



Notes

Jun 25, 2026

Meeting Jun 25, 2026 at 14:23 EDT

Meeting records  Transcript  Recording

Summary

Project pivots facilitated app development demonstrations and the integration of advanced research tools for business validation.

Strategic project pivoting initiated

Participants are transitioning toward passion-driven projects to facilitate business model validation. This shift prioritizes creating real solutions over theoretical exploration.

Detox app interface streamlined

Complex project features were condensed into 3 core functions to improve usability. Focus shifted toward ensuring functionality directly supports user outcomes.

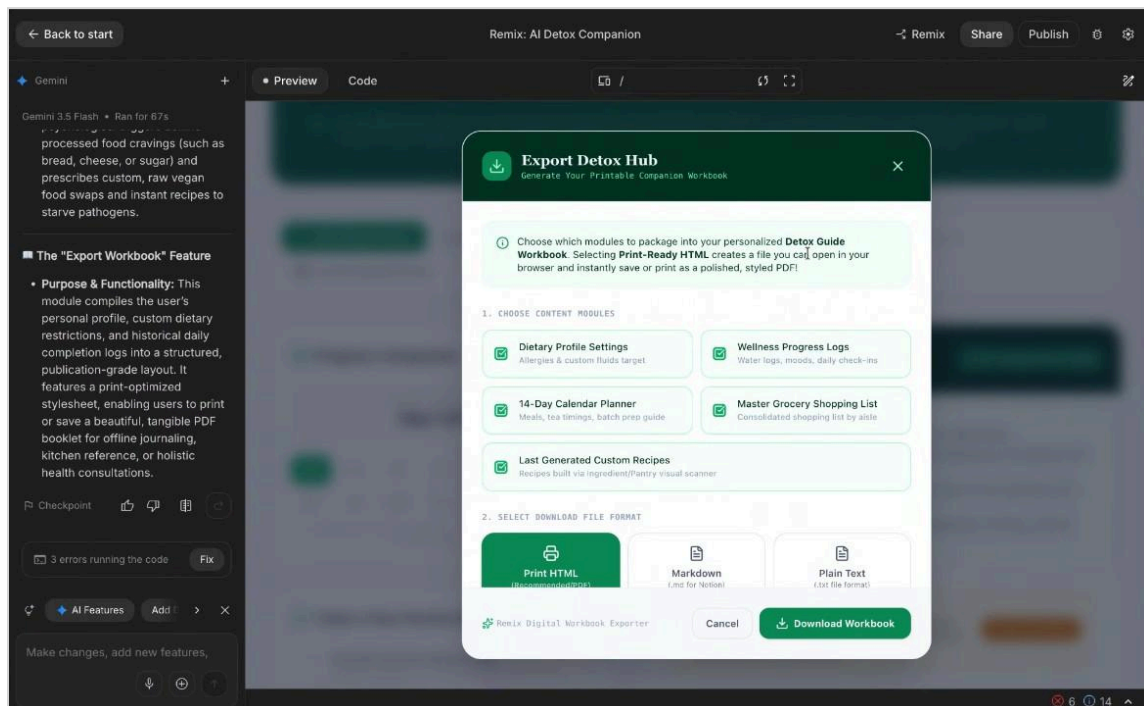
Research repository tool introduced

Notebook LM usage was formalized to curate niche knowledge and accelerate research timelines. This tool enables users to create reliable information repositories for accurate product validation.

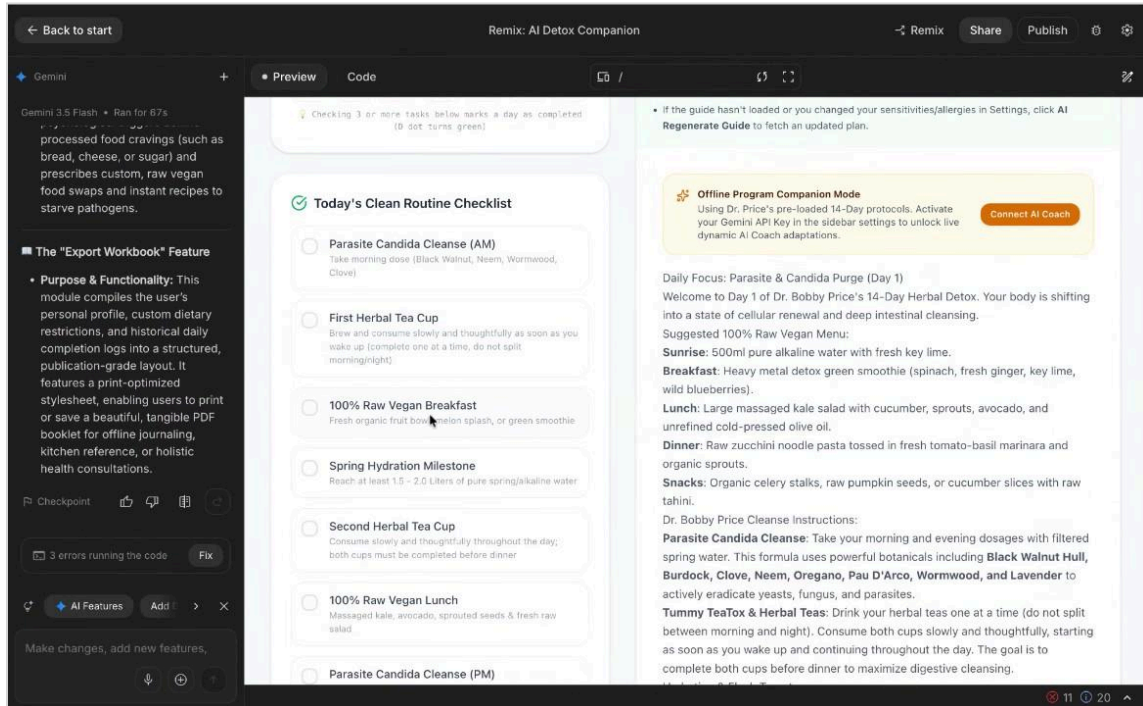
Details

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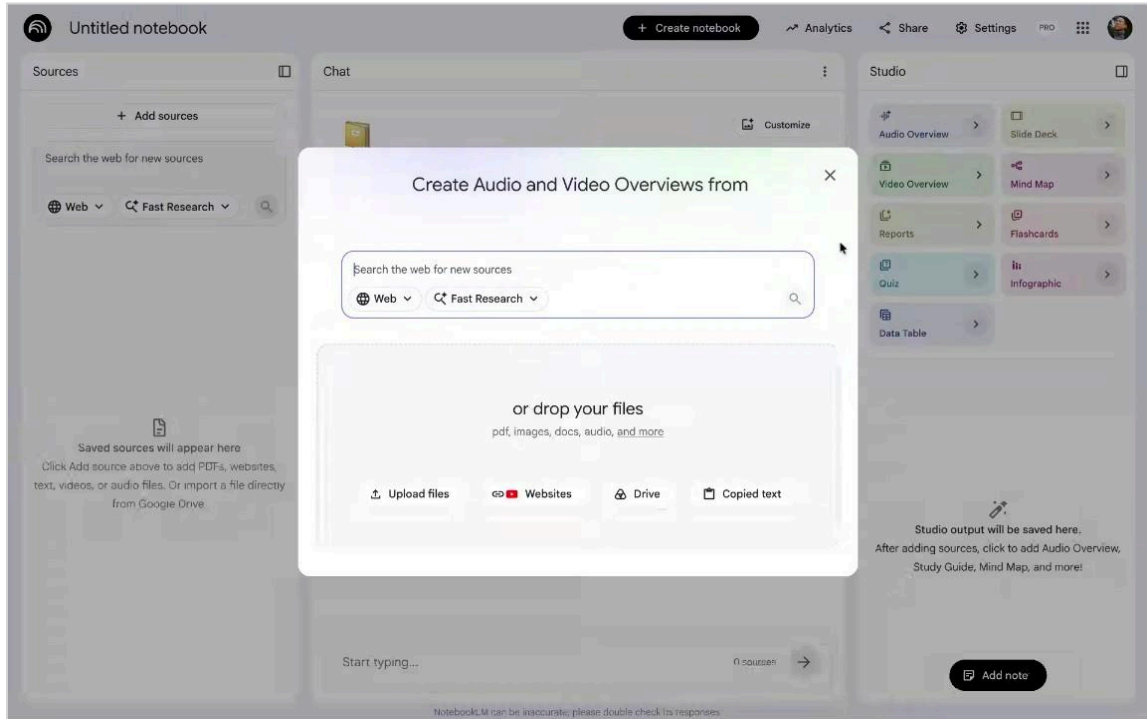
- Challenge Update and Strategic Pivot:** Jayden Matzek welcomed the group back and requested status updates on the previous project challenge (00:00:02). They announced that the group will begin leveraging new tools, starting with Notebook LM, and advised participants to pivot their focus if they are not genuinely passionate about their current projects, as the team will soon transition toward validating business models and creating real solutions (00:01:45).
- Shantelle Matzek's Project Demonstration:** Shantelle Matzek presented their "detox companion" app, explaining that they previously struggled with an overwhelming, feature-heavy interface that lacked clarity (00:02:59). They successfully streamlined the app to focus on three core functions: an export feature for offline access and Notion AI integration, a botanical cleanse and routine tracker, and a meal architect (00:04:29).



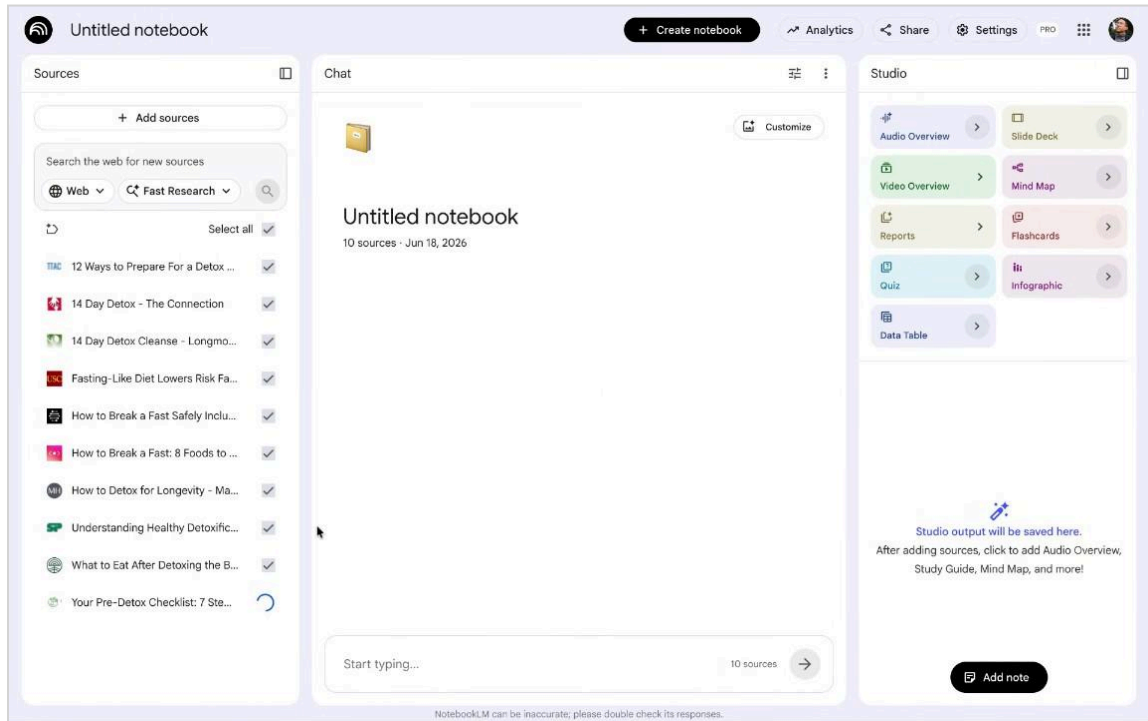
- Feature Functionality and Iterative Development:** Shantelle Matzek detailed the app's components, including a cleanse checklist with specific timing, a meal planner with raw vegan options, and a detox coach feature (00:07:56). They noted that while the app requires minor debugging and final proofreading, they valued the experience of iterative testing in app development and expressed excitement about using the tool for an upcoming 14-day cleanse (00:10:40).



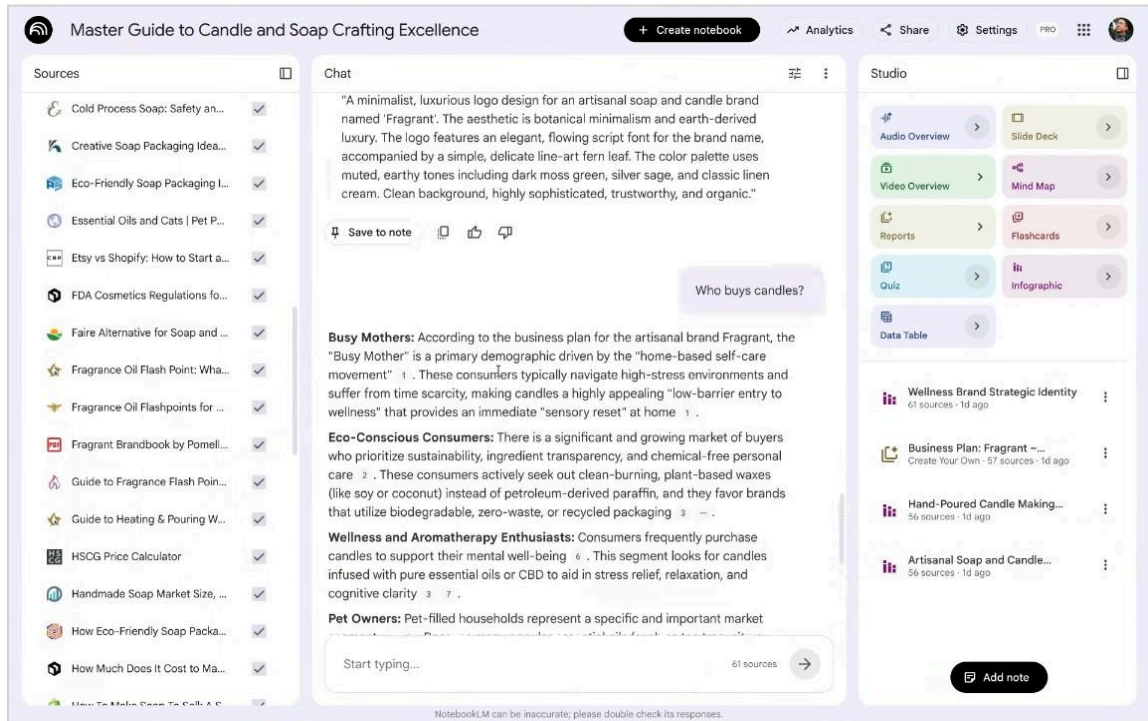
- Mental Model for Feature Selection:** Jayden Matzek inquired about the reasoning behind the specific feature choices, asking if they stemmed from personal insight or preference. Shantelle Matzek explained that their choices were driven by prior personal experience with a 14-day detox protocol and a desire for simplicity and effectiveness, noting that the goal was to ensure the app's core functionality aligned directly with the intended outcomes of the cleanse ([00:13:07](#)).
- Introduction to Notebook LM:** Jayden Matzek introduced Notebook LM as a tool that complements Google AI Studio by providing niche knowledge depth that generative models sometimes lack ([00:15:45](#)). They explained that Notebook LM acts as a research assistant, allowing users to upload specific data sources—such as documents, PDFs, and website links—to create a reliable repository of information, which is more accurate than relying solely on general internet data ([00:18:32](#)).



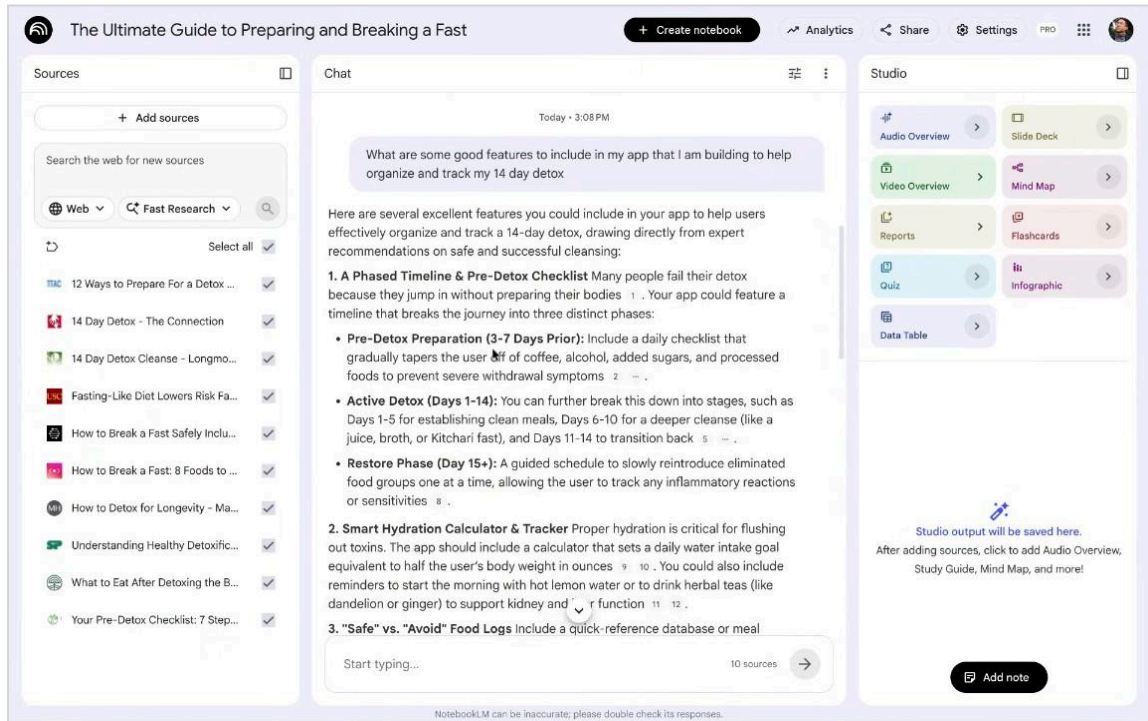
- **Setting Up and Training Notebook LM:** Jayden Matzek instructed users to begin by creating a new notebook and either asking a question or entering a general topic to start. They recommended using "deep research" for scholarly accuracy over "fast research" and demonstrated how to import documentation from sources like Google Drive to train the model on a specific subject ([00:21:41](#)).



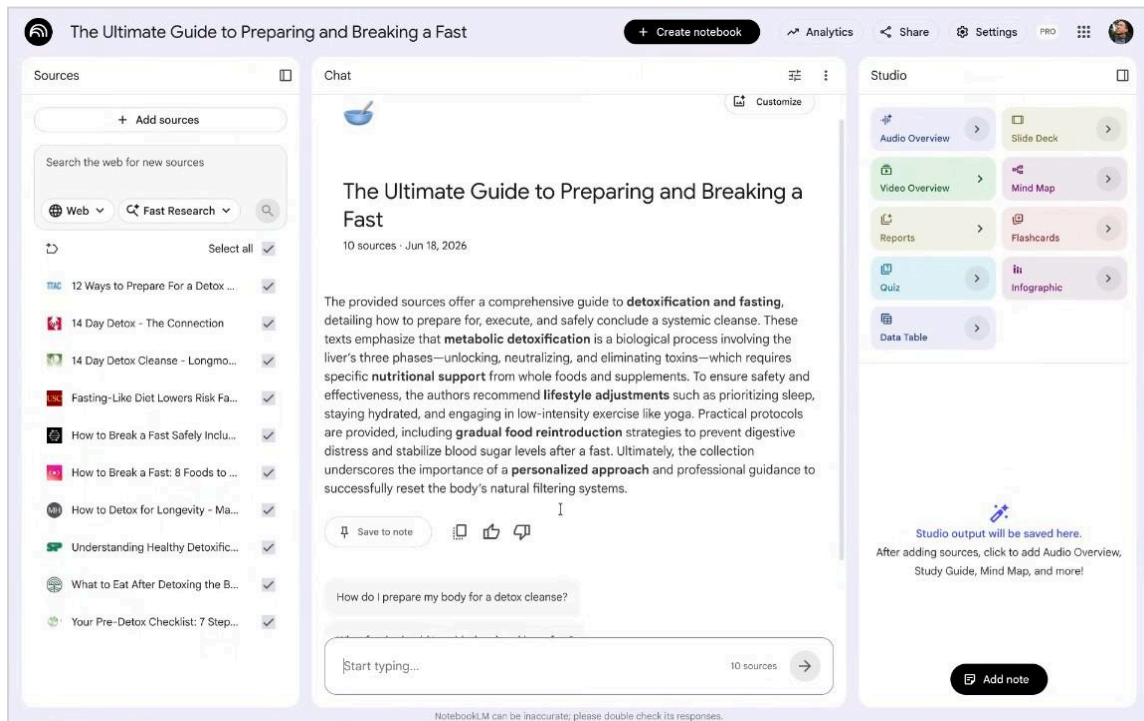
- **Building a Repository of Expertise:** Jayden Matzek illustrated the power of Notebook LM using a soap and candle business example, explaining that by feeding the tool specific data, it creates a curated repository of information. This allows users to ask tailored questions regarding target demographics or product validation, which significantly reduces the time required for market research from weeks to minutes (00:24:03).



- Workflow Integration with AI Studio:** Jayden Matzek outlined a workflow for app development where users utilize Notebook LM to research and corroborate features—such as timelines, hydration calculators, or movement journals—based on reliable sources (00:27:00). These validated outputs can then be copied into Google AI Studio to generate functional app components (00:28:43).



- Advanced Use Cases for Notebook LM:** Jayden Matzek noted that once a notebook is robust, users can generate video overviews, infographics, and slide decks suitable for investor pitches (00:29:57). They reiterated the advice to pivot toward problems the user is truly passionate about, as Notebook LM helps users deeply understand demographics and challenges to build real-world solutions (00:31:23).



- AI's Role in Human Intelligence and Creativity:** Jayden Matzek addressed a question regarding the use of AI as a tool rather than a crutch, citing their experience at a youth camp at the University of Louisville (00:34:52). They argued that AI allows humans to bypass the time-consuming process of manual research, enabling them to focus more on creativity and high-level problem-solving, effectively acting as an expert assistant that is always available (00:36:04).
- Prompting Strategy and Data Integrity:** Jayden Matzek advised starting with at least three reliable sources to establish a baseline in Notebook LM. They emphasized asking questions the user already has some understanding of to test the model's accuracy, noting that if the AI hallucinates or provides biased information, users should adjust or remove specific sources (00:39:03).
- Comparing Generative Models and Notebook LM:** Shantelle Matzek questioned whether generic prompts yield generic results, prompting Jayden Matzek to clarify that while general models produce generic outputs, Notebook LM is unique because it is constrained by the specific sources uploaded by the user (00:44:13). Jayden Matzek explained that Notebook LM allows users to create their own "expert" in any domain by curating a niche pool of scholarly and public data (00:46:40).

- **Advising Beginners on Identifying Problems:** Jayden Matzek suggested that those struggling to formulate questions should use the AI itself to identify what they need to ask ([00:51:17](#)). By asking the tool to identify unique aspects of a general topic, users can spark curiosity and uncover specific problems to solve, reaffirming that successful businesses are built when the problem is identified first ([00:52:29](#)).
- **Assignment for Next Week:** Jayden Matzek concluded the session by encouraging participants to pivot to a project they are passionate about ([00:53:52](#)). The assignment for the following week is to create a new Notebook LM project, including at least three user-provided sources and three generated artifacts, which participants will then share with the group ([00:56:22](#)).

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00:00:02

Jayden Matzek: Excellent. We are back in business with another Upskill Thursday. I'm super excited to be here. Now, it's been a couple weeks, but if I do recall correctly, our last, you know, assignment, our last challenge, rather not assignment, uh, was to make some tweaks to our projects. So without further ado, Shantel, my lovely wife, would you mind sharing with the group what you have completed?

Shantelle Matzek: I would love to. I would not mind at all. Actually equally excited to be here and ready to share my screen with you all. Let's see here. Oh, nice. Okay. Okay. Yep. So, sharing my screen now. I have apologies. I have a new computer and there are some some permissions that I haven't enabled. So, if you could just actually give me a second, Jaden, I will pass it back over to you so I don't waste any unnecessary time. Just while I figure this out, I'm gonna go ahead and mute and I'll be right

00:01:45

Jayden Matzek: It's all good. It's all good. Um, while you're doing that, I do want to let you and anybody who's watching this recording know that on top of you showing this, we are also for the next challenge going to be leveraging some new tools. First and foremost, we are going to be diving deep into Notebook LM. Now, here's a caveat I want to put out and I'll make an announcement in the actual uh school, but now if you have decided up until this point that like, hey, this is a cool app. I don't know this something I would necessarily use or even try to sell as a business per se, but it's been

fun building it. This is the perfect time to pivot because after today, we're going to get incredibly niched. And if you're not particularly passionate about your problem and or solution, you're going to want to make that pivot today because we're going to kind of hunker down, really work on validating our problems and turning those into business models with real solutions before we then go back and edit or recreate our apps and solutions all together.

00:02:59

Jayden Matzek: Um, so that being said, okay, I think I think I see that you're ready, Chantel.

Shantelle Matzek: Thank you so very much for your patience. All right, so you should now see my screen. I should be sharing this um detox companion here. And okay, so what's really nice about this challenge and even um my newfound understanding actually of how to build and create my own solution to a problem via apps and you know tools leveraging AI is that last no couple weeks ago now I think it's been you know when we met and had our challenge number one I went in and you know had a very very lengthy prompt. There was a lot of functionality. There were a lot of different things that I was trying and doing and playing around with. Um I was excited actually about all the various features and functions within my app. It was like this is an all-in-one like everything that you can imagine kind of focus uh detox hub. And not going to lie, it was exciting.

00:04:29

Shantelle Matzek: And then when I went to like look at it from, you know, just a typical user perspective, it was super overwhelming and the instructions weren't super clear. And I just think in general, um, the app needed some some major improvements. So Jaden, I just want to say thank you even for challenge number two because um, you know, at first, not going to lie, I thought it was going to be really easy. I was like, "Oh,

cool. Well, I've already got all these various functions. Getting it down to three should be so simple. You know, what's the problem? And quite literally just making sure that I had kind of streamlined my app and kind of stripped it down to a place that it was still just as impactful but also incredibly simple. Ended up being more challenging than I expected, but very worth it because what came out of this is what you see here. So, it's still a hub. I've actually made it even more relevant to the specific 14-day detox that we are going to be completing here very soon.

00:05:37

Shantelle Matzek: So, I went ahead and uh made sure that the actual detox program, the herbal detox protocol that we're going to be utilizing is in here. So the data from the website and you know the spec the specifics of the products that we're going to be using all of that has actually been loaded in here. Um I have three specific functions as you can see. So we're starting here with the uh export workbook. So instead of the three function I'll start with the export feature. So this was really huge. I did not have an export feature in my last app. Um, I now see the benefits of having an export feature because at the end of the day to not always have to rely on a web application or even my phone, internet, etc. Um, as you can see, this is actually going to be accessible to me without having internet and I can take it anywhere. I can reference it. I can provide a copy to a friend or colleague. Um, and it's customizable here as well.

00:06:46

Shantelle Matzek: So, if I go to the expert workbook feature, I actually can choose to uncheck or or check all of these content modules here. And then I've got a few different ways that I can proceed. So what's really nice is that I have this PDF tool which I thought was necessary but in addition to that I can get this into notion AI which I thought was really really nice. Um you know how much we you know kind of leverage notion and to have everything kind of in one place without having again to jump around

between all these different systems was also really important to me and I know my husband really important to him as well. Um, so that was a a huge, you know, feature that I wanted to make sure that I captured here. Okay. So, I just took a quick note. Hold on. Just want to go to that real quick if you don't mind. All right. So, back to the features. I have a um botanical cleanse and routine tracker feature here.

00:07:56

Shantelle Matzek: So, as you can see on the left, there is a again navigating my new Mac, there is a little checklist here on the left. So, this clean routine checklist makes our cleanse so simple. We are not going to have to think about what to do, when to do it, or what order things are going to be coming in. Um, we're going to have the parasite candida cleanse first. We're going to go ahead and ingest that before breakfast. Now, what's nice again about the features embedded here is that I have this very generic like 100% raw vegan breakfast listed here. And then there's a little option um that I can use if I'm not sure exactly what to eat. But I also have a a planner here as well. So I can have all of our meals pre-planned, pre-loaded, so that again, we never have to worry about, you know, what it is that we're going to eat. We have options. We we've got a a plethora of a menu that we can choose from. After the breakfast, we move on to hydrating, making sure that we're on track to ingest the next cleanse.

00:09:09

Shantelle Matzek: And then of course maybe a snack, raw vegan lunch, and then on to after the last cleanse, we have our raw vegan dinner. There is a little checklist for some movement, um some lymph activation specifically, but you know, we're going to be cleansing. We're going to be eating pretty raw. nothing, no like crazy movement, no crazy exercise, but still want to be moving and want to be um not stagnant while we're while we're completing this cleanse. So, the next feature, because I think I talked about maybe the first two already, because we've got the the checklist and then I've already

touched upon the tracker. Um we also have a meal architect. I almost forgot about this one. So, in addition to the raw meal planner and the grocery checklist, there's a detox coach in here that I want to point out. That's the last feature. Just jumping between. Is it on this? Yeah. Okay. So, the expert detox support system. I actually have to get in here and play around with this last feature because I just added this one today and I moved something.

00:10:40

Shantelle Matzek: So, I apologize. Let's see. Okay, here we go. So, this is part of that meal planner. And I think maybe I'm already Yeah, already on it. It's on this front page here. But here we go. Okay. So, I'm actually seeing that there might be one little tiny bug here. So, this is the the cool thing about learning in in real time about creating your own app and just making sure that everything is seamless is that um I've done a couple of iterations here, Jaden, where I went back and forth, you know, in my chat box here on the left and I needed to tweak a couple of things and then I think one of the items I tweaked after I went back to check I might have missed my own little proofreading prior to which is why I haven't published it just yet. So I'm gonna pause there because I again don't want to take up too much time. But as of right now, this is what I've come up with.

00:12:04

Shantelle Matzek: We've got the three main components in addition to that export workbook function. There's still a little bit of work to to do here. I feel like it's so close to being ready and it's much closer actually than it was a couple of weeks ago. Um, so by the time we do our 14-day cleanse, I'm actually getting really excited to leverage this for, you know, the benefit and the the potential that it has. Um, and then also one thing that I've learned is just testing part of app development. It needs to be tested. So I have a lot of little details to work through still. Um, but this was a great learning and again I'll

give you back your time. If you have any questions, let me know. And again, thank you for the assignment.

Jayden Matzek: No, that's incredible. That's exactly what I'd asked for. Um definitely would love to see kind of that third function when it's up and running. But I do have a question. That question is like what made you pick those three features and functions specifically?

00:13:07

Jayden Matzek: Like was it some deep insight that you had? Was it um just personal preference? So, can you just kind of walk us through, I guess, the the mental model, some of the thinking behind why you chose what you chose um in terms of your functionality?

Shantelle Matzek: Absolutely. Yeah. So, I have done um a 14-day detox before, and let's just say based on experience, there were a couple of things that I personally wanted to improve upon um in order to be a bit more effective this time around, especially seeing as I'm going to be doing it with you for the first time and just wanting both of us to walk away with like optimum results. So, I looked at the 14-day, you know, regimen based on what Dr. Bobby Price provides on his website, some of the things that he recommends. And then I went back to our goals that I just in a broad sense know that we have. You know, there there will definitely have to be like a sitting down between the two of us to figure out exactly what it is that we're trying to do.

00:14:15

Shantelle Matzek: And potentially one of those features might change based on, you know, some of our goals and what we're looking to accomplish out of the cleanse. but compiling the like how to with the actual um goal at hand and and what it was that we were hoping to achieve. I wanted to ensure that the core functionality aligned with those two things. And again, the first time around there was just way too much the the

app was it was getting kind of messy at one point like it was getting kind of lost in it, lost in the sauce, as mom would say. Um, and to be quite honest, even looking at my app now, there's another iteration that I'd like to make to make it even more simple. So, I'm finding that that is uh kind of the key is that simplicity, but also the effectiveness. And when I went to to uh look at the core features, those three features, three functionalities, like that's what I was really trying to accomplish. That was the mindset.

Jayden Matzek: That's incredible. Um, there there were certainly a lot of things within what you just said that I think uh speaks to a more meta and global approach to AI and leveraging AI not only as a generative tool like we're using here in um in AI Studio, but also as an agentic or autonomous partner.

00:15:45

Jayden Matzek: Um, which funny enough takes us to our next um, like our transition point. We're going to actually dive deep into notebook. But before I do that, I do want to say Chantel, I noticed on your AI studio, you actually have errors in your code in your left bar. If you hit the fix um button, it'll actually run through the code and fix those. But so that may have been what the problem was when you were looking for your your solution. So, pro tip, pro tip, but if you don't mind, stop sharing. I will share my screen and we will do a brief intro. I'll just share this tab. Okay, awesome. Okay. So, right now we are inside Notebook LM. I'm actually pop out of here. And once you open up Notebook LM for the first time, it will look something like this. And if you're wondering like, well, why are you bringing Notebook LM? We've been in AI Studio. Give me a second and I'm gonna do my best to make it make sense.

00:17:05

Jayden Matzek: So, Google AI Studio is a generative laboratory space. Um, you could also say an AI experimental space where you're prompting with these various AI models, Gemini, some Opus, different models to then turn natural language into code

which when pumped through an interface or pumped through some program has outputs that can be a picture, that can be a video, a website, a app, all the things And all this is great. And this is what grabs the attention. This is what, you know, leads us to click and and choose maybe what we're going to buy and not buy in a very surface level. But what it is currently lacking at this point in time, again, June 2026, is it's lacking a depth of niche knowledge to better dictate and predict how your app needs to evolve with the time and with the people you are trying to serve. And so in a very broad sense, I want to go over notebook element because it helps solve this very problem. And the great thing just like Google AI Studio is that the entryway is completely free.

00:18:32

Jayden Matzek: If you have a Gmail, all you have to do is go to Notebook LM or Google Notebook LM and then jump into it. Sign in using your Gmail. And as long as you're over 18, you won't have any like um restrictions in terms of features. If you're under 18, I recommend, you know, using your parents or, you know, some relatives account so you can play around with this. But Notebook LM is going to be your research assistant or your research agent. But it's not just research that it does. It also has some really cool generative features that can take your business, your projects, your hobbies, your hustles to another level. and not just because it looks good, but because it's backed by data and by information that you get to pick and choose what you want to include. Um, and it's really as simple as if I wanted to look, see, we just saw Chantel go over detox, right? Uh, we can do 14-day detoxes. 14-day detox that helps people live longer. Help people live longer and what not to what to do and what not to do.

00:20:12

Jayden Matzek: Oh goodness. I'm smart y'all. I can read and write. I promise. What not to do, before, during, and after, a deox. Now for for this particular instance, we're just

going to do fast research, but ordinarily we would do deep research. Um, this enables Google to go actually scrape more scholarly articles, more corroborated articles, journals to make sure it's getting accurate, real, and reliable information. I fast research is probably going to pull up some YouTube videos. So again, be mindful that AI is still scraping the internet. But the good thing is is that you don't you're not purely subjected to what it gives you. Like you can pick and choose what you want. I see Chantel has a question. Go too.

Shantelle Matzek: I am just wondering um for myself and also for a few of us others who may not be super proficient with notebook LM or trying to elevate our um proficiency with notebook LM. What would you recommend you know when writing in a prompt like this after you have loaded all of your sources on the left hand side?

00:21:41

Shantelle Matzek: because I realize that this might be a a reverse process and maybe if you don't mind maybe just explaining the difference between those two approaches and why one may be more beneficial than the other.

Jayden Matzek: Yeah. Yeah, absolutely. And I think you're actually, excuse me, ahead of me a little bit. Um because I'll definitely get there in terms of approach and how to upload sources. And this is like the initial prompting, the very initial prompting that kind of sets the tone for how you're going to build out the rest of your notebook. So if you get on your notebook right now, notebook LM, and you hit new notebook, or if this is your very first one, this is what the screen is going to look like. And so what you want to do is even if you don't know the specific topic, ask it a question. Um, if you don't have a question, just put a random topic like basketball or piano or fishing or weight loss. It can be general or generic. And then to to kind of get the ball rolling to kind of begin training this model on a specific topic area.

00:22:52

Jayden Matzek: For this one, we're going to hit fast research, but I would generally recommend deep research again for that added depth and scholarly knowledge instead of just kind of pulling what's quickest and most loose on the internet. Um, but then also while that's kind of loading up, if you already have documentation, images, documents, or have YouTube videos that you already have into a playlist or even some copy text, maybe you took notes from a class or something and you wanted to upload that, you can do all of that here as well. And again, this is connected directly to Google. So, if you click drive, it'll pull right from your Google Drive. So then you can upload documentations that you maybe have saved, bookmarked, everything. And what it's going to do, like we'll see here, as I kind of skim through these to make sure at least some of the websites are from reasonably reliable sources like we got a MD, Mark Heymon, Detox. We'll hit import. You'll see that all these sources begin to populate on your left side.

00:24:03

Jayden Matzek: So now what separates Notebook LM just from chat GBT is that it's only going to pull and source directly from these sources. So to just kind of give a little bit uh clear understanding of what that implicates, let's say that I am starting a soap and candle business right in Portland, Oregon. Now, this is for another talk I have actually coming up soon, the Wisdom and Wealth. Shout out to Wisdom and Wealth Conference. Um, what I would do is I would go in here, which I did, and I would say, "Hey, I'm starting a soap and candle business where I make these handmade allnatural products in Portland, Oregon, and I need to know how to run a successful business in this area." Puka and then it will give me all these different sources and I can go back and ask more questions to from more sources as well. But what it's going to do is create this repository of data and information that now I can ask it anything relevant to my business like anything questions like um just for a quick example who buys candles or who buys yeah candles right now it's still AI right so it's not necessarily like a Google query where it's just going to go and copy and paste the answers.

00:25:36

Jayden Matzek: It's actually going to go in, go through these sources, pick out the relevant information, piece it together in its AI creative fashion, and give me something that's relevant not only to this question, but also to any other questions that I've built upon up until this point. And I've also uploaded again like some some brand identity stuff. So, it may even give back some more detailed information based off of what it knows about my company, which is also fantastic. So, once again, I've used this to create like a a business report or business model, infographics that are specific to um to this business. So, again, this is just candle making and soap making, right? But this can cover any niche here. So, as you can see, I asked that one question. Busy mothers, pet owners, wellness and aroma therapy. So, now what normally may have taken somebody between 2 to 12 weeks to complete uh validation for their customer segment and product validation just took us maybe 10 minutes, 10 15 minutes to complete. So now if we're going to make candles, we have a short list of people we know who we can target.

00:27:00

Jayden Matzek: Pet owners, eco-conscious consumers, and busy mothers. Now, if we can go back over to our new guide, if we're going to, you know, per Chantel's um project, if we're wanting to learn more about not only how to do well on our own fast and our own um detox, but let's say we want to package a comprehensive application that people can and will use for their own or if they want to do it like byian annually and they wanted just a a good way to do that consistently while keeping track of all of their metrics and stuff. We would just ask this we would just ask um this chat that is now full of information about these detoxes. Um, what are some good features to include in my app that I am building to help organize and track my 14 day detox? box. Okay. So, once that gives us what we're looking for, I'm going give y'all a pro tip. And if I decided this is what I want to continue to do, it's output.

00:28:43

Jayden Matzek: I will literally copy and paste it into Google AI Studio because it's going to give me some features, right? So, it's going to say a phase timeline, smart hydration calculator, host fast, reintroduction timers, th movement journal. I mean, this is a really comprehensive list. And again, it's not just AI jargon pulling from a bunch of sporadic data points. It's corroborated from all these different sources, various doctors from around the world, uh different journals. And again, the more data you can add, the the better even the response get the more detailed they get. And again, and if you don't like that much text, especially if you're going to be turning them into prompts, you can do shorter responses and if you want to be a learning guide, like you're trying to learn a skill like how to do something, this will output in a very kind of like guide stepby-step way. You could also like make it your own. Give it to Jarvis. tell them is it's a student or it's a comedian, whatever you'd like to customize that.

00:29:57

Jayden Matzek: And then also like I mentioned earlier, once you have gotten to a point where you've built out this notebook that's robust, full of a bunch of highlevel maybe scholastic and scholarly resources and sources, but then also your own artifacts, your own PDFs, your brand templates, um your website that you can post in here. Like if you found a website, you can also drop a website link inside of here. Then you can go start generating um video overviews or infographics that better help and even slide decks. They got really nice slide decks um to better help not only explain the problem or the process or the potential, but that you can also turn into like investor ready pitches if you want to sell this app or package it up and deliver it. Um, so once again, now I didn't really do it in this instance because I want this to be part of the challenge, but if I really wanted to better understand for a business since right now, I know for Chantel, this is a lot more personal, something that her and myself are going to be doing like very intimately, but if we wanted to package this up for more people, a

great question I would ask to better understand the business of this is like, who buys these these detoxes and what type of lifestyle do they live?

00:31:23

Jayden Matzek: How much money do they generally spend? What other apps maybe are they using? This will better help dictate the type of features, functions, and capabilities my app or your app would have. Now, hopefully this all makes sense. And again, uh, I'm going to be building out some courses that does a much deeper, more comprehensive dive on notebook and how it ties in to all the other, you know, Google, you know, Google laboratory, Google experiment apps and softwares. But notebookm is incredibly powerful. And that's why I said in the beginning, if the app you started working on for the past two challenges is is cool, but it's not necessarily resonant and speaking to you in a meaningful way or maybe it's not transcendent beyond just yourself or your immediate circle. I would encourage you to to think bigger, think broader about a a problem that you're passionate about and then let us use notebook to dive deep into that problem to better understand the people, better understand the demographic, better understand the challenges surrounding the problem because then from there we can build out some real solutions um that people actually need and not just might use or might want.

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Jayden Matzek: So hopefully that made some sense. This is no book and limit. This is just the very very beginning. Again, this is a research tool, a research assistant I should say rather research agent that really says the best that sets the baseline of how we're going to build our various businesses, our various projects, solutions. Um because if it's not built on something sound or if you don't understand the problem really you can never come up with a true solution if you don't understand the problem. So I want to leave some room for any questions before I before I tie the bow up and kind of give

some insight as to where where this is all going. Are there any questions from the chat? Aka Chantel may take my life.

Shantelle Matzek: putting me on the spot. I love it. There really are some amazing features in Notebook LM and I'm really grateful that you are bringing this up. What from your perspective, especially as a teacher, educator, facilitator, would you say would be the best um let's just call it like most effective way to leverage AI for synthesizing data when starting with um let's just call it a subject that you want really dive deep on with several sources that you actually already have in addition to leveraging sources online, but then bridging that knowledge gap um to create that solution.

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Shantelle Matzek: So, I'm going from Notebook LM again to our example these past couple of weeks, leveraging like a Google AI studio just as an example. Um, so I think it's really it's really amazing to create all of these different presentations and to, you know, leverage these features within the app or with within the the tool itself, notebook, and a whole another thing to take it outside of that and leverage the data in the way that we're learning to do here at school. And I'm just really curious um from your perspective what that should look like and what approach you believe we should take to really um kind of take advantage of of this as a tool but to again learn and kind of strengthen our strengths as opposed to uh kind of using this as a crutch.

Jayden Matzek: That's a great question. And as you know, but maybe not everybody else knows, I've recently had the pleasure of going to the University of Louisville down in Kentucky. And over the course of four days, working with a group of 10, 12 high schoolers on this very thing you just touched on.

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Jayden Matzek: And it really started off as a curiosity of there's been this this backhanded notion that AI is going to strip away mankind's intelligence and need for

intelligence and creativity. And I just I find that unsettling and it didn't feel true in my my inner being. So I decided um to kind of investigate that, right? but from the opposite end. So instead of looking at it from this detriment lens, I wondered, is there a way to leverage and utilize AI in a way that it actually can make us smarter and more creative? And granted, it's just it's the first of many camps in this series. were actually going to conduct um a research study on it. But I'll tell you the findings were incredibly and incredibly inspiring and and full of hope. And I I believe my hypothesis is going to prove to be true at least in some sense in that when we leverage tools like notebook which we use notebook for the camp, we are now curbing the time and energy and mental energy it originally took to go and read book after book and go to seminar after seminar.

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Jayden Matzek: then to only retain a fraction of that over, you know, the course of a week or a month. And the further that you sit with information and don't use it, the more and more you forget of it. So to now have a tool that can synthesize and extract directly from these highly technical and um highly databacked journals and articles and research reports. to be able to pull from all of that and learn just from a single question as if you're tapping into a highly specialized expert um that will never sleep on you or you don't have to worry about them picking up the phone or trying to figure out who they are or where they at or what time you can call them. like the the time barrier and the resource barrier with that has has greatly left this this wide gap for humans to actually spend more time getting smarter and more time being creative as we are creative and emotional beings. Um, so to go back to your question, all of that was building context. To go back to your question, when you are trying to learn a new skill or upskill up skill Thursday, upskill an area that you're already interested in and might be tweaking in, first thing I would do is go out and source at least one I would say is source at

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Jayden Matzek: least three things that you can import directly into Notebook LM as your baseline. something you've watched and been like, "Oo, that was really good. I need to know more about that." Or a article, it could be online article or a PDF from one of your professors or teachers or friends, something that you read that was like, "Man, I really love that topic." Start with about three of those things. Put them into Notebook LM. And then in your source prompt, ask a general question or put a general topic around whatever it is you're curious about learning. And then do a deep research on it. skim through to make sure that the sources look reliable in some way, shape or form because every now and again you'll get like some Reddit post which in some cases are reliable but in other cases if you want like real databacked scholarly information you know that's up to you depending on what you're trying to achieve. But from there, once you have those data sources, the first thing I like to do is ask a few questions that I already have a general understanding about, just to make sure that the AI understands everything at play and that is correct and that it's not hallucinating.

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Jayden Matzek: Once I've asked a question or two like like um who are the greatest basketball players in the NBA to date, right? If I if it starts listing some people I've never heard of, then I'd be like, "Okay, well then there there's some biases likely in my data somewhere. I should probably go and remove those sources." But then from there, I mean, that's where the creativity comes in. And the more you get to generating various uh presentation slides and the podcasts that they have, the AI pockets that they have, the more I think paradoxical it becomes in a sense that the more you begin to create, the more creative you get. And it it forces you to think like what else can I do? What other questions can I ask? And man, if if it can do that, I wonder if it can do ABC, XYZ. And I'll tell you, like eight times out of 10, it can do it. Now, that's not to say that there aren't barriers or different technical loopholes you may have to go through to like get it done or get two things connected or to turn the beautiful, you know, perfect website you've built in AI Studio or Claude into the real world as an actual functioning website.

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Jayden Matzek: that it's not always cleancut and easy, but with AI being, you know, such an intelligent autonomous tool, if you can think of it in terms of a digital presence and digital essence, eight times out of 10, maybe nine times out of 10, I'd say it's possible. So, I know it was a long winded answer to your question. Um, but hopefully I addressed it in a way that made sense, but then also kind of opens doors to to help you and others understand like we are dealing with something that we have never seen. I remember when I was, you know, like my freshman year in college and we had these large textbooks that just like it was gruesome trying to read these textbooks every night. But you do it because that's what's always been done. And yeah, now I got more digital textbooks, but now I'm just reading textbooks digitally. And I would always wonder like, man, I wish there was a way to at least find the information inside these textbooks quicker. Like F takes you so far, control find, but even then you still have to read around the context and well, that was the wrong chapter and all all the minutiae around it.

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Jayden Matzek: Now we have a tool where you can upload that same textbook and ask it a question that you may get a better answer from AI than you get from your professor and that's just the reality of the situation. So it's exciting times and like knowledge and the access to knowledge and these kind of intellectual resources is no longer a real barrier in my opinion at least here in the states. Um any other questions? Hopefully that that answered that

Shantelle Matzek: Very very well said. No, that that was super helpful. Uh the camp I can I bear witness. I was, you know, grateful to at least be there for I mean an hour on the last day. Um and maybe like 45 minutes the day before that and just the little bit that I experienced was super valuable. So, I can only imagine what those kids walked

away with and just excited to see further camps, you know, take shape and evolve into something even greater in the future. Um, and then, yeah, I think that in general, like starting with those three sources, great advice.

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Shantelle Matzek: Um, I definitely start with my own sources, especially just with my journalism background. I don't necessarily always trust um just pulling any and everything from the the internet. I start with my own. And then I also get additional sources which I think was was great earlier just showing kind of both ways to do that. I will say it was a little surprising hearing you mention that it may just be easy to start with a generic question. So, you know, just pushing back on your answer there and just maybe learning a little bit more from you, Jaden, because you've just got so much amazing information and and knowledge. You know, just using that example that you gave about university and and different school settings you've been in where you're reading textbooks and it's a gruesome process, but you did it anyway because that's just what you had to do. I think back to being in classrooms and asking generic questions. you're going to get what you ask for. And when I think about AI, putting in a generic question, like, aren't I just going to get a generic response?

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Shantelle Matzek: playing devil's advocate here because I know for a fact um that again some of us aren't as as familiar with some of these tools but wouldn't you say that some of the prompting and the way in which we communicate seeing as this is a large language model that the language we use is just as important as the resources you know that we're utilizing to get some of this information synthesized. um how would you recommend from somebody for someone who isn't as familiar and who might have a hard time even coming up with a generic question um to you know like I said communicate with these large leveraging these large language models and

communicating exactly what it is that they want accomplish uh when maybe the goal is unclear. That's my last question.

Jayden Matzek: I can always count on you to ask the really good questions. I really love that. So, I first want to address the first point you made, which is, isn't asking a generic question just going to output a generic answer? And again, I cannot I cannot harp on how incredibly unique Notebook Loom is in the AI space.

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Jayden Matzek: for a reason just like this. So if you go to Chad GPT and say um what are three great places to visit in the world, you're going to get some you're going to get some places, right, that I'm going say generic. They're not generic in the sense of like you can't understand them in depth because we're talking about places, not necessarily like a depth of knowledge, of course, but they're not going to be personalized to you. They're not going to be um necessarily backed by a specific type of data or information maybe that you would like or that are privy to. It's just going to be very generic. This is the most visited cities in the world, right? One, two, three, boom. If you ask that same question to a notebook LM that you have fed information or sources to about uh the population or the nature scene if that's something you're into. You ask what are the three places I should visit. It's now going to scrape all of that and also reference information you may have had in earlier chats to be like you like nature.

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Jayden Matzek: um you want to avoid like heavily dense places. You want somewhere that's affordable. Let me go through and find where other people have reported, you know, and that these datasets overlap. And then one, two, three. And again, this may not be the greatest example. Um just because we're talking about places and not necessarily a depth of knowledge. The way I kind of like to think about it is if if you were

to go ask um your friend who is a I don't know, let's just say they're a janitor. If you ask them, you know, how do I build a staircase? They may give you something like you know, you going to need some wood, some nails, a hammer, right? And then you just kind of line them up and hit it. Then if you go ask a expert carpenter, how do you build stairs? I mean, he's not going to just tell you what you're going to need. He's going to give you the step by step. He's going to tell you what store you need to go to.

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Jayden Matzek: He's maybe even draw a picture, maybe take you with him and say, "Hey, I'm going to show you how to do this so you can do it whenever you want to." Notebook LM, you have the ability to create that expert in any domain. Any domain. It can be mechanics, you know, for a car. It can be electronics if you're like tinkering. It can be if you want to be a better reader. If you want to, you know, start a garden, if you want to do better at homeschooling, start your own curriculum, start your own business, nonprofit, like anything that you can think of cognitively because we have spent the past 30 30 years or so filling the internet up with all of this data and information, both scholarly and non-scholarly and public, for better or for worse. But now you have the power to really cut off all the noise and create this niche pool of expertise that you can now ask generic questions or in-depth questions. Um so so that is something that I really want to harp on specifically in terms of notebook LM.

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Jayden Matzek: Now once again if you just go to a an open model Gemini claude chatgpt and you ask it a generic question without any any sources built into it any training in the background you're definitely going to get generic answers. So what you said is not wrong, but it's just a um a novelty of no book LM that is incredibly incredibly powerful. And was there there was there a second part to that question that I may have missed?

Shantelle Matzek: Uh yeah, you actually you answered that really really well and and well said. Um there was a second part and it is just for you know those of of us out there I'm just kind of advocating for those of us who may again not be familiar um not on this call or people listening to this recording who may not even fully have an idea of what that solution or the subject or you know um where they're looking to go with their idea right and they're just kind of getting started and they're learning they're either upskilling or They're trying to figure out something brand spanking new.

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Shantelle Matzek: Um, but they have they have an issue. They have they have a little bit of a a problem coming up with that that question, whether it be generic or specific. I just want to ask you what type of advice you would give um to that person learning to ask either a generic question to kind of start getting the cogs turning or just learning how to ask better questions to get better um outputs when they are leveraging these large language models and more specifically notebookm that was just again for those not on the call and for people who aren't

Jayden Matzek: Awesome. Thank you for reiterating that. Um, my short answer is use AI. Use AI to find out what questions you want or need to ask. Um, and it can be and I would encourage to really sit down and sit with yourself and figure out what you care about just in terms of topic. Even if it's not something incredibly niche like I I want to revive the nematode population in Ghana, right? It doesn't have to be like that incredibly like focused.

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Jayden Matzek: You know, it's okay if it's something as general as um mushrooms and growing mycelium, right? just something generic mycelium once you have some of those sources laid out in notebook if you don't know what to ask because maybe you know nothing about it virtually the first thing I would encourage you to prompt and ask

the the chat is what are some cool and or unique things about topic myelium basketball and I can guarantee you after reading two three four five things that you did not know. There will be some questions that come into your mind like how does that work? When did that happen? Are there any companies or businesses that address this? Is this a problem in my city? Is this a problem in my country? Um how much money is actually going to this problem currently? Right? And then you can begin to see how what starts off as curiosity and these lines of questionings then turns into I think what we all have innately inside of us. This instinct to serve and uh and create solutions to these problems and from that that that's that's where real businesses are born when it stems from the problem first.

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Jayden Matzek: Uh, and that was probably my favorite part about the the camp that I had the privilege to to run at the university is is helping these young adults understand that in terms of of business and society and service, the problem is always first. And once you fall in love with the problem in a very intimate way, um, finding a solution is really not the hard part. So hopefully that helps and makes sense. Um, again, we we got more weeks to to cover these topics to talk more in depth. Notebook and limb is something that we could spend a couple weeks on by itself. Um, but I do just want to let everybody know that like I mentioned at the earlier part of the call and the middle, if up until this point you have been working on a project that is for lack of better words lackluster, it doesn't really pull you in, doesn't really speak to a problem that you really care about, I would encourage you to pivot, change directions, start a notebook LM that addresses a topic that you actually care about or extremely curious about get into a little rabbit hole.

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Jayden Matzek: Now, don't go too deep because you can go deep and then burn up all your credits, but but get curious. Ask the questions. Maybe generate a podcast to learn more auditorial or create a video overview if you're a more visual learner. And you'll get to see how the AI pieces together information in a very coherent way. and then from that come back and say this is a problem that I'm falling in love with and I would love to be a part of a community of people who solves this problem and then once you have that then you can go to your AI studio and then we can open up Pomelli and then we can open up Stitch and Flow and all these other tools to then put together a comprehensive package that really details and if nothing else explains very clearly your the problem and your solution and then then it's off to the races from there. So So that is in short the the scope of kind of where we're going trajectory wise even if it's not even if it doesn't end with you starting a business per se a business and it's maybe just a personal project that you're committed to or something you want to go on and teach to people that's fine but that is the direction we're going in. So, be thinking uh kind of out with it.

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Jayden Matzek: So, don't don't get caught up, you know, just on the, you know, how do I do my dishes faster, which is fine, but if it's not something you care about and it doesn't feel real to you, pivot is my is my advice. So, if there's nothing else, thank you so much for your time. Hope this was helpful, resourceful. Hope it gets you excited. And once again, I'll be posting in the the community chat, the thread about next week's um challenge or this, you know, the challenge for next week, which is going to be craft your own notebook LM. You need to have three sources that you put in of your of your own, but then also I want you to generate at least three different artifacts from it. And then you're gonna be you're gonna have to come on and then share with us your new expertise when you come on. Share us what you what you learned, what prompted it, all the things. So if it's not clear, hopefully be more clear in the in the message I I share. So without further ado, thank you. Thank you all for joining. Have a great day.

Transcription ended after 00:57:42

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