



INSEAD AI CLUB · EVENT 04

What did you build this summer?

Tue 8 September · 7-8.30pm · Amphi Rubeli

Fourteen people showing what they built, then one last build.

Joining online? The link is in the AI Club WhatsApp group.

aye.



The running order

#	WHO	WHAT	LENGTH	FORMAT
01	Sashin Pillay	The future of AI	TBC	Talk
02	Louis Pommery	crate.sh	5 min	Live demo
03	Max Dear	AI in private equity	2 min	Talk
04	Jessica Dill	Auto Collision Shop OS	5 min	Live demo
05	Thibault Seguret	FinanceBot	5 min	Live demo
06	Marc Matar	Reminder Organizer	2 min	Talk over slides
08	Arthur Froissart	Ambidex.ai	2 min	Talk over slides
09	Tom Rees	Film industry database	5 min	Demo or talk
10	Francesco Danovi	Scopa	2 min	Demo or talk
11	Liyang Guo	Orra	5 min	Live demo
12	Andrew Rogozinski	Cloud Routines	2 min	Live demo
13	Saurabh Bhatia	Alfred	5 min	Live demo
14	Dylan Hwan	Tennis partner matcher	2 min	Live demo
15	Masud Ahmed	Finlex	5 min	Demo or talk
16	Freddie Chambers	Permira Skills Exchange	6 min	Live demo

01

Sashin Pillay

AI Trends

Learnings from a summer with frontier labs, hyperscalers, founders and VCs

TALK

IN PERSON

AI Trends

AI CLUB // PRESENTATION

What I Built Learnt This Summer

Sashin Pillay Gonzalez

2 6 D

Sashin Pillay Gonzalez

San Francisco Is Back



San Francisco

7X7 MILE GRID //
MW.SUPPLY

WHO I MET

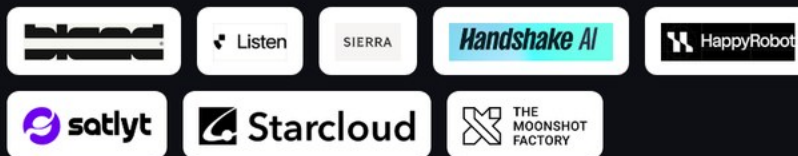
FRONTIER
LABS



INVESTORS



BUILDERS



THE SF FOUNDER MODE STARTER KIT

22 years old

Y Combinator alumni

AI Startup

Raised \$100M+

Lives in a Hacker House

"Why tf are you doing an MBA?"

SLIDE [02 / 08]

THE 5-LAYER STACK

05

Applications



04

Models



03

Infrastructure



02

Chips



01

Energy

Sashin Pillay Gonzalez

[TREND 1]

Enterprise Is the Real Opportunity

THE REVENUE SHIFT

Enterprise share of total ARR — Anthropic & OpenAI



TOTAL ENTERPRISE TAM

\$22-30 trillion

According to SpaceX and Anthropic

IN THE NEWS

Cursor x SpaceX

\$60bn acquisition

Sashin Pillay Gonzalez

[TREND 2]

The Post-Frontier Pivot

Platform risk, geopolitical lockouts, and margin pressure are forcing enterprises off closed frontier models.

CUSTOMER TURNS COMPETITOR OVERNIGHT



Figma

VS

Claude Code

FINANCIAL TIMES

● LIVE

BREAKING NEWS

Anthropic suspends latest AI models after US blocks access to foreigners

C // THE 'TOKEN-MAXXING' HANGOVER



85% of inference cost is avoidable waste: routine classification and structured RAG run cheaper on SLMs than **\$30/query** frontier reasoning. [LMSYS RouteLLM / Stanford FrugalGPT]

D // OPEN-SOURCE IS ON FIRE

Global open-weight models destroying pricing power.

GLM-5.3 (Zhipu/Z.ai)

Kimi K3 (Moonshot)

FINANCIAL TIMES ● LIVE

Nvidia to buy open-source AI platform Hugging Face for \$13bn

Sashin Pillay Gonzalez

[TREND 3]

The Rise of the Forward Deployed Team

In the agentic era, software isn't sold through slide decks. It is conquered inside production trenches.

Forward Deployed Strategist (FDS)



WHAT THEY SHIP

Scoped product specs, workflow designs, and ROI models

TIME TO IMPACT

2-week workflow and data audit

THE ACTUAL JOB

Turns messy business problems into clear technical requirements client teams actually use

COMPENSATION

\$220k-\$300k US / €110k-€160k EU

Forward Deployed Engineer (FDE)



WHAT THEY SHIP

Live code, custom data pipelines, and working AI agents

TIME TO IMPACT

48-hour prototype running inside client systems

THE ACTUAL JOB

Writes production code on-site to make vendor AI work with legacy enterprise systems

COMPENSATION

\$260k-\$450k+ US / €120k-€190k EU

FINANCIAL TIMES

● BREAKING

Microsoft launches its own AI deployment company with \$2.5 billion commitment



Modern AI isn't sold by Account Executives with pitch decks. It's won by embedding teams directly inside client systems to ship working code on day one.

Sashin Pillay Gonzalez

Who Is Capturing the Value?

Trend 1: Enterprise is the opportunity

Trend 2: Models are becoming commodities

Trend 3: FDE is the distribution wedge

VECTOR 1

The Hyperscalers

AWS · Azure · Google Cloud

Google Vertex AI, Amazon Bedrock, Microsoft Foundry

VECTOR 2

AI-Native Deployment Engines

Sierra · Palantir · Happy Robot · Scale AI

High-touch engineering embedding directly into workflows. But who stays vendor-agnostic?

VECTOR 3

The Orchestration & Routing Layer

OpenRouter · LangChain · Martian · Portkey

Controlling model arbitrage, multi-agent coordination, and token spend.

FINANCIAL TIMES • LIVE
Stripe to buy start-up OpenRouter in \$8bn dealMY
OPINION

Management Consultants are not guiding this shift. The model is moving from billable hours to outcomes-based delivery, and enterprise value will be captured by AI-native technical teams who ship production code inside client data.

Sashin Pillay Gonzalez

The CDC Isn't Going to Save You

Campus career services feed legacy corporates, not frontier tech.

Degrees Matter Less



PROOF-OF-WORK > PEDIGREE

No one is an expert yet. Shipped product, working code, and operational speed beat an MBA every time.

A public GitHub repo or custom agent beats a resume bullet.

Proximity Is Leverage



GEOGRAPHIC CONCENTRATION

High-signal bets happen in SF, NYC, and London. High-conviction frontier founders don't post to campus career portals.

80%+ of early frontier hires happen off-grid in the hubs.

The Comp Asymmetry



ASYMMETRIC EQUITY UPSIDE

Frontier scale-ups and AI labs offer asymmetric equity upside (\$350k-\$500k+ TC).

Trade predictable cash for generational equity.

🔥 If they have an on-campus booth, they're already legacy.

Sashin Pillay Gonzalez

Let's Connect

DIRECT CHANNELS



LINKEDIN

+27 82 894 0819



WHATSAPP

HIGH-SIGNAL FEEDS



US SIGNAL

Katie Kirsch[linkedin.com/in/kirschkatie](https://www.linkedin.com/in/kirschkatie)

Bay Area frontier venture & builder radar.



EU SIGNAL

Seb Johnson[linkedin.com/in/seb-johnson](https://www.linkedin.com/in/seb-johnson)

European AI venture & deep-tech infrastructure.

📌 PLUGS NEEDED

On exchange at CEIBS Shanghai this November. I want to meet China's best VCs, builders and frontier tech. Intros hugely appreciated.

02

Louis Pommery

crate.sh

Three ways to dig new killer tracks

LIVE DEMO

5 MIN

IN PERSON



DISCOVERY TAB SHOWING A HOUSE SUBGENRE MAP

03

Max Dear

AI in private equity

Used AI to build pilot projects for portfolio companies and internal workflows

TALK

2 MIN

IN PERSON

—
AI in private
equity

04

Jessica Dill

Auto Collision Shop OS

Checks customers in and out, tracks repairs, technicians, invoices and finances

LIVE DEMO

5 MIN

ONLINE

Auto Collision Shop OS

The whole shop runs in one file.

Phoenix Check-In is a purpose-built operating system for an independent auto body shop — from the customer’s signature at the counter to the technician’s commission on Saturday. **One HTML file** on the shop’s tablets and phones, a Google Sheet as the ledger, Drive as the filing cabinet, and **Claude Sonnet 4.5** in the runtime doing the reading.

NO DEV TEAM · NO VENDOR · NO SAAS SUBSCRIPTION

ONE REPAIR ORDER, END TO END

CHECK-IN Customer signs on the tablet in English or Spanish. VIN decoded, waiver PDF emailed before they leave.	BUILD ESTIMATE Claude reads the carrier’s PDF or a photo of it and fills the line items. Parts taxed at AZ TPT 9.1%.	AWAITING APPROVAL Carrier response logged against the claim. Supplements roll into the tracker on their own.	APPROVED Signed approval attaches to the RO’s Drive folder. Estimate, totals and status mirror to the sheet.	IN PROGRESS Techs work a phone-sized “My Day” view. Receipts photographed; Claude pulls vendor and amount.	READY FOR PICKUP Storage clock and lien notice run on A.R.S. §§ 33-1022 / 33-1023 — \$55/day after three days.	CHECKED OUT Invoice, payment, folder archived — and the job lands in Saturday’s payout week.
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01 CLAUDE IN THE RUNTIME

- Reads **vendor receipts and invoices** from a phone photo — vendor, amount, date, department.
- Parses **carrier estimates and supplements** and reconciles them against what the shop asked for.
- Imports a whole estimate from a PDF or a picture into editable, priced line items.
- Classifies each RO’s repair type so the reporting tabs fill themselves.

02 MONEY THAT RECONCILES

- Per-department commission pools — 60% Bodywork, 55% Mechanical — split line by line.
- Payout weeks close **Saturday 5pm**; draft reports become approved PDFs in each tech’s payroll folder.
- Every receipt filed twice: **by repair order and by vendor**, and logged to the invoice tracker.
- Live KPIs — cycle time, A/R, supplement rate, department mix — rebuilt on every change.

03 BUILT TO NOT LOSE ANYTHING

- **Offline-first**. Works with no signal; every change mirrors to Drive and the sheet when it returns.
- Server-held PINs, role-based access, lockout after five wrong tries, full audit log.
- Deletes are **soft for 35 days** — snapshot, restore, then a scheduled purge.
- Nightly re-sync repairs anything a dropped request missed. Daily digest at open.

17,400

< LINES, ONE FILE

40

BACKEND ENDPOINTS

15

LIVE LEDGER TABS

6

OPERATING VIEWS

2

LANGUAGES, SIGNED

0

ENGINEERS HIRED



05

Thibault Seguret

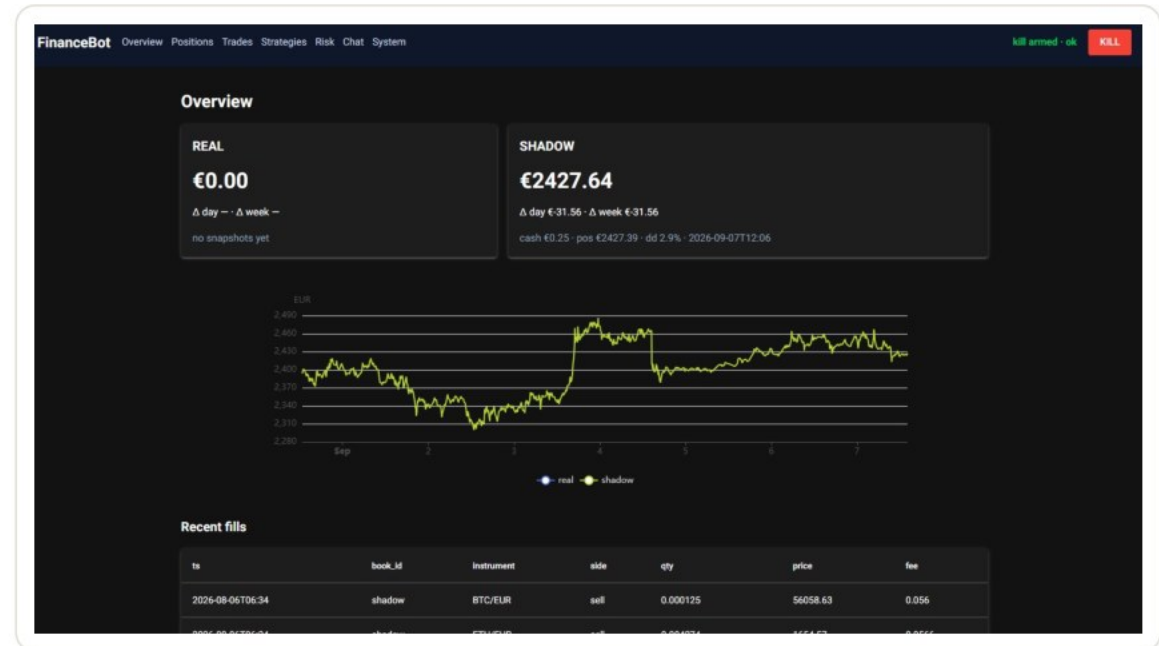
FinanceBot

A bot that scans the stock markets to identify profit opportunities

LIVE DEMO

5 MIN

IN PERSON



FINANCEBOT DASHBOARD SHOWING REAL AND SHADOW BALANCES

06

Marc Matar

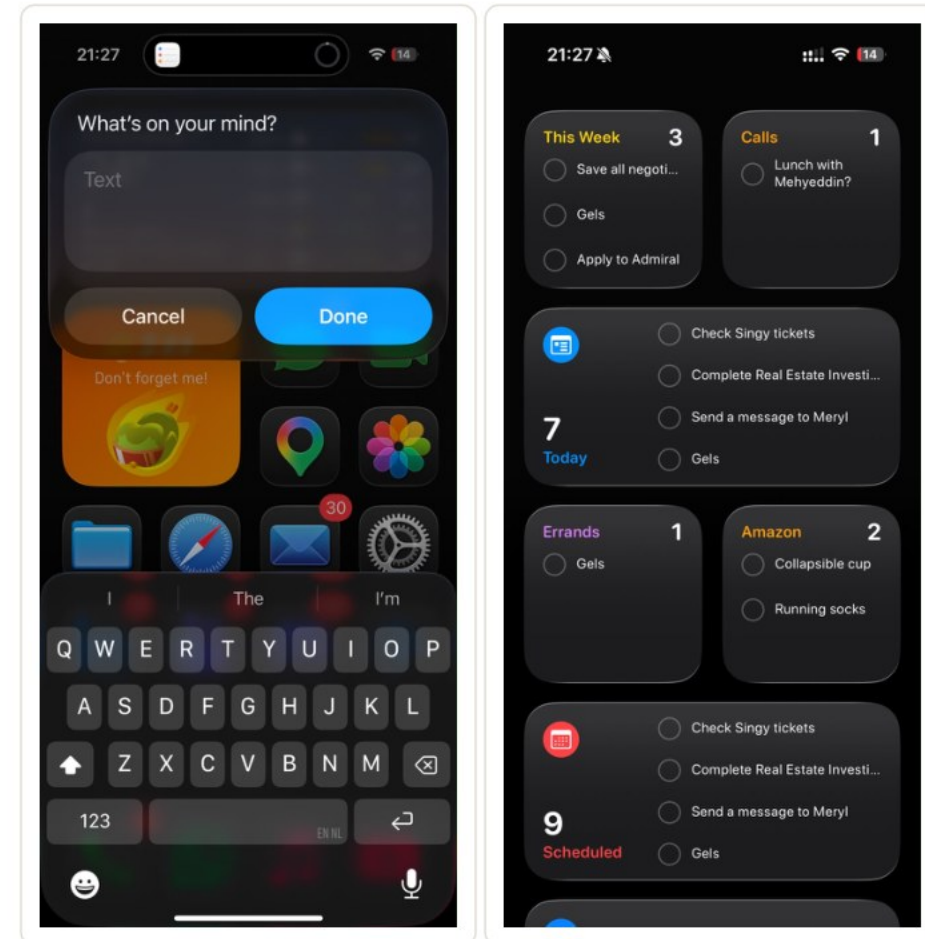
Reminder Organizer

Logs reminders and ideas in one place,
sorted automatically by Claude into Smart
Lists

TALK OVER SLIDES

2 MIN

IN PERSON



TYPE A THOUGHT, IT LANDS IN THE RIGHT LIST

08

Arthur Froissart

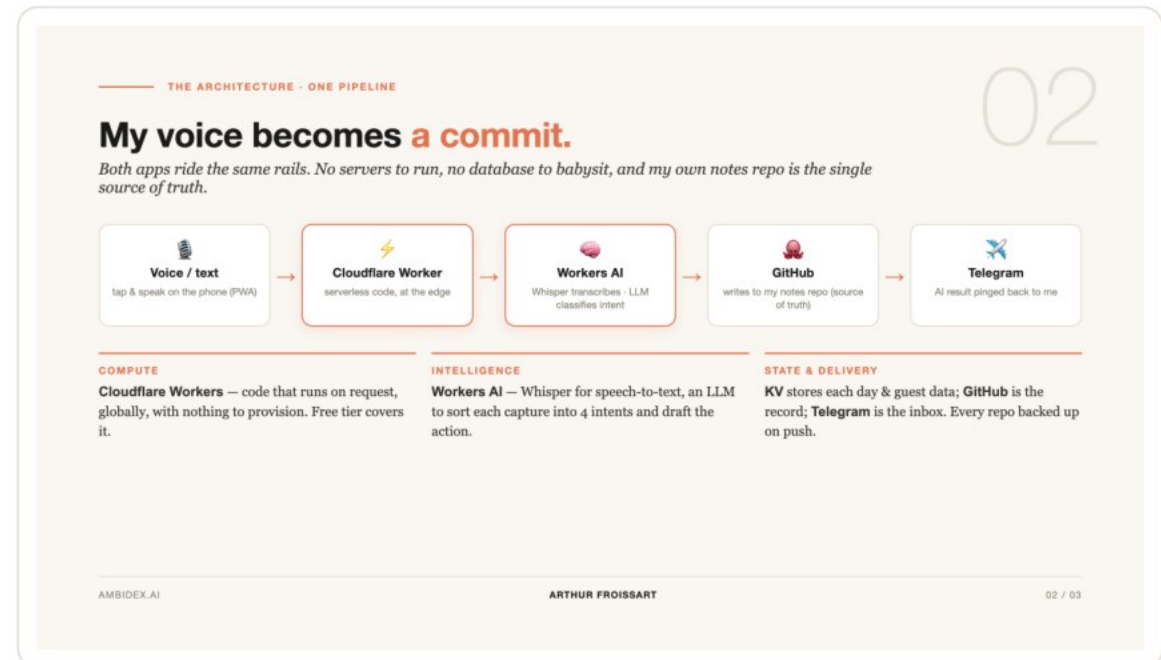
Ambidex.ai

AI task capture

TALK OVER SLIDES

2 MIN

IN PERSON



OWN PRESENTATION SLIDE SHOWING THE PIPELINE ARCHITECTURE

09

Tom Rees

Film industry database

Aggregates film industry data from disparate sources with an AI scraping overlay

DEMO OR TALK

5 MIN

IN PERSON

Film industry database

A Summer with Claude

Done. Here's your number.

≈ \$15,430/month if you were paying API list prices

That's your **actual peak-fortnight traffic** (6–19 July 2026: 700 main sessions + 690 subagent runs, scaled from 14 to 30 days), priced at Anthropic's pay-as-you-go list rates – the counterfactual to your Max subscription that you asked for.

By model:

Model	API-equivalent	Why
Fable 5	\$10,663 (69%)	2× Opus's per-token price, and you run it heavily
Opus 4.8	\$3,386	your default session model
Sonnet 5	\$1,342	bulk subagent work
Haiku 4.5	\$40	triage

June to August 2026: 33 live projects and 32 custom skills.

What I built

HARNESS

- PERSISTENT MEMORY
- OVERNIGHT WORK QUEUE
- ADVERSARIAL AGENT REVIEW
- MONTHLY HEALTH CHECK
- SKILL ECOSYSTEM SWEEP
- TOKEN EFFICIENCY REVIEW
- AI PRACTITIONER BANK
- CHATGPT / CODEX INTEGRATION (for audit)
- APPLE NOTES MIGRATION
- CALENDAR INTEGRATION

PROJECTS

- THE FILM DEAL DATABASE
- HTML DECK BUILDER (built these slides)
- PERSONAL FINANCE DASHBOARD
(8 accounts)
- NETWORKING MEETING PIPELINE (audio → enhanced transcript → summary notes, takeaways, action items → rolodex)
- OWN-VOICE WRITING (built on my own writing)
- CLAUDE WORKBENCH (custom development environment)
- ARTICLE CATCHER AND LINKEDIN CLIPPER
- MEDICAL ROUNDTABLE (multi-specialist panel)

Film Industry Database

Problem

Film-industry data: public, but scattered, siloed, hard to analyse. Deals live as prose across multiple trade press sites, performance in a dozen databases, financing in European fund PDFs

Inspiration

A couple of analysts do this well (Stephen Follows, Matthew Ball). Then I saw an interesting reddit post - a tool that read trade news every 15 minutes and claimed "4,100 companies, 13,000 deals tracked"

Objective

Comprehensive database of public data on film packaging, financing, distribution and performance, for my ISP on distribution economics. Also answers the question "who's looking for what"

The inspiration, shown

r/Filmmakers · 4mo ago
Tdoug13

I've been tracking every indie buyer announcement since January (and beyond...). 4,100+ companies, 13,000+ deals tracked. A bit of data Indie Writers/Producers should know!

Discussion

Hey all! It's been ages since I did one of these data dumps, but excited to be back on tracking and sharing some in. Take it or leave it, but cool digging into it all. Quick background, I built a tool that pulls and structures industry news every 15min 24/7 into a database, mostly so I could match my own scripts/projects against who's actively in the market. I was going crazy as an indie producer not every knowing who to pitch to with what project. Always got stuck with the same list so this helped me expand. Basically.... I went down the rabbit hole hard.

Quick recap of the industry trends over the past few months then some data on the past week of Cannes with a focus on boutique and indie-leaning activity, which got loud. Awesome to see.

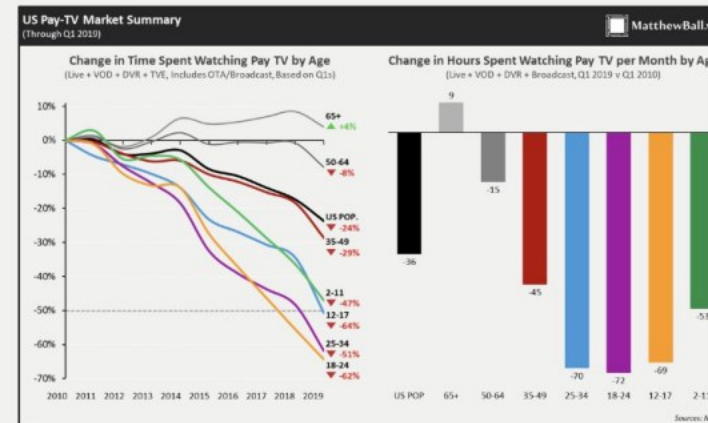
The bigger picture, January through May. Let's go!

I've been indexing this stuff consistently since January so I can speak to multi-month shifts, not just one week of noise. A few patterns have held long enough that I'd actually bet on them.

- **Horror share has roughly doubled.** Horror was about 5% of all indexed buyer-genre mentions in January. Horror sat at 11-12% in Feb, Apr, and May, with a softer March. Still roughly double its Jan share.
- **Documentary is structurally up.** Documentary trending up on average over the four-month window, though bounces month-to-month. Sports docs and music docs leading the actual pickups. Sports docs and music docs are doing most of the pulling. Sox Entertainment, Antenna Releasing, and Madman's Garage Films division are all loading slate in this lane.
- **Sci-fi spiked, then cooled, then slowly came back.** Sci-fi popped hard in February (7% of all mentions, lots of sales agent slates were stuffed with it) then collapsed to under 2% in March and has crept back to about 4% now. If you've got sci-fi on the shelf, the appetite is real but inconsistent. Time it to a buyer who is actively saying it out loud rather than spraying.

#2: Resilient but Endangered Ad Revenues

Since 2010, the Pay-TV ecosystem has seen nearly a 30% reduction in overall viewing hours and as much as a 60% decline among 12-35 year olds. Despite this massive reduction, the total amount spent on TV advertising has remains essentially unchanged since 2015 and is actually *up* \$10B, or 17%, since 2010.



Most PopularVIEW ALL

What just happened to TheNumbers.com should...

JUL 22 · STEPHEN FOLLOWS



Nine lessons from almost 100 film distribution case...

APR 7 · STEPHEN FOLLOWS



How many Hollywood movies are made outside...

MAY 5, 2025 · STEPHEN...



Which colours dominate movie posters and why?

AUG 20, 2025 · STEPHEN FOLLOWS



How the film industry's new shape is an amazing...

JAN 12 · STEPHEN FOLLOWS



Was Harvey Weinstein thanked more often than...

FEB 27, 2025 · STEPHEN FOLLOWS



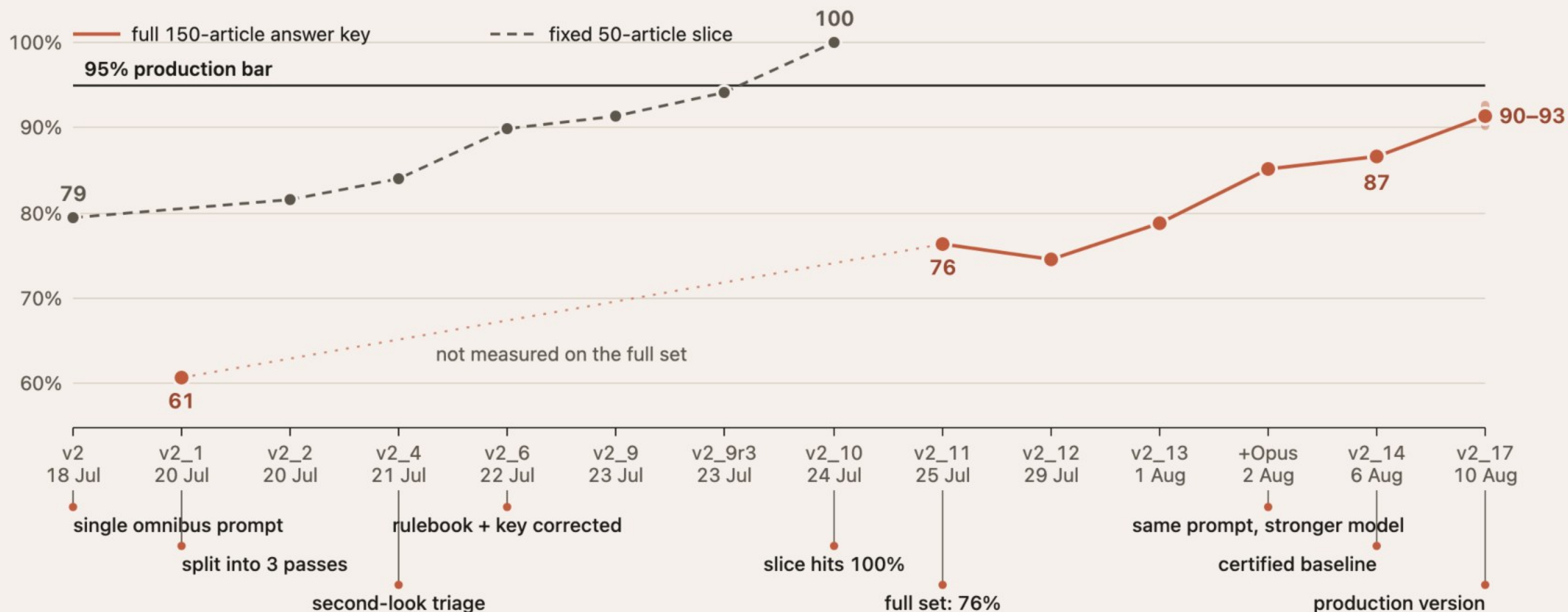
r/Filmmakers post by Tdoug13 · Matthew Ball, "Resilient but Endangered Ad Revenues" · Stephen Follows, most-read articles

Where the data comes from



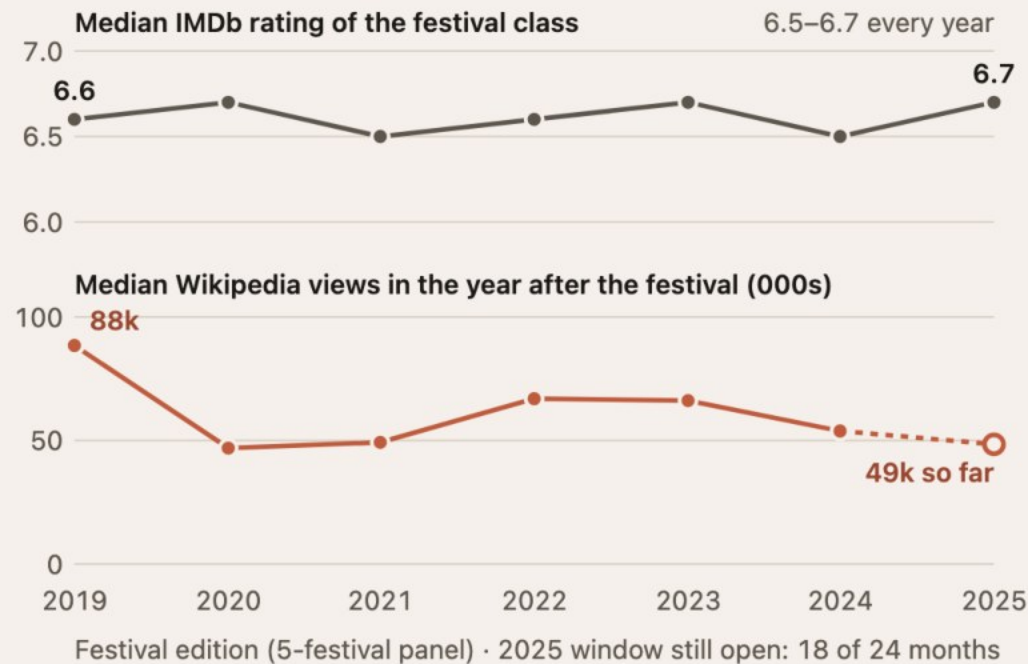
Teaching Claudio to read the trade press

- Reads each article and turns it into structured rows (buyer, buyer type, deal type, territory, price, title, director), each backed by a verbatim quote.

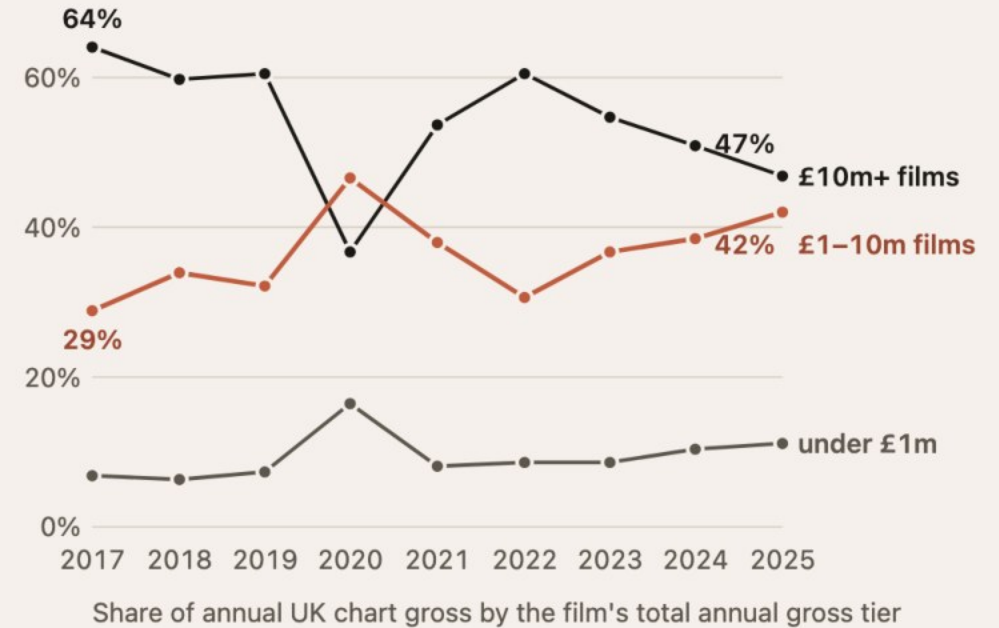


What it can already answer

Festivals kept their quality but lost their audience



The UK's hollowing middle is upside down



Source: Indie Deal-Flow Index, festival_lineups × IMDb × Wikipedia page views (5 festivals, 2019–2025); BFI weekend charts 2017–2025.

Companies › Studios › A24

A24

Studio · independent Founded 2012 New York · London A24 Films A24 Television A24 International A24/Leonine (50%) AAA24 membership

Private · Thrive Capital \$75m at ~\$3.5bn (Jun 2024)
Founders Daniel Katz · David Fenkel · John Hodges
US Pay-1 partner **HBO Max** (renewed 2026)

EVENTS TRACKED

312

since 2019 · 6 outlets

ACQUISITIONS 2025–26

8

7 at festivals · 4 bidding wars

REPORTED ACQUISITION SPEND

\$37m+

3 of 8 prices disclosed

RELEASES 2025

18

US theatrical · 14 in-house

BIGGEST 2025 RELEASE

\$147m

Marty Supreme · worldwide

TRADE MENTIONS, 90 DAYS

214

+31% vs prior 90 days

DEAL HISTORY					
2025 – 2026 · deduplicated across outlets					
DATE	TITLE	EVENT	WHERE	TERRITORY	PRICE
18 May 26	Club Kid dir. Jordan Firstman	Acquisition	Cannes · Un Certain Regard	Worldwide	\$17.0m Variety · 5 bidders
27 Jan 26	The Invite dir. Olivia Wilde	Acquisition	Sundance · Premieres	US	\$12.0m Variety · 72h bidding
Jan 26	HBO Max output renewal	Output deal	—	US Pay-1	— Variety · multi-year
2 Feb 25	Sorry, Baby dir. Eva Victor	Acquisition	Sundance · US Dramatic	Worldwide	\$8.0m Deadline · Waldo Salt winner
2025	Bring Her Back dir. Philippou bros.	In-house	May release	US · int'l Sony	— with Causeway Films
2025	Marty Supreme dir. Josh Safdie	In-house	Dec release	Worldwide	— \$147m WW gross
2025	Materialists dir. Celine Song	In-house	Jun release	US · int'l Sony	— \$101m WW gross
2025	Warfare	Co-production	Apr release	Worldwide	\$20m budget · \$22m WW

PEOPLE				
25 · directory by function · press-sourced · scroll for all				
FUNCTION	NAME	ROLE	WHERE	CONF.
Leadership	Daniel Katz	Co-Founder & Partner	NY	high
Leadership	David Fenkel	Co-Founder & Partner · financing & distribution	NY	high
Leadership	John Hodges	Co-Founder & Partner	NY	high
Leadership	Matthew Bires	Co-Founder & Chief Operating Officer	NY	medium
Acquisitions	Sam Hanson	Co-Head, Production & Acquisitions	LA	medium
Acquisitions	Noah Sacco	Production & Acquisitions Executive	NY	medium
Distribution	Sasha Lloyd	Head of International	NY	medium
Distribution	Salim Mukaddam	MD, International	London · 17.5m	

INSIDE THE DATABASE · THE COMPANY PAGE: A24, SCROLLED DOWN

STATED INTENT

mandate quotes

Seeking “action and big IP projects” on agency rounds; “widening the aperture” to wide releases

TheWrap · trade report

Multi-year HBO Max Pay-1 renewal keeps the theatrical-first window

Variety · 2026

Shorter premium-digital window trialled on *Backrooms*

Forbes · Jul 2026

OBSERVATIONS FROM EXTERNAL REPORTS

provenance-flagged qualitative · harvested from essays and profiles · not pipeline events

THR, “Inside the A24, Neon and Mubi Turf War”

12 Jun 2025

In-house production scale-up funded by the \$3.5bn valuation / \$250m round (incl. \$75m Thrive, **Josh Kushner**); soft H1-2025 genre slate (*Opus* \$2m, *Death of a Unicorn* \$12.8m, *Bring Her Back* \$14m) against *Talk to Me*’s \$48m high-water mark; HBO Max output deal as the downside hedge; franchise pivot (*Elden Ring*; lost *Halloween* and *28 Days Later* bids). One veteran indie exec: “A24 opened up the space that we’re in.”

GQ, “How A24 is Disrupting Hollywood” (Zach Baron)

2017

Acquisition criterion is A24’s own value-add, not the film alone: they pass on films that would be “released the same way by another company” (**David Fenkel**). *The Witch* bought at Sundance for \$1m, ~\$40m theatrical. *Moonlight* held ~22 weeks on word of mouth and was the first original production (2016). Founders self-report a 2014 slate-pacing misstep (*Tusk* forced wide).

Scott Belsky, “Implications 31”

20 May 2025

Scott Belsky leads **A24 Labs**, “a small yet passionate team within A24” building creative and AI tooling for filmmakers, mandated to “help the world’s greatest creators take more creative risk.” Entity to watch for AI-tooling deals or hires.

Palash, “All Risk is Creative”

2024

The slate framed as a venture portfolio: a few outsized winners carry many small bets, worked through the 2022 slate.

RECENT RELEASES · PERFORMANCE

box office · reviews · first streaming home

TITLE	US RELEASE	DOMESTIC	WORLDWIDE	RT	LETTERBOXD	STREAMING	WINDOW
Marty Supreme	25 Dec 2025	\$93.0m	\$147.0m	95%	3.9	HBO Max	≈ 5 mo
Materialists	13 Jun 2025	\$36.5m	\$101.3m	77%	3.3	HBO Max	4 mo
Warfare	11 Apr 2025	\$25.1m	\$32.0m	92%	3.7	HBO Max	4 mo
Sorry, Baby	27 Jun 2025	\$2.4m	\$3.3m	97%	3.9	HBO Max · 30 Oct	4 mo

FUND AWARDS

provisional name match 3 matched

YEAR	FUND	FILM	AMOUNT
2024	South Australian Film Corp. Production	Bring Her Back Philippou bros. · shot in Adelaide	A\$ n/d
2024	BFI · UK tax relief via DNA Films	Warfare Garland & Mendoza	n/d
2023	Romanian cash rebate Production	The Legend of Ochi Isaiah Saxon	n/d

Films · 2025 · Sorry, Baby

Sorry, Baby (2025)

Drama · comedy 103 min · English Writer-director Eva Victor · debut feature Naomi Ackie · Lucas Hedges · John Carroll Lynch tt32843349

Producers **Pastel** (Barry Jenkins, Adele Romanski) · financier **Big Beach**
US & worldwide distribution **A24** · UK **Mubi** · Pay-1 **HBO Max**
Coverage: **31 articles** across 6 outlets · 17 distinct events

SCOREBOARD latest snapshot per source · polled daily 07:20

IMDB
7.1
25,992 votes

ROTTEN TOMATOES
97%
29 Aug 2026

METACRITIC
90
29 Aug 2026

LETTERBOXD
3.90 / 5
148k ratings

TMDB POPULARITY
9.6
3 Sep 2026

MY LETTERBOXD from my export · matched on the spine

✓ Seen

★★★★ 4.0

♥ Liked

in my list · A24

last watched 14 Sep 2025

Letterboxd ↗

diary entry and review render here when logged; watchlist and list membership come from the export.

BUDGET
\$1.5m
reported · The Numbers

SALE PRICE
\$8.0m
5.3× budget · Sundance 2025

DOMESTIC GROSS
\$2.41m
peak 338 theatres

WORLDWIDE GROSS
\$3.3m
intl \$0.9m

REVIEWS
97% · 90
Rotten Tomatoes · Metacritic

AWARDS
5 wins
Sundance · NBR · Gotham · Spirit x2

LIFECYCLE TIMELINE every node links to its source article · Sep 2023 – Feb 2026

DEVELOPMENT

Package announced · Eva Victor writes, directs and stars
Sep 23 · Deadline · Pastel producing

Naomi Ackie attached · Dec 23 · Variety

Shoot · Ipswich, MA · Mar 24

Sundance line-up
11 Dec 24 · US Dramatic

FESTIVAL

Premiere · Sundance · 27 Jan 25

Cannes · Directors' Fortnight
22 May 25 · closing film

DEAL

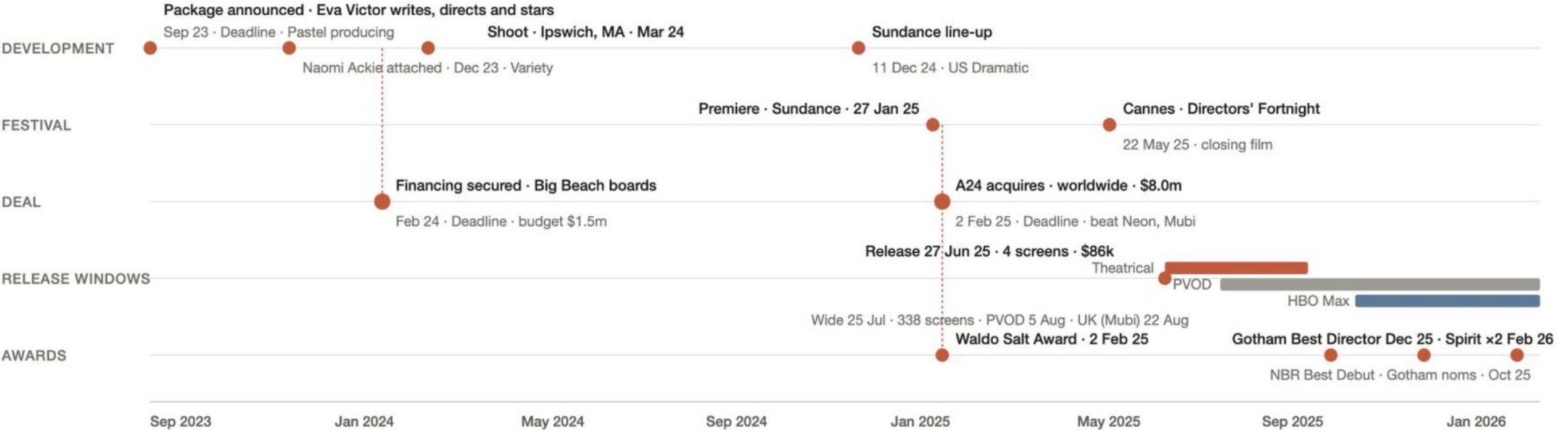
Financing secured · Big Beach boards
Feb 24 · Deadline · budget \$1.5m

A24 acquires · worldwide · \$8.0m
2 Feb 25 · Deadline · beat Neon, Mubi

INSIDE THE DATABASE · ONE FILM'S WHOLE LIFE: SORRY, BABY, THE TIMELINE

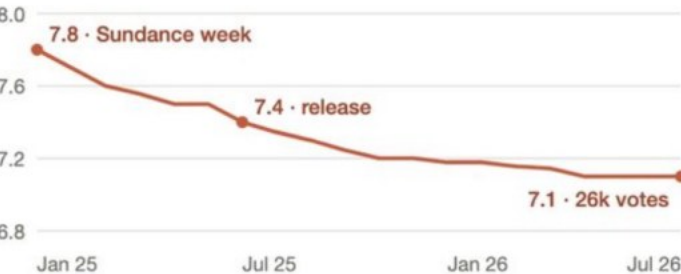
LIFECYCLE TIMELINE

every node links to its source article · Sep 2023 – Feb 2026



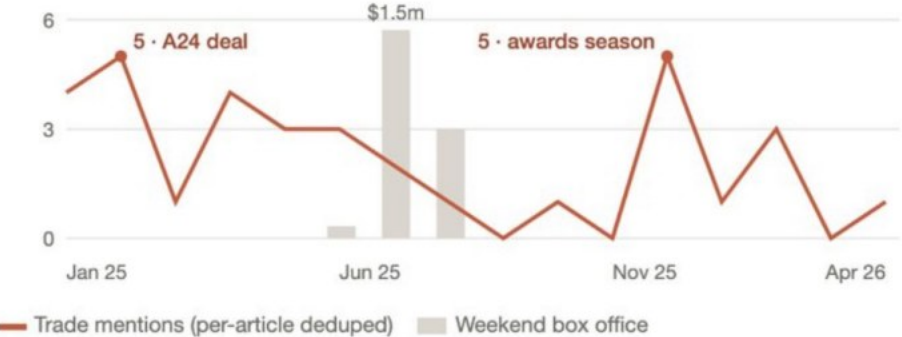
RATING TRAJECTORY

IMDb · 20 monthly snapshots



TRADE-PRESS ATTENTION

monthly mentions · weekend box office overlaid



WHERE TO WATCH

139 countries · 143 offers



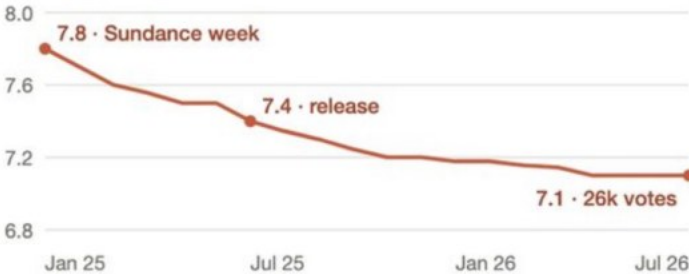
INSIDE THE DATABASE · ONE FILM'S WHOLE LIFE: SORRY, BABY, SCROLLED DOWN

AWARDS



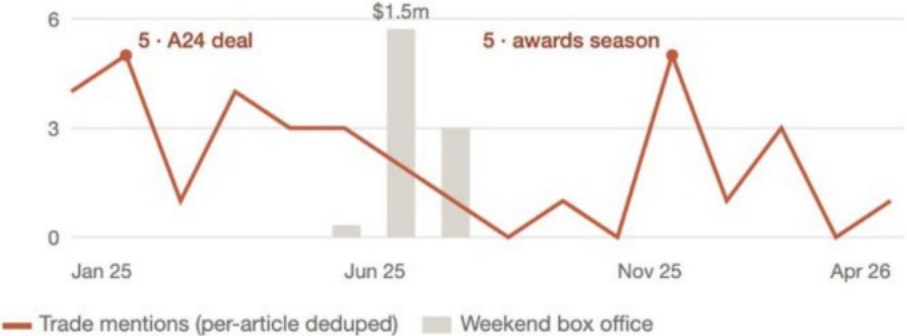
RATING TRAJECTORY

IMDb · 20 monthly snapshots



TRADE-PRESS ATTENTION

monthly mentions · weekend box office overlaid



WHERE TO WATCH

139 countries · 143 offers

- US: HBO Max, Apple TV, Amazon, Fandango
- GB: MUBI, Apple TV, Amazon
- FR: Ciné+ OCS, Canal VOD
- DE: MUBI, Sky Store
- AU: Apple TV, Amazon, Hoopla
- CA: Crave, Apple TV

PARTICIPANTS

role per event

Producer	Pastel — Barry Jenkins, Adele Romanski, Mark Ceryak
Financier	Big Beach — Michael B. Clark, Tim Metzger
Buyer	A24 — worldwide rights, \$8.0m (acquisition)
UK distributor	Mubi — theatrical 22 Aug 2025
Pay-1	HBO Max — from 30 Oct 2025 (A24 output deal)

COMPARABLES

A24 · Sundance-launched debuts · domestic

TITLE	YEAR	SALE	DOMESTIC	RT
The Farewell	2019	\$6m	\$17.7m	97%
Eighth Grade	2018	in-house	\$13.5m	99%
Zola	2021	—	\$5.5m	88%
Sorry, Baby	2025	\$8m	\$2.4m	97%

EVIDENCE

verbatim quotes behind the deal row

“A24 has landed worldwide rights to Sorry, Baby ... in a deal in the \$8 million range following a competitive situation.”
Deadline · 2 Feb 2025 · event: acquisition

“Victor took home the Waldo Salt Screenwriting Award at Sunday’s ceremony.”
Variety · 2 Feb 2025 · event: award_win

“A24’s Sorry, Baby begins streaming exclusively on HBO Max October 30.”
WBD press release · Oct 2025 · event: release_svod

Key learnings

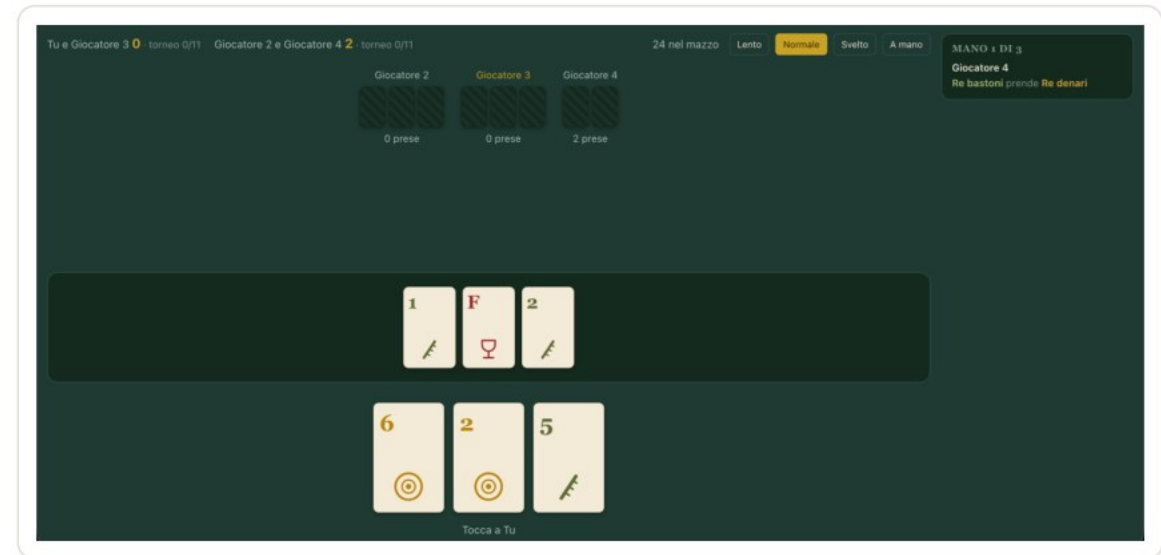
- Reverse engineering
- Vary the approach and think outside the box: Claude can get stuck in patterns
- You can run two subscriptions side by side
- The value of adversarial review

10

Francesco Danovi

Scopa

An offline and online version of a classic Italian card game



DIGITAL SCOPA GAME SCREEN WITH ITALIAN PLAYING CARDS

[DEMO OR TALK](#)[2 MIN](#)[IN PERSON](#)

11

Liyang Guo

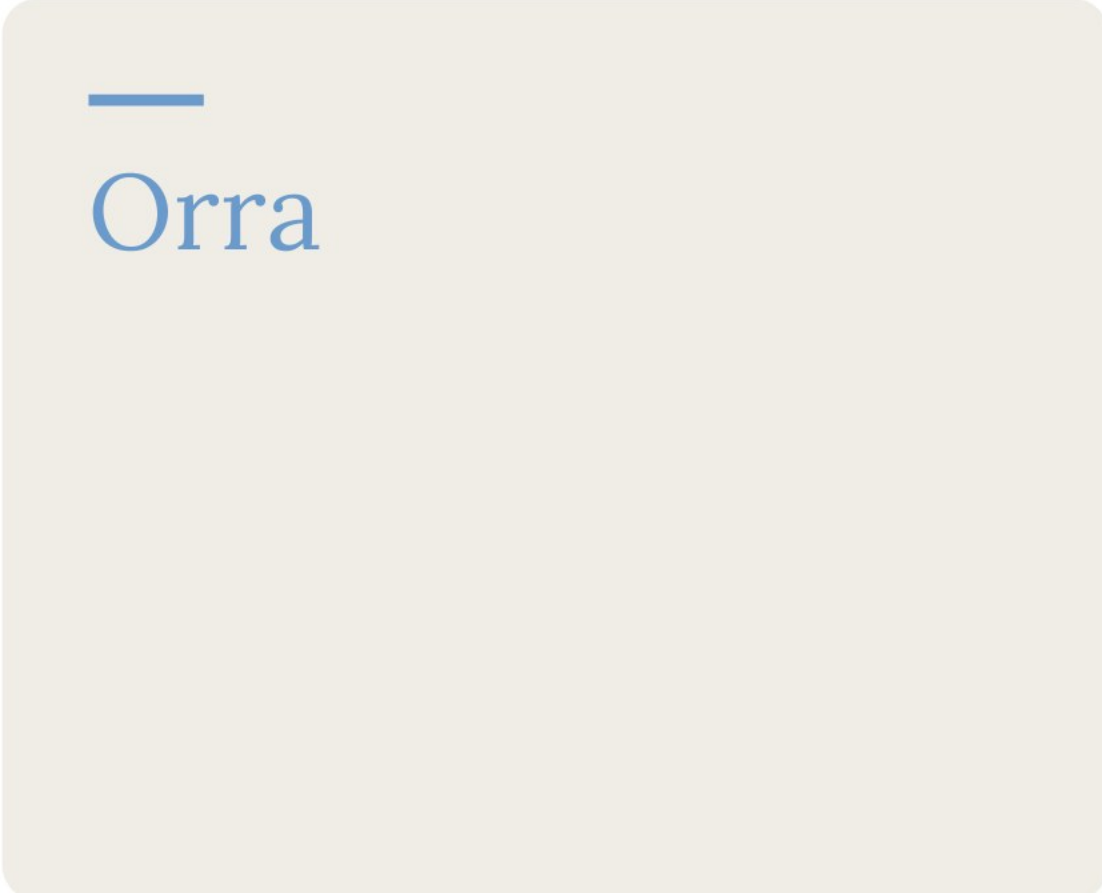
Orra

Helps you build beautiful HTML
presentations

LIVE DEMO

5 MIN

IN PERSON



Orra

12

Andrew Rogozinski

Cloud Routines

Automatically web search overnight and
produce morning briefing

LIVE DEMO

2 MIN

IN PERSON

Cloud Routines

13

Saurabh Bhatia

Alfred

Converting love stories into films

LIVE DEMO

5 MIN

IN PERSON



—
Alfred

14

Dylan Hwan

Tennis partner matcher

A matching app for INSEAD students to find tennis partners across MIM and MBA, Fontainebleau and Singapore. Built this week with Claude Code, first time using it

[LIVE DEMO](#)[2 MIN](#)[IN PERSON](#)

Tennis partner matcher

15

Masud Ahmed

Finlex

A finance education platform

DEMO OR TALK

5 MIN

IN PERSON

The logo for Finlex, featuring a horizontal line above the word "Finlex" in a serif font.

NOW ON THE APP STORE

Master the language of finance.

15 structured courses, 5,000+ defined terms, and daily practice — served as flashcards, lessons, and quick quizzes.

15

COURSES

5,000+

DEFINED TERMS

26

CATEGORIES

iOS

ANDROID SOON

finlexng.com

DOWNLOAD
App Store



THE GAP NOBODY NAMES

Technical skill gets you hired. Vocabulary gets you heard.

Finance runs on a private language. You are expected to arrive already fluent, and no course teaches it directly — so people learn it by nodding along in meetings and looking words up afterwards.



5,273 terms defined in plain English — with pronunciation, category, and the context it is used in.

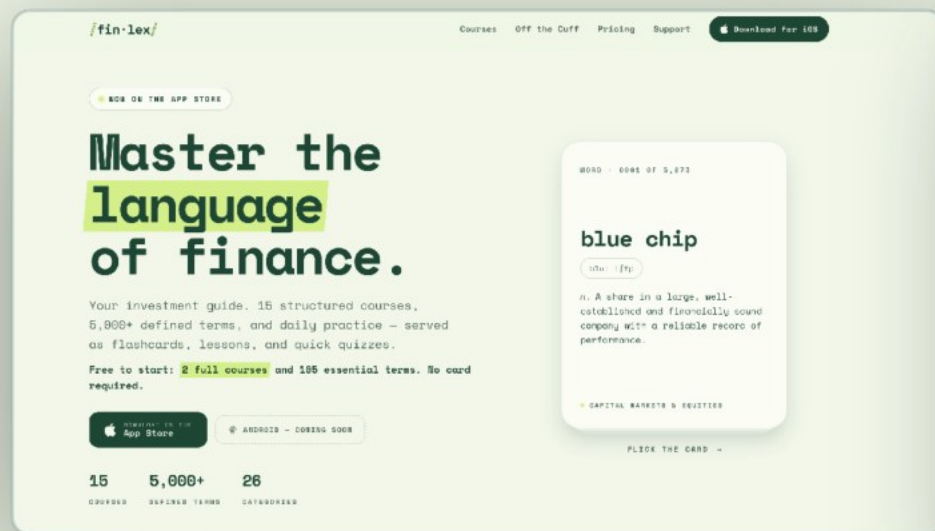


Flick-card learning. One term at a time, with spaced repetition bringing back what you nearly forgot.

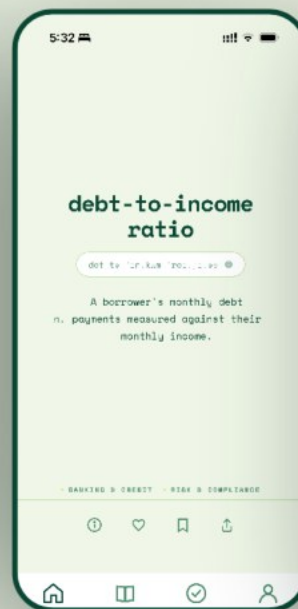


Free to start — 2 full courses and 105 essential terms, no card required.

One curriculum, two surfaces.



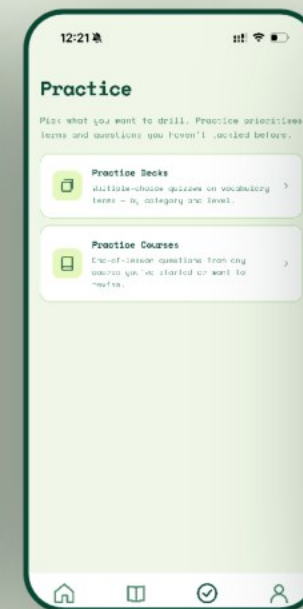
FINLEXNG.COM — WEB



WORD CARD



COURSES



PRACTICE



PROGRESS

DRILL YOUR FINANCE FLUENCY

Knowing the word is not the same as saying it out loud.

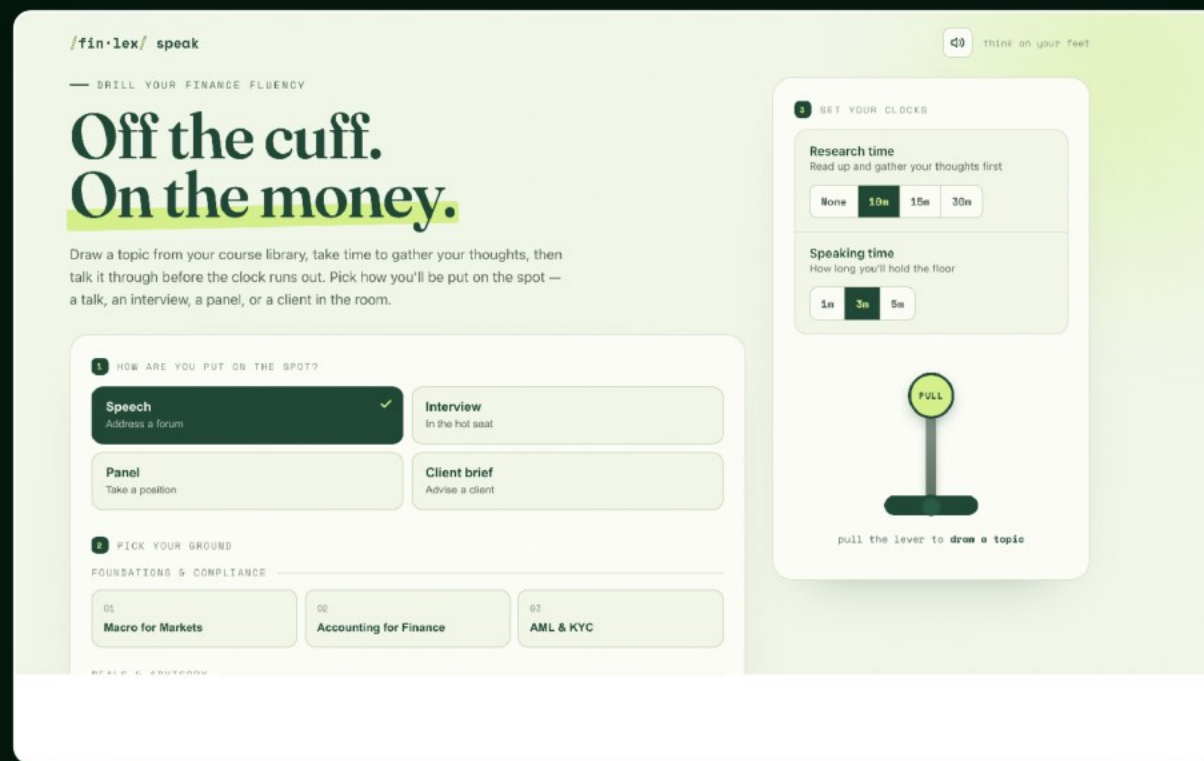
Draw a topic from your course library, take time to gather your thoughts, then talk it through before the clock runs out — as a speech, an interview, a panel, or a client brief.

SPEECH

INTERVIEW

PANEL

CLIENT BRIEF



Free to start. Two full courses, 105 terms.

01

DOWNLOAD



App Store

apps.apple.com/app/finlex

02

FOLLOW



Instagram

[@_fin.lex](https://www.instagram.com/_fin.lex)

03

READ MORE



Website

finlexng.com

16

Freddie Chambers

Permira Skills Exchange

A centralised repository where you can share AI workflows at a private equity company

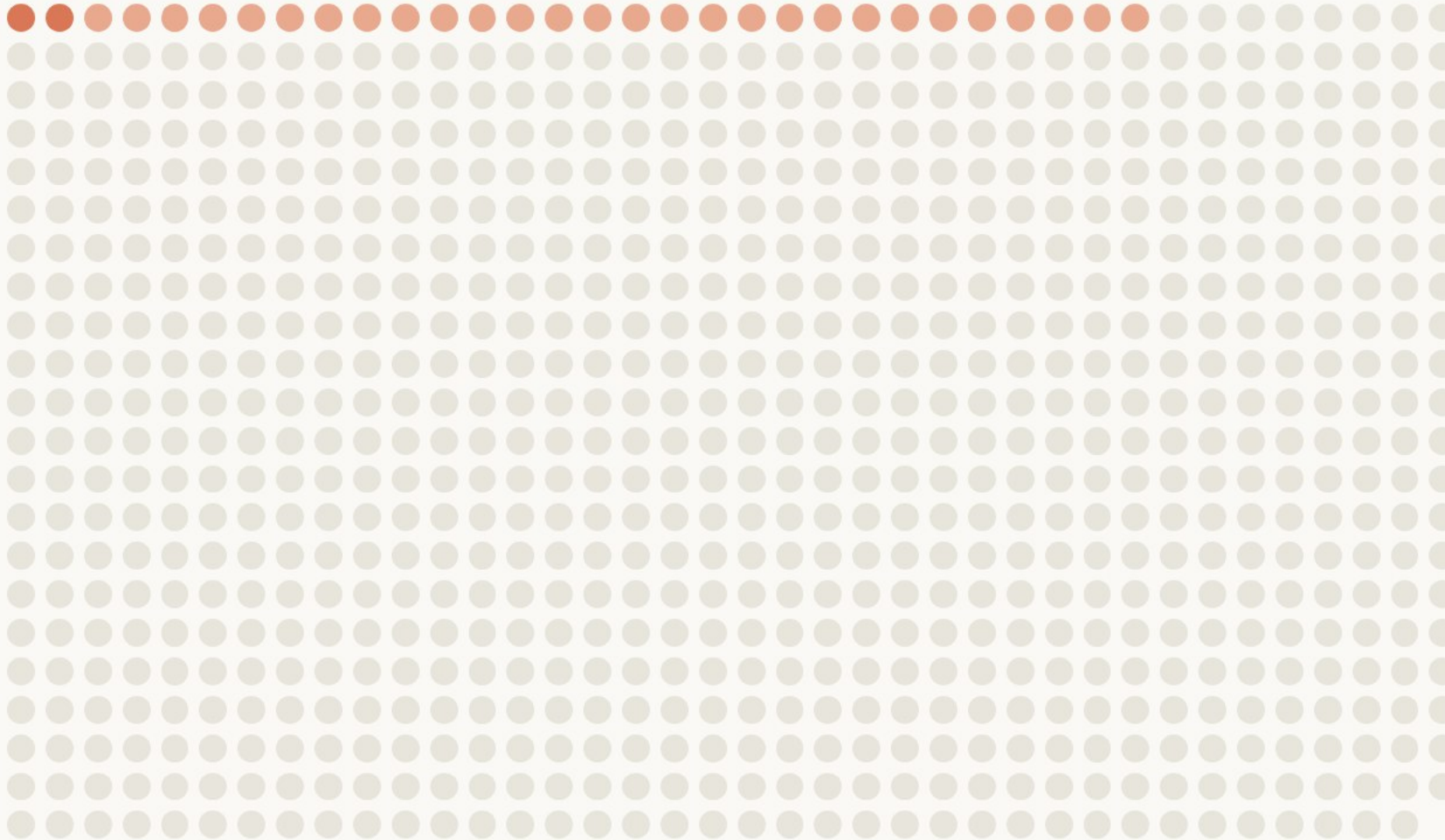
LIVE DEMO

6 MIN

IN PERSON

Permira Skills Exchange

Building is cheap. People build stuff. Them using it doesn't happen.



835

AI skills built. One firm, one summer

30

shared by one person

2

in the entire firm used by 2 people or more

Not a building problem. A sharing problem.

THE SKILLS EXCHANGE

The answer to it.

PERMIRA

Skills Exchange

EXCHANGE

Submit a skill

Browse skills

Leaderboard

SECTOR

AllTechnologyConsumerHealthcareServicesEnergy Transition

CATEGORY

AllResearch & market mappingSummarising documentsFinancial & Excel analysisDrafting memos & emailsIC materialsMeetings & follow-upsKnowledge searchPrompts & workflowsAutomation

OFFICE

AllLondonNew YorkMenlo ParkTampaFrankfurtMilanMadridLuxembourgGuernseyDubaiMumbaiSeoul

Browse skills

Approved, with a named owner

APPROVED SKILLS

Energy Transition screener

✓ Approved

Screens a deal against the firm Energy Transition strategy and flags alignment gaps.

Research & market mappingExternal data, Excel

CIM first-pass

✓ Approved

Reads a CIM and returns the two-page first-pass summary the deal team starts from.

Summarising documentsPowerPoint, Word

Data-room indexer

✓ Approved

Indexes a data-room export into a searchable map of documents by workstream.

Knowledge searchSharePoint, External data

Weekly portfolio digest

✓ Approved

Drafts the Monday portfolio digest from the week's board packs and updates.

Summarising documentsExcel, PowerPoint, Outlook, Affinity

IC memo outliner

✓ Approved

Turns a deal thesis into a structured IC memo outline with the standard sections.

IC materialsWord, PowerPoint

LP letter tone-check

✓ Approved

Checks LP letter drafts against house tone and flags anything off-register.

Drafting memos & emailsWord, Outlook

Market map builder

✓ Approved

Assembles a market map from a sector brief - players, segments, white space.

Research & market mappingExcel, PowerPoint, Affinity, External data

Company primer

✓ Approved

Builds a first-pass company primer from public filings and the deal drive.

Research & market mappingExternal data, PowerPoint, Word

Expert call synthesiser

✓ Approved

Turns raw expert-call notes into a structured synthesis with quotes and themes.

Meetings & follow-upsWord, External data

NewTopSubmit a skill

Nadia Okonkwo

Energy Transition · London

~4h saved / use

▲ 8 kudos

12 Downloads

Get

Priya Nair

Technology · Menlo Park

~6h saved / use

▲ 11 kudos

19 Downloads

Get

Marco Ricci

Technology · Milan

~3h saved / use

▲ 8 kudos

15 Downloads

Get

Tom Askew

Consumer · Milan

~2h saved / use

▲ 7 kudos

12 Downloads

Get

Anna Berg

Consumer · Frankfurt

~3h saved / use

▲ 6 kudos

11 Downloads

Get

Sofia Lindqvist

Client Group · London

~45min saved / use

▲ 5 kudos

9 Downloads

Get

Dan Hughes

Healthcare · New York

~5h saved / use

▲ 3 kudos

6 Downloads

Get

Services team

Cross-firm · All offices

~4h saved / use

▲ 16 kudos

28 Downloads

Get

Cal Johnson

Services · London

~5h saved / use

▲ 21 kudos

34 Downloads

Get

INSEAD AI Club · What did you build this summer?

Is it time for one of these at INSEAD?

Skills Exchange

EXCHANGE

Submit a skill

Browse skills

Leaderboard

SECTOR

All

Coursework

Careers

Admin & Money

Campus Life

Clubs

CATEGORY

All

Life admin

Class prep

Revision

Careers & applications

Getting started

Browse skills

Approved, with a named owner

New

Top

Submit a skill

APPROVED SKILLS

Cloud Routines

✓ Approved

Runs a web search overnight on a schedule and leaves the morning briefing waiting in Notion.

Life admin Claude, Cowork, Notion

Andrew Rogozinski · MBA 26D · Fontainebleau · ~1h saved / use · ▲ 1 kudos · 1 Downloads

Get

Aon claim filer

✓ Approved

Files your Aon student insurance claim from the emailed invoice - finds the invoice in Gmail, fills the Aon portal, leaves an evidence pack.

Life admin Claude Code, Gmail, Browser

Freddie Chambers · MBA 26D · Fontainebleau · ~30min saved / use · ▲ 1 kudos · 1 Downloads

Get

Reminder Organizer

✓ Approved

An iPhone Shortcut sends whatever is in your head to Claude, which files it into the right Apple Reminders list with tags.

Life admin Claude, Shortcuts, Reminders

Marc Matar · MBA 26D · Fontainebleau · ~20min saved / use · ▲ 1 kudos · 1 Downloads

Get

Canvas week prep

✓ Approved

Checks the week ahead, downloads every Canvas handout and reading, and turns them into structured lecture notes before class.

Class prep Claude Code, Canvas, Playwright

Freddie Chambers · MBA 26D · Fontainebleau · ~3h saved / use · ▲ 1 kudos · 1 Downloads

Get

Orra

✓ Approved

Fixes the last mile of agent-generated HTML presentations, so you can edit the deck the

Liyang Guo · MBA 26D · Fontainebleau · ~2h saved / use · ▲ 1 kudos · 1 Downloads

Get

Built something this summer? Send me one skill this week. **It goes in first.**

Compared with the people around you, where are you with AI?

- A Ahead of most people I know
- B About the same as everyone else
- C Behind, and I'm fine with that
- D Behind, and now mildly panicked



SCAN TO ANSWER

freddiechambers.ai/poll

WAITING FOR THE FIRST ANSWER

Claude is my _____, not my _____.

Finish the sentence. One word in each blank.

WHY THE WORDS MATTER

A tracker is not a butler, and a butler is not a thought partner. The word you pick says a lot about what you have actually built, and what you haven't.



SCAN TO ANSWER

freddiechambers.ai/poll

WAITING FOR THE FIRST ANSWER

Claude is my _____, not my _____.

Waiting for the first answer.

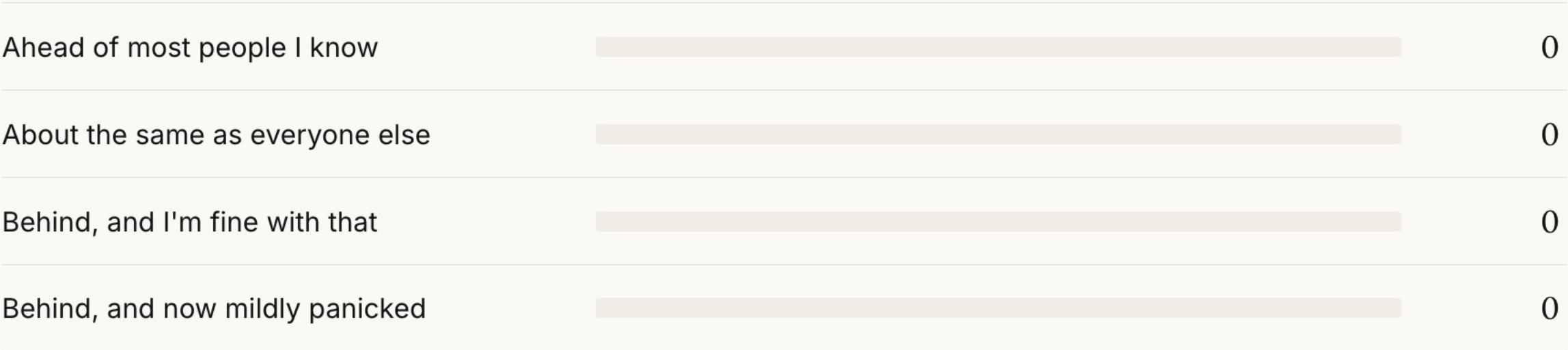
CLAUDE IS MY

NOT MY



Compared with the people around you, where are you with AI?

Waiting for the first answer.





Thank you

STAY CLOSE · FIVE SCANS



THE AI CLUB WHATSAPP GROUP

freddiechambers.ai/whatsapp

Events, the tricks, the odd late-night build.



FREDDIE ON LINKEDIN

linkedin.com/in/freddiechambers

Say hello, send a skill.



EMAIL UPDATES

freddiechambers.ai/subscribe

One short email, now and then.



WHO TO FOLLOW

freddiechambers.ai/who-i-rate

The people worth your feed.



WHO DO YOU LEARN FROM?

freddiechambers.ai/learn-from

Tell me the person you learn most from about AI.



INSEAD AI CLUB · EVENT 04

What did you build this summer?

Tue 8 September · 7-8.30pm · Amphi Rubeli

Fourteen people showing what they built, then one last build.

Joining online? The link is in the AI Club WhatsApp group.

I really, really, really, really want to AI.

