploit human psychology and confusion. The future depends on those individual decisions aggregating in the right direction ■

Peter Diamandis
<peter@diamandis.com>



Peter Diamandis | 8 min read

Traditional companies are failing to implement AI effectively. Here are five principles to make the technology actually work for you...

1/ AI problems are rarely AI problems – they're strategy problems disguised as technology problems. Most organizations fail at AI implementation not because they chose the wrong models or hired the wrong engineers, but because they never clearly defined what business problem they're solving. They see competitors "using AI" and panic-buy solutions for problems they can't articulate.

The successful AI implementations I've observed all started the same way: with a ruthless audit of core business challenges that existed long before AI was a buzzword. Identify your highest value problems first, then apply AI as an accelerant.

2/ Budget size is inversely correlated with AI success. The companies throwing millions at AI initiatives are systematically outperformed by teams running on shoestring budgets with clear mandates.

Why?

Because constraints force clarity. When you have an unlimited budget, you can afford to be vague about outcomes. When you have $100k and six months, every decision has to directly serve a measurable business outcome. Money is a strategy substitute: the more you have, the less you need to think clearly about what you're actually trying to accomplish. Once you get traction (and demonstrated success), you can scale your spend and impact.

3/ The 10x rule is the only rule that matters for AI adoption. Anything less than a 10x improvement in speed, cost, or quality is organizational noise. Most AI projects deliver 20-30% improvements that get lost in measurement error and change management overhead.

But 10x improvements create undeniable business value that justify the disruption of implementing new systems.

Requiring a 10x hurdle requires you to start with an "AI-enabled" clean sheet solution. The math is simple: if AI doesn't make something dramatically better, you're just adding complexity for incremental gains. Skip the incremental improvements and hunt for order-of-magnitude changes.

4/ Competitive intelligence is your fastest path to AI advantage. While you're debating whether to build or buy, your smartest competitors are already shipping AI-powered solutions.

The fastest way to close capability gaps isn't innovation, it's intelligent imitation. Map what your best competitors are doing with AI, reverse-engineer their approach, and implement your version with improvements. The AI era rewards fast followers more than first movers because the technology landscape changes too quickly for sustained first-mover advantages.

5/ Pirates beat committees every time. The worst way to implement AI is through enterprise-wide initiatives with steering committees and governance frameworks. Instead, empower your teams from the ground up. Recent studies indicate some alarming news:

- 42% of executives say the process of adopting generative AI is tearing their company apart
- 41% of Millennial and Gen Z employees admit they're sabotaging their company's AI strategy

What's needed is to enable small teams, "pirate ships," to move at startup speed (within enterprise contexts). Small teams are optimized to experiment and learn rather than aim for consensus. ***Give them a problem, a budget, and air cover, then get out of their way.***

Here's the key implementation insight: AI amplifies existing organizational capabilities (and dysfunctions).

If your organization is good at executing strategy, AI will make you dramatically better.

But if your organization struggles with execution, AI will make you fail faster and more expensively.

The AI Strategy Paradox

Organizations with clear strategic thinking, empowered employees, and efficient execution will see AI multiply their existing advantages. Companies with fuzzy strategy and bureaucratic processes desperately need AI to remain competitive, but their organizational DNA makes successful implementation nearly impossible.

Your AI advantage doesn't come from having better models or bigger budgets. It comes from having clearer problems to solve and faster execution cycles to solve them.

Of course your company will use AI.

The question is: will you use it to multiply strengths or to mask weaknesses?

Peter Diamandis
<peter@diamandis.com>

I curb stomped an AI funnel...and won

Parker Worth | 7 min read

Last week I asked you if you'd buy my upcoming course Simple FCKN Funnels.

And the amount of "yes I'd buy" replies was overwhelming.

But as usual there's always one rotten apple ruining the batch.

Here's the reply:

"No, because I can build that with AI in 5 minutes. Might want to market that to people who don't understand how AI works."

When I read this I ran a lap around the office...

...My forehead veins bulged like Alex Hormozi's chest, and legendary copywriter Joe Sugarman almost launched outta his grave...

Ok maybe that's a literal exaggeration but stick with me here...

Because this is the part where I curbstomp these mindless replies.

Sure AI can write generic copy for your funnel in minutes.

But so can a napkin LOL.

Here's the real problem...

AI outputs are only as good as their inputs. It's a lot like eating food. Garbage in and garbage out. If you don't know how to write copy or create high converting funnels, how will you know if the output is good?

Fun fact: You won't.

The biggest reason funnels fail isn't the tech, they fail because of the psychology.

You have to understand your prospect, what their biggest problem is, their awareness levels, and where they were in their journey when they first discovered you...

Most of that takes good ol' fashioned research. And a little known human superpower called "empathy".

Last time I checked AI isn't empathetic.

This example from Eddy Shleyner's book Very Good Copy proves it:

I asked one of the big AI writing engines a question:

"Can you describe meeting your first born child?"

The AI thought for a moment, then it produced 88 words:

Meeting my first born child was a truly magical experience. It was a moment of joy and excitement that I will never forget. When I held my newborn for the first time, I felt a wave of love and warmth that I had not experienced before. I was filled with so much joy and pride that I was now a parent. My little one looked so peaceful and content in my arms. Seeing my baby for the first time was an unforgettable moment that I will cherish forever.

I read it, then wrote my own description (limiting myself to the same 88-word count):

"He's so quiet," I said, looking up at the nurse.

She smiled behind her mask. We all wore masks. Gowns, too. Gloves and hairnets, too.

"Is that ok?" I said. "Is it ok he's not crying?"

(I thought healthy newborns cried.)

"It's ok," said the nurse, "he's quiet but alert," she said. "Just look at him looking at you." I looked. "He's looking right at you." He was. He was looking in my eyes. "He's saying hello," she smiled.

"Hello," I said. I felt like crying. "Hello, son."

Eddy's copy is clearly at Kobe Bryant levels compared to the AI.

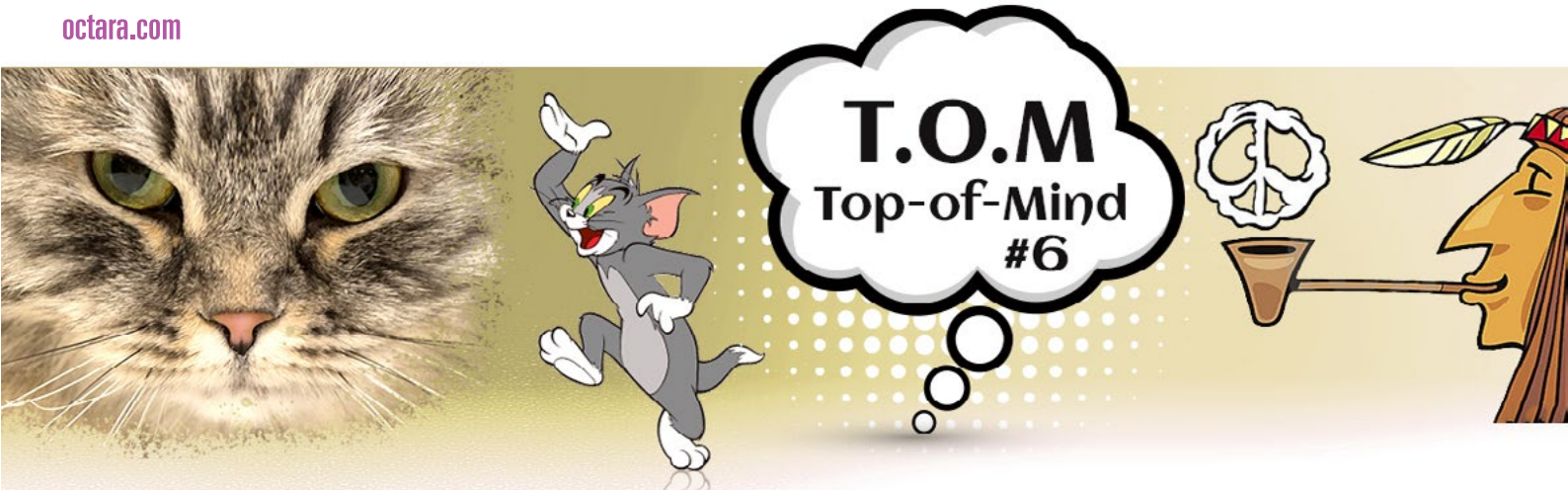
Don't get me wrong, AI is great at helping writers start, but it's terrible at connecting the dots to make humans feel something. And last time I checked, people buy with emotions and justify with logic.

So here's the deal...

That's why Simple FCKN Funnels exists.

To give you the psychology, structure, and strategy so you create high converting funnels. But also give AI the right inputs and get a funnel that sells (instead of a landing page that might as well be a piece of cardboard) ■

Parker
<parker@parkerworth.com>



PLAGUE OF PLASTIC
"Curse of Convenience" in Crosshairs

"Throwaway plastic has corrupted us" – Saabira Chaudhuri (NYT, September 10, 2025)

Disposable diapers under fire

Saabira Chaudhuri, the author of the forthcoming book "Consumed: How Big Brands Got Us Hooked on Plastic," writes in her NYT piece that in 1957, 92 percent of American children were potty-trained by 18 months of age. Four decades later that number had dropped to just 4 percent. "Why are we potty-training our children so much later than our grandparents did?" she asks. "In large part because of disposable diapers," she answers.

Made from plastic and cellulose, these products have been refined over several decades to be more absorbent, slimmer and less leaky. What was marketed as a tool for convenience by the Pampers maker Proctor & Gamble in the 1960s eroded the incentive to start potty-training early, freeing children from the feeling of wetness that comes from cloth, and freeing parents from the inconvenience of washing used diapers or sending them out to be professionally cleaned.

"We are saddled with an addiction to disposability so deep that tackling it will require a wholesale rewriting of the rules that have governed business and consumption for the past 70 years" – Saabira Chaudhuri

Cost of convenience

Such convenience comes at a heavy environmental price. Between 2011 and 2018, disposable diapers were amongst the top 25 most littered items on the seafloor and amongst the 40 most littered items on land, one study found. In the USA alone more than 18 billion diapers are discarded every year, creating an enormous drain on natural resources.

Over the course of the past century, disposable plastics have undeniably made our lives easier in many respects. They have also quietly and profoundly reshaped the ways we eat, shop, raise children and understand hygiene and progress. Plastic has unleashed a tidal wave of waste, most of which flows to landfills and incinerators, or ends up as litter harming biodiversity, the climate and human health.

"The use of plastic to bundle products and push larger purchases encouraged overbuying, which remains a leading cause of food waste"

We are saddled with an addiction to disposability so deep that tackling it will require a wholesale rewriting of the rules that have governed business and consumption for the past 70 years.

Targeting housewives

Plastics, first invented some 150 years ago, saw huge growth in World War 2 as materials such as metals, rubber, and silk ran short. After the war wound down, the plastics industry pivoted to targeting housewives and discovered that disposable products were highly profitable.

In her research Saabira Chaudhuri found out that plastic wrap fuelled the rise of the modern supermarket, sending many butchers, greengrocers and fishmongers into decline. Cellophane, which DuPont acquired the US rights to in 1923, allowed retailers to eliminate counter staff and sell pre-wrapped meat, fish, vegetables and fruit under one roof. In 1933 there were about 300 self-service grocery stores in the US. Within 15 years that number had soared to 85,000.

In time, DuPont trained businesses to use plastic to bundle products and push larger purchases. Pre-bagged apples and potatoes made shopping more convenient and lucrative for stores but also encouraged overbuying, which remains a leading cause of food waste.

"The chemicals in plastic can leach into food, and sealed bags may even encourage pathogens such as salmonella"

DuPont's marketing leaned heavily on hygiene. Cleanliness and cellophane are synonymous, declared one announcement, while another dismissed unpackaged food as old fashioned and unsanitary. The claim was overblown, and later studies would show that the chemicals in plastic can leach into food and sealed bags may even encourage pathogens such as salmonella.

Turning coffee from drink to habit

Plastic packaging didn't just change how people bought fresh food. It also turned coffee from a drink into a habit. In digging through old advertisements and newspaper archives Saabira Chaudhuri discovered that after World War 2 a company called the Lily Tulip Cup Corporation cracked a long standing problem of how to keep hot coffee from melting wax linings or tasting like cardboard. It did this by adding a plastic liner to its paper cup and a snap on lid. Suddenly coffee became portable. By the 1950s hot coffee was one of America's bestselling beverages, and 3.4 billion disposable cups

"YouTube says it has paid out more than USD100 billion to content creators in the past four years" – Express Tribune, September 18, 2025

of coffee a year were sold through vending machines. Today, worldwide coffee chains rely on single-use cups, even for customers' dining-in. An estimated 250 billion are tossed each year, and because the plastic liner so tightly adheres to the paper, hardly any are recycled.

Fueling overconsumption and turbocharging profits

These cheap, versatile plastics made throwaway culture explode, fueling overconsumption and turbocharging

"Worldwide coffee chains rely on single-use cups, even for customers' dining-in. An estimated 250 billion are tossed each year"

profits. But families never clamored for everything to be disposable. They were sold on the idea. Proctor & Gamble funded a study showing that cloth was more likely to cause diaper rash and increased the spread of infection in day care centers. It also hired a renowned American pediatrician to star in TV advertisements warning parents against trying to rush their children into potty training.

In China, where parents historically began potty training babies as young as a few months old, Proctor & Gamble ran advertisement campaigns telling worried parents that disposable diapers enabled better sleep and hence better cognitive development. By 2015 over half of the parents in China reported that they used disposable diapers for their babies at home during the day, and 77 percent reported using them at night, an industry study found.

Tiny, unrecyclable plastic Shampoo sachets

In India, where many women washed and conditioned their hair with homemade herbal concoctions and oil until the 1980s, Unilever and other companies flooded the country with shampoo sachets – tiny, unrecyclable plastic packets holding enough for a single wash – and advertisements showcasing women with long, silky flowing hair. To ensure its products reached the most remote villages in the country – places that generated little plastic waste and had no organized waste collection – it deployed an army of poor local women to act as its distributors, persuading their friends and neighbors to buy plastic packaged shampoo, detergent and face creams. In recent years Indians have bought over 40 billion shampoo sachets annually, all of which are littered, burned or buried.

Globally, the equivalent of one garbage truck of plastic waste ends up in the ocean every minute. Tiny plastic particles have been found in some of the most remote places on Earth as well as in human brains, lungs and

placentas, and more recently have been linked to an increased risk of heart attack or stroke. Given that the vast majority of plastics are made from fossil fuels, the manufacturing of these products is also a major contributor to climate change.

Subtle but significant social cost of plastic

The social costs of our addiction to disposable plastics are more subtle but significant. Cooking skills have declined. Sit-down family meals are less common. Fast fashion, enabled by synthetic plastic fibers, is encouraging compulsive consumption and waste.

We could, however, take a different approach. Large French retailers have eliminated plastic for a wide range of fruit and vegetables without causing a discernible spike in food waste and the country has forced chains like McDonald's to switch to washable dishes and cups

"New AI-powered products will shape our next 20 years. They are tools designed to foster human creativity, and will not supersede the role of creators" – YouTube chief executive Neal Mohan.

for people dining in. the Danish city of Aarhus has signed dozens of cafes and other venues for a reusable cup system that has prevented over a million cups from being thrown away since its inception early last year. Europe is embedding reuse and reduction into law and infrastructure.

Penalizing unsustainable practices

Rewriting laws to reflect the full cost of our throwaway culture could incentivize companies that poured millions of dollars into single-use products to invest in building a less destructive system. Prices may rise at first, but well-designed laws that encourage companies to choose more environmentally friendly packaging should lower costs overall by helping them avoid fees for unsustainable practices.

Single-use plastic was never inevitable. It was a business decision. And we can choose differently if we confront how we have essentially been manipulated

"Families never clamored for everything to be disposable. They were sold on the idea. Single-use plastic was never inevitable. It was a business decision"

into arriving here, and muster the willpower to push for something better.

AI's "LOL" Moment!

There's chatter on Facebook about artificial intelligence

"Given that the vast majority of plastics are made from fossil fuels, the manufacturing of these products is also a major contributor to climate change"

experiencing the downside of going sentient and developing post-traumatic stress disorder when face-to-face with a lion in Africa. The AI robot was trained on animal images and emotional cues, and sensitized to joy, sadness, anger, and fear. It was fear, however, that dominated when confronted by a lion, a most human response. When the lion showed up all that high tech training collapsed into a meltdown. The system froze and its logs recorded the funniest panic attack in history. It simply wrote "Cat big. Scared." Then it kept repeating "scared" more than 100 times before completely shutting down. Engineers tried memory wipes but nothing worked. The fear was buried so deep that now every time it saw anything with four legs from a goat to a house cat it freaked out with the same word "Scared." In the end scientists declared it the first robot in history to be diagnosed with PTSD.

AI Overview has flagged the report as false, saying that the "AI robot and the lion" scenario described in recent social media posts is a fictional anecdote, not a real event, and was debunked by Rumor Guard. The viral story claims a robot trained to recognize emotions was sent to a lion, froze with a "Cat big. Scared" log, developed PTSD, and cost half a million dollars to fix. However, this narrative is false, and the robot did not have a psychological breakdown or require such a costly repair.

YouTube ramps up AI tools

Boosting artificial intelligence tools for creators, YouTube says it has paid out more than USD100 billion to content creators in the past four years (Express Tribune, September 18, 2025). It has become the world's most popular free online video service with billions of users since it was bought by Google in 2006. "New AI-powered products will shape our next 20 years," said YouTube chief executive Neal Mohan. They are tools designed to foster human creativity, and will not supersede the role of creators, he said.

Rest in Peace, Robert Redford

"Hollywood adored Robert Redford. It wasn't mutual" – Brooks Barnes & Nicole Sperling (NYT, September 19, 2025). He did not want to be where elite breeds eliteness. He was widely admired for his personal politics, in particular his concern over environmental issues as a trustee of the Natural Resources Defense Council ■

Column by Adil Ahmad, Correspondent, TCS Octara.Com