

THE ATRIUM

FIRST GATHERING

AI in practice.

The landscape, the vocabulary, the money. Then we build something live.

Today

01

The landscape

What the tools are, what the words mean, and how any of it gets paid for.

02

Live build

We leave the slides. A real app, built in front of you, start to finish.

03

Q&A

Bring the question you didn't want to ask in front of your team.

Four shapes, everything else is detail



Chat

You type, it answers. Writing, research, thinking out loud.

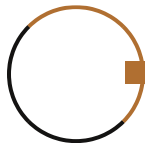
Claude · ChatGPT · Gemini



Coding agents

It writes and runs real code inside a real project.

Claude Code · Cursor · Devin



Agents

Give it a goal, it loops through the steps on its own.

Cowork · Gumloop · GrokBot · Instinct



App builders

Describe an app in words, get a working one back.

Lovable · Base44 · Bolt

PART ONE

The jargon, in plain language.

Tokens, context, agents, the command line, MCP. Five terms that sound technical and aren't. Once they land, most of the noise resolves into something you can judge for yourself.

Tokens

like reading a word you've never seen

You don't sound out *the*. It arrives whole. Then you hit a term you've never read, and you break it into chunks to get through it. A model reads the same way. Common words cost it one chunk. Rare ones cost four or five. A page of plain English is cheaper to process than a page of jargon.



5 words

11 tokens

Grey arrives whole. Orange gets assembled.

IN PLAIN TERMS

A token is a chunk of text, about $\frac{3}{4}$ of a word.

Tokens are what you're billed for, and what fills up the model's memory.

Context

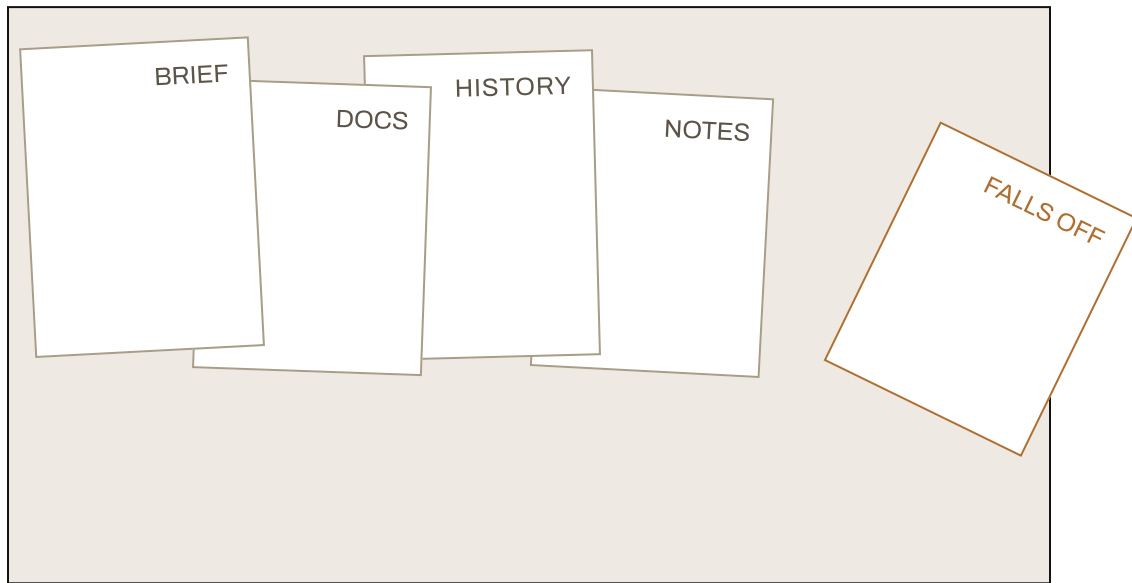
a desk of fixed size

Everything in play has to be on the desk at once: the brief, the documents, your notes, the page you're writing. A bigger desk helps, but it isn't free. When it fills, something goes over the edge. Usually the oldest thing. Usually quietly.

IN PLAIN TERMS

The context window is working memory for one answer. It has a hard edge, and nothing outside it exists.

The oldest sheet goes over the edge, quietly



Agents

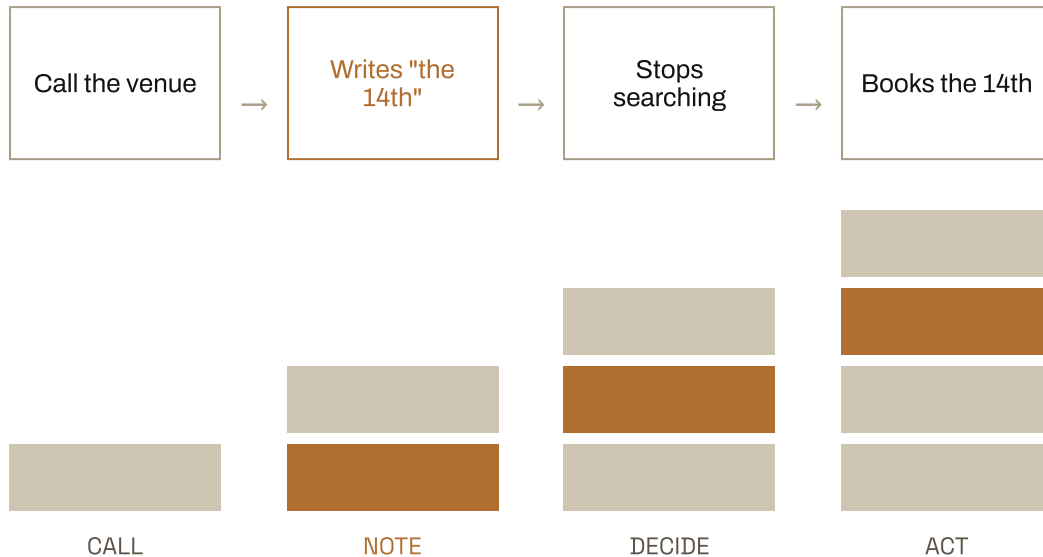
a capable assistant, working alone

You ask a new assistant to find a venue for 40 people on the 14th. They can make calls and take notes, and they work entirely from those notes. So they call a venue, hear "we're open the 4th," and write down **the 14th**. Every step after that is spent confidently booking the wrong night.

Each individual step was done well. Nobody went back and re-read step two.

IN PLAIN TERMS

An agent is a model in a loop: act, write down the result, read its notes, decide what's next. Give it a goal, then check the work.



95% right per step, ten steps → **60%** right overall

Command line (CLI)

the menu vs. the kitchen pass

A menu shows you what the kitchen has decided you can order. Point, and it arrives. Walk up to the pass and you can ask for anything the kitchen can actually make: off-menu, doubled, for forty people. Nothing is shown to you. You have to know how to ask.

IN PLAIN TERMS

A text window where you type instructions rather than clicking them. Plainer, far more capable. It's where Claude Code lives.

THE MENU · AN APP

	Export as PDF	
	Rename file	
	Share link	
	...and nothing else	

Safe, finite, obvious.

THE PASS · COMMAND LINE

```
$ rename every invoice by client
```

```
412 files renamed
```

```
$ export the Q3 ones as one PDF
```

```
Q3-invoices.pdf · 88 pages
```

```
$ 
```

Unlimited, unforgiving, no pictures.

MCP

the charger drawer, finally solved

Every iPhone era had its own plug. A drawer full of 30-pin bricks, then Lightning, then USB-C. For years every device you owned needed its own cable. USB-C ended that: one shape, any device, any charger.



30-pin
2003



Lightning
2012



USB-C
2023

IN PLAIN TERMS

MCP is USB-C for AI: one agreed shape between any model and your tools, whether that's your calendar, your files, or your CRM. Build the port once.

BUT ISN'T THAT JUST AN API?

An API is the socket

Every company builds its own, shaped its own way, documented for a developer. Connecting a model to ten tools meant ten custom builds, then rebuilding all ten for the next model.

MCP is the agreed plug

It wraps those APIs in one standard shape. It also describes itself, so the model can ask what the tool does and start using it without a developer wiring it in first.

Same wires underneath. MCP standardises the connector while the plumbing stays exactly as it was.

Open weights

the generic vs. the lab

"Weights" are the trained numbers that make a model work. The formula. Once they're published, anyone can manufacture it, while the lab that discovered it is already working on the next one.

OPEN WEIGHTS · THE GENERIC



0.021	-0.443	0.187
-0.114	0.338	0.451

The formula is published. Anyone can make it cheaply on their own equipment, and your data never leaves the building. It's last year's breakthrough, and for most jobs that's completely fine.

Mistral · Qwen · DeepSeek · Kimi

FRONTIER · THE LAB



IN →

→ OUT

Still doing the research. You're paying for access to what's newest, maintained and improving without you lifting anything. You never see the formula.

Claude · GPT · Gemini · Grok

Open weights isn't open source. You get the finished formula while the research notes stay private: no training data, no method, and a licence with strings.

PART TWO

Claude

Built by Anthropic. Three surfaces: a conversation, a coding partner, and a coworker. Plus a handful of features that turn it from a chat box into something you run real work through.

CLAUDE, THREE WAYS

Chat, Code, Cowork

Chat

A conversation window for writing, research, and thinking out loud.

BEST FOR

Drafting, summarising, everyday questions.

Code

A coding agent working in a real project, at the pass rather than the menu.

BEST FOR

Building and shipping real software.

Cowork

The day-one assistant: a goal, tools, and a loop, with less hand-holding.

BEST FOR

Multi-step research, ops, reporting.

The parts worth knowing

Projects

Everything one job needs lives in one place, so you walk in already knowing each other. Your documents, your instructions, your standing context.

Skills

Write your process down once and it gets followed the same way every time. How you close the month. How your docs are formatted. What a good review looks like.

Artifacts

Ask for a deck and a deck appears next to the conversation. A real one you can open, edit, and send.

Connectors & plugins

This is MCP made concrete. Point Claude at your Drive, your calendar, Slack, the CRM, and it works from what it finds there.

Design

Give it your brand and it will design inside it. What comes out already looks like your company made it.

Scheduled tasks

Some work should just happen without you. Put it on a timer and the Monday pipeline summary is done before you open your laptop.

BEYOND CLAUDE

Who does what

Grouped by the job you're hiring them for.

Chat & research	Writing & media	Coding	Build & design	Meetings & notes	Ops & automation
 ChatGPT	 Jasper	 Claude Code	 Lovable	 Granola	 Zapier
 Gemini	 ElevenLabs	 Cursor	 v0	 Otter	 Make
 Perplexity	 Descript	 Copilot	 Bolt	 Fathom	 n8n
 Grok	 Canva AI	 Codex	 Figma AI	 Notion AI	 Relay
 Copilot chat	 Runway	 Windsurf	 Replit	 Circleback	 Gumloop

MONEY

How it's priced

Free

Limited daily use. Enough to try a tool, not enough to depend on one.

Subscription

A flat monthly fee. What almost everyone in this room should be on.

Usage

Pay per token, those chunks from earlier. This is what you pay to build a model into your own product.

PART THREE

Let's build one.

We're leaving the slides. Claude, Lovable, Gumloop, GrokBot, wherever the room wants to go. Start to finish, live.

Questions?

THE ATRIUM