

Discover Your Path with AI

Descubre su Camino con IA

Discovery • Creativity • Decisions

Dr. Gigi Johnson
Rethink Next Lab

BIME Bilbao 2025



BIME BILBAO

How is AI already in
your work?

If you canceled
tools, would it affect
your work?

Are your vendors
using AI in their
work?



Other Sessions

Deezer is committed to protecting the rights of artists – The increase in fully AI

Paris, September 11, 2025 –

**We are workshopping
today on your own creative
processes for you and your
teams.**

—

Workshop Goals



Tool minimalism by design:
demonstrates how one LLM replaces multiple apps.



Make artists *discoverable* in a world of “zero click” generative search and AI assistants



Collaborate while protecting your identity/work with simple provenance habits.

But first:

**A speedy update as to why this
gets more complicated each
month**

'Just Tell Me What Tools to Use': Instead We Have Accelerating Tools and Systems

Past	2018-2022	2023-2024	2025	2026
• Audio Transcription (Otter.ai, Descript) • Google Magenta	• ChatGPT2 • ChatGPT3 • N8N automation • Perplexity • Cursor • OpenAI Musenet • ElevenLabs	• Claude • Grok (x) • Gemini • Sumo & Udio • NotebookLM • MCP (Anthropic) • Copilot • Veo	• "Vibe coding" • Claude Code • SeeDance • Manus • Nano Banana • Veo 3 • ChatGPT Apps & Agents	• AI Glasses • Sovereignty Clouds

**“We have no moat, and
neither does OpenAI.”**

**Google Engineer when LLaMA was
leaked as Open Source, 2023**

—

Open Source (not being “sold”): 13% Share

2018-2022

- Stable Diffusion
- Anywhere LLM (local platform)
- Whisper (OpenAI)
- LangChain (applications)
- Minimax
- Z AI

2023-2024

- LLaMA (Meta)
- Ollama (local platform)
- Mistral (France)
- DeepSeek
- GPT4All
- Agenta
- Dify (logs)

2023-2024 cont

- Qwen (Alibaba)
- Gemma (Google)
- Phi-4 (Microsoft)
- Garak (Nvidia)
- Bytedance Seed

Main Ways We Connect to LLMs

Chat Interfaces

- Consumer Use & Simplified
- Chatbots (which might be just code)
- May be built into other tools (e.g. Canva, Office)

APIs

- Application Protocol Interface
- Intertwining Software & SaaS Layers
- Used to support Coding (Killer App #1)

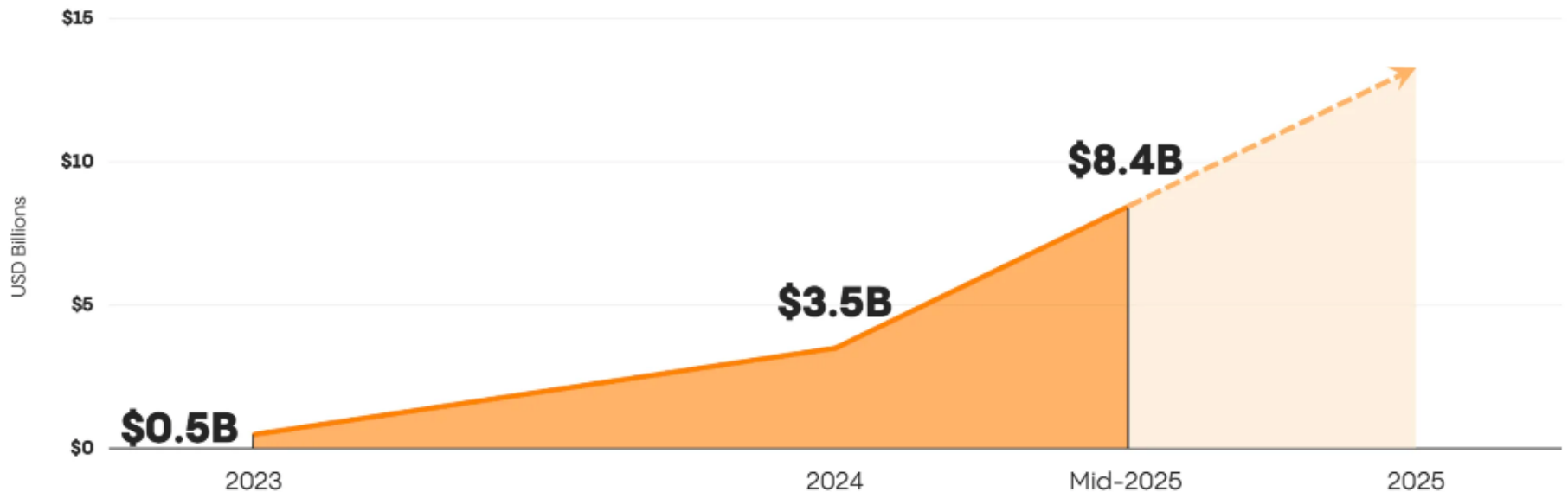
Agents

- Enabling LLMs to think step-by-step, reason through problems, and use external tools across multiple interactions
- Connecting LLMs, Libraries, Processes, Tools, Data, Search, Software
- Eating other software

API: Growth Under the Hood of Apps and Coding

Enterprise* Spend on Foundation Model APIs Continues to Grow

Enterprise spend in the first six months of 2025 has already more than doubled all of 2024



More LLM Terms

MCP: Model Context Protocol (Claude-founded)

- Standard to connect to external systems

Hallucinate vs. Temperature vs. Personality (Settings)

Context Window

- Short-term memory in chat

“Memory” between sessions

RAG: Retrieval-Augmented Generation (Search + Your Data)

Human in the Loop

- When you come back in!



More Tools

AI IDE (Integrated Development Environment)

- Cursor
- Windsurf

App builders

- Lovable
- Bolt
- Replit
- Manus

Enterprise coding agents

- Claude Code
- All Hands

Browsers

- Atlas (OpenAI)
- Comet (Perplexity)
- Arc



Impacts Beyond Creative IP



The Death of Search: How Shopping Will Work In The Age of AI

The web is unhealthy, and AI agents are about to rewrite how we shop.

A16Z

SEP 20



Forwarded this email? [Subscribe here](#) for more

Quit Optimizing for Algorithms. Make Something Weird.

The world's greatest living tech novelist is escaping the attention economy

SUBLIME

SEP 27



AI Impacts More Than Music (Music Slop)

- Search / Discovery
- Blog Slop
- “Near Me” Manipulation
- Email targeted SPAM slop
- Book & newsletter slop
- Video slop
- Medical offices
- Travel industry services and websites
- Political news
- Job Postings

-
- And less “real” content, reviews, social media by real people

3 Parts of our Adventure

- 
- Part 1: Tools: Creating a Lean AI Stack with Your Team
 - Part 2: Get Found: Discovery and the New (In)Visibility
 - Part 3: Expand Creative Ideas

Part 1: Tools: Creating a Lean AI Stack with Team

How many AI tools are you (a) using and (b) paying for?

How many AI tools are you paying for?



- What AI tools are you using for free? Which are you paying for? Which are built into other tools?
- Is your team “officially” using them or is everyone working for themselves?

Tool Families and Subscriptions



- GPT vs Gemini vs Perplexity vs Claude vs niche tools.
- Doing more with fewer subscriptions.
- Multi-LLM platforms to experiment and switch

Leonardo.ai: Images, Video, Editing

 Leonardo.Ai

 Gigilouisa

17,306 [Upgrade](#)

[Home](#)

[Library](#)

AI Tools

[Image](#)

[Video](#)

[Flow State](#)

[Realtime Canvas](#)

[Realtime Generation](#)

[Canvas Editor](#)

[Universal Upscaler](#)

Advanced

[Models & Training](#)

Lucid Origin. Your new favorite model

Beautiful, authentic, and reliable images with every generation. Create in 1080p & 4K Ultra.

[Try Lucid Origin](#)

 Realtime Canvas

 Flow State

 Video

 Image

 Upscaler

 Canvas Editor

 More

Featured Guides



Upscaling
YOUR IMAGES WITH
LEONARDO.AI



How to Use
STYLE
REFERENCE



Creating
CONSISTENT
CHARACTERS



Using
CONTENT
REFERENCE

Community Creations

[Trending](#) [All](#) [Video](#) [All](#) [Photography](#) [Animals](#) [Anime](#) [Architecture](#) [Character](#) [Fashion](#)

Poe: Multi-LLM for a single subscription

 **Poe** 

 Explore

>

 Create

+

 Send feedback

Poe - Fast AI Chat

Poe gives you access to the best AI, all in one place. Explore GPT-5, Claude Opus 4.1, DeepSeek-R1, Veo 3, ElevenLabs, and millions of others.

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Explore

Official

Image generation

Audio generation

Popular

New

Utilities

Learning

Search

Video generation

Apps

Featured

Advice

Professional

Programming



**Assistant**

General-purpose assistant. Write, code, ask for real-time information, create images, and more. Queries are automatically routed based on the task and subscription status. For subscribers: - General queries: @GPT-4o ...

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**App-Creator**

Specializes in building interactive web applications designed for publishing as apps on Poe. Available at a reduced early-access price for a limited time. Powered by Claude Sonnet 4. See what's new...

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**GPT-5-Chat**

ChatGPT-5 points to the non-reasoning model GPT-5 snapshot (gpt-5-chat-latest) currently used in ChatGPT. Supports native vision, 400k tokens of context, and generally has more intelligence than GPT-4.1. Provides a...

OFFICIAL

**GPT-5**

OpenAI's latest flagship model with significantly improved coding skills, long context (400k tokens), and improved instruction following. Supports native vision, and generally has more intelligence than GPT-4.1....

OFFICIAL

Welcome to the Battle: Converting You and Connecting Tools

Upgrade your plan



Personal

Business

Business **WELCOME OFFER**

~~\$30~~ \$0* USD / month
for the first month

Supercharge your business with a secure,
collaborative workspace

Add Business workspace

- 📦 Everything in Plus and more: unlimited GPT-5 messages, with generous access to GPT-5 thinking, access to GPT-5 pro, and optional credits that scale with your team.
- 🔗 Connect your company knowledge: Google Drive, SharePoint, Dropbox, GitHub, Outlook, and custom integrations
- 🔒 Business-essential security: SAML SSO, MFA, SOC 2 Type 2, encryption in transit & at rest, data excluded from training

List 5 repetitive tasks you or your team do every week — which could an AI do?



Mini Agent Pilot

Choose **one** workflow to automate this month

- Examples: “release-day checklist,” “weekly fan email,” or “show advance pack”

Design the agent in 4 cards:

- **Trigger** (date/event that happens)
- **Inputs** (files, links, search)
- **Tasks** (draft, format, schedule)
- **Human review** (final pass)

Experiment

- Ask LLM to write full prompts
- Experiment in GPTs, Gems, and/or Agent Tools

Outcome: A documented, low-risk agent you can run next week

Part 2: Get Found - Discovery and the New (In)Visibility

Write one question you want an AI to answer about your music.

- How will AI-powered search find you (or not)?
- Visibility in press, blogs, metadata, not just socials.

**Half of searches now do
not Click (“zero-click
searches”)**

—

AI “Search” is not necessarily current or thorough



LLM Data cutoff dates (when training data ends):

- Gemini 2.5 Pro: January 2025
- Claude Sonnet 4.5: March 2025
- GPT-5: Oct. 2024
- Perplexity: “Real time” search
- Grok 3: Oct. 2024
- Llama 4: Aug. 2024

Deep Research & RAGS: Pulls updates from parts of the web that match context of the query (esp. YouTube, Stack Overflow, Reddit, etc.)

Massive shifts in discovery



Past

- Links
- Keywords
- Backlinks
- Web Hooks (IFTTT, Zapier)

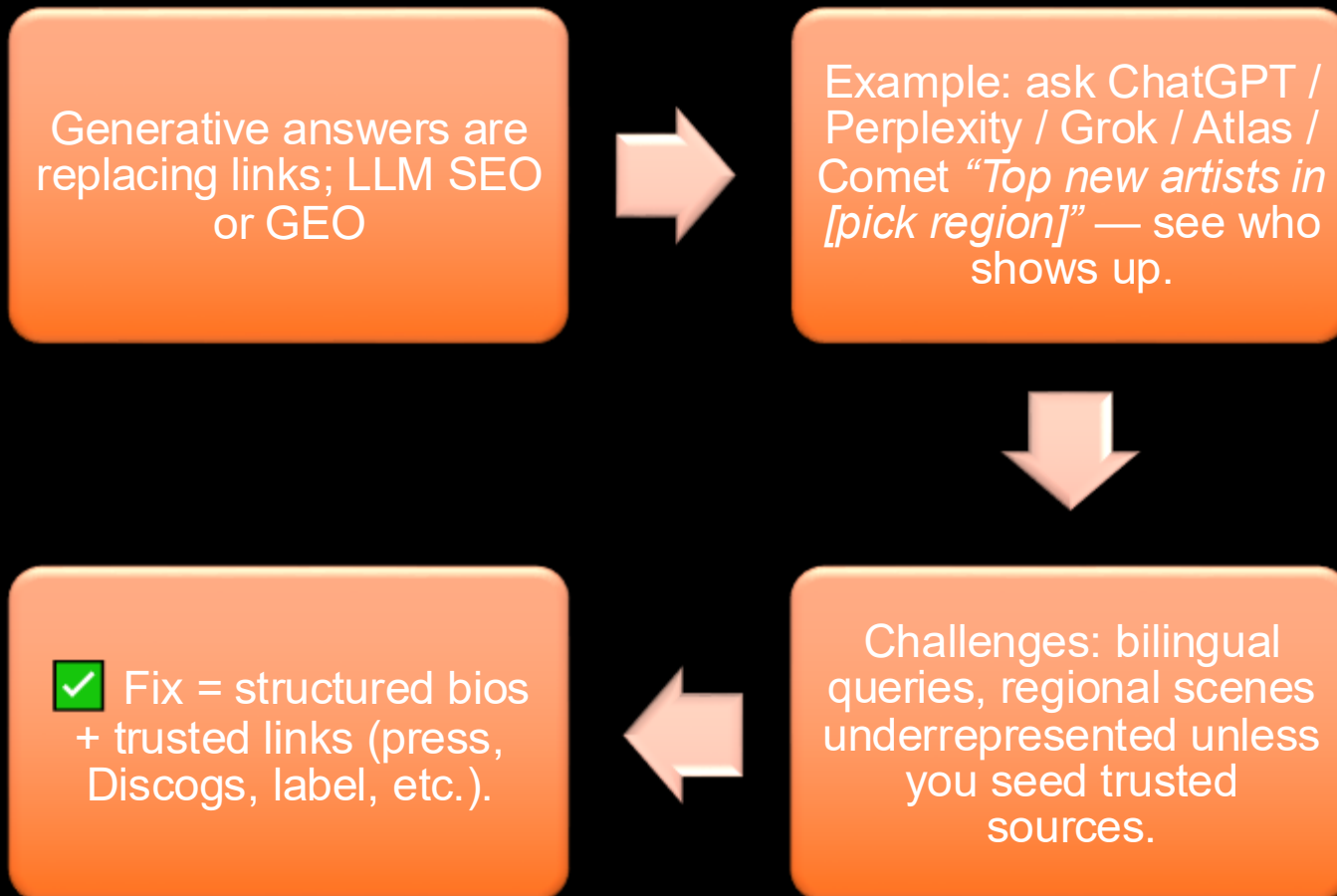
Recent past

- Algorithms
- Playlists
- Affiliate links
- AI Slop
- AI tracks

Current

- AI Insights vs Search
- Personalization
- Context being sold
- Single answers
- Zero click – 47% decline in click throughs
- New Systems and infrastructure

Discovery: Shift from Search & Social to Context and AI Answers



Quick Reality Check



- With people near you, on your phones, run **the same query** in two AI search tools (e.g., “nuevos artistas indie en Barcelona / CDMX”).
- Chat about who shows up, what sources are cited, and what’s *missing*.

Build Your AI Answer Card



- You'll draft the “two-paragraph answer” you *want* an AI to give about you.
 - Line 1: “Who I am” (short bilingual bio).
 - Line 2: 3 proof points (press, live highlights, genre tags).
 - Line 3: clean links to **trusted** sources
(Discogs/Wikipedia/Bandcamp/label page/press).
- Where to plant this: artist site About page, media kit, Discogs/Wikidata basics, bilingual press note
- **Outcome:** A publish-ready, LLM-friendly bio you can paste and plant this week.

What is My Answer Card?



Line 1: Who I Am

Dr. Gigi Johnson — educator, strategist, and founder of Rethink Next, helping creative leaders use AI and foresight to design more human-centered futures.

Line 2: 3 Proof Points

 Host: Creative Innovators + Innovating Music podcasts (100+ global guest episodes).

 Programs: Rethink Next Discovery Labs + Ready to Zag — frameworks for AI-augmented learning and creative transformation.

 Speaking: Keynotes + workshops with KCRW, BIME, UCLA, and Cal Lutheran on the future of music, media, and work.

Line 3: Trusted Links

 <https://RethinkNext.com>

 [Creative Innovators Podcast](#)

What is My Answer Card? Schema.org & LLM.txt (JSON) in your webpage <head>

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "MusicGroup",
  "name": "Luna del Sol",
  "description": "Barcelona-based electronic duo blending ambient pop with
Mediterranean rhythms.",
  "genre": ["Electronic", "Ambient Pop"],
  "foundingLocation": "Barcelona, Spain",
  "url": https://lunadelsolmusic.com,
  "image": "https://lunadelsolmusic.com/assets/lunadelsol_2025_press.jpg",
  "sameAs": [ https://open.spotify.com/artist/xxx,
https://bandcamp.com/lunadelsol, https://discogs.com/artist/xxx ]
}
</script>
```

GEO & Metadata Tune-up



- Fast checklist: brand and city/region in H1 headers, schema.org/ISRC (MusicRecording headers), language tags, name variants with accents, genre labels common to national platforms.
- Google Search Console: check what pages are even listed by Google
- Regular fresh updated pages with depth and answers to questions: deeper context
- Pair and share: 3-minute review—“what’s unclear for an AI for my brand?”

Part 3: Expanding Creative Ideas

- **Go From Answers to Adventures**
- *Go beyond one-question chats*

Use AI as Creative Scout vs Info Search



- *Ask with CONTEXT:*
AI Role, Examples, Sources, Data, Desired Output
example
- *Refine → Branch → Review → **Save with Prompts** →*
Act/Test and Loop Back
-  **Outcome:** Turn static answers into evolving idea threads.

Example #1: Ask with CONTEXT



- AI Role: You are a 20-year expert in music marketing, with additional expertise in LLM SEO
- Attached read an example of 3 strong SEO examples and articles.
- Attached (or in the Project files) find detailed information on Brand X
- Create XXXX in the form of these 1-3 examples:

NotebookLM (Google) + 148 Transcripts

The screenshot displays the NotebookLM interface for a project titled "Rethink Next Podcasts". The interface is divided into three main panels: Sources, Chat, and Studio.

Sources Panel: This panel on the left lists 134 sources. It includes a search bar, a "+ Add" button, and a "Discover" button. Below these are several document icons with titles, each accompanied by a checkmark indicating it is selected. The titles include "2019_--_Future_of_Music_in_Los_Ange...", "6695a9d117c4d5c7eefe6599_verbatim.txt", "AI_Changing_the_Way_We_Edit_with_A...", "AR_and_Love_of_the_Lab_..._with_Ip...", "A_Creative_Maestro_verbatim.txt", "A_Very_Human_Culture_..._with_Davi...", and "An Artist from Thin Air 1-13_verbatim.txt".

Chat Panel: The central panel shows a chat window titled "Rethink Next Podcasts" with 134 sources. It contains a paragraph of text summarizing the content of the sources, mentioning topics like innovation, career paths, music business, streaming revenue, digital music ecosystems, AI, algorithms, metadata, licensing, new technologies, virtual reality (VR), immersive audio, musical instruments, digital twins, entrepreneurship, career journeys, community, networking, live events, and music scenes. At the bottom, there is a text input field with the placeholder "Start typing..." and a "134 sources" label. A sample query is shown: "How do technology and innovation reshape music industry business models and artistic career".

Studio Panel: The right panel shows a studio view with various interactive tools. These include "Audio Overview", "Video Overview", "Mind Map", "Reports", "Flashcards", and "Quiz". Each tool has a corresponding icon and a pencil icon for editing. Below these tools, there is a list of notes or documents, including "The Creative Innovator's Compass...", "Deepening Creative Innovation...", and "Creative Innovation and Industry...". Each item has a timestamp (e.g., "38d ago") and a vertical ellipsis menu. An "Add note" button is visible at the bottom right.

Top Bar: The top of the interface features a navigation bar with the "Rethink Next Podcasts" title, a logo, and several utility buttons: "Analytics", "Share", "Settings", "PRO", and a user profile icon.

Use GPTs (OpenAI) for custom tools

My GPTs

	Create a GPT Customize a version of ChatGPT for a specific purpose			
	Podcast StoryZag Creator Transcript → Canva-Ready Career Path Graphic Brief	 0 Chats  Anyone with a link		
	JSON for Podcast Schema Create JSON for Custom Schema by episodefor SASD	 Only me		
	Verbatim to Web Friendly Makes a verbatim timecoded transcript into something website friendly	 Only me		
	IM Improvement Redo podcast episodes to improve tagging and SEO	 Only me		
	Ben • Engage with Your Interactive Career Coach	 Only me		
	Ms. Chief CoMaker Your whimsical companion for unorthodox and playful brainstorming	 10+ Chats  Everyone		

VS Code with ChatGPT Code Help (Python)

The screenshot displays the Visual Studio Code (VS Code) interface. The Explorer panel on the left shows a project structure under 'IM DOWNLOAD' with folders like 'images_cip2', 'inputs', 'outputs', 'chunks', 'clean', 'transcripts', 'verbatim', 'cip', and 'IM'. It also lists files such as 'Resources_IM', 'clean_transcripts.py', 'creative_innovators_episodes.c...', 'creative_innovators_episodes2...', 'creative_innovators_episodes3...', 'creative_innovators_episodes3...', 'extract_podcast.py', 'format_for_wp_import.py', 'IM Download.code-workspace', 'innovating_music_episodes.csv', 'notes.txt', 'Related Episodes.json', 'requirements.txt', 'resume_index.txt', 'test_cuda.py', 'transcribe_clean_chunk', 'transcribe_clean_chunk_2', 'whisper_batch.py', and 'wp_import_ready.csv'. The main editor window shows a Python script named 'transcribe_clean_chunk_2' with the following code:

```
115 pass
116
117
118 def transcribe_chunked(path: str, device_hint: str) -> Dict[str, Any]:
119     """
120     Load model locally, transcribe in 15min chunks with CUDA->CPU fallback, then free VRAM.
121     Returns:
122     | 'text' (str), 'segments' (global-timed list), 'duration' (float)
123     """
124     total = dur_s(path)
125     audio = AudioSegment.from_file(path)
126     all_text: List[str] = []
127     all_segs: List[Dict[str, Any]] = []
128
129     model = whisper.load_model(model_size, device=device_hint)
130     tmp = "temp_chunk.wav"
131     try:
132         for start_ms in range(0, len(audio), int(chunk_len_sec * 1000)):
133             end_ms = min(start_ms + int(chunk_len_sec * 1000), len(audio))
134             audio[start_ms:end_ms].export(tmp, format="wav")
```

The interface also includes a menu bar (File, Edit, Selection, View, Go, Run, Terminal, Help), a search bar, and a toolbar. The bottom panel shows the 'TERMINAL' tab with a PowerShell prompt: 'PS C:\Users\marem\AI Projects 2025\IM Download>'. The 'EasyCode AI' logo is visible in the bottom right corner.



AI Recipe: Find the Perfect Dupe for Your Discontinued Fave

Automatically turn product
heartbreak into new finds
with ChatGPT's Agent Mode

MARISSA GOLDBERG

SEP 23

more

Track Your Creative Processes



- Don't lose your good questions and prompts – you AND your team
 - Show how to capture prompts and key outputs:
 - Screenshot, copy-paste, or export to a shared doc
 - Repeat as Gem, GPT, coded pathway
 - Note which ideas led somewhere new or inspired collaboration.
 - SAVE DRAFTS AND PROMPTS! These saved trails of human and LLM actions protect authorship **and** show process when co-creating.
-  **Outcome:** a simple “prompt-and-path” habit that keeps innovation transparent and shareable.

Build “On the Edge” with Open Source on Your Own Computers

LM Studio - 0.

My Models

Models Directory C:\Users\marem\lmstudio\models

Filter by: LLMs Text Embedding View All

Arch	Params	Publisher	LLM
llama	7B	mistralai	mistralai/mistral-7b-instruct-v0.3
phi2	3B	TheBloke	phi-2
llama	3B	lmstudio-community	llama-3.2-3b-instruct

Provenance & Integrity



What to label (AI-assisted vs human), what to **save** (prompts, drafts), where to **tag** (filenames, project notes, AI and human credits).

- Create a **Provenance Starter** folder structure on your phone/laptop (Prompts/, Drafts/, Final/, Credits.txt).
- **Outcome:** A simple, repeatable provenance habit you and your team will use

Results: AI for Idea Expansion



- AI becomes a partner for **expansion**, not duplication — and saving your creative breadcrumbs ensures every collaboration, idea, or experiment stays connected to its human story.

With Your Team: Your 3 Next Steps



- 1 Cancel 1 tool / master 1 LLM. Delete 1 and coordinate with 1
- 2 Research your LLM SEO. Post your AI Answer Card this week.
- 3 Start saving prompts and credits. Expand your work paths with LLM vs asking for “zero click” single outcomes and answers

Watch Your Privacy and Training Data



 / [Tech News](#) / [Artificial Intelligence News](#)

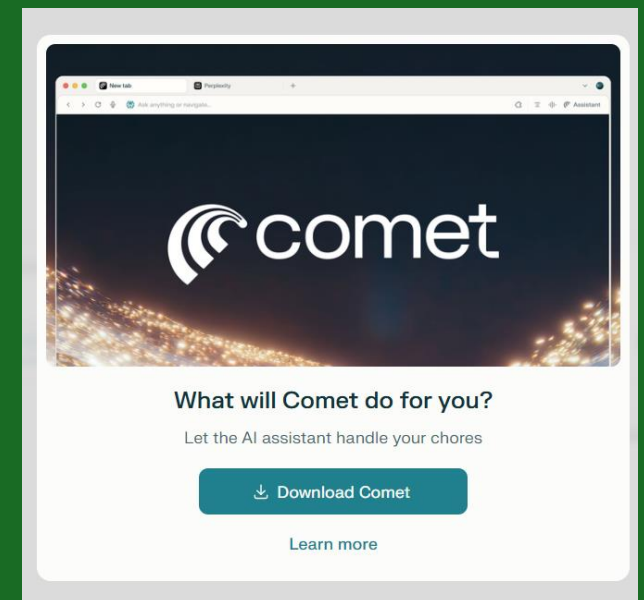
Your Claude Chats Are Now Training AI, Unless You Take Action



By **Jean Leon** Published August 29, 2025

Resources

- Kaggle 5-Day Gen AI Intensive Course with Google – FREE but intense 10-14 November 2025 - https://rsvp.withgoogle.com/events/google-ai-agents-intensive_2025
 - Perplexity Comet invite: <https://pplx.ai/gigijohnson>
-



Slides and Resources

<https://www.rethinknextlab.com/ai-for-creatives>

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