

THE MARKET

MARKET REALITES

// PART II //

Enjoy The Hard Work!

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INTRODUCTION:

Welcome. This is a document with all the main market realities that every True Entrepreneur, Business owner, and CEO needs to know today in order to master The Global Market faster. The goal here is to showcase all the relevant intel that got published by several news media outlets and other independent media websites **that became a must-know piece of intelligence for all business / marketing experts**. We need to make The Market look smaller. That's the objective once more. What you need in order to make the smartest strategic decisions is here in this document. You'll find each page with a major market reality, then after all of them you'll find a special conclusion considering all subjects at hand. So make sure to consume the content and share it with other company personnel. And friends too. Enjoy!

OBS: If you want to go straight to **The Conclusion** to read just the major consulting insights just go directly to **page 44**.

MARKET FACT #1555

1

MARKET Reality about the impact of A.I. on The Job Market: Customer support, content moderation, and middle management roles are being eliminated, while MACHINE learning engineers and A.I. infrastructure specialists are in short supply.

DATE: June 14, 2026

COMMENT: Furthermore: Link #1 | Link #2. PS: The main source is The Street.

MARKET FACT #1558

1

MARKET Reality: Large Language Models (A.I.) have gone from an average IQ of about 100 to some that are 130 or higher in just 2 years. Exponential growth.

DATE: June 14, 2026

COMMENT: Furthermore: The best TWO articles that explain how this actually happens are the ones from Wait But Why: The AI Revolution: The Road to Superintelligence and The AI Revolution: Our Immortality or Extinction. DO NOT let the bad website design fool you because even Fast Company made the worthy compliment on the intellect behind this awesome website and its content. It's a must-read for learning about A.I.. PS: The main source is Smart Cities Dive.

MARKET FACT #1559

1

MARKET Reality: Customers are now delegating communications and shopping to A.I. at a faster pace.

DATE: June 15, 2026

COMMENT: Furthermore: Around 56%, in a survey shows that consumers are now comfortable delegating the entirety of their communications with a brand through AI while nearly 1/3 have instructed an assistant to prioritize certain brands over others. This means branded comms are compromised. You are hitting a wall: A Machine. NOTE: 3,000 consumers were surveyed in the U.S. and U.K by Gale for its research. PS: The main source is CX Dive.

MARKET FACT #1560

1

MARKET Reality: People are fighting Data Centers. Some people living in Los Angeles voted to ban A.I. Data Centers in PERPETUITY. And it worked! The People vs A.I.!

DATE: June 15, 2026

COMMENT: Furthermore: Voters in one Los Angeles suburb just overwhelmingly rejected the development of data centers in their area—for good. This is due to the high increase in water and electricity costs for those living in Monterey Park, California. A BIG TECH (Amazon) will have to return water to a community. And electricity costs rose 40% for those communities that have digital infrastructure on them (data centers). A quick example. PS: The main source is Fast Company.

MARKET FACT #1562

1

MARKET Reality: Deepfakes are becoming the “door” to compromising a POLITICAL organization, influencing campaigns hard. A new constant attack is here.

DATE: June 15, 2026

COMMENT: Furthermore: IMPORTANT QUOTE: “All I need to do is plant a deepfake, or launch a deepfake, and I can impersonate whoever it is that’s running for office…If I can sow that seed of doubt…I don’t need to have an intrusion on your system, I can just influence the campaign that way.”. Politics is facing war-like scenarios already from hacktivists and cybercriminals. What’s next? PS: The main source is IT Brew.

MARKET FACT #1564

1

MARKET Reality involving SEO and GEO that is a must-read comment for Marketing and Business experts. The intelligence is below.

DATE: June 15, 2026

COMMENT: Furthermore: IMPORTANT COMMENT: “ 'In SEO, being invisible meant you weren’t on Page 1, but consumers still had the option to find you' Szanger said. 'In GEO, being invisible means the AI never mentions you, and the consumer doesn’t know you were an option. That’s not a visibility problem you can solve with a bigger ad budget. It’s a data and content problem, and the window to fix it before AI discovery becomes the dominant channel is closing faster than most retailers realize.' ". PS: The main source is Retail Brew.

MARKET FACT #1583

1

MARKET Reality about Data: The asset is far harder to trade for companies in today’s complex Global Market in practice.

DATE: June 27, 2026

COMMENT: Furthermore: Unlike goods moving through ports or money flowing through financial systems, data is far harder to trade. It also remains unclear how data should be priced, shared and managed across different markets. DATA alone can be the leverage for companies and governments and entrepreneurs in making modern business moves. You rely on INTELLIGENCE to make certain moves with your time, money, personnel and resources nowadays. Data gives you clarity and a quick overview on The Market. PS: The main source is CNA.

MARKET FACT #1589

1

MARKET Reality: All-you-can-eat buffets have become a Marketing move as they are not financially viable anymore in The USA.

DATE: Junne 27, 2026

COMMENT: Furthermore: The Market Reality of providing food at a viable cost for restaurants is becoming warfare in some degree. These companies are working hard to fix and optimize their supply chains, and many other things all at once. OBS: Important links connected to this subject: link #1 | link #2 | link #3. Enjoy! PS: The main source is The Street.

MARKET FACT #1590

1

MARKET Reality: Asian streaming services are now going FULL FORCE on microdramas and A.I. content. Get ready USA.

DATE: June 27, 2026

COMMENT: Furthermore: You just have to remember another card that connects: CHINA is going to war against companies like Netflix (USA) through state-backed micro-dramas. A new war! If The Chinese Government is backing microdrama-based companies then this means a DIRECT, huge blow on the Entertainment Industry. After all, The USA has established itself as the industry itself. But since we all are fighting for attention, and China's government is using some of its money to back companies, what's next? PS: The main source is Nikkei Asia.

MARKET FACT #1591

1

MARKET Reality: Cyberattackers are walking into physical facilities. One group is sending people posing as contractors or IT support to gain access to SERVERS.

DATE: June 28, 2026

COMMENT: Furthermore: They also steal files and demand ransom, sometimes within 1 hour after invading the facility. This is for you to monitor, CEO / Business expert. You need to be aware of today's Market Reality. Because many businesses have digital fronts. PS: The main source is Facilities Dive.

MARKET FACT #1596

1

MARKET Reality: Youtube is now only a Mainstream news streaming platform for younger people because SmartTVs are the new TVs.

DATE: June 28, 2026

COMMENT: Furthermore: YouTube is the only platform where the majority of users intentionally seek out the news. YouTube users still have quite a healthy appetite for longform. Interestingly, longer news videos are relatively more popular among younger people than older people. Just over half (52%) of 18–24s watching news videos on YouTube say they watch longer news videos (over 5 minutes) weekly, compared to 41% of over 55s. Older people on YouTube are actually more likely than younger people to be watching short news videos. Read the source for more intelligence. PS: The main source is Nieman Lab.

MARKET FACT #1597

1

MARKET Reality about A.I. and the financial industry: Companies risk getting production software “infected” with Shadow Code due to vibe-coding. A serious issue.

DATE: June 28, 2026

COMMENT: Furthermore: A MAJOR QUOTE: “Shadow code is far harder to see until something breaks.”. Then who is the employee responsible for doing all the troubleshooting? Think about that. Because entire companies can "break" due to this, at least in the digital front. PS: The main source is CFO Dive.

MARKET FACT #1598

1

NEW MARKET Reality: A.I. services may now have 2 new pricing models: token-based and outcome-based A.I.. Smart business moves.

DATE: June 28, 2026

COMMENT: Furthermore: This will likely create a better and smarter customer-A.I. company relationship. Oracle is expanding into token-based and outcome-based AI pricing models, with more than 30 customers pre-purchasing token bundles. However, this will also make many companies being "left behind" in the expertise of using A.I. with more precision, as companies need time to learn how to handle A.I. models. But the main players in many industries are learning it on the fly, and burning cash at the same time. PS: The main source is CFO Dive.

MARKET FACT #1600

1

MARKET Reality: Technology leaders lack full understanding of their (A.I.) token consumption, which occurs across multiple layers of tech stack from data centers to the edge. The use of A.I. has a cost.

DATE: June 28, 2026

COMMENT: Furthermore: This Global Market is increasingly kicking beginners and amateurs out of the game. Tech use will get next-level real soon. CEOs better reskill and upskill. Fast. What's next? PS: The main source is CIO Dive.

MARKET FACT #1601

1

MARKET Reality: Widespread labor displacement due to A.I. can substantially impact TAX revenue.

DATE: June 29, 2026

COMMENT: Furthermore: IMPORTANT NOTE: If new economic growth is increasingly captured by a smaller proportion of AI-led corporations, tax systems built primarily around payroll taxation could face revenue shortfalls and a structural mismatch between where value is created and where it is taxed. And the Entrepreneurs who have to work hard to create value in a chaotic marketplace will likely avoid taxes through legal loopholes. Because that happens with the biggest companies today. PS: The main source is AI Frontiers.

MARKET FACT #1608

1

MARKET Reality: A.I. hallucinations about your Brand are already a PR problem, and most teams don’t have a process to catch them.

DATE: June 29, 2026

COMMENT: Furthermore: REMEMBER: 80% of the impact of A.I. will be negative. IMPORTANT NOTE: “If AI is summarizing your category, comparing your product, or explaining your brand incorrectly, that’s not just an SEO issue. It’s a reputation risk, a revenue risk, and a PR issue waiting to become a headline”. True. There’s no way to control that with precision. Your Brand may suffer from this point alone. PS: The main source is Search Engine Land.

MARKET FACT #1609

1

MARKET Reality about Branding in A.I. models: “Pay-to-play” is here. Companies are paying to appear on another company’s organic results.

DATE: June 29, 2026

COMMENT: Furthermore: It’s WAR. READ THIS NOTE: About one in five ad placements appears against a mention of a direct competitor, and the brand mentioned organically shows up as the advertiser only about 8% of the time. Someone else is twice as likely to be the advertiser on your organic mention as you are. Startup CRM Adia is already placing ads against prompts where Salesforce appears, and Salesforce is playing defense, showing paid placements 40% of the time, even when it’s already mentioned organically. PS: The main source is Search Engine Land.

MARKET FACT #1610

1

MARKET Reality: Creator fame beats follower count in Social Networks. Your fame delivers lasting memory in Branding terms.

DATE: June 29, 2026

COMMENT: Furthermore: This is not something many Content Creators know about, but it's the truth. The level of Word-of-Mouth Marketing will outshine someone with just a high follower count. What matters is whether your audience recognizes the creator, their face, their world, their format etc. However, REMEMBER this Market Reality rule: Social Networks are a game now where you win if you flood the Algorithm using either A.I.-generated content at scale OR Advertising. Nothing else works anymore. You may win as an exception, but The Market is at this level. OBS: Another rule (!). PS: The main source is The Drum.

MARKET FACT #1613

1

MARKET Reality: Software updates are being executed via A.I. Agents. This means broken software can quickly become a widespread market reality overnight.

DATE: June 30, 2026

COMMENT: Furthermore: This means potentially broken software can become the market standard because A.I. Agents are updating systems without human oversight. We still need humans on the loop otherwise things might go astray and no one will find the reason why.
PS: The main source is Calcalistech.

MARKET FACT #1615

1

MARKET Reality: Devices like Light Phone are now becoming popular among 20 to 35 year olds. GOOD!

DATE: June 30, 2026

COMMENT: Furthermore: Light co-founder Kaiwei Tang told this to TechCrunch: QUOTE: “It’s getting more and more attention, especially among young people. We have quite a lot of the community using Light Phone as 20 to 35-year-olds". This means in the near future, marketing will likely change drastically because smartphones are like small TVs, but they are no more. REMEMBER: GOOGLE Android has Backdoors (!). And remember: young people are finding “cool” to go OFFLINE. Something that connects. PS: The main source is Tech Crunch.

MARKET FACT #1619

1

MARKET Reality: The most A.I.-hungry companies now spend around $7,500 per employee each month on A.I.. Huge payroll.

DATE: June 30, 2026

COMMENT: Furthermore: This means adding costs at a completely different level when hiring, and hiring is slowing fast because few know what they're doing in practice. Those monitoring The Market and A.I.-related developments know this much. REMEMBER: link #1 | link #2 | link #3. Now you know a little bit more too. PS: The main source is The Next Web.

MARKET FACT #1626

1

MARKET Reality: A.I.-generated books are here. Some even have the same titles and headlines, and they are being promoted on AMAZON.

DATE: July 9, 2026

COMMENT: Furthermore: This is additional evidence that A.I. in the wrong hands is causing the destruction of Intellectual Property, along with the destruction of TRUST in content itself. Something else to monitor if you are a business expert. If people can't trust content anymore, especially in widely used places like Amazon, how can we all get back to work? The Internet is under attack. Just like Capitalism is under attack. It all works as one in Modern Times. Solutions for this market reality are rare, if there's any. PS: The main source is DW Documentary.

MARKET FACT #1629

1

MARKET Reality: CHINA doesn't let foreign EVs near its Airports or Military Sites because they're seen as a threat (espionage).

DATE: July 9, 2026

COMMENT: Furthermore: This means that The Market for EVs will have limited data collection capabilities. Additionally, it also means that these products have the potential to conduct espionage on a country from afar. Add this market reality to the fact that oil companies have been pushing hard to delay market penetration by EVs, along with tariffs left and right, and lack of infrastructure, and you have yourself a good explanation for why this industry is still "walking very slowly" when it comes to adoption (even considering the big market movers in the industry). PS: The main source is DW Rev.

MARKET FACT #1631

1

MARKET Reality: After A.I. models launched, people over 50 years old in A.I.-exposed jobs are leaving work more often, and landing in UNEMPLOYMENT rather than retirement.

DATE: July 17, 2026

COMMENT: Furthermore: IMPORTANT NOTE: The increase shows up as unemployment, not retirement, meaning these people are out of work and still looking. Around 18% of workers aged 50 to 64 use generative AI. They're trying hard to re-enter the workforce. PS: The main source is The Next Web.

MARKET FACT #1633

1

MARKET Reality: GOOGLE has been infringing copyright laws by using a massive database of books without permission to train Gemini AI. A wake-up call to us all.

DATE: July 17, 2026

COMMENT: Furthermore: The economics remain deeply unattractive. Offers currently circulating can value a perpetual AI-training license at roughly $10 per title." WHAT!? JUST this amount of money!? For a BOOK?! IMPORTANT NOTE: There is a wave of lawsuits across content-driven industries, including news and music, against AI companies over alleged copyright infringement as well. Big Tech, my friend. Real Evil. PS: The main source is Al Jazeera.

MARKET FACT #1639

1

MARKET Reality: Movies are still being made by people who make movies despite A.I. advanced tools.

DATE: July 25, 2026

COMMENT: Furthermore: A recent quote from co-CEO of Netflix, Ted Sarandos: "AI will give creatives better tools to bring their visions to life, and movies are being made by people who make movies.”. REMEMBER: 1 MARKET Reality about A.I. + work and productivity + jobs in the movie-making industry: The best A.I. Artists are actually people re-trained from the industry. A.I. is just a brand new set of tools. Mastering it takes time. Movie-making also takes time. Expertise is rare on both. PS: The main source is Fortune.

MARKET FACT #1641

1

MARKET Reality: Some employees are now submitting work with A.I. use that they cannot explain (!). They are “botsitting”. Monitoring bots is a new rule of The Market.

DATE: July 25, 2026

COMMENT: Furthermore: Employees spend nearly a day ‘botsitting’ A.I. each week to make their companies that are investing in A.I. work properly. Chief A.I. Officer may now be a new kind of job on the horizon for many. If A.I. bots can’t do the work properly, and are also giving employees work to submit that they do not understand, what will be the new Market standard? Something to think about in The Age of A.I.. PS: The main source is HR Dive.

MARKET FACT #1642

1

MARKET Reality: Generation Z and Millennials are usually below average in 3 of the most essential skills in The A.I. Era: Critical Thinking, Attention to detail, and Creative problem-solving.

DATE: July 25, 2026

COMMENT: Furthermore: If you are a Millennial or Gen Z, get back to the drawing board to understand Market-level skills as much as possible, and only then embrace A.I. tools. The smarter and clearer your mind becomes, the faster you'll be at high-impact work (more money!). PS: The main source is HR Dive.

MARKET FACT #1649

1

MARKET Reality about China: Historically, China has not been a hub of innovation. It’s an iteration hub. They take someone else’s tech and hone it until the cost is rock-bottom. That’s how they got “big”.

DATE: July 26, 2026

COMMENT: Furthermore: China is a communist country. They need to steal from capitalist countries to survive. REMEMBER: This is a reality now eating A.I. (!). REMEMBER: China's Intellectual Property Theft Must Stop (by The New York Times). PS: The main source is Daily Reckoning.

MARKET FACT #1659

1

MARKET Reality: Companies like Gap are now using their own employees' social media accounts to promote their products.

DATE: August 12, 2026

COMMENT: Furthermore: Companies are starting programs that turn employees into influencers by allowing them to post about the company's products on social media in exchange for benefits and commissions. NOTE: When Gap Inc. started the effort, the company offered it to creators aged 18 and over with at least 1,000 followers on a given social media platform. Since then, the program has reached nearly 154 million consumers across almost 30,000 posts. They have unlocked an army of influencers. That's how far the Attention War is going next. PS: The main source is HR Dive.

MARKET FACT #1667

1

MARKET Reality: Young parents in The USA are using A.I. to track their babies, resulting in real-time data and analytics at another level.

DATE: August 25, 2026

COMMENT: Furthermore: Young parents – mostly Millennial and Genz parents – are deferring to A.I.-powered baby monitors that offer 24/7 sleep tracking and analytics to make everyday parenting decisions. Dream Sock (a company) tracks pulse rates and blood oxygen levels for real-time data. Companies tout potential benefits like being able to catch life-threatening conditions early on and preventing babies' heads from becoming flat through monitoring. QUESTION: Do you trust your children with that that level of data-monitoring on your newborn? PS: The main source is The Hustle.

MARKET FACT #1673

1

MARKET Reality: Companies are after market data by posting ghost jobs on Linkedin. Are you applying for a job with no return? Think.

DATE: August 28, 2026

COMMENT: Furthermore: This is the truth, unfortunately. IMPORTANT NOTE: An investigation has begun into Linkedin recently, alleging that the platform promotes and profits from ghost jobs. That makes perfect sense because the platform – after being bought by Microsoft – began ditching True Entrepreneurs who have been pursuing Capitalism, leaving just a handful of companies in the "Linkedin Game" worldwide. PS: The main source is Morning Brew.

MARKET FACT #1674

1

MARKET Reality: A few algorithm changes by Google and Facebook caused job cuts on Mainstream Media. Again. What's next?

DATE: August 30, 2026

COMMENT: Furthermore: The Daily Mail saw huge success in The USA for a period of time before Google and Facebook algorithm changes forced it to make significant cuts in its New York office. News Corp tabloid The Sun followed a similar trajectory. The market reality behind Big Tech is only one: to harness control of the Internet, forcing online businesses to pay for attention every time. PS: The main source is A Media Operator.

MARKET FACT #1679

1

MARKET Reality: Bill Gates explained how we’re not rich enough to afford UBI (Universal Basic Income). What now?

DATE: September 2, 2026

COMMENT: Furthermore: People produce goods and services through a vehicle: A Company. What is more likely to help Modern Society instead is a brand new thing: UBC (Universal Basic Capital). That is a NEW market solution. If CEOs, Business owners, and True Entrepreneurs unite and get some serious funding through UBC, we’ll still have hope. Lasting hope. Otherwise, we’ll face some chaotic realities instead. What do you think? Is there hope in the horizon for all of us in business? PS: The main source is MIT Technology Review.

MARKET FACT #1680

1

MARKET Reality: Neoclouds typically price GPU compute 40-85% cheaper than major hyperscalers like Amazon AWS or Microsoft Azure by stripping away non-essential services.

DATE: September 3, 2026

COMMENT: Furthermore: A neocloud is a specialized cloud infrastructure provider built exclusively for A.I. and high-performance computing workloads, primarily offering GPU-as-a-service. They are purpose-built with dense GPU clusters. OBS: Big Tech can go obsolete. PS: The main source is Brave Search.

MARKET FACT #1682

1

MARKET Reality: The Linux Kernel is approaching 2000 fixed vulnerabilities per release thanks to A.I.! Linux is getting more secure! Bravo Artificial Intelligence!

DATE: September 7, 2026

COMMENT: Furthermore: Despite it being true that A.I. is causing a lot of damage, at least in terms of fixing cybersecurity vulnerabilities, the tech is being good at scale. One last thing: something to recall regarding Linux's market share for those who are in business today. PS: The main source is Slashdot.

MARKET FACT #1692

1

MARKET Reality: Intelligence Agencies are already collecting encrypted information for the purpose of ‘harvest-now-decrypt-later’! Chaos ahead, my friends.

DATE: September 15, 2026

COMMENT: Furthermore: This means a lot of The Global Market will suffer huge cyber attacks eventually (from both good players and evil ones), resulting in massive loss of value in many nations’ GDP who run online businesses / services (all at once, most likely). That’s only a matter of TIME. Additionally, as a result of this threat, research has begun on “post-quantum cryptography” cryptographic algorithms to find a worthy challenge. PS: The main source is AI Frontiers.

MARKET FACT #1707

1

MARKET Reality: Sending traffic back is part of the INTERNET’s social contract and A.I. answer engines should use this rule.

DATE: September 29, 2026

COMMENT: Furthermore: Because publishers need honest money, having direct traffic helps as much as referral traffic. Hence large A.I. answer engines need to maintain the chain of information for a healthy web in difficult times. We all like the web, but using it in practice requires following a few rules, a social contract. Remember that. PS: The main source is The Next Web.

MARKET FACT #1713

1

MARKET Reality: There are more shadow banks than licensed banks in the world.

DATE: September 30, 2026

COMMENT: Furthermore: This is something hard to believe but it's the market reality. A few more than 5,000 shadow banks outnumber the amount of licensed banks. Governments may have been going through a major hard time because of it. Additionally, if you are an Entrepreneur, then this data point might explain things for you. What's next? PS: The main source is Brave Search.

MARKET FACT #1792

1

MARKET Reality: A.I. Agents can now take card payments during phone calls! Impressive, A.I.!

DATE: October 22, 2026

COMMENT: Furthermore: Customers type their card number on the keypad and the data goes straight to the company Stripe. Healthcare billing firm Cedar is an early user. Sierra, the A.I. customer service startup has teamed up with Stripe só its A.I. AGENTS can take payments during a phone call. Looks like Artificial Intelligence is having a good day! PS: The main source is The Next Web.

MARKET FACT #1814

1

MARKET Reality: Social Networks can turn on their honeypots to avoid real business experts from speaking the truth. It’s a real scenario.

DATE: October 28, 2026

COMMENT: Furthermore: Social honeypots are deployed to detect malicious profiles, spammers, and bots. However, they are also being used as a censorship resource against real business experts who have major (!) TRUTH bombs (!) to publish (since at least 2019). But, research and security frameworks have utilized honeypots also on the following: Twitter: Extensively used for long-term studies to harvest content polluters, detect social bots, and trap malicious users using both passive and active honeypot profiles. For more regarding Instagram, Facebook and LinkedIn just check the source (!). PS: The main source is Brave Search.

CONCLUSION:

The Market Reality you are facing is the following:

MARKET REALITY #1: Customer support, content moderation, and middle management roles are being eliminated, while MACHINE learning engineers and A.I. infrastructure specialists are in short supply. The reason why is because humans fighting A.I. content machines simply cannot keep up with the process. At the same time that the technology (A.I.) is evolving and creating new market standards, there's a rare breed of A.I. experts in the world (just like cybersecurity experts).

MARKET REALITY #2: Large Language Models (A.I.) have gone from an average IQ of about 100 to some that are 130 or higher in just 2 years. Exponential growth.. These A.I. models are evolving too fast because in Modern Times it's easily possible to ingest massive troves of data and content, creating a super-intelligent A.I. model within a few years. The problem is that most A.I. experts and government officials deep down seem to be worried about such level of progress. They want the A.I. to get smarter while retaining

absolute CONTROL. This is not possible in practice. People and experts alike should unite to talk about the real impact of A.I. technology on Modern Times.

MARKET REALITY #3: Customers are now delegating communications and shopping to A.I. at a faster pace. Because the tech is available and companies are deploying it, humans who have no option or control over A.I. are simply taking risks with their money on a daily basis. However, this seems to be because they are out of options. The Market is too concentrated on a few players. Maybe they're trying to set new market standards without caring too much about "bleeding" and taking major PR (Public Relations) hits.

MARKET REALITY #4: People are fighting Data Centers. Some people living in Los Angeles voted to ban A.I. Data Centers in PERPETUITY. And it worked! The People vs A.I.! Utility bills are going up because of A.I. Data Centers. Since the world entered a new Global Financial Crisis in 2019, people are struggling to survive. Therefore, having to deal with higher utility bills is a problem people are fighting against. They don't want tech overlords to rule their lives. It's a real scenario on the real world. This is why technological progress will come at a cost.

MARKET REALITY #5: Deepfakes are becoming the “door” to compromising a POLITICAL organization, influencing campaigns hard. A new constant attack is here. The main players of The Global Market (companies + entrepreneurs) along with all government personnel are already facing a war-like scenario due to deepfakes. Countries with more advanced technology like The USA and China are having to spend a lot of time handling deepfakes. Since A.I. technology was deployed, rolling back is not possible. The only way out is to find ways for A.I. to fix this very problem while the war is being fought.

MARKET REALITY #6: A Market Reality involving SEO and GEO that is a must-read comment for Marketing and Business experts. The intelligence is below. 'In SEO, being invisible meant you weren’t on Page 1, but consumers still had the option to find you' Szanger said. 'In GEO, being invisible means the AI never mentions you, and the consumer doesn’t know you were an option’. THIS IS A SERIOUS ISSUE! Because consumers will go to A.I. chatbots for answers and many companies may be providing answers without the economic or attention gain (no links, no mentions, no transactions). A potential solution is to make A.I. chatbots go another level: TRANSACTION MODE – make them transfer money to answer providers instantly.

MARKET REALITY #7: About Data: The asset is far harder to trade for companies in today's complex Global Market in practice. Data is far harder to trade and manage. This is because in modern systems, there are many ways to take data from The Market. You have 1st-party data where you ask for the information of your customers. You have 2nd-party data where you take another company's 1st-party data, and you have 3rd-party data, where customer information is collected and aggregated by external organizations that have no direct relationship with the individuals whose data is gathered, then sold or licensed to advertisers and marketers. But because systems today may mean different digital environments (because companies work differently), data gathering and data management is done by such companies with some level of market standard, but not equally. Some companies have more security protocols in place, whilst others may not. At the same time, governments cannot keep up with how data travels the digital space (The Internet), which is a global problem in practice.

MARKET REALITY #8: All-you-can-eat buffets have become a Marketing move as they are not financially viable anymore in The USA. The Attention War has taken new levels mostly because of Big Tech Companies (especially Google & Facebook). Since we

all need to sell our products and services, the way to generate Word-of-Mouth Marketing is becoming more and more expensive. With buffets, it's not different. In fact, many industries are facing the same problem and are trying to leverage their products by giving away all they can give in one shot.

MARKET REALITY #9: Asian streaming services are now going FULL FORCE on microdramas and A.I. content. Get ready USA. Once again, The Attention War is becoming more and more a problem that many companies have to handle, regardless of the country they are operating from. CHINA is fighting back famous streaming giants from The USA through The Internet. This also means a war for defining international-grade culture, where The U.S. has won many decades in a row thanks to its powerful and influential Capitalism. But now China is trying to set new market standards from afar.

MARKET REALITY #10: Cyberattackers are walking into physical facilities. One group is sending people posing as contractors or IT support to gain access to SERVERS. Let's talk about business? Do you have a great headquarters to group your business personnel? Then rest assured that once that is your market reality, you're also now a target to cybercriminals. Remember: all humans who are

producing wealth honestly, eventually become a target in this world. It's inevitable.

MARKET REALITY #11: Youtube is now only a Mainstream news streaming platform for younger people because SmartTVs are the new TVs. As The United States defines new market standards, those who are using The Internet wisely, can become internationally-known. This also means influencing other countries' generations faster, since we all have to deal with content nowadays. This reality goes beyond Marketing moves, with political subjects also taking place. If you monitor Youtube, then you know that company-building and country-building are both the main subjects among Youtubers.

MARKET REALITY #12: About A.I. and the financial industry: Companies risk getting production software "infected" with Shadow Code due to vibe-coding. A serious issue.. Here's a real scenario: an employee doesn't have the right salary he/she deserves. He/she is given new workloads because the company is cutting costs. Next, since we all have information at our fingertips nowadays thanks to The Internet and Mainstream Media, NEW A.I. tools are quickly marketed to these employees. Next, he/she wants a relief from their workload. So what do they do? They use shadow A.I.. Next, the company is

having serious management problems because of it. Not to mention additional costs.

MARKET REALITY #13: A.I. services may now have 2 new pricing models: token-based and outcome-based A.I.. Smart business moves. Make no mistake: A.I. is bringing war-like scenarios because the technology is causing massive damage to people and government personnel in a short amount of time. However, the technology also has its benefits (otherwise companies wouldn't risk losing the whole business while trying to implement and understand it). So for those who have been using it, making economic sense is a must, hence these two new pricing models. Good!

MARKET REALITY #14: Technology leaders lack full understanding of their (A.I.) token consumption, which occurs across multiple layers of tech stack from data centers to the edge. The use of A.I. has a cost.. Companies are implementing A.I. on as many layers of their businesses as possible, but that has a cost: things can get out of control. Fast. Naturally, many companies are spending capital in A.I. without fully understanding how to use it, risking going out of business at the same time. After all, it's a fast-paced, GLOBAL competition!

MARKET REALITY #15: Widespread labor displacement due to A.I. can substantially impact TAX revenue. If you have 1000 people working to support 300,000 instead of the usual 100,000 before A.I., while it's making many mistakes and causing bankruptcies, eventually the math doesn't make any sense. Just like the economy of a country as a whole.

MARKET REALITY #16: A.I. hallucinations about your Brand are already a PR problem, and most teams don't have a process to catch them. As previously said, A.I. is causing a lot of damage. The PR of a company is just collateral.

MARKET REALITY #17: About Branding in A.I. models: "Pay-to-play" is here. Companies are paying to appear on another company's organic results. The Attention War remember? What is a business without attention? Nothing. Bankrupt. Hence, all companies worldwide are now going to war to be the first thing on the minds of all generations (Gen Z, Millennials, Gen X, Baby Boombers, Silent Generation etc).

MARKET REALITY #18: Creator fame beats follower count in Social Networks. Your

fame delivers lasting memory in Branding terms. As The Attention War defines new market movers, Influencers and Companies from around the world will now market themselves heavily on Social Networks. The advantage for those who are playing right is having fame work to your favor, where your followers know exactly what's your social media handle just by remembering it. If you play this game right, you can get massive fame that translates into money really fast. Fame overpowers social media followers any given day. Remember: Fame means extremely strong word-of-mouth. And it can go regional, national or international. Not every person uses social networks nowadays. And many youngsters are branding going offline as a "cool" move. Brands need to be smart and play the game right. Fame over social media followers is the way to go.

MARKET REALITY #19: Software updates are being executed via A.I. Agents. This means broken software can quickly become a widespread market reality overnight. Don't be surprised if suddenly a serious digital infrastructure goes dark on you nowadays. A.I. is being deployed by all company sizes, and they're risking everything to remain on The Market. Everything. Including daily software.

MARKET REALITY #20: Devices like Light Phone are now becoming popular

among 20 to 35 year olds. GOOD! The Market is now in need of NEW smartphone devices. The Light Phone is one of those highly requested solutions. Additionally, we now also have the Unplugged and Purism devices as well as options on this market. Youngsters are defining the brave new world.

MARKET REALITY #21: The most A.I.-hungry companies now spend around $7,500 per employee each month on A.I.. Huge payroll. Once again companies are proving to be the first market movers when the subject is understanding A.I. technology. They're all using their own teams and their own money to re-understand the game of The Global Market. Few players know what they're doing today. Very few.

MARKET REALITY #22: A.I.-generated books are here. Some even have the same titles and headlines, and they are being promoted on AMAZON. Are you a serious author? Or do you enjoy to write? Well, A.I. is coming for your work somehow. Remember: PEOPLE recommend other people's work. If people themselves cannot tell which work came from A.I. models and which came from humans, the whole market has a problem. A big problem. An international-grade problem.

MARKET REALITY #23: CHINA doesn't let

foreign EVs near its Airports or Military Sites because they're seen as a threat (espionage). For those who are True Entrepreneurs this is a scenario where most entrepreneurs will understand because doing business is half war, half sports. Now with potential war-like scenarios across the world, this kind of evidence shows that governments and businesses are mixing on another level because of potential attacks. Get used to it. War seems to be ahead of us all.

MARKET REALITY #24: After A.I. models launched, people over 50 years old in A.I.-exposed jobs are leaving work more often, and landing in UNEMPLOYMENT rather than retirement. The consequence of A.I. implementation without guardrails is this as well. Companies and Enterprises are rushing to make A.I. their next best thing, without caring about other people. The end result is a Modern Society implementing a technology that is not yet mature enough to handle all fronts of Society. Massive Layoss? Just collateral damage. People without work? More collateral. No one survives this if we don't unite.

MARKET REALITY #25: GOOGLE has been infringing copyright laws by using a massive database of books without permission to train Gemini AI. A wake-

up call to us all. Big Tech has been breaking the rules on another level for years in a row now, but few are up against them in practice (on the government and businesses). Fighting Big Tech requires that you make people aware of their shady business moves which are being hidden thanks to the Attention War. It's true: certain absurd actions by Big Tech are being reported, but no one is seeing the news. The end result? Unfair and monopoly-like competition. Once again, no one survives this if we don't unite.

MARKET REALITY #26: Movies are still being made by people who make movies despite A.I. advanced tools. Time to speak the truth here: A.I. is bringing new levels of progress but in practice, the same market players are the ones using it because you need the "old" expertise as well in order to operate A.I. the right way. So if you are seeing many saying that anyone can make a movie because of A.I. tools, guess again. Up until this moment, only the same movie makers are using A.I. the right way. OBS: Of course, exceptions may exist.

MARKET REALITY #27: Some employees are now submitting work with A.I. use that they cannot explain (!). They are "botsitting". Monitoring bots is a new rule of The Market. One more problem many are having and can't solve: "let's use A.I. and see what happens".

Well, this happens. Employees all over the world are monitoring A.I. tools now which means additional work.

MARKET REALITY #28: Generation Z and Millennials are usually below average in 3 of the most essential skills in The A.I. Era: Critical Thinking, Attention to detail, and Creative problem-solving. True market intelligence. The downside of using technology is this scenario where you simply lose critical abilities often. Intelligent people created new “shiny” things and tools. But having the same intelligence on a new generation? That is being compromised. Reason: A.I.

MARKET REALITY #29: Historically, China has not been a hub of innovation. It’s an iteration hub. They take someone else’s tech and hone it until the cost is rock-bottom. That’s how they got “big”. The making of new technology requires that you have all the resources (money + time + personnel) to execute on a Project. The problem with China? It’s a communist country and communism doesn’t work. So they have been stealing from Capitalist nations like The USA and Germany to work on top of their technology. But despite this fact, rest assured that the chinese people are also very smart and capable. The problem is their government.

MARKET REALITY #30: Companies like Gap are now using their own employees' social media accounts to promote their products. This is how the Market looks like in practice once we enter a new Global Financial Crisis. All companies are fighting the Attention War and must use every resource at hand to attract customers, including their own employees' social media profiles. Weird, isn't it? But that's how The Market looks once it breaks.

MARKET REALITY #31: Young parents in The USA are using A.I. to track their babies, resulting in real-time data and analytics at another level. The level of data A.I. requires to function properly is massive. The only way to get high-quality A.I. is by trusting the technology with your life and all the data it involves on a daily basis. However, when you put newborns into the picture, these people (babies) have not decided to hand over their own data. In the future, this may be a ticking time bomb. We'll see.

MARKET REALITY #32: Companies are after market data by posting ghost jobs on Linkedin. Are you applying for a job with no return? Think. Survival. This is where companies even in the most powerful capitalist countries are today: Survival Mode.

MARKET REALITY #33: A few algorithm changes by Google and Facebook caused job cuts on Mainstream Media. Again. What's next? Do you want attention? Then stay away from Big Tech as much as possible because what both of these companies are doing (Google & Facebook) is gathering next-level data about your business, while getting paid to show your brand for a specific amount of time online. But at the same time, they're making moves that will simply destroy your attention levels. The Media Industry is just one example.

MARKET REALITY #34: Bill Gates explained how we're not rich enough to afford UBI (Universal Basic Income). What now? A.I. is causing destruction. Those who deny it aren't speaking the truth. But solutions like UBI are also not viable. So what now? Some are saying that we need UBC (Universal Basic Capital) instead. That seems a better option instead of UBI because we need more Entrepreneurs in the world since there are only 40 true capitalist nations on the planet. We need more Capitalism. Fast. What do you think?

MARKET REALITY #35: Neoclouds typically price GPU compute 40-85% cheaper than major hyperscalers like Amazon AWS or Microsoft Azure by stripping away non-essential services. A.I. has a cost. And even the most

powerful cloud infrastructure sometimes might not be right. So you see, the promising A.I. technology we all read about on the news, is also having to cut costs to make economic sense.

MARKET REALITY #36: The Linux Kernel is approaching 2000 fixed vulnerabilities per release thanks to A.I.! Linux is getting more secure! Bravo Artificial Intelligence!. This is a good example for when A.I. does things right. Not many cases are available yet. But since Linux is a widely used O.S. across all kinds of companies and countries, making it more secure is a great milestone. Here, you can cheer and thank Artificial Intelligence. It made a good job. But remember: the experts behind the use of it are also the great minds behind the achievement. Technology alone is just technology.

MARKET REALITY #37: Intelligence Agencies are already collecting encrypted information for the purpose of 'harvest-now-decrypt-later'! Chaos ahead, my friends. Progress on the real world is hard to achieve because The Internet and other types of technology made the world a very competitive place. As a result of this market reality, even Intelligence Agencies are getting into the war because the world functions as a network of people helping each other in practice.

Companies are a group of people. Governments are a group of people. Everything is just a group of people.

MARKET REALITY #38: Sending traffic back is part of the INTERNET's social contract and A.I. answer engines should use this rule. Many businesses and entrepreneurs rely on The Internet for business development. Daily. This rule of linking back is widely used as we all know. But A.I. is breaking the rules. The consequence? It's yet to be revealed.

MARKET REALITY #39: There are more shadow banks than licensed banks in the world. Many market players are under attack without knowing it nowadays. Moving money is a big part of Modern Society. Those involved in finding out where these shadow banks are, and how they operate in the complex net of businesses that exist nowadays across the world, will help reveal more critical intel to entrepreneurs.

MARKET REALITY #40: A.I. Agents can now take card payments during phone calls! Impressive, A.I. Many A.I. Agents are being deployed already on systems of critical operations like e-mail and banking services. Relying on your voice to let A.I. do its job is risky since it can be cloned using A.I., but certain solutions are arising now involving

voice IDs to let people know when a digital voice is A.I. or not. So you see, war-like scenario again. Get smart. Get ready.

MARKET REALITY #41: Social Networks can turn on their honeypots to avoid real business experts from speaking the truth. It's a real scenario. People don't usually realize this, but Social Networks are websites. And they're also businesses. This means they have some guardrails in place to tackle malicious users (nothing wrong with that). The problem surfaces when you have just a few social networks on the entire Internet to promote your brand because the right thing to do, is letting people know the truth about The Market. And since Social Networks are businesses as well, the most famous ones can turn the entire environment for a business expert into a honeypot. That means censorship by either them or the government that rules the company. A serious issue and a real scenario. So stay smart. If you are noticing some strange behavior when promoting your company, this is something to monitor.

Best Regards

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