LOTIC ᴬᴵ ™

2024
PRESS KIT

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Lotic.ai is a privacy-first, story-powered insights ecosystem for individuals and organizations ready to enhance their decision-making.

OVERVIEW

Lotic converts spoken word narratives into actionable insights to help individuals and communities make well-informed decisions.

- Lotic.ai (Lotic) is a science-based, private, and secure ecosystem designed by behavioral science, technology, and AI experts that harnesses the transformative power of storytelling, uncovering data-powered insights like sentiment, blockers, and motivators.

- Powered by proprietary technology and AI, Lotic helps people and organizations enhance their well-being by turning unfiltered stories into insights that can inform decision-making.

- Lotic offers a suite of channels—including a mobile app, web-based experience, and proprietary hardware technology—to help people learn about their patterns and behaviors, empowering them to make better, more informed decisions.

THE MEANING BEHIND THE NAME

"Lotic" describes an ecosystem of rapidly moving fresh water.

- As humans, we live in a raging river of rapid change: ecological, political, social, and technological. We can't fight these currents or swim against them. But through the power of story, we can learn to navigate them safely.

- Lotic's mission is rooted in the belief that our unique personal stories contain rich data that can help us make sense of and embrace constant change.

- Lotic empowers people to share authentic stories out loud and analyzes those stories with advanced artificial intelligence, delivering personal context insights that help users improve decision-making.

MISSION STATEMENT

Lotic was founded on the idea that humans deserve to be in control of their digital selves.

- The company aims to help both individuals and organizations move forward intentionally using guided spoken reflection, leading to powerful insights that drive informed decision-making.

VALUES

Lotic helps individuals and organizations recognize, capture, and leverage the power of data drawn from their personal stories.

- Lotic believes in:
  - ▶ The power of an unfiltered story told out loud.
  - ▶ Technology as a tool: Helpful. Insightful. Ethical.
  - ▶ Privacy, agency, and anonymity as human rights.

CORE PRODUCT & OFFERINGS

Lotic is designing a comprehensive engagement ecosystem that traverses all sectors to help build awareness, purpose, and connection through story-sharing.

- Lotic's core product is data.
- Lotic's core offering is insights.

KEY FEATURES

Lotic's ecosystem represents a first-of-its-kind opportunity to achieve greater well-being through focused audio reflection.

- Lotic brings together behavioral science, storytelling, and data-powered insights to help humans:
  - ▶ Build confidence by learning to reframe their story and focus on their strengths.
  - ▶ Overcome obstacles to discover real-world practices for addressing challenges in intentional, focused ways.
  - ▶ Learn how to implement daily practices and routines to sustain long-term well-being.
- Lotic aims to create tools that help people recognize the power within their stories and use that power to approach the future with clarity and agency.

WHAT LOTIC IS ALL ABOUT

Lotic is all about generating personal insights from human stories. Each story holds data as unique as a fingerprint, uncovering patterns in thoughts and behaviors.

- Harnessing behavioral science and cutting-edge technology, Lotic generates insights from personal stories, helping individuals and organizations uncover patterns in their thoughts, feelings, and behaviors to improve their decision-making.

HOW IT WORKS

Lotic captures unfiltered stories told out loud and converts them into valuable insights.

- To get started, individuals can access the Lotic web-based experience, where they encounter tools, content, and other engaging features that help them tell their stories candidly and privately.

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HOW IT WORKS (CONT.)

- The way it works is simple—individuals respond to guided storytelling prompts developed by behavioral scientists and share their unfiltered stories out loud. Lotic then converts the stories to data using AI and delivers data-driven insights that help users make better-informed decisions about their lives.

- Lotic's ecosystem is designed to deliver value to individuals, organizations, and communities by providing insights, recommendations, and benefits.

- The more users engage with Lotic, the more potential they can realize from the Lotic ecosystem—allowing individuals to make more informed decisions.

- Lotic's multi-channel ecosystem will continue to evolve and include a mobile app, web-based experience, and proprietary hardware, all designed to be accessible to as many humans as possible.

HOW IT HELPS BUSINESSES

Lotic can help organizations across all sectors make faster and more informed decisions.

Lotic offers organizations a variety of channels that enable their communities to share their stories, which are then converted into valuable insights and recommendations to improve programs:

- Lotic's unprecedented speed to insight—from story capture to data analysis to insight delivery—provides organizations with rich population-level insights in significantly less time than traditional (qualitative) data-collection methods.

- Lotic can simultaneously provide personal insights to individuals and population-level insights to the organization—all to help optimize people's lived experiences.

DATA & PRIVACY

Lotic was founded on the principle that humans deserve to be in control of their digital selves. We believe that privacy, agency, and anonymity are human rights and that data should only be used for good and never for harm.

- Lotic is committed to protecting user data with industry-leading security controls.

- Lotic protects identifiable personal information with industry-leading, end-to-end encryption.

- Keeping user data private is a top priority, and Lotic strives to be transparent and honest about how we use user data.

CURRENT, RELEVANT MENTAL HEALTH STATISTICS, TRENDS

- According to the Centers for Disease Control and Prevention:
  - More than 1 in 5 U.S. adults live with a mental illness.
  - About 1 in 25 U.S. adults lives with a serious mental illness, such as schizophrenia, bipolar disorder, or major depression.
- Additionally, in 2021, there were an estimated 57.8 million adults aged 18 or older in the U.S. with Any Mental Illness (AMI) and an estimated 14.1 million adults aged 18 or older with a Serious Mental Illness (SMI), according to the National Institute of Mental Health.

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CURRENT, RELEVANT MENTAL HEALTH STATISTICS, TRENDS (CONT.)

- According to a 2017 U.S. survey conducted by the CDC, the percentage of adults who practiced some form of mantra-based, mindfulness, or spiritual meditation in the previous 12 months tripled between 2012 and 2017, from 4.1% to 14.2%.
- It's estimated that between 200 and 500 million people worldwide meditate, according to recent data.

COMPANY BACKGROUND

- **Founded:** 2020
- **Cofounders:**
  - CEO, CTO, and President of Lotic.ai, William (Bill) Welser IV
  - CCO, Jonathan Cohen
- **Headquarters:** Lotic proudly is a wholly virtual workplace with its workforce based across the United States, Canada, and Europe.
- **Address:** 12600 Hill Country Blvd., Suite R-130 #186, Bee Cave, TX 78738
- **Number of Employees:** 50
- **Website:** lotic.ai
- **Social Media:** /loticai, @lotic.ai, and /company/lotic-ai

MEDIA CONTACT

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Founded in 2020, Lotic.ai is based on the belief that an individual's personal stories, when spoken aloud, contain important and relevant data that—if heard, understood, and analyzed—can change their outlook and future choices.

WE STARTED WITH THE IDEA OF HARNESSING THE POWER OF PERSONAL, SPOKEN-WORD STORIES

Lotic.ai is a new, science-based, privacy-first insights ecosystem. Harnessing behavioral science and cutting-edge technology, Lotic generates insights from personal stories, helping individuals and organizations uncover patterns in their thoughts, feelings, and behaviors to help improve their decision-making.

AN INNOVATIVE IDEA FOUNDED ON CORE VALUES OF SERVICE AND INTEGRITY

For Lotic CEO and cofounder William (Bill) Welser IV, who grew up in a military family and later served in the Air Force, the core values of service and integrity are embedded in his DNA. Following his time in the service, Bill worked at the RAND Corporation, researching the intersection of human behavior and advanced technology. From this research, he developed a vision for a company dedicated to collecting, protecting, and analyzing an individual's data to return clear, valuable insights that help them enhance their well-being through improved decision-making knowledge.

CREATING AN "ANTI-TECH" TECH COMPANY

Bill and cofounder Jonathan Cohen started Lotic in 2020. Their goal was to create an "anti-tech" tech company that would collect data to generate clear, actionable insights for users instead of taking personal data and mining it for profits. Bill and Jonathan saw that by flipping the traditional model, users could gain new agency over their personal data. Lotic is designed to give each user control over their digital self so they are empowered to make informed decisions about their life.

HOW LOTIC WORKS

Lotic meets users where they are. From a mobile app to a web-based experience to proprietary hardware, this evolving ecosystem is designed to be accessible to as many humans as possible. When users engage with Lotic, they answer curated prompts developed by behavioral scientists that encourage them to speak, reflect, and candidly tell their stories. Those spoken-word stories are captured in Lotic's privacy-first, cryptographically secured platform and analyzed using advanced artificial intelligence to generate personal context insights that help people make better decisions.

WHY OUR STORIES MATTER

The word "lotic" describes an ecosystem of rapidly moving fresh water. As humans, we live in a river of rapid change: ecological, economic, political, social, and technological. While we can't fight or swim against these currents, we can learn how to navigate them safely. Lotic's mission is rooted in the belief that our unique personal stories contain rich data that can help every individual make sense of and embrace this constant change.

As humans, we are often guided by thoughts, feelings, beliefs, and biases we are not fully aware of. This is where Lotic comes in. By using artificial intelligence to analyze authentic stories spoken out loud, Lotic delivers each user personal context insights, helping them understand their motivations, behaviors, and expectations at a subconscious level and move forward with greater confidence.

FROM THE PERSPECTIVE OF A USER

So, what is it like to use Lotic? The Lotic ecosystem offers a suite of engagement channels including a mobile app, web-based experience, and proprietary hardware. Users can interact with any of these channels to answer curated prompts created by Lotic's in-house team of behavioral scientists.

For instance, you might be asked, "What qualities do you look for in new friends?" Or, "Describe a person or experience that has helped you build your sense of self-worth." You are invited to press "share" and respond out loud to the prompt.

After you share, Lotic generates fast insights (like sentiment, key motivators, and personality traits) from your story to help you see your experiences from a fresh perspective.

HOW DOES LOTIC BENEFIT INDIVIDUAL USERS?

Lotic's ecosystem represents a first-of-its-kind opportunity to achieve greater well-being through focused audio reflection. Bringing together behavioral science, storytelling, and data-powered insights, Lotic helps users:

- Build confidence by learning to reframe their story and focus on their strengths.
- Overcome obstacles to discover real-world practices for addressing challenges in intentional, focused ways.
- Develop healthy habits to learn how to implement daily practices and routines to sustain long-term well-being.

TO BENEFIT BOTH INDIVIDUALS AND ORGANIZATIONS

While the Lotic product ecosystem is highly valuable for individual users, it has also proven extremely beneficial for organizations across all industries.

When supporting a partner organization, Lotic captures rich, personal context data from community members while protecting client privacy through leading-practice anonymity techniques and methods. The organization receives a customized dashboard that summarizes insights like sentiment, motivators, and thematic trends across the population of interest.

With Lotic, organizations can gain population-level insights with unprecedented speed, allowing them to adapt client-facing and employee-facing strategies in real time. We are also committed to using technology to support social good, collaborating with Non-Governmental Organizations (NGOs), nonprofits, and international aid organizations globally to positively impact communities and regions in need.

WHY YOU CAN TRUST LOTIC WITH YOUR PRIVACY

Lotic was founded with the belief that privacy, agency, and anonymity are human rights. As a company, we are dedicated to helping humans control their digital selves and use data to improve their decision-making abilities.

This commitment to privacy means Lotic will not share a user's name, identity, or data with others without the user's permission. We protect all user data with industry-leading cryptographic protection and privacy preservation policies and technologies. We are actively working on aligning our privacy practices with leading standards such as Global Data Protection Regulations (GDPR) and only store data in HIPAA-compliant approved cloud or on-device environments. Trust in the ecosystem, particularly its safety, privacy, and security, is paramount to Lotic being successful. It is Lotic's top priority to build and maintain trust with every user.

THE ETHICAL AI BEHIND LOTIC

Yes, the company is named Lotic.ai, but likely not for the reason one would expect. Lotic does far more than employ artificial intelligence (AI)—it does so in a thoughtful, ethical, and only-when-appropriate manner. Working alongside our machine learning experts and software engineers are behavioral scientists, clinical psychologists, brain plasticity experts, and more.

This multidisciplinary team of world-class experts makes Lotic especially unique. Since AI is an autonomous, learning, non-biologic system, we believe diverse expertise should be involved in responsibly and ethically designing and deploying our proprietary algorithms.

WE PLAN TO LAUNCH IN 2024 AND EVOLVE

Lotic will launch in 2024 and will regularly evolve with new offerings to expand and enhance the user experience. With our team of scientists, technologists, and designers, Lotic will continue developing an ecosystem that empowers people to share their story, gain insight into their behaviors, and live life more intentionally.

We plan to reach individuals and organizations on a parallel path, going to market with offerings grounded in the same core value proposition: that stories pave the way to more valuable insights at both the personal and population levels.

Informed Decisions, Powered by Story. That's Lotic. Join us on our journey to give data agency back to the user.

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William (Bill) Welser IV

Chief Executive Officer, Chief Technology Officer, and Cofounder Lotic.ai

"Freely spoken stories are the most valuable sources of information a person owns."

William (Bill) Welser IV is the CEO, Chief Technology Officer, and Cofounder of Lotic.ai.

As a passionate, curious, and creative technologist, Welser is dedicated to generating visions for the future that are big, bold, and fearless.

In his roles at Lotic, Welser directs innovation, technology infrastructure, and user experiences. His expertise is also crucial in advancing Lotic's business strategy and evolution.

Welser has tackled, communicated, and solved complex problems throughout his career using storytelling, multidisciplinary teams of experts, and state-of-the-art methods and technologies.

Welser has previously served as Chief Technology Officer, Chief Operations Officer, and Chief of Labs for a handful of digital and advanced technology startups. Welser also spent a one-year sabbatical as a senior partner at Copenhagen-based ReD Associates, an innovation and strategy consultancy.

Before entering the for-profit space, Welser spent 10 years at the RAND Corporation, leading the Engineering and Applied Sciences Research Department, composed of 300+ PhD-level engineers and applied scientists.

The department's expertise spanned engineering, physical sciences, mathematics, management sciences, and operations research. They collaborate with myriad other experts at the institution to contribute to policy analysis efforts across all aspects of governance—health, education, infrastructure, defense, social justice, etc.

At RAND, Welser also conceptualized, built, and led multidisciplinary research teams focused on emergent topics and complex global problems, including bias in AI, data lifecycle privacy, commercial use of drones, democratization movements (space, technology, data, and manufacturing), and more. Additionally, as part of RAND's senior leadership team, Welser developed technical talent, championed diversity and inclusion, cultivated external partnerships, and upheld RAND's value proposition and collegial culture.

Before RAND, Welser served as an officer in the United States Air Force, where he helped design, test, and field advanced systems for space and air. He holds a master's degree in finance and an MBA from Boston College and a bachelor's degree in Chemical Engineering from the University of Virginia. Welser resides in Austin, Texas, with his wife and family and enjoys writing, traveling, and boxing.

Jonathan Cohen

Cofounder and Chief Creative Officer Lotic.ai

Jonathan Cohen is the Cofounder and Chief Creative Officer of Lotic.ai.

He brings to Lotic more than two decades of training in mindfulness and healing and a passion for finding ways to fuse storytelling and somatic experience to better understand the human experience.

With a background in the TV and film industry, management consulting, and innovation and design, Cohen is a hybrid leader who consistently pushes the edges of what's possible while balancing the practical realities of bringing ideas to life.

In his role at Lotic, Cohen is responsible for driving the company's creative strategy.

Before cofounding Lotic, Cohen founded The Stories Company, an innovation partner focused on technologies and behaviors that augment human and business potential. At The Stories Company, Cohen helped clients understand drivers of change, communicate differentiation, and showcase how yet-to-be commercialized technology could create new experiences for B2B and B2C customers.

Before The Stories Company, Cohen created and was the Head of IC Stories, the Media and Communication Department for an international innovation and design studio, Idea Couture Inc. There, Cohen collaborated with business strategists, designers, anthropologists, and foresight specialists to dramatize the potential user experiences of new products, socialize complex strategies, and build experiences for Fortune 300 brands.

In addition to Lotic, Cohen is the Co-creator and Executive Producer of Mayim Bialik's Breakdown, a top 20 podcast on mental health and well-being with over 50 million downloads to date.

He holds an MFA from The American Film Institute and a BFA from the University of Victoria.

Cohen resides in Sedona, Arizona, and enjoys spending time with his son, writing poetry, and becoming a pickleball pro.

Chris DeBernard, MD

Chief Medical Officer

Dr. DeBernard is the Chief Medical Officer at Lotic.

At Lotic, Dr. DeBernard will drive efforts to harness Lotic's story-powered insights to improve well-being outcomes for individuals, organizations, and communities.

A board-certified psychiatrist, Dr. DeBernard brings a wealth of healthcare experience and a lifelong commitment to accessible, equitable, person-centered care.

Dr. DeBernard completed a combined residency in internal medicine and psychiatry, and he is also a chemical engineer with IT and natural gas consulting experience. With such diverse and wide-ranging expertise, he is uniquely positioned to support Lotic as it creates the well-being ecosystem of the future.

Most recently, Dr. DeBernard designed community-wide behavioral health projects for the Heartland Whole Health Institute. At Whole Health Institute, Dr. DeBernard led and executed the behavioral health integration strategy for the organization, including the creation of stakeholder alignment, development of a behavioral health policy agenda, driving awareness of technology-enabled opportunities to support access and equity, as well as aiding in the development of the behavioral health curriculum at Alice L. Walton School of Medicine.

Before that, he was Chief Medical Officer for Arisa Health, Arkansas' premiere integrated behavioral health system, directing medical staff, client care, and clinic expansion. While at Arisa, his responsibilities included direct client care and management of teams of physicians, psychiatrists, and psychiatric nurse practitioners, as well as administrative and strategic tasks to evaluate current processes, find solutions to improve efficiencies, decrease costs, and enhance client satisfaction.

Dr. DeBernard also oversaw the implementation of three new primary care clinics; each collocated inside an Arisa Health clinic via support from a Certified Community Behavioral Health Clinic expansion grant furnished by the Substance Abuse and Mental Health Services Administration. These new clinics used a whole health framework to provide whole-person-centered care for individuals with serious mental illness (SMI) under a shared roof with their behavioral health providers. This merging of physical and behavioral health care reduces barriers and increases access for clients with SMI, leading to improved health outcomes.

Before his role with Arisa Health, Inc., Dr. DeBernard was a Vantage Point of Northwest Arkansas staff psychiatrist.

Dr. DeBernard earned a B.S. in Chemical Engineering from the University of Virginia. He received a Doctor of Medicine at Tulane University School of Medicine and completed a combined residency in internal medicine and psychiatry. Between his undergraduate degree and medical school, Dr. DeBernard spent time in information technology consulting and liquefied natural gas engineering.

Dr. DeBernard lives in Fayetteville, Arkansas, with his family, which includes his wife and two sons.

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Nisha Bagepalli

Executive Director, GTM Strategy and Operations

Nisha Bagepalli brings deep experience to the role of executive director for go-to-market strategy and operations at Lotic.

In particular, Nisha leverages her vast experience to enhance distribution, forge strategic partnerships, and drive growth, specifically focusing on community health and mental well-being.

More than 15 years in increasingly senior marketing roles have exposed her to multiple aspects of the health-tech industry, including data and cloud solutions, products, and services. She has touched such brands as b.well, WebMD, Nano, Cleardata, and Tango Health, among others.

Nisha is a trailblazing marketing powerhouse known for fueling explosive growth in technology companies. Her expertise, honed through strategic roles and six successful M&As, combined with her impactful tenure as SVP of Marketing at LINQ, where she doubled revenue, highlights her unparalleled business acumen.

Her diverse healthcare experience is deeply rooted in management, marketing, and strategy. She has served in various senior leadership roles and Board positions at brands and organizations such as b.well, Connected Health, NxtGen Network, and The Youth Mental Health Project.

Nisha holds a B.S. in Psychology and a M.S. in Public Health from the University of Texas at Austin. Nisha embodies the pioneering spirit and can-do mindset synonymous with Texas entrepreneurship. Outside of her professional life, Nisha cherishes her time with her family, including her mini Goldendoodle, Layla, and her son Rohan, who bring joy and balance to her dynamic world.

LOTIC

Seifu J. Chonde, Ph.D

Principal Systems Engineer

Dr. Chonde (Seifu) is the Principal Systems Engineer for Lotic.

Seifu is an accomplished data scientist, leader, and business strategist with more than ten years of modeling and statistics experience across technology, government, and academia.

He has developed teams and organizations that apply data science, data engineering, and product management for diverse stakeholder groups. He is well known for translating complex technical challenges and concepts into easy-to-understand, applicable solutions for leadership and general audiences.

Before joining Lotic, Seifu worked with Meta in Austin, where he was noted for his people skills. He managed multiple data science and analytical project managers' teams. In addition to supervising and coaching teams on machine learning models, his many successful projects at Meta included analytical strategies for improving profitability, process optimization, and efficiencies in myriad systems.

Before Meta, Seifu worked in systems analysis and operations research at RAND Corporation and Booz Allen Hamilton. At RAND, he managed a multi-disciplinary team studying the reorganization of a central government organization, an effort that included policy and data recommendations. He also spearheaded a study on the effects of accelerated technological change on global security and society, later published and featured in a TEDx talk.

At RAND, he also created two Python Natural Language Processing modules for RAND-Lex, an in-house text analytics suite, while consulting as a full-stack data scientist on projects applying RAND-Lex to various programs. He also developed an Enterprise Hierarchical Visualization tool in Tableau spanning a 17,000-employee defense organization.

At Booz Allen Hamilton, Seifu created full-stack data science solutions to support multiple defense organizations, among other significant projects.
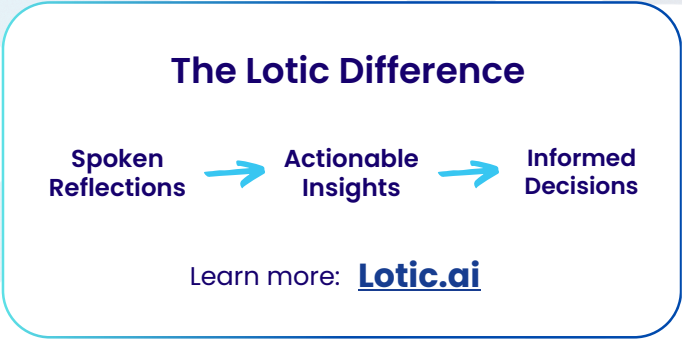
Seifu has a Ph.D. in Industrial Engineering and Operations Research from Penn State University, a B.S.E. in Chemical Engineering, and a B.S. in Mathematics from the University of Michigan, Ann Arbor, MI.

Seifu lives in the greater Chicago Area with his family, including his wife Emily, daughter Katarzyna, son Makonen, and Yorkie-Poo Frankie.

LOTIC™

Lotic AI, Story-Driven Data Informs Community Health

At Lotic, we believe in the power of storytelling. That's why we work hard to capture your community's unique stories and use advanced technology to analyze their behavioral patterns.

Our Goal? To empower healthcare organizations with recommendations that uncover health needs, mitigate resource gaps, evaluate program effectiveness, and identify emerging intervention opportunities.

The Lotic Difference

Spoken Reflections → Actionable Insights → Informed Decisions

Learn more: **Lotic.ai**

Story-Driven Data

Capture spoken-word reflections from your community and convert often-overlooked narratives into **personal context insights.**

AI-Powered Insights at Your Fingertips

Gain **personalized, data-driven insights** that uniquely combine our privacy-conscious technology and behavioral health experts.

Value-Driven Informed Decisions

Use a **customized dashboard** to access story auto summarization, sentiment analysis, motivators, and blockers for a fuller picture of community members.

Our Impact

Lotic evaluated a day treatment program at a Community Mental Health Center (CMHC), providing insights about client and family member experiences to help the CMHC navigate a significant reduction in funding and make informed decisions about the program's future.

Insights Delivered: Client and family member sentiment, useful program features, current program impact, and program improvement opportunities.

Data Collection Speed: Compared to typical data collection timelines, Lotic **reduced time** needed to build a data collection infrastructure by **86%** and time needed to collect, analyze, and deliver data insights by **82%**.

Let's Get In Touch!

To learn more about how Lotic can support your organization, please contact

Dr. Chris DeBernard.
Chief Medical Officer

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LOTIC^AI

What is Lotic?
Lotic is an innovative startup creating a privacy-first well-being ecosystem. We use spoken word to unlock the power of personal stories, empowering individuals and organizations to make well-informed decisions.

What makes Lotic unique?
More than just another mobile app, Lotic is developing a comprehensive suite of tools and experiences tailored to meet individuals and organizations where they are. Our diverse team of experts—from psychologists to data scientists—harnesses artificial intelligence and natural language processing to extract meaningful insights from spoken narratives and confirms that every piece of AI-generated content is accurate and relevant. But what truly sets Lotic apart is our commitment to privacy and trust: we ensure individual information is not shared without a user's consent, giving people agency over their personal data.

Who does Lotic support?
While Lotic was initially designed for individual users, it has also proven extremely beneficial for organizations. Whether Lotic engages a single user or an entire company, our model is consistent: people share their experiences out loud, receive insights based on their spoken reflections, and use those insights to make informed decisions. And our commitment to privacy remains the same: individual data is not shared with an organization without a person's consent. Lotic is transforming how individuals and organizations learn from their own stories.

How does Lotic make an impact?

Community Needs Assessment:
In Northwest Arkansas, Lotic demonstrated its ability to augment traditional assessments with deeper insights and faster turnaround times. Lotic reimagined the NWA 2021 Community Health Survey, introducing survey elements and audio-reflection prompts tailored to capture information related to social determinants of health. After administering the survey virtually to 10 demographically matched peer regions, Lotic's innovative approach yielded a richer, more actionable result set in a significantly shorter time frame.

Individual Decision Support:
Lotic supported individuals at a boxing gym in Austin, Texas, by providing daily check-ins and insights throughout a two-month fitness challenge. This approach allowed participants to receive regular, personalized feedback on their progress and sentiment, fostering motivation and helping them achieve their fitness goals. This example highlights Lotic's utility in personal health and wellness monitoring.

Program Management & Resource Allocation:
For a Community Mental Health Center (CMHC) in Arkansas, Lotic played a crucial role in evaluating a day treatment program for individuals with serious mental illness. By analyzing the sentiments of clients and their families, Lotic provided the CMHC with essential data to make informed decisions about the program's future, especially in the context of a significant reduction in funding. This case illustrates Lotic's ability to support healthcare organizations in resource allocation and program effectiveness assessment.

Non-Governmental Organization/Social Impact Decision Support:
Lotic aided NGOs working with the United Nations High Commissioner for Refugees (UNHCR) by amplifying the voices of Ukrainian refugees in Poland. Through analysis of spoken-word responses, Lotic identified key areas for improvement, such as access to pediatric dentistry and temporary housing for refugees relocating from Ukraine to Poland. Lotic's fast insight delivery shows our impact on humanitarian efforts, allowing us to provide timely, actionable recommendations for NGOs and enhance support for vulnerable populations.

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Lotic AI, Story-Powered Data Drives Long-Term Well-Being

At Lotic, we believe stories have the power to transform. That's why we use privacy-first technology to capture your community's authentic stories and provide new perspectives on their patterns and behaviors.

Our goal? To help organizations empower their community members toward long-term well-being through high-quality narrative data insights.

The Lotic Difference

Spoken Reflections → **Actionable Insights** → **Informed Decisions**

Insights for Organizational Strategy

- Capture rich, **personal context data** from community members while protecting client privacy
- Access a **customized dashboard** to view insights like client sentiment, motivators, and blockers
- Gain **population-level insights** with unprecedented speed to adapt client-facing strategy in real-time

Insights for Personal Well-Being

- Offer a **private experience** for clients to reflect out loud on topics like mood, goal-setting, and momentum
- Provide **tailored prompts** designed by behavioral scientists to encourage storytelling and self-reflection
- Deliver **fast insights** to help clients track personal progress, habits, and growth on their long-term well-being journeys

Our Impact

Lotic supported an eight-week boxing fitness challenge, offering dynamic insights from daily reflections. Via weekly insight reports, challenge participants and gym owners gained powerful information on client progress.

Multi-Use Insights: Individuals gained insights about their sentiment, emotion, and gratitude levels to optimize their health. Gym owners received population-level overviews of client experiences to improve future offerings.

Fast Data Collection: Lotic reduces time needed to build a data collection infrastructure by **86%** and time needed to collect, analyze, and deliver data insights by **82%**.

Let's Get In Touch!

To learn more about how Lotic can support your organization, please contact:

William (Bill) Welser IV
CEO, CTO, & Cofounder

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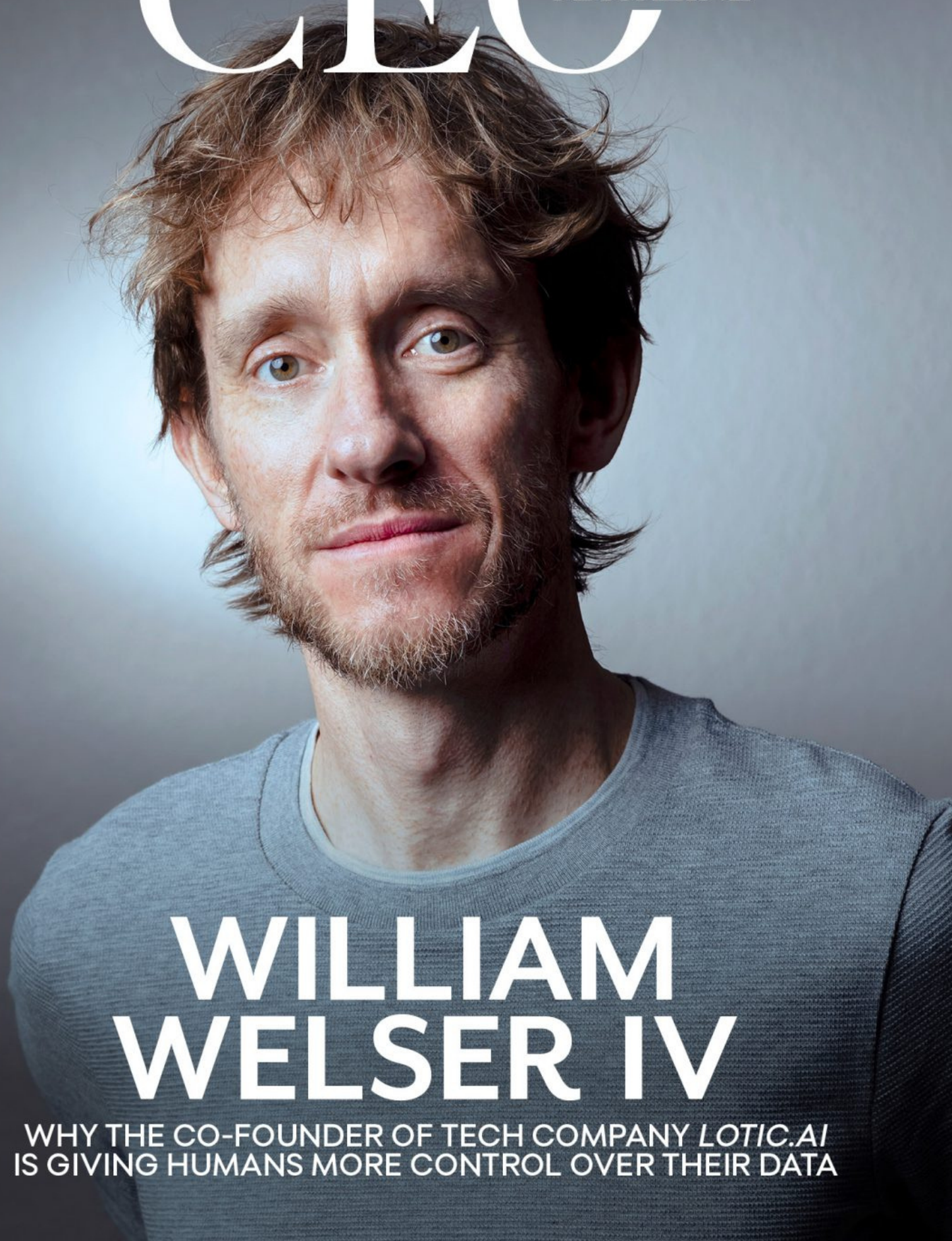
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CEO
MAGAZINE

WILLIAM
WELSER IV

WHY THE CO-FOUNDER OF TECH COMPANY *LOTIC.AI*
IS GIVING HUMANS MORE CONTROL OVER THEIR DATA

In co-founding "anti-tech" tech company Lotic.ai, William Welser IV is putting the promise of technology back into the hands of the user by harnessing the power of the spoken word.

The ink was barely dry on his undergraduate degree when William 'Bill' Welser IV set to work building a megawatt-class laser that could be launched into space on a satellite to knock down intercontinental ballistic missiles.

Once that project was complete, he turned to the next challenge: fixing a high-powered laser to the front of a Boeing 747 to shoot down missiles and rockets in any theater of conflict.

"We're the tech company that's focused on giving the user agency and power over technology."

To become a chemical engineer in the United States Air Force, Welser had followed a well-trodden path in his family. Having grown up in a "deeply military service-oriented family", as he describes it, the Air Force was all he knew.

"We were born into this idea of service and were raised with this idea that there are three things that come before anything else," he tells The CEO Magazine. "They are the Air Force core values: service before self, excellence in all you do and integrity first."

PEOPLE POWER

Like his three siblings, Welser received a Reserve Officers' Training Corps scholarship to the University of Virginia. But unlike his siblings, he'd be the only one not to have retired from the Air Force. Because, after seven years, he called time on the military, leaving as a Captain with two master's degrees (one MBA and one Master of Finance) under his belt.

Armed with his advanced technology expertise, consulting seemed like the logical path. Instead, Welser landed at Californian-headquartered think tank RAND Corporation. Even while on the executive leadership team, he maintained a full-time research portfolio that, as he explains, started where he left off in the Air Force: advanced technologies, specifically, how to approach them from a policy standpoint.

"Quickly, I learned it's impossible to discuss advanced technology and policy without thinking about humans, the complex system that is a human and how they're going to use that technology and what they're looking for from technology," Welser reveals.

Ten years after starting at RAND and after a year-long sabbatical learning as much as he could about ethnography and anthropology in a human behavior company in Copenhagen, Denmark, Welser was ready to enter the startup space with the launch of Lotic.ai.

The "anti-tech tech company", as he describes it, brings together not only his career experience, but also the core military values instilled since his childhood. Along with being the Co-Founder, Welser is the CEO and CTO.

"We're the tech company that's focused on giving the user agency and power over technology, so that they understand themselves better, can make better decisions and can operate in the world as a more informed consumer participant," he explains.

THE SPOKEN WORD

It's no secret that we live in a world where data is king, and where the average person hands over their data with little thought to how it is used or the value it holds.

"Technology companies have made humans into objects and they make money off those objects," Welser explains. "And humans have very little agency or understanding about how much they are worth to those technology companies." The opportunity with Lotic.ai, as he says, was to reverse this relationship, and give humans more control over their own data. "What if we took all those same technologies that Facebook and Google and Amazon and others are using and handed it back to the individual?" he asks.

The way Lotic.ai achieves this is through analyzing the spoken word, something that Welser and his Co-Founder Jonathan Cohen have long been convinced is the most powerful source of data about a person.

"The spoken word story is very powerful because, while I can write you a text message one hundred times and send it once, I cannot go back on what I said just five minutes ago and delete it," he says. "I can only add more context, more detail."

"There's too much technological power out there, there's too much data out there. Why shouldn't it fall to the individual to have those powers harnessed for them?"

By capturing these stories, Lotic.ai can then identify patterns and trends in people's emotions, Welser explains, based on aspects such as how fast they are talking, the inflection that they put into words, the words they couple together and the topics they group as they are describing something.

"You can see where their motivations are and essentially how they are wired at a subconscious level so you can provide insights that help them understand their own story, their own being and their actions," he explains.

This means that, rather than being a pawn in the system, people can actually reclaim their sense of agency, whether that's questioning the purchase of a new suit that they've just seen advertised in their social media feeds, or something much more significant, such as political messaging.

"What we often do with technology companies is put our hands up and allow them to tell us what's important, what we should believe," he says. "We believe that empowering individuals is the way the world needs to go.

"There's too much technological power out there, there's too much data out there. Why shouldn't it fall to the individual to have those powers harnessed for them?"

QUALITY EXPERTISE

A broad spectrum of expertise has been hired to imagine Lotic.ai's AI-driven methodology. "The company employs behavioral scientists, clinical psychologists, machine learning experts, data scientists; we even have someone with a PhD in brain plasticity," Welser says.

Such a diverse array of experience is necessary because, as he explains, the algorithms needed to make sense of the data collected require both quantitative and qualitative coding.

"There's a lot of qualitative understanding and interpretation that has to happen based on the expertise of people who understand the complex system that is a human being," he notes, adding that seeing clinical psychologists work side by side with machine learning experts has been very exciting.

He's also drawn students undertaking two and four year degrees through not-for-profit organizations such as LA-Tech.org, founded by the city's tech community to support underprivileged and underrepresented youth.

"It would be easy for us to go to well-established universities, but here we get a chance to touch on schools people just typically ignore," he says, adding that these students have also interacted with early beta projects.

The backing of a group of committed investors who believe in the long-term value of Lotic.ai has allowed the company the luxury of staying in stealth as it approaches its fourth anniversary, says Welser, who adds that a broad launch is set for later this year.

The platform has already soft launched in a key vertical for Welser: social impact. "The world is built to serve people who have resources," he says. "The entire economic foundation of the world is articulated to give those people exactly what they need and when they need it.

"Those people who do not have resources are kind of forgotten. They rarely get a voice and are often scrambling. I see that as a travesty."

Welser says he'll see Lotic.ai as successful if it gives a voice to those who currently do not have it, as well as bridging the socio-economic divide.

HELPING THOSE IN NEED

Assisting asylum seekers and refugees is an area of particular focus and the company has already worked with the likes of This is About Humanity, a non-governmental organization (NGO) supporting separated and reunited families on the United States-Mexico border, as well as SolidarityNow, a Greek humanitarian organization that strives to help society's most vulnerable and marginalized groups live with dignity and safety. Another NGO partner is Cyprus-based Vela Foundation, who Lotic.ai has worked alongside to capture stories from Ukrainian refugees who have fled across the border.

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The company has also found a partner in the City of Newark's HUBB Arts & Trauma Center (ATC), a local community-based violence intervention center.

"We've been engaging with them around how you collect on the ground experiences of community members so you can better articulate and target policies that will actually help them," he says.

The other key verticals Welser has identified include finance, human performance and health care, a trio of subjects where he spots enormous potential to ensure people have access to the information they need to make good decisions and become better advocates for themselves.

"We believe that building a system like this, helping someone know themselves better, means they can engage with companies in a more personalized way with service providers," he says.

And the benefits will go both ways. "It'll be up to each person to choose whether or not they share their data, but we will have metrics by which we can say this person is an eight out of 10, for example, in terms of knowing themselves along the lines of emotionally or as it relates to their career," he explains.

"For companies, that's extremely important because, if they can hyper-target their products and services towards a set of people who understand themselves better, they can drive down their cost per user acquisition to close to zero."

"We've also talked with many companies about this as a tool to help their employees achieve better feelings of wellbeing," he says. "Again, that can drive down unexpected insurance costs at a company level, among other things. There's a lot of important enterprise value there."

A CHANGING ECOSYSTEM

From a design standpoint, Welser explains that such a use wasn't top of mind when the first ideas for Lotic.ai were sketched out. "But I knew long-term that this would be in play because I started the company with a 15, 20, 30-year horizon in mind," he says.

He also knew he wanted to name it after an ecosystem that was representative of what he felt people were struggling with or having to navigate. "I spent a lot of time at RAND looking at ecosystems and I see ecologists as rock stars," he smiles. "They have to weigh up so many different aspects to figure out how to help an ecosystem survive."

The name he was looking for was found in the freshwater ecosystem. "There are two types," he explains. "There's the lentic system, which is very safe and still, a pond where tadpoles turn into frogs."

Then there's the lotic system of constantly moving water. "Our belief is that we're helping people navigate this lotic system, or a rapidly moving water of social change, technological change, geopolitical change, all of that," he says. "And a lot of us don't know what to do, so we chose to do a few things right now.

"We choose to stand on the sidelines in the hopes that it will all just go away, which is not a solution. Some of us are brave enough to choose to navigate it on our own, but without the proper information, so we just get pummeled against the rocks. Most of us get in boats, and those boats are ferries that are filled with millions and millions of people, and they are captained by Meta, Google and Amazon and all those other firms.

"Our belief is that there's a fourth way, and that is for you to learn to navigate it yourself by understanding yourself better."

Welser cautions that he's not promising utopia. "We're not promising any sort of sci-fi, crazy understanding of oneself after one day and one story," he says. "It requires a commitment of wanting to put yourself in a position of agency and trust that technology can be harnessed for good.

"And because humans right now are treated like objects and don't trust technology, we believe there's tremendous hunger for that."

Nuts and Bolts

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MEET THE DISRUPTORS

WILLIAM (BILL) WELSER IV OF LOTIC.AI ON THE FIVE THINGS YOU NEED TO SHAKE UP YOUR INDUSTRY

Authority Magazine Editorial Staff
Authority Magazine

Consider You Might Be Wrong. Don't be wed to a specific idea. Instead, consider that you might be wrong. When brainstorming and creating your business, you need to stop to consider that your ideas — no matter how interesting or appealing they sound to you — might not be the best. Be open to changing your ideas because there might be a better way to deliver the same product, service, or message to your target market.

As a part of our series about business leaders who are shaking things up in their industry, I had the pleasure of interviewing William (Bill) Welser.

William (Bill) Welser IV is the CEO, Chief Technology Officer, and Cofounder of Lotic.ai. This innovative startup is creating a privacy-first well-being ecosystem using spoken word narratives to unlock the power of personal stories, empowering individuals and organizations to make well-informed decisions. As a passionate, curious, and creative technologist, Welser is dedicated to generating visions for the future that are big, bold, and fearless. Before founding Lotic, Welser served in various leadership roles at the RAND Corporation during a 10-year tenure, where he led the Engineering and Applied Sciences Research Department, composed of 300+ Ph.D.-level engineers and applied scientists. At RAND, Welser also conceptualized, built, and led multidisciplinary research teams focused on emergent topics and complex global problems, including bias in AI, data lifecycle privacy, commercial use of drones, democratization movements (space, technology, data, and

manufacturing), and more. Before RAND, Welser served as an officer in the United States Air Force, where he helped design, test, and field advanced systems for space and air. After earning a bachelor's degree in chemical engineering from the University of Virginia, he completed a master's in finance and an MBA from Boston College.

Thank you so much for doing this with us! Before we dig in, our readers would like to get to know you better. Can you tell us a bit about your "backstory"? What led you to this particular career path?

I grew up in a military family and am the second of four children. During my childhood, we would move around every two years. I was born in Charleston, South Carolina, and lived in Virginia, Texas, New Jersey, Washington D.C., Oklahoma, Delaware, and Illinois — just all over the place. I went to two different high schools and considered schools across the country for college. After being awarded a full-ride Reserve Officer Training Corps (ROTC) scholarship from the United States Air Force (USAF), I found myself studying Chemical Engineering at the University of Virginia (UVA).

Along with graduating from UVA, I also received a commission as a Second Lieutenant in the USAF. While serving in the military, I helped design, test, and field advanced systems for space and air. So, it's easy to see how the USAF core values of integrity first, service before self, and excellence in all you do have been embedded in my DNA. Being raised in a military family and serving in the Air Force shaped my approach to life and inspired me to always consider and be drawn to making an impact with my actions, particularly involving social good. I've always known, though that pursuing social good isn't enough, you have to

help define it by better understanding the fellow humans whom you are trying to help. My father, in particular, impacted my thinking along these lines. As a commander, he would go out in the middle of the night, bring a pizza to the Air Force base's gate guards, and stand watch with them. He'd be there in the cold, chatting with the guards for a couple of hours as they saluted people in, checked badges, all that sort of stuff. He did this to know what it was like to do that job. What they needed to be able to do their jobs better — hint: stronger space heaters. When he was a more junior officer, he'd be out on the flight line. Even though he was a pilot, he'd spend time with the maintainers, trying to understand what it was like doing their job because they're the ones who had pilots' lives in their hands. So, for me, it's always been, what can I do to better understand the people around me, and what can I do to serve them better? I'm not too big for any job and I can learn something from everyone I meet.

Following my time in the service, I worked at the RAND Corporation, researching the intersection of human behavior and advanced technology. I spent ten years at RAND, eight of which were mostly consumed by leading the Engineering and Applied Sciences Research Department, comprising 300+ Ph.D.-level engineers and applied scientists. The department's expertise spanned engineering, physical sciences, mathematics, management sciences, and operations research. We collaborated with myriad other experts at the institution to contribute to policy analysis efforts across all aspects of governance — health, education, infrastructure, defense, social justice, and more.

Despite this executive role, I couldn't quite let go of my research portfolio, so I kept a full-time one of those going as well. To be able to fit everything in, I became quite adept at conceptualizing, building, and leading multidisciplinary research teams focused on emergent topics and complex global problems, including bias in artificial intelligence (AI), data lifecycle privacy, commercial use of drones, democratization movements (space, technology, data, and

manufacturing), and more. Additionally, as part of RAND's senior leadership team, I developed technical talent, championed diversity and inclusion, cultivated external partnerships, and upheld RAND's value proposition and collegial culture.

During my tenure at RAND, I started to yearn to get back to building systems and I started by developing a vision for how a Democratization of Self movement might evolve. I knew it would involve collecting an individual's data, protecting it, analyzing it, and providing clear, valuable insights so that they can make better life decisions. Basically, it would involve giving agency back to individuals over their life choices.

In 2020, I was able to start pursuing that vision by cofounding Lotic.ai (Lotic). Lotic is an innovative startup creating a privacy-first well-being ecosystem that uses spoken word narratives to unlock the power of personal stories, empowering individuals and organizations to make well-informed decisions.

Can you tell our readers what it is about the work you're doing that's disruptive?
Sure, first, let me tell you more about Lotic.

Lotic began with the idea that an individual's personal stories, when spoken aloud, contain essential and relevant data that might — if better heard, better understood, better analyzed — change one's outlook, journey, and future choices. Our goal was to create an "anti-tech" tech company that, instead of taking personal data and mining it for profits, Lotic would take personal data and empower individuals to own their data along with actionable insights we could provide to them based on that data. That's where the "ai" in Lotic.ai comes from. We're all about using AI for the benefit of the individual.

By placing true control over technology back in the hands of the user, we are helping them understand themselves better and learn why they make the decisions they do by uncovering underlying behaviors, motivations, expectations, etc., that are part of our subconscious.

The way Lotic works is simple.

Lotic captures unfiltered, raw stories told out loud and converts them into valuable insights to then help individuals make well-informed decisions. When you share your story out loud, you learn about yourself because you are forced to articulate those aspects of yourself and your experiences, which are often left unsaid.

For example, users are given prompts encouraging them to share stories candidly and privately. Lotic then converts the stories to actionable intelligence using AI, uncovering patterns in their thoughts, feelings, and behaviors. After sharing stories, which generally should take between three to ten minutes a day, for five or six days per week, users compile a foundational set of unique data, which can be translated into actionable insights regarding their emotional, physical, and mental state. The more users engage with Lotic, the more value they can gain from the Lotic ecosystem. Notably, users are always in control of their data and their journey.

Lotic is a well-being insights ecosystem, leveraging a suite of channels, including an app, wearable device, and web-based experience — all purpose-built to help you get to know yourself better. Lotic's ecosystem will deliver value to individuals and organizations by providing insights, recommendations, benefits, and commercial offerings, and users can control their journey from data through insights, suggestions, and opportunities.

At the cross-section of data and behavioral science, Lotic helps people understand themselves better to build healthy habits, leading to greater self-confidence and well-being. Specifically, Lotic combines behavioral science, storytelling, and data-powered insights to help humans in three powerful ways:

> 1) Build confidence by learning to reframe their story and focusing on reinforcing strengths towards better decision-making and self-efficacy.
> 2) Overcome obstacles to discover real-world practices for addressing challenges in intentional, focused ways.
> 3) Develop healthy habits to learn how to implement daily practices and routines to sustain long-term well-being.

Getting back to your question of disruption — I believe Lotic is disruptive because, despite overwhelming feedback that a platform like this would have significant impact across multiple industries, specifically health, finance, CPG, and many more, our initial focus concentrated on optimizing privacy, and agency, and value for the individual. We're optimizing the user experience, and by doing so, we can generate revenue in a socially responsible way, unlike many tech companies.

We're also disrupting the industry by focusing on this concept of Democratization of Self. When you think about it, everything has been democratized except for individuals themselves. You can print sophisticated components with 3D printers; you can go anywhere you want by calling Uber — everything has been democratized down to the individual level except for the individual's understanding of themselves. We still do not have the best data sets on ourselves; those are compiled and owned by large organizations. Currently, the most comprehensive data sets covering an individual sit within hospitals, tech companies, financial institutions, and others, yet we don't have access to that data and have no way to make sense of it.

Lotic is truly a different kind of technology company. Our vision for the future is to offer this innovative, people-first technology to support all individuals because not a single human has agency over their data and access to personal insights like what we are making available via Lotic. Further, we believe in offering this data and insights to all humans, including those who are often overlooked and/or underserved because of their socio-economic status. We are not promising utopia, yet being able to make more informed decisions should, on average, lead to much better outcomes for everyone. We realistically see an opportunity to use technology benevolently and in a highly beneficial way for humanity.

Can you share a story about the funniest mistake you made when you were first starting? Can you tell us what lesson you learned from that?

I think it's pretty funny that we started a new company during the beginning of the COVID-19 pandemic. We filed to incorporate Lotic in March 2020, and the state of Texas officially approved us on April 1, 2020. Yes, April Fool's Day! We laugh about that to this day. The silver lining is that we were able to quickly create this amazing virtual company — limiting some of the traditional physical office overhead and focusing on building out an extraordinary workforce — in a new business climate where many employees only want to work remotely. In hindsight, it was great timing.

We all need a little help along the journey. Who have been some of your mentors? Can you share a story about how they made an impact?

I'd like to start by saying that I walk into every room with the idea that if I am the smartest person in the room, then I am in the wrong room. I am humble enough to say that I don't know everything, and I believe that I have something to learn from everyone.

In terms of mentorship, it is often perceived as a connection between a novice and a seasoned individual, typically older, who imparts guidance to the less experienced, frequently younger person. That macro relationship is only one perspective of mentorship. My focus leans towards micro-mentorship touchpoints. I believe valuable insights can be gained from individuals of various ages and experiences. For instance, learning from someone 15 years younger is plausible if they possess expertise in a specific area I am trying to navigate. Mentorship should also be a reciprocal relationship. Merely having a wise elder offering advice without room for a two-way exchange doesn't foster a meaningful interaction. There needs to be a mutually beneficial mentorship dynamic.

I have two mentors in particular I want to mention.

The first, Ms. Natalie Crawford, a senior fellow and distinguished Air and Space Policy chair at the RAND Corporation, played a pivotal role in my journey there. Welcoming me and providing growth opportunities, she allowed me to flourish while also recognizing the value of learning from failures. I credit her for the numerous opportunities that enriched my experience at RAND and also contributed to so many areas of personal growth. Later, as a gesture of gratitude and to honor a truly amazing human, I commissioned a book about her and her career, paying it forward to Natalie.

The second mentor, a colleague and friend of 15 years, was the first to invest in Lotic. He has always aided me in navigating challenges by encouraging thoughtful analysis, posing challenging questions, and offering alternative perspectives.

I reciprocate by challenging him in his personal and business pursuits. This symbiotic relationship underscores the essence of effective mentorship — a journey of mutual growth and support.

In today's parlance, being disruptive is usually a positive adjective. But is disrupting always good? When do we say the converse that a system or structure has 'withstood the test of time'? Can you articulate to our readers when disrupting an industry is positive, and when disrupting an industry is 'not so positive'? Can you share some examples of what you mean?

There's a lot to unpack in this question.

First, I think we overly state this idea of disruption as something that's super negative when, in fact, it is very natural. Some people say it's essential to embrace disruption. I say don't embrace it per se but acknowledge that it exists and that it is a natural thing that will happen because for our story to continue, for the human story to continue along, disruption is required. I have a quote on my desk that reads, "A story is the disruption of a routine." And that's true. Think about it. A story is only interesting or worth sharing because something was disrupted. What makes a great story is the fact that something happened that was different from your routine. Otherwise, it wouldn't be a story. For example, I wouldn't tell you about me making coffee in the morning per my usual routine, but I might tell you a story about how when I was making coffee this morning, suddenly the coffee pot exploded, and hot coffee spilled all over my new manuscript or something to that effect. It is the disruption of a routine.

Every new company, if successful, will thus be a disrupter. It's just that some of those changes to routines, etc. are less notable, less exciting, yet disruptions, nonetheless.

Can you please share five ideas one needs to shake up their industry?

1 . Surround Yourself with the Right People. I mentioned this in my TEDx talk. You must surround yourself with the right people to truly challenge and adjust the status quo. Think about The United States sending astronauts to the moon. We could not have made it to the moon with just rocket scientists and spacecraft engineers. We also needed the perspectives and expertise of nutritionists, physiologists, psychologists, and more to work with the rocket scientists and engineers to get us to the moon and back. And that is how one should approach shaking up their industry. Start by surrounding yourself with individuals from different backgrounds, genders, races, demographics, cultures, ethnicities, and

more. This extraordinary diversity is exactly what we created when we were founding Lotic. We built the broadest team possible by gathering behavioral scientists, data scientists, engineers, psychologists, machine learning experts, a brain plasticity expert, and more to push us beyond our comfort zones and challenge us while designing Lotic to create something amazing, different, meaningful and impactful. You don't get to the moon by staying comfortable!

2 . Pay Attention to the White Space. If you want to shake up your industry, pay attention to where everyone else isn't looking. For example, everyone right now is looking at how to collect more data on consumers and customers to turn that data into insights that can help companies sell more advertising, more products, you name it. Well, at Lotic, we turned that idea upside down. We focused our attention on where everyone else wasn't looking — putting data back into the hands of consumers and creating agency at the individual level. And then we thought, well if we do that, what does that do to the fundamentals of marketplaces and communities, or how does it affect how people spend their capital, their effort or their time? No one else was looking at empowering individuals in this way, and that is what you have to do if you want to shake things up. You have to look at areas that others are not looking at.

3 . Meet Your Customers Where They Are. It's so easy just to lump everyone into one group. For example, most companies might say everyone is on their phones, so we need a mobile app. But you have to meet people where they are, when they are, and how they are. It is critical that you do so. For example, you may need to send a text message to your customer instead and drive them to a secure website, or you may need to reach them via email or even a rotary phone; we shouldn't just assume that everyone wants or needs yet another mobile app that ties them tighter to their smart device. Meet people where they are, when they are, and how they are.

4 . Innovation Comes from Adjacencies. Look to your adjacencies because that is where you'll find the opportunities for true growth and innovation. Insights come from outside of the main area that you're working in. There's always something valuable to learn from the auxiliary, from the edges outside your main work and area of expertise. Innovation doesn't come from one person thinking about the same thing all day. Innovation comes from someone looking at their research or thinking about their project but then stumbling upon or paying attention to someone else's research, which suddenly ignites innovation. For example, the slaughterhouse and meatpacking industry is commonly attributed to having inspired Ford's famous manufacturing assembly line innovation, which played a tremendous role in the Industrial Revolution.

5 . Consider You Might Be Wrong. Don't be wed to a specific idea. Instead, consider that you might be wrong. When brainstorming and creating your business, you need to stop to consider that your ideas — no matter how interesting or appealing they sound to you — might not be the best. Be open to changing your ideas because there might be a better way to deliver the same product, service, or message to your target market.

I'll add one more important one — pay attention to unintended consequences. You can't predict them, but you surely can plan for them to emerge.

We are sure you aren't done. How are you going to shake things up next?

Lotic was founded on the principle that humans deserve to be in control of their digital selves. We believe that privacy, agency, and anonymity are human rights, and that data should only be used for good and never for harm.

Through the power of stories, we will shake up the tech industry by helping people reflect, connect, and grow simply by sharing their stories. With Lotic, individuals can gain powerful insights into their behavior, which allows them to build healthy habits that support their minds, bodies, and souls.

We plan to use our strengths to benefit the greater societal good by collaborating with NGOs and nonprofit organizations globally to create a positive social impact among communities and regions in need.

Do you have a book, podcast, or talk that's had a deep impact on your thinking? Can you share a story with us? Can you explain why it was so resonant with you?

Yes, I've always been drawn to authors who write about what's coming before it happens. They write about the future not because they know exactly what will happen or what is ahead but because their imagination leads them to a place where it could be possible.

In particular, authors like Robert A. Heinlein and George Orwell. Simply, I am drawn to authors who get their point across by describing future states of the world using the brash, callous, inventive, and seemingly crazy frameworks and conceits for their storytelling.

Heinlein's 1961 novel "Stranger in a Strange Land" introduces an adult, Valentine Michael Smith, a man born on Mars and raised by Martians, to the Earth for the first time. Smith must decipher and figure out humanity and society all at once; talk about being thrown into the deep end of a pool without knowing how to swim. Following Smith's rapid exploration of culture, language, sexuality,

religion, virtues, vices and thought processes has always inspired me to glance differently at those aspects of life, which I may take for granted as truth, or fact, but are merely happenstance that was cemented over time via apathy.

And, of course, Orwell's "1984" has profoundly impacted my thinking from a technology and governance standpoint. The submission of humans to technology, the widespread reliance upon technology, and the ability for technology to alter the 'truth' immediately and without proof otherwise is more than a cautionary tale. It should be seen as a call to action. A call for humanity to change its relationship with technology now, before we become indefinitely handcuffed by the efficiencies and conveniences that technology delivers, such that we cannot break free.

Can you please give us your favorite "Life Lesson Quote"? Can you share how that was relevant to you in your life?

My favorite quote is tattooed on my arm!

It is "Consider You Might Be Wrong."

I picked up the phrase "Think you might be wrong" during a trip to New Orleans over a decade ago. During my visit, signs with this phrase on them seemed to be placed randomly and haphazardly all over the city. It immediately resonated with me because one of the things I have always tried to work on is to exhibit humility. I slightly changed the phrase to "Consider you might be wrong" and use it to motivate myself to maintain humility along with the belief that every idea, concept, etc. is worthy of being challenged.

In this unique approach, you often walk away from situations with the correct answer or something close to it because you are challenging yourself before anyone else. Now, imagine if everyone did that — consider that they are wrong before entering into a situation or conversation — imagine our open, honest discussions. In environments like this — where each person carries the same weight no matter their age or experience — things get done.

You are a person of great influence. If you could inspire a movement that would bring the most amount of good to the most amount of people, what would that be? You never know what your idea can trigger. :-)

This question is powerful, so thank you for asking. I do believe that at an individual level, a great movement would be public service. And by that, I mean I would love to inspire a movement where each person is required to partake in some form of public service during their young adulthood — be it joining The Peace Corps or military, serving as a teacher, or working on a farm that provides produce to local food banks. My daughter, for example, recently started a gardening club at her high school and grew it to 50 kids. They worked with a local church to build this large garden to grow fruits, vegetables, and other food, and then they donated all of that to a local food bank. This experience of public service changed my daughter's perspective on so many things. Inspiring a movement toward public service would help fellow humans understand more about one another and thus be compelled to see the world through a different lens. And that would be a movement that I would be pretty psyched about!

How can our readers follow you online?

Learn more about Lotic at lotic.ai or follow us on social media at facebook.com/loticai, instagram.com/lotic.ai/ and linkedin.com/company/lotic-ai/. Also, feel free to follow me at instagram.com/williamwelseriv/?hl=en or linkedin.com/in/william-bill-welser-iv-1316292.

This was very inspiring. Thank you so much for joining us!