



## **Sales, AI, and Entrepreneurship: A Conversation with Braden Dennis of Finchat.io**

Dave [00:00:00]:

All right, folks, welcome to investing for Beginners podcast. Today we have a super fun show. We have our good friend Brayden Dennis back to join us. We're going to talk about all kinds of fun stuff. We're mostly going to focus on Brayden's rise to founder of his own company. So he is the founder, and I guess he's the co founder and CEO.

Dave [00:00:23]:

I'm going to say stratosphere here at least a half a dozen times throughout the show. So please forgive me. So Braden has been with us since 2017. He was actually our second interview. He was drinking a beer in his dorm room and now look at him. So it's pretty awesome. So, Braden, thank you very much for joining us again today. We really appreciate your time.

Braden [00:00:42]:

That is remarkable. The 2017. Whoever the first guest was, no one remembers. No one remembers. No. It's so good to always catch up with you guys. And you guys have been supportive, you've been friends. And what we are going to talk a little bit about today is actually what you guys have done is a perfect representation of that.

Braden [00:01:05]:

I mean, putting out content consistently week after week for years and years is actually really difficult. And fun fact, 95% of podcasts do not make it to episode 21.

Dave [00:01:23]:

Wow.

Braden [00:01:23]:

So that means that there is a graveyard of podcasts on the podcast player, if you think about that mathematically. So you're in the top 5% if you reach episode 21 of a podcast. Because people think it's easy. People think a lot of things are easier than they really are. And so kudos to you. I think you guys kind of demonstrate what we're talking about a lot today as well.

Dave [00:01:46]:

Thank you. Yeah, I think we're at like 425 or something like that for number of shows we put out. It's a little mind boggling if you think back on it.

Braden [00:01:56]:

I bet you I would have to look at listen notes has some good stats on this. I would suspect you guys are in the top percentile, the top percentile content released on the podcast player.

Dave [00:02:06]:

So maybe kind of back to the beginning. Let's start with what prompted you to start your own business. Maybe before we get into the Finchat conversation, maybe what spurred you to be an entrepreneur?

Braden [00:02:19]:

I think I kind of always knew I was going to as I get older and kind of just more reflective on my personality and being kind of in tune with these things, of finding yourself, for a lack of a better term. I always knew that I was pretty obsessive with whatever I would put my mind to. You could see, this very evidently in my childhood, whether it was sports and then a stint of video games, it was like zero or 100 in almost everything. And so, like a lot of founders, once they make their game business or their real passion of building something or their career, I think that that's just kind of a natural evolution of this kind of personality type. But for context, Finchat is an investment research platform. And that's how you guys and I have gotten to get know each other more and more, is through investing in equities, talking about businesses. This is the stuff that we really love, and it's the thing that I really, really loved from my dorm room talking to you guys close to ten years ago now. And so that was my passion.

Braden [00:03:32]:

And so naturally, finding a business or creating something that I wanted to use for that passion was just kind of a happy accident. But I think that that's usually how these things go. Founders call it scratching their own

itch as like, creating a product that they wish they had or just being in it all the time, you realize that there's problems in the tools that are out there right now. For context on that, the reason that this all started, and for context on what Dave said, the company used to be called stratosphere. It's now called Finchat, the website's Finchat IO. We initially came up with the hypothesis that fundamental investors were deprived of the metrics and the numbers that actually mattered on almost every analytics platform. If you guys remember Q two, 2022, you guys remember Netflix dropped their quarterly report and the stock dropped 36%. Over 100 billion in market cap in one day.

Braden [00:04:34]:

If you're just a casual observer, you're probably like, why did the stock go down? What happened? I think revenue is up like 9% year over year. Like, if you just looked at their income statement, what's the big deal? And it was their first net loss of subscribers, first churn of subscribers, quarter over quarter in their history. And so that's found in their press release or their ten q it's a number that they disclose. It's not a number that any of us have made up, but no one was aggregating at scale. Not even Bloomberg, not even gap IQ, not even. Why? Why are analysts putting these numbers in their spreadsheets, but then using these other platforms to pull every other number that they rely on? That just didn't make any sense to us. So we started building it. We just started doing it.

Braden [00:05:28]:

And a lot of people also realized they're the only ones doing this. That's pretty a key insight and saves me a lot of time. So that's kind of the genesis of us scratching our own itch.

Andrew [00:05:38]:

Yeah, I love that. I mean, it saves me a lot of time. So often, the more and more I've gotten to use the platform, the more intuitive it's become. And to your point, there's something to be said about understanding a business when you can understand those key KPIs that you just don't get from the financial statements. I mean, you have to have context. You mentioned how fundamental research for the retail investor can kind of have its holes. Was there a moment for you where you realized, like, man, I'm doing a lot of this work already, or how did the itch appear for you?

Braden [00:06:17]:

Maybe in the beginning, I noticed that I was posting, others were posting online in the different forums, whether it be like the seeking alphas, the Twitter, the stock twits around online of where people talk about equities, some are talking about it in this kind of gambling sense, and some are talking about it in terms of actual deep, fundamental research, which is what I believe is actually investing and where I wanted to spend

my time. And what I noticed was people were screenshotting, like, what I'll call commoditized financial data, but then always posting their own charts from excel of the actual numbers. What they would do is post, like, here's visa's revenue, and then they would post another one on their substack write up from Excel that they made themselves from all the ten k's of all their transaction volume and all the cross border volume, like the stuff that really matters for the business, like the most important numbers for the business that are not found on a traditional income statement. And so that was kind of like, aha moment. And I think that a lot of people who maybe want to get into entrepreneurship are seeing this stuff around, but I think that you're not going to just randomly see it. You got to be really into something. You got to be really passionate about something to actually notice to be in the right place. I believe luck is actually a surface area.

Braden [00:07:47]:

Luck is the more surface area that you have to run into luck for luck to come across your surface area, you can maximize that net. It's like, if you're fishing, it's lucky to have a fish swim in your net. But what happens if you make the net like 40 times bigger? You might catch a lot more fish, right? I think it is the exact same analogy for luck where it's like, yes, there is an element of randomness, but there's also an element of how big and how wide you're casting that net, and that is 100% can be affected by your own actions.

Dave [00:08:29]:

Where do you start? Like when you're thinking about, okay, I got this itch I need to scratch. Where do you start? If I was going to start this, I know zero about technology, any of those kinds of things. So how do you start nowadays?

Braden [00:08:45]:

It's all about now, not how. Because for me at the time, and still to this day, terrible developer. You look at Finchat it is so advanced. We're like the most advanced company. Bridging the gap between AI and equity research now in a professional scale, working with multi billion dollar aum hedge funds. But it started, Andrew, Dave, you would have seen the original. Like, it started with me using a basic website builder and tagging on all these no code tools to figure out how to accept payment, and watching YouTube videos and figuring it out kind of tackle problem by problem. And I was doing this just outside of my, like, outside of my regular engineering job.

Braden [00:09:36]:

I was a chemical engineer working for the power plants here in Canada. It was completely unrelated. I didn't know how to talk to anyone about stocks. That was just not something that I would do. And so I started kind of creating it online. And most of the things that are out there today, whether it's a tech company or starting

a small business, or you have aspirations to build this giant marketplace. Whatever company you want to build, there is a very good chance you can find out how to do it online if you have the wherewithal and passion to actually try to figure it out. But there will be a lot of things where I look back and go, oh, that was such a waste of time.

Braden [00:10:24]:

Like, I went down the wrong way. I wasted my time. That was not a waste. It was actually mandatory for me to find the right answer by some case wasting months at a time, which sounds silly, but that's exactly what it had to do. So it wasn't overnight. I've been working on the company now for years and years now, not months. I think I started officially working on it, like 2020 ish, and then it was just a side project, and then I launched it, like kind of full time in 2021. So it's been years now.

Dave [00:11:00]:

So you, overnight success four years later.

Braden [00:11:03]:

That's right.

Dave [00:11:04]:

Sorry, Andrew. Go ahead.

Andrew [00:11:06]:

So how did you bridge the gap between grade and scrap and stuff together from YouTube to what you guys have now?

Braden [00:11:12]:

Once I had some initial traction, everything when it comes to building your business is sales. And what I mean by that is not like scummy salesman who is calling you to come buy your stuff. It means convincing really smart people to care about what you're doing. Convincing really smart talent to come work with you. And at the time, my current CTO was a longtime friend of mine. He was working for big tech between Toronto and San Francisco, working for one of the big techs and making at the time, as young guys, objectively, a lot of money. And it was like, hey, do you want to come make zero? You know, all that money you're making? Hey, I got this idea. Do you want to come make \$0 with absolutely no guarantee of success.

Braden [00:12:10]:

That pitch is not, you don't have a lot of firepower when you're small. You don't have a lot of negotiating power. In fact, you have literally nothing, including money. And so you have to really sell the vision on what it can be. And all the people that believed in the vision are very glad that they did now. But it's my job to convey that no one's going to just randomly see the vision that you have and be like, oh, that's great, until I've actually fully explained it to them and fully get them to buy in. I think a lot of times people think that their customers are just going to see how great it is, or people they want to recruit are just going to imagine how awesome it's going to be. Build a product and they will come is probably the worst advice that's ever been sold to entrepreneurs ever.

Braden [00:13:05]:

Build a product. If as long as it's a great product, people will come, terrible advice. Build a great product and then tell everybody about it. Now, that's good advice. Build a great product and tell every single person you can. That's now marketing and sales. Just the idea that people are going to just randomly understand your vision is just not reality. It's never been how the world works, ever.

Dave [00:13:32]:

So how did you learn that idea of sales?

Braden [00:13:35]:

By being terrible at it for a long time, just like everything, ultimately, when it comes to sales, and just like understanding people's motivation or figuring out why a company should pick your company versus competitors, or why some top talent should come join your company versus another one, you're competing for people's attention. That get a lot of attention. These people get a lot of attention. If they're really good, or these companies that have huge budgets and everyone wants to win them as a customer, they get a lot of attention. So how do you stand out? And I think the best thing to do with that, just like technically, is to just ask them over and over again. And asking someone does a couple of things right. So if I look at a very skilled salesperson on a sales call, they talk about 20% of the time. The other person talks for about 80% of the time.

Braden [00:14:42]:

That's a really good API right there. And what they're doing is they're just asking and asking and asking questions until the other person starts explaining why they need you. This happens in every sales call. If you

shut up and ask questions. Shut up and ask questions, people will explain to themselves and to you why your product is good and why they could use it and why they need it, as long as you're kind of like, continuing to peel back the onion and ask more questions. Because it's actually a lot more powerful for me to get you to, in your own words, say why the product is useful versus me. Tell you why it's awesome and useful, and get so excited and share my screen and get to a demo right away that doesn't work. And so that's what I learned over a long period of time.

Braden [00:15:32]:

It's just like asking questions, and eventually people will start to care about and tell you why it's awesome.

Andrew [00:15:38]:

How did you get people to get excited about a product that was in its infancy stage? How did you get your CTO and other founders first employees to get really excited about the vision?

Braden [00:15:55]:

I actually think that people were impressed with how far I had gotten it, with how poor the product was. I genuinely mean that. Like one of my co founders, he was so drawn to the idea and he's so great. He's talented. There's a reason why Finchat looks so good today and why the product works so well and why we're at the cutting edge of being able to use stock screening via natural language so quickly out of the box. And he knew he could build the product, but he didn't know that he could get a lot of users and figure out how to market it and figure out how to talk to people and figure out how to get people to care about it. He's like, this guy built a terrible product and he got a lot of traction. So what if we just make an actual good product? Will he be able to? So I genuinely think that that might have been my advantage because there's the old adage.

Braden [00:16:52]:

Y combinator is a very famous startup incubator out of Silicon Valley. Airbnb, stripe, Instacart. The list goes on and on and on about companies that came out of there and they all did something. And why Combinator talks about this so much is they all did stuff that doesn't scale so that they can eventually get the snowball moving down the hill with so much momentum that it does scale. For instance, Airbnb was literally just like growth, hacking their way from Craigslist onto Airbnb. They would replicate people's listings of what they would have rentals for people to come, whether it's like short term, long term air mattresses, whatever. Say, hey, Andrew, by the way, we put this on Airbnb for you. Are you cool with that? Now you have a new way to get the listing.

Braden [00:17:48]:

And by the way, someone, aka, this was just Brian Cheske, the founder. Someone's coming over tomorrow to take professional photos because your craigslist ad is like, let's go take some professional photos and get something amazing on Airbnb that does not scale. It is not a scalable model to have a photographer running around the Bay Area to take all these photos, but it's what got them the traction to make the difference. If you can't do something really well for ten people, how are you going to do something really well for 10 million? Right? Those things won't translate. So in the beginning you're doing things that just don't scale. It's not Facebook ads that are infinitely scalable. Just turn that on and just have a magic money printer. The world doesn't work like that, so you have to do things that don't scale.

Dave [00:18:44]:

So at what point did you feel like you guys had built the product like, hey, this is know, this is like, at what point did you feel like, hey, this is good?

Braden [00:18:55]:

We have our company like Slack chat, and we have our co founders, Slack Chat. And I think it was around the end of 2021 when we launched like, stratosphere two. That was all excited about us pinging you guys about it. I was like, hey, this is actually good. I don't know if it was great, but it was actually respectable. People should pay for this. Professional analysts should at least maybe consider caring about this. And then I would say at the end of last year, when we launched kind of the third version of the product with Finchat and having all of stratosphere behind Finchat, the AI product, I was poking around and using it, and I demoed a guy who built the Bloomberg terminal.

Braden [00:19:46]:

He spent 40 years at Bloomberg in New York City and he worked directly with Michael Bloomberg in the origins of the Bloomberg story. He ended up leading the news business for Bloomberg for literally three decades. And I demoed him and I got him to share a screen. He was just walking around and he looked at me and he said, other than the network effect that Bloomberg has, other than the network effect, this is better. And I was like, oh my God. And he made a LinkedIn post. His name is Ted Merris. You can look it up on LinkedIn.

Braden [00:20:24]:



He made a LinkedIn post that went absolutely viral about Finchat and how he thinks it's better than the Bloomberg terminal. It went viral. I think it had like 2000, 3000 comments on LinkedIn, 850 reposts and reshares, tens of thousands of likes. I have to look back at the analytics, but it went bonkers. This was just a few months ago, because here's a guy who Bloomberg was, his identity, right? Like now he's retired and just a wonderful guy, but to have that kind of co sign was just like, oh my God, this is fantastic. Now, to Bloomberg's credit, they have the ultimate network effect when it comes to chat and being able to communicate with other pms and traders and being able to connect right into Wall street, have all the trading, the way the pipes all work that connect Bloomberg are fantastic and really hard to disrupt. No one's been able to really disrupt them in that case, because the network effect is so strong. But when it comes to 99% of people and maybe everyone listening to this podcast, there's a good chance you don't need to be able to chat into traders on the floor of Wall street to put in an order for 10,000 shares of meta tonight.

Braden [00:21:52]:

That's a very niche use case that is not being used by most equity.

Dave [00:21:57]:

Investors, it's not happening here.

Braden [00:22:01]:

That's right.

Dave [00:22:04]:

I know you've gone through some experience with raising money. Can you talk about kind of what that's like? Because that's something I've never done and I've always been curious, what is that like? How hard is it? As awful as I think it is.

Braden [00:22:21]:

Raising money as a startup, and I guess I can tie this into public companies when they raise money and stuff. And why they go public. For the most part, most companies should not receive outside capital in the form of venture capital. Venture capital. The business model is to lay out a bunch of bets on companies that they believe in and founding team that they really believe in more so than the product, because they think that's more important. And I agree with them. They're hoping that a few names that they invest in return the whole fund. You can think of this as just like betting on a bunch of biotech companies that are public and just hoping one or two of them get FDA approval and return your whole very, very similar.

Braden [00:23:12]:

So you're going far, far out the risk spectrum and hoping for outsized returns on just a few names. And so when you're raising money, same with how we just talked about with sales, you're trying to understand the moment. Like the objectives of what the person you're talking to and convincing them of their objectives align with the rocket ship that you're building. And for a lot of companies, they just should not go venture. For us, we did not want to go venture for a long, long time, until our ambitions grew into the opportunity. We realized we're stumbling on something bigger, especially with the AI wave, than what we previously had. And so our ambitions grew, and we thought, okay, maybe we should raise money, because we do want to have an 100 million dollar outcome from this, right? Like, if I wanted a \$5 million outcome from my business, which is, I think, a very respectable small business goal, exit. If people want to go to that, it's amazing.

Braden [00:24:17]:

You own 100% of it. You never raise any money, you never answer to anyone. You make your nut that way. That's fantastic. But if you want to really douse some gas on the fire in terms of capital and go for that 100 million outcome, then, yeah, maybe you should raise some money. It's a gigantic decision. Why do companies raise money? They raise money because they think that they can serve investors by turning their \$1 into a higher number. This is like that return on invested capital number, right? The way to think about ROIC is Andrew gives me a dollar and I achieve a sustained 20% ROIC by always consecutively kind of turning it into a dollar 20 via my business.

Braden [00:25:09]:

And if you can do that, then you should. It's actually your job to do that. It's my job as a capital allocator to do that. And now that I have shareholders, I have a fiduciary duty to allocate capital correctly and not light it on fire and make sure that you're getting a good return. That's what my job. And that's what you want from management teams of companies you invest in, they should be acting like stewards of your capital. So that's kind of a roundabout way about it, Dave, in terms of logically, realistically how that happens. It's a lot of meetings.

Braden [00:25:46]:

Usually, if you have a really fast growing company, vcs will generally have more junior people consistently reaching out to startups that they think are promising to try to get that first intro call. If you pass that first intro call what they deem is interesting. Then you might talk to the partners, and then the conversation might go from there. If they're really interested, they'll do a term sheet. But the number one most important thing, it's like when you're looking for a romantic partner, never sound desperate. Never sound desperate. Because,

one, it's obvious humans are very smart at determining that it's in our nature. And two, if you have actually a lot of momentum, they will know that they don't need your check.

Braden [00:26:36]:

It's an honor for them to throw their check into your company because you kind of want to use these things for your advantage. I'm very lucky that we didn't have to go through this. The firm that led our latest VC round, I've known them for about a year and a bit. They know our space really well. They led Robin Hood's initial seed round at a single digit million dollar valuation, which is fantastic. That's mental returns. They knew the investing space really well. Founding team has been kind of in this since the early days of the.com.

Braden [00:27:13]:

And I didn't have to do this whole road and pony show because I knew that I wanted them to be our investor. We're not the norm here, though. Most founders are taking lots of calls, lots of meetings, and again, convincing people of the mission and why they're the horse to bet on here.

Andrew [00:27:33]:

What is the vision? How do you get from where you guys are to 100 million?

Braden [00:27:37]:

The vision here is right now, we are a fantastic product for fundamental equity research, and we've kind of defined how AI should work for professional investors. The rationale here is, if you ask Chat GPT, the answers are garbage. If you ask Bard, the numbers are just always wrong and confidently wrong. And so for us, we have deep understanding and deep licensing agreements with institutional, accurate financial data to be the de facto tool you use in this vertical AI. Usually with all of these innovations, the tech is always very horizontal, and then all these verticalized software companies come in and try to own, take a lot of market share in the different verticals that they'll serve underneath this new technology. And that's exactly what we're doing for finance and investing. The vision is to continue to build on that and move to a place where Finchat is not just retrieval based. So I can say, today you can ask it.

Braden [00:28:46]:

Give me a graph of Amazon Web Services, for instance, or build me a chart of all of the cloud providers stacked on top of each other. That's like retrieval based. That is asking for information you can say, give me a list of companies that meet screening criteria. X, Y and Z. PE, less than 15, growing more than 20% a year, on and on and on to what I'm calling task based, which is instead of it being an assistant to it actually being

an associate, and what that means is like an assistant will get you information, an associate at the firm will help the analysts build presentations, build equity research reports, build discounted cash flow models, talk with the clients, build communications about how the fund is doing, build performance comparing against the s, p. And so that's kind of putting it all together. So you can ask for all those things that I mentioned that are retrieval based. It just can't do it all at the exact same time.

Braden [00:29:53]:

And so that's kind of the next level. It's like, okay, I really think Mastercard, even though at their size a great company, I'm bullish on it for the next ten years. Here's all my inputs. Build me with the template of all the templates I've ever built on every equity research report I've ever built. Build me a template with the new numbers. Boom, built. We're so close to that right now, and I suspect that we'll be there very shortly. But that's much more valuable than just being able to have it as an assistant.

Braden [00:30:26]:

Like a copilot, right? A copilot versus a true helping hand is materially different. Copilot, I think, is the word that will eventually kind of phase out because it's not as useful as people want it to be in terms of like a copilot.

Dave [00:30:46]:

So I guess what are your thoughts on AI? Do you think that is this an inflection point and are we at the kind of the Internet 2.0, like the introduction of the Internet in the think that we are.

Braden [00:31:00]:

It's a lot closer to real web three than whatever that junk. I was told to be important in 2021 because I chose not to participate in any of that crap. I continue to think it's all crap in terms of what I'll call web three. Side note, I think a decentralized currency like bitcoin is extremely valuable, and I think that people should be paying attention to it. But buying a pet rock photo is not investing. So let's just differentiate those two. The inflection point here with AI is it's not so much that here, watch out, it's about to take your job. It's here, watch out, it's about to take all the stuff you don't want to do from your job.

Braden [00:31:49]:

So that you can actually think, you can actually do constructive work other than put some numbers into a spreadsheet. I don't think humans, our end state of work is like the cubicle era of don't think that that's where humans should be situated in terms of work. It's more so, like, look at Warren Buffett, for instance.

This guy's entire day is unlocked. He's built a system where. He has built an entire system where he has unlocked the ability to just sit in a room with no technology and think. Isn't that incredible? He's built the system around him to just be able to think and read all day and make one decision maybe when he needs to. Right.

Braden [00:32:48]:

Like just a few big, important decisions he's ready for. Because he has not been diving into the EV to EBITDA multiple for 50 million different stocks on a spreadsheet. Right. He's able to think very clearly. And I think that Mr. Buffett has laid out actually the ideal future of work. The oracle gives us lots of wisdom in many ways, and I think that people working the way that they do right now doesn't make a whole lot of sense because they have no time to make decisions. That's the part where I think I am personally very bullish on AI being able to disrupt, give me all those EVD EBITDA multiples I just talked about in a list like this.

Braden [00:33:41]:

So instead of me taking five weeks to come up with that list for my boss, I just generated it on the fly accurately. And this goes for other industries as well. Now I'm able to grow my business, talk with more clients, do things that actually move the needle. And I didn't just get locked up in a couple of cells for five weeks. Do you understand what I'm saying about the vision here? I want the future of work to look more like Mr. Buffett over the last 80 years and not what you see in Connecticut hedge fund world.

Andrew [00:34:14]:

Yeah, I'm totally with you. More time to connect, more time to think deeply, more time to do things that actually can drive even bigger roi than just being a drone in an office somewhere. In a cubicle, a dark cubicle. If you want to talk about my 2000 late 2010s. Very dark. Still a little bitter about that part.

Braden [00:34:38]:

The light was flickering half the time, kind of thing.

Andrew [00:34:44]:

So if investors are really excited about this idea, where would you recommend retail investors go to flip rocks and try to get exposure in their portfolios for some of these big changes that could be on the horizon?

Braden [00:34:59]:

Yeah, it's a good question. I'm talking about how I'm excited about AI and really not positioning myself that great in terms of the future of this technology with public equities. But I'm taking it a little step deeper here because I don't know what the future of this technology looks like in the stack of commoditization. What I mean by that is if you look at AI today, you have like the actual infrastructure. Think of. I'll give you some examples, too, of public companies. It goes top to bottom on the stock. On the bottom infrastructure layer, you have real estate investment trusts who own large, large data centers.

Braden [00:35:48]:

Think of Equinix. Think of digital realty trust. Think of American tower with their core site business. Okay? So there you go. Their tenants are the large hyperscalers, the Google, the Microsoft, and the Amazon cloud computing services. So that's kind of the infrastructure layer. Now you have this layer where you have OpenAI existing, where you have all of its competitors existing, where Google's coming out with Gemini and all these open source models. That area seems to be very uncertain around what will be commoditized in terms of the rush to zero.

Braden [00:36:34]:

The unit economics in this area of the stack. Eight months ago, everyone thought that all the unit economics would flow to this layer. It is now consensus that none of the unit economics will flow to this layer. And so we'll see now how that really happens. The cost for these guys is outrageous. Between that, you have all the compute semiconductor companies. Nvidia was the stock of the year of 2023. It's already the stock of the year here in 2024.

Braden [00:37:08]:

And so it should be. I mean, you went from making a few billion in cash flow to guiding for 60 billion in free cash flow in 2026 by consensus analysts. I was looking the other day what? That is absurd. But that area of the stack also, they have a gigantic lead on. But I don't know if I'm in a position really to judge what the future of that looks like. You see Sam Altman saying he wants to raise \$7 trillion to compete with them. Okay, that's a number that is mildly absurd. Every large tech company has talked more and more about getting in the chip game.

Braden [00:37:53]:

Apple's been wonderfully successful at it. The areas I like the most there are ASML and maybe Taiwan. Semi ASML is a company that I do own in my portfolio. ASML you can think of as the bottleneck in the semiconductor business and the fact that they make ultraviolet lithography machines, which is a fancy word for firing a laser that is so precise to make three nanometer chips that the technology is mind boggling. Each

one is more expensive than a Boeing 737. That's how complex these machines are. They have over 100,000 parts in them. Very wide mount company.

Braden [00:38:37]:

Okay, so now we've covered, like, the infrastructure, now up to the llms. On top of that, you have companies like us, you have the verticalized software stack, the thousands of companies that will be created here. A lot of value does always flow to these software names. If they create something that's sticky and that's really important. If they create something that's sticky, these verticalized winners can be very enduring. Think of Autodesk. Born out of the early days of computing, Autodesk and AutoCad are the most successful software products maybe of all time. Like, enduring wise, I think it was in the late 80s, they launched AutoCad on those computers that took up like, half of a school.

Braden [00:39:28]:

That's how enduring. And now they're on the cloud. Right. And so there will be huge software winners here. That's the part that's really hard to determine right now. I hope that we can be certainly one of those. If we talk in ten years, I predict that we'll be one of those names there. But it's really hard to tell right now in terms of public companies.

Braden [00:39:52]:

I think that there's a lot of junk that's being bid up in this space that are raising absurd amounts of money on a pitch deck. Be very careful of these. We've seen this type of thing happen before. It happened in 99. And so history doesn't repeat itself perfectly, but it does often rhyme.

Dave [00:40:11]:

Yeah, very true. My family has been asking me about investing in AI, and they never talked to me about stocks. So that's when you know that things are starting to bubble a little bit.

Braden [00:40:21]:

That's right. It's the old cab test. Right. As soon as you have a cabby asking you about stocks, run for the hills. The top has come in.

Dave [00:40:33]:

I remember when I was in the restaurant business, some of my honduran dishwashers were coming and asking me about crypto and, okay, we're at the top.

Braden [00:40:44]:

Yeah, exactly. There's all these kinds of signs and signals. That being said, the technology is legit and has the capability. I don't know for sure if I will say this yet, people saying it's more important than the creation of the Internet. Creation of the Internet changed the world in massive ways. It made this friendship possible. It made this conversation possible. That's a really high bar so I don't want to say it's important as the Internet, because the Internet is everything, and it's the reason that this technology is even possible to exist.

Braden [00:41:25]:

That being said, there is something super interesting worth paying attention to that is more beyond hype. As investors, it is your job to decipher hype from reality. And I think that when these types of bull markets happen, that is like, job number one is don't lose money. And what that actually means is decipher between crap and really legitimate companies that are going to use this technology to be the winner of the next decade. When we talk about 20 years from now, if only I had the foresight to look at company x, that completely changed the world. This is the time you really pay attention to it, because there are companies that you and I have never heard of that will be mega wealth creators in the next two decades. It's our job to pay attention to what they might be.

Andrew [00:42:22]:

I love that. Yeah, a lot of potential. And I think a very good way to look at if you think things are hypey and you're worried about a crash, maybe instead focus on what are the opportunities that you can pounce on when you see something arise. So I feel like that's very motivating. I really enjoyed this conversation, Brayden. I feel like you just dropped gold bars of information on us. And I appreciate you being know open and honest with the audience, know able to tell your story. And I hope there's an entrepreneur out there who maybe they found the AI for cooking or something.

Andrew [00:42:58]:

I don't know. Go into this vms AI stuff and see what you can do. So in light of all that, where would you point people to go if they're more interested in stuff you're doing? You got so many cool things in the fire. So where would you send people?

Braden [00:43:16]:

Yeah, well, if that entrepreneur, that future entrepreneur is listening and thinking about doing something entrepreneurial, do two things. Start now and start saving your money, so that when you do need to do want



to take the entrepreneurial leap, you are able to save your money. Because that was the only reason I was able to do that entrepreneurial leap, is because I saved like a savage for like three, four years, relentlessly. That does not get talked about because it's not very sexy, but it really does matter in reality where you can find me. Of course, you can find me on Twitter at Brado Capital. I'm kind of always posting cool charts and stuff. There I am on a weekly podcast called the Canadian Investor. You can find that in your podcast player and then my company and the website is called Finchat IO.

Braden [00:44:08]:

It is amazing for is the free plan is basically Yahoo finance on steroids in terms of the data length and coverage. Even on the free plan is leaps and bounds what you'll get on some of these other free platforms. So go ahead and check that out.

Dave [00:44:24]:

Yeah, it's awesome stuff, and I really appreciate you taking the time to talk to us today, Braden. And I hope that your story can inspire other people to do things because I think kind of the way that you've been doing it, it makes the world a better place. If we're all happy and we're not stuck in Andrew's cubicle from the late 2000s, it's like a miserable time, and nobody wants that. And your story is inspiring to us, and I hope it is to other listeners. And your platform is freaking awesome. So, I mean, I use it on a daily basis all day long, and it helps me learn more things every single day. And I haven't really even tapped into the AI as much as I should. So I love what you guys are building.

Dave [00:45:06]:

Shout out to know, good friend of mine. I got to meet him not too long ago, and I know you've got a great team there, too, with Ryan and all the other guys, so you're doing great stuff. Keep it up.

Braden [00:45:17]:

Thank you, gentlemen. It's been a pleasure to get to know you guys professionally and as friends. And I thank you guys so much for the support on the product as well. You've seen it go from terrible to someone calling it as better than Bloomberg. So I appreciate it here. From eating dirt and ramen to where we are today.

Dave [00:45:37]:

Yeah, exactly. All right, well, with that, we'll go ahead and sign us off. You guys go out there and invest with the margin of safety. Emphasis on the safety. Have a great week, and we'll talk to you all next week.

We hope you enjoyed this content. Seven steps to understanding the stock market shows you precisely how to break down the numbers in an engaging and readable way with real-life examples. Get access today@[stockmarketpdf.com](https://stockmarketpdf.com) until next time have a prosperous day. The information contained just for general information and educational purposes. Only it is not intended as a substitute for legal, commercial, and or financial advice from a licensed professional review, our full disclaimer@[einvestingforbeginners.com](https://einvestingforbeginners.com).