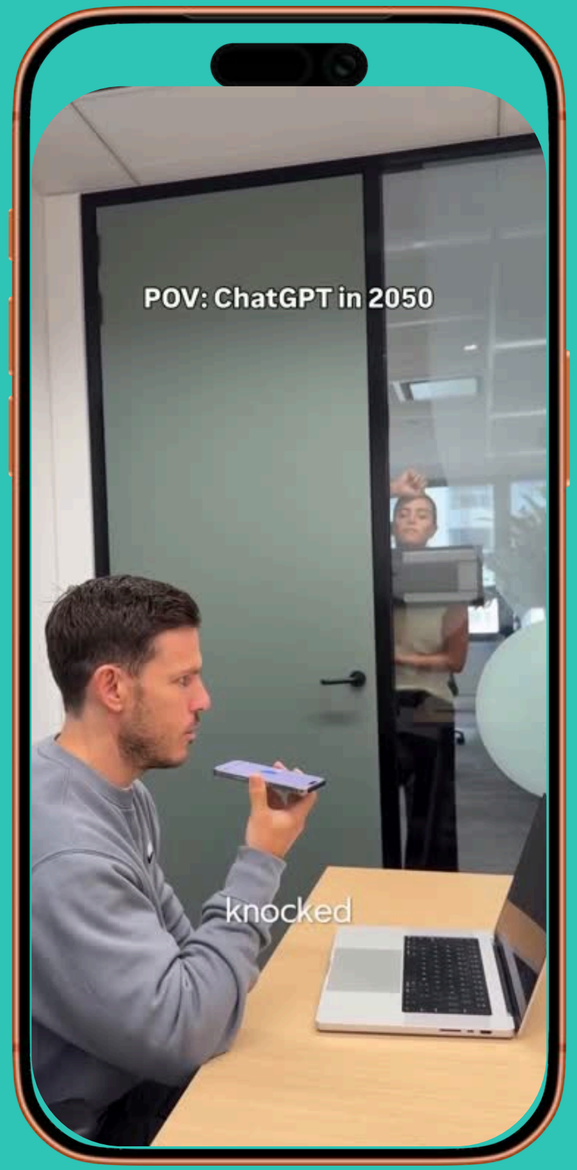
THE AI TOOL DECISION MODEL

HOW LUXURY LEADERS CHOOSE AI: BUY • BUILD • BLEND

DREW THOMPSON

Signal & Scale


POV: ChatGPT in 2050
knocked

DO WE PUT CLIENT DATA INTO CHATGPT? OR BUILD OUR OWN APP?

THIS TECH IS CHANGING FAST

Generative AI Application Landscape
RESEARCH
OpenAI
ANTHROP\C
DeepMind
stability.ai
AI21labs
HUGGING FACE
Model Infrastructure
3D
CSM
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Text to SQL
seek
AI 2sql
Code Generation
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MUTABLE AI
replit
GhostWriter
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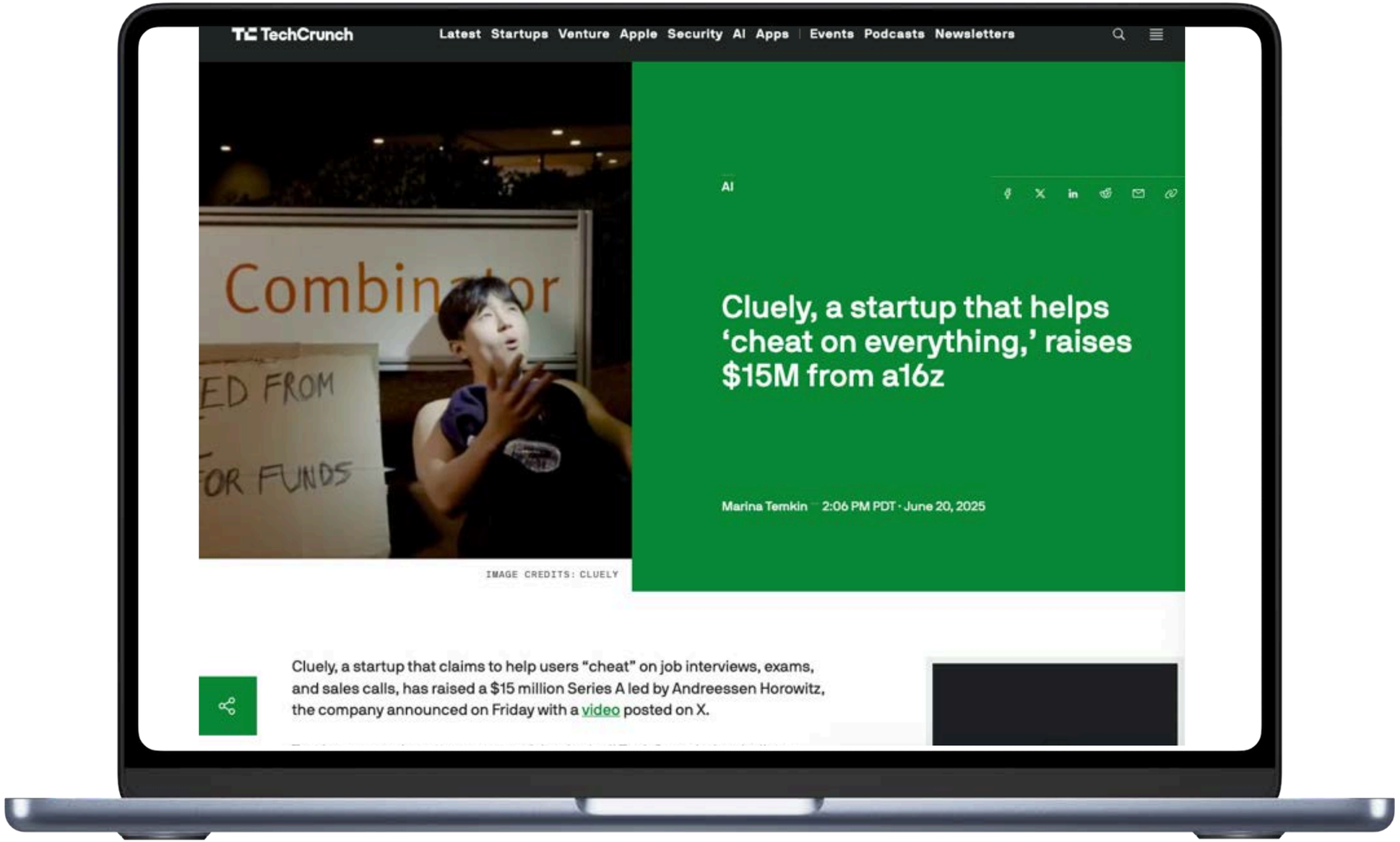
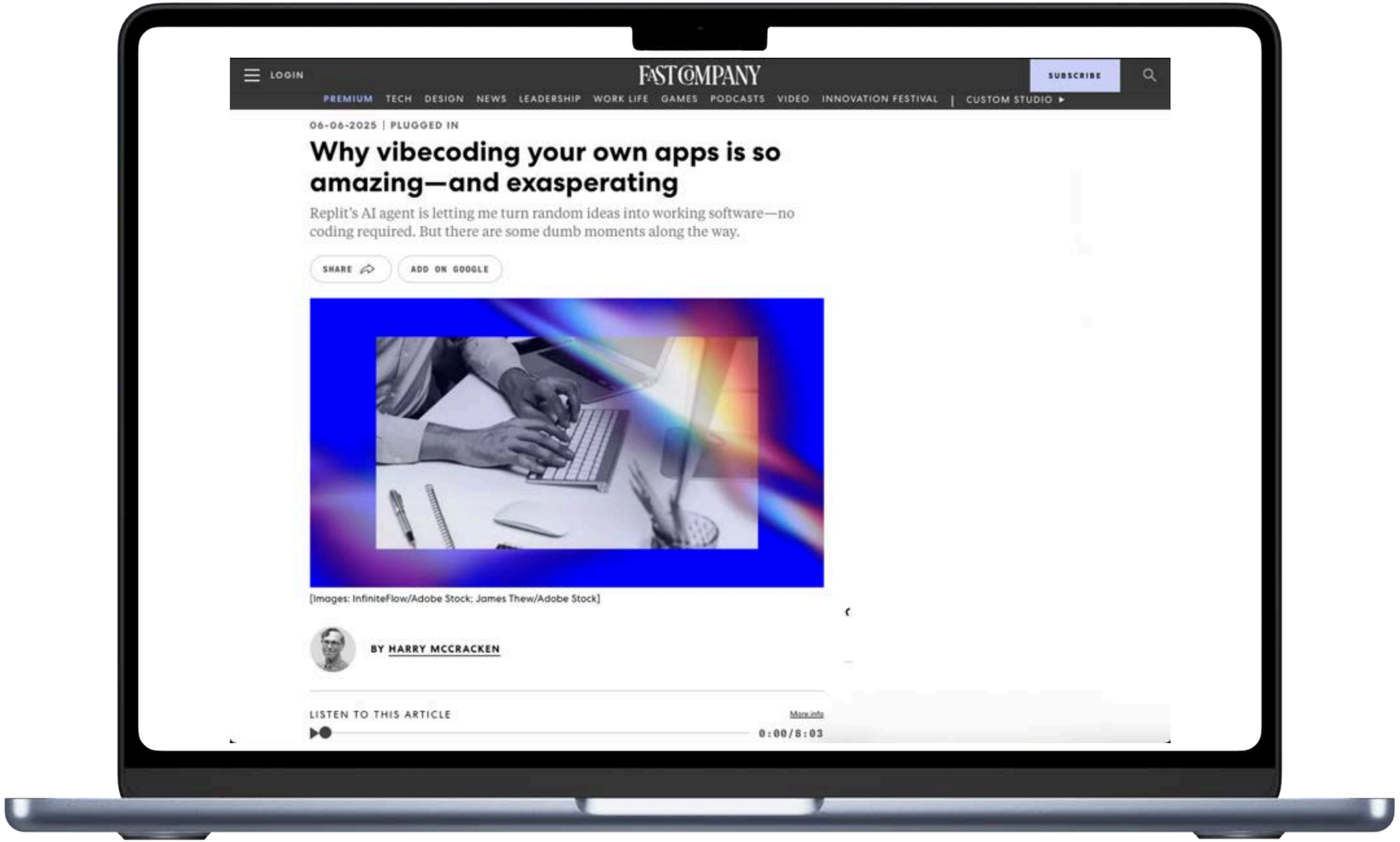
OVER 2000 GENERATIVE AI TOOLS AVAILABLE AS OF LATE 2025

FORTUNE MAGAZINE

IF YOU CAN'T FIND ONE, AN AI CAN BUILD YOU AN AI TOOL


TechCrunch
Latest Startups Venture Apple Security AI Apps Events Podcasts Newsletters
AI
Cluely, a startup that helps ‘cheat on everything,’ raises $15M from a16z
Marina Temkin 2:06 PM PDT · June 20, 2025
IMAGE CREDITS: CLUELY
Cluely, a startup that claims to help users “cheat” on job interviews, exams, and sales calls, has raised a $15 million Series A led by Andreessen Horowitz, the company announced on Friday with a video posted on X.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Why vibecoding your own apps is so amazing—and exasperating
Replit's AI agent is letting me turn random ideas into working software—no coding required. But there are some dumb moments along the way.
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[Images: InfiniteFlow/Adobe Stock; James Thew/Adobe Stock]
BY HARRY MCCRACKEN
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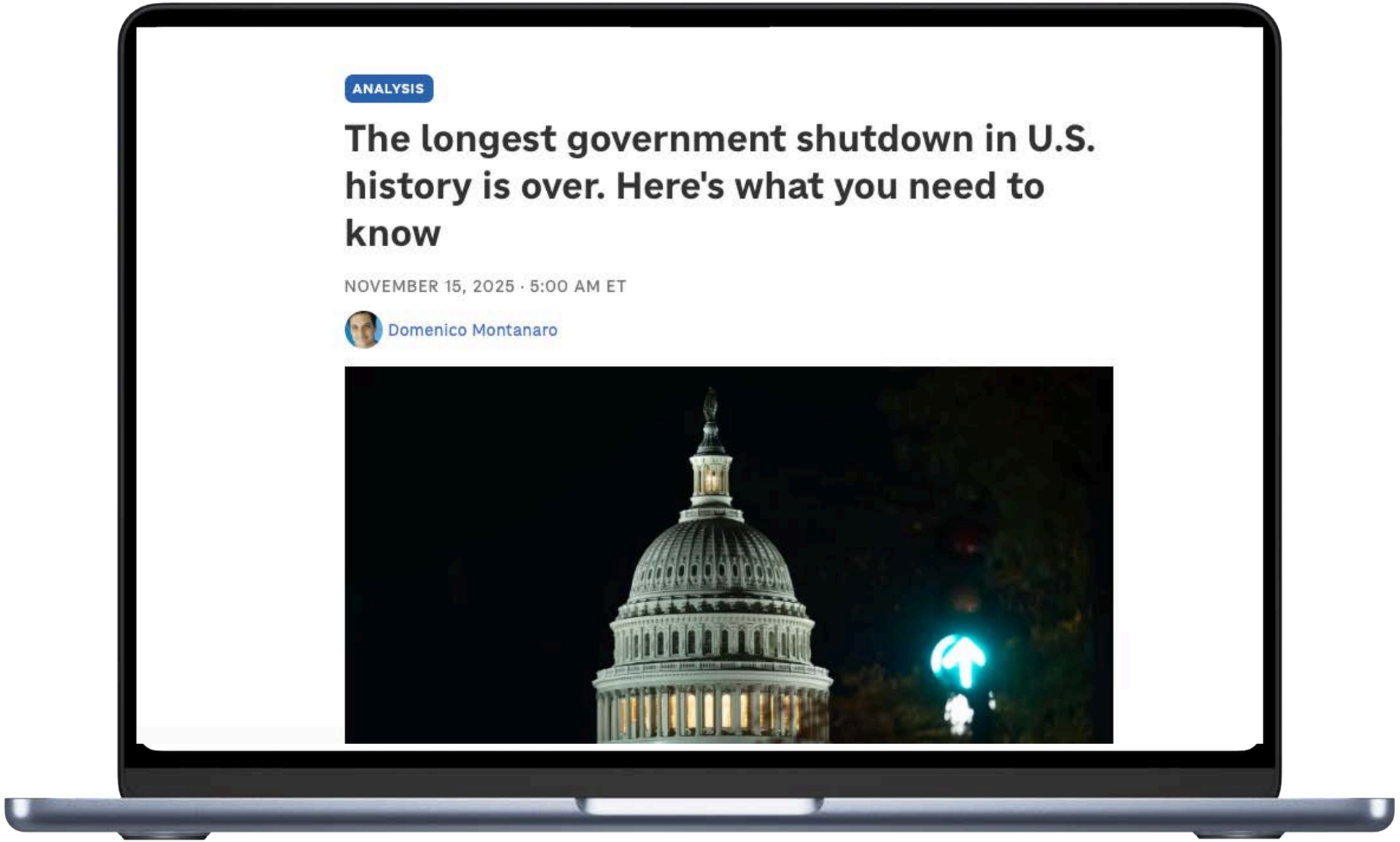
THE WORLD IS CHANGING FAST TOO

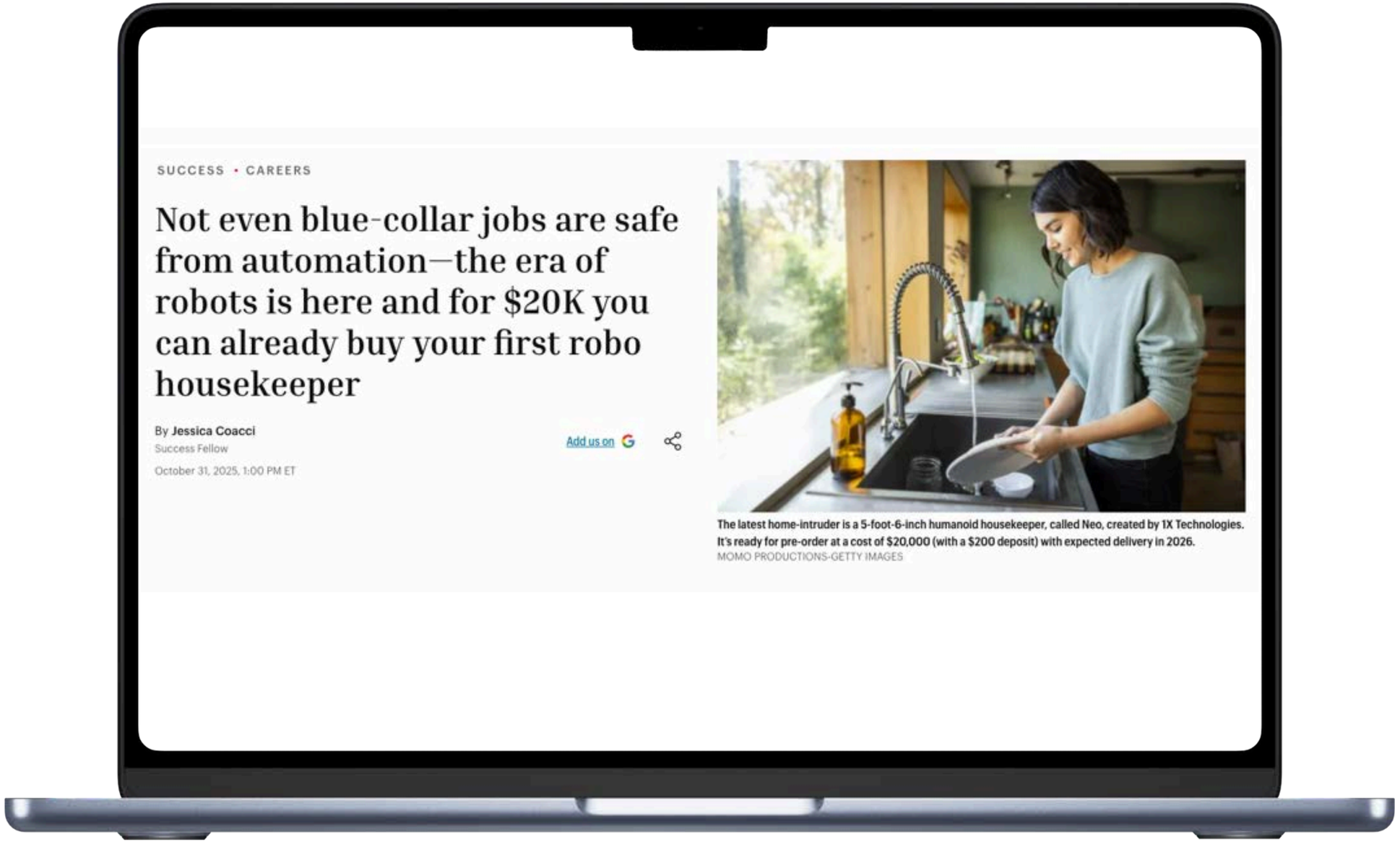


ANALYSIS

The longest government shutdown in U.S. history is over. Here's what you need to know

NOVEMBER 15, 2025 · 5:00 AM ET

Domenico Montanaro



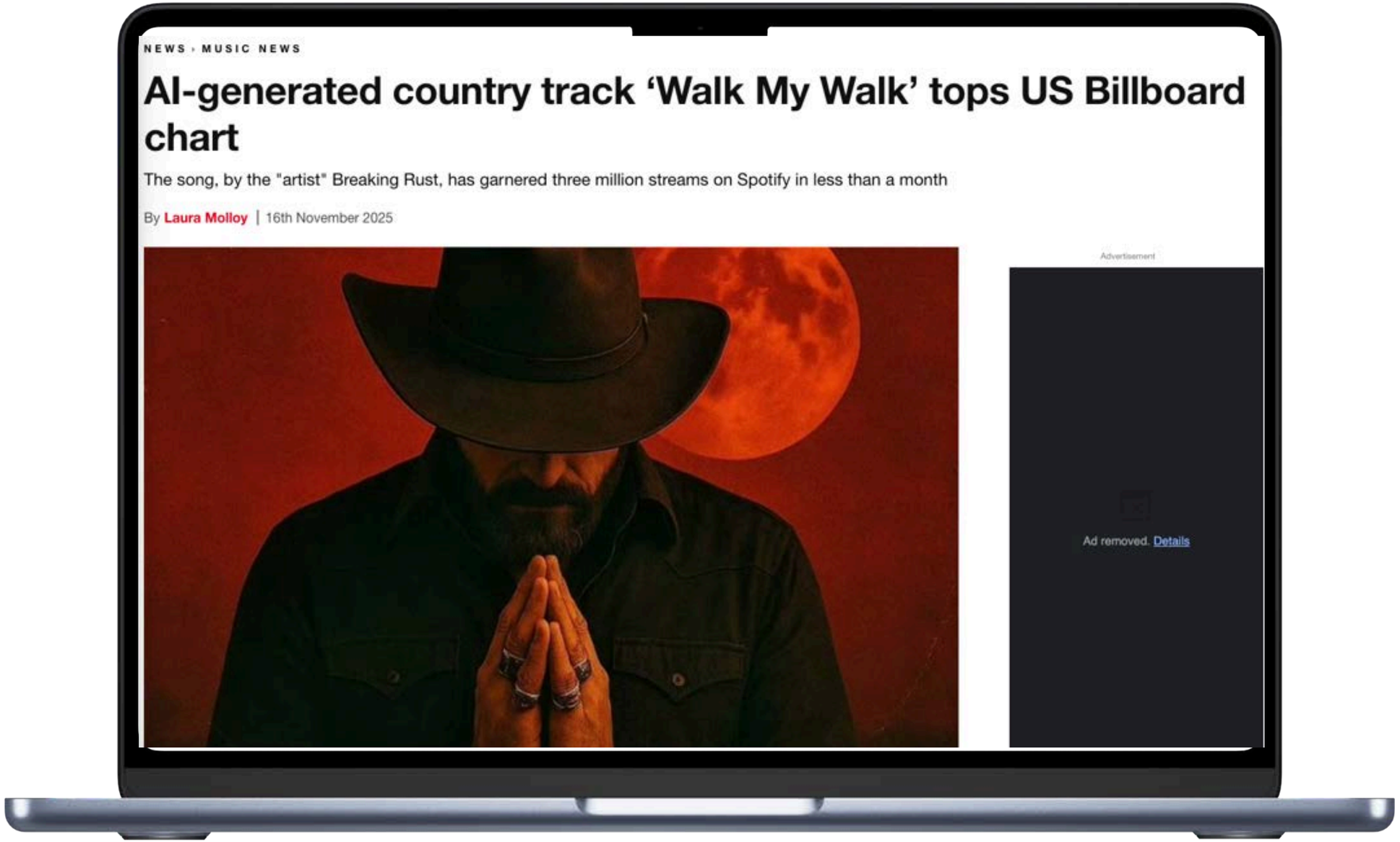
SUCCESS • CAREERS

Not even blue-collar jobs are safe from automation—the era of robots is here and for $20K you can already buy your first robo housekeeper

By **Jessica Coacci**
Success Fellow
October 31, 2025, 1:00 PM ET

Add us on

The latest home-intruder is a 5-foot-6-inch humanoid housekeeper, called Neo, created by 1X Technologies. It's ready for pre-order at a cost of $20,000 (with a $200 deposit) with expected delivery in 2026.
MOMO PRODUCTIONS-GETTY IMAGES


NEWS › MUSIC NEWS
AI-generated country track ‘Walk My Walk’ tops US Billboard chart
The song, by the "artist" Breaking Rust, has garnered three million streams on Spotify in less than a month
By Laura Molloy | 16th November 2025
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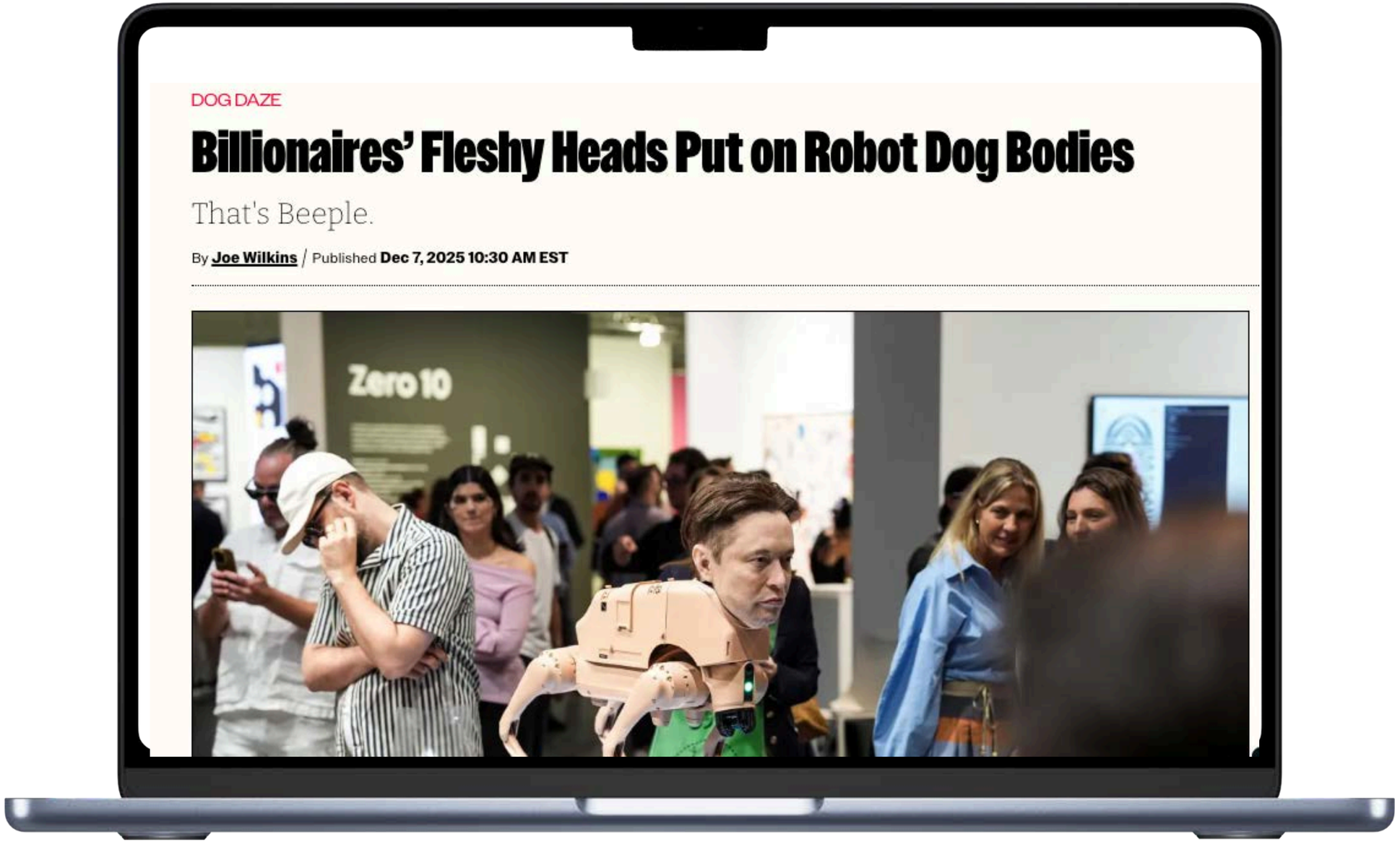
Albania appoints AI bot as minister to tackle corruption
By Reuters
September 11, 2025 10:40 AM EDT · Updated September 11, 2025
Aa



DOG DAZE

Billionaires' Fleshy Heads Put on Robot Dog Bodies

That's Beeple.

By **Joe Wilkins** / Published **Dec 7, 2025 10:30 AM EST**

NONE OF THIS MATTERS UNTIL IT CHANGES YOUR BUSINESS

ARE YOU MAKING FASTER DECISIONS BECAUSE OF AI?

Signal & Scale

Building the AI-Enabled Workforce.

We turn enterprise licenses into operational capability. The agile enablement partner for organizations moving from "pilot" to "production."

30,000+ professionals trained

BUY	SPEED
BUILD	CONTROL
BLEND	ADVANTAGE

3 TIMES WHEN YOU SHOULD BUY

Agency-level Launch Creative in Under 8 Hours

Gemini

Example # 1

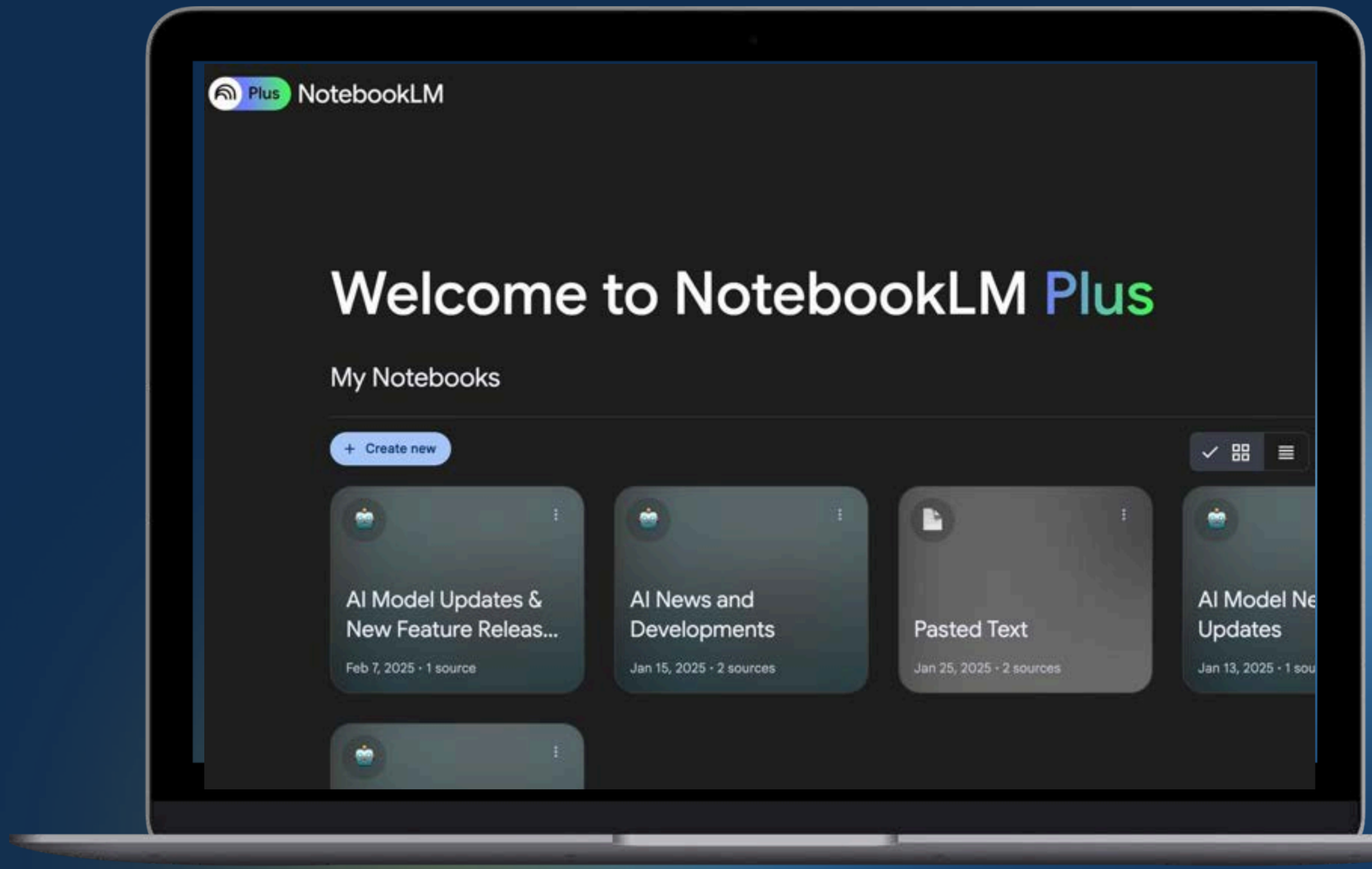
3 TIMES TO BUY AI

Onboarding and Exponential Growth

NotebookLM Pocket

Example # 2

3 TIMES TO BUY AI



TURN EXPERTS INTO A PLAYBOOK

1. Interview the “old guard”
2. Transcribe + Tag
3. Build Notebooks
4. Onboarding Assets
5. Deploy + Measure Ramp

On Brand Content Factory

Higgsfield

Example # 3

3 TIMES TO BUY AI

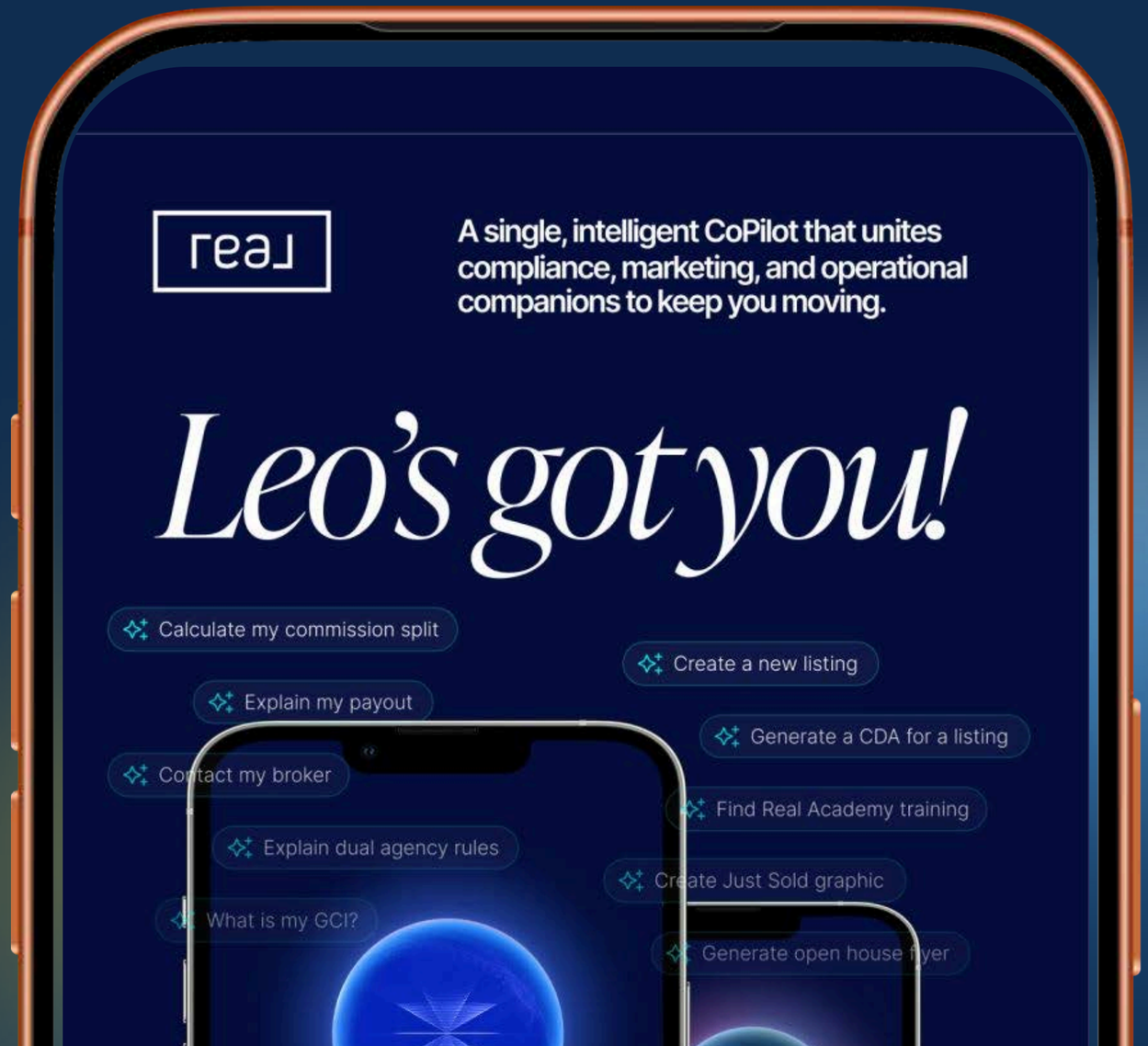
2 TIMES WHEN YOU SHOULD BUILD

When Workflow is the Product

“Real built Leo CoPilot because their agents need in-workflow support—real-time, contextual answers across operations and compliance. That’s not ‘use ChatGPT.’ That’s a product capability.”

Example # 1

2 TIMES TO BUILD



When Trust Requires Proof

MetLife has built its own internal AI platform as part of its "New Frontier" strategy. This platform combines various types of AI, including generative, agentic, and classical AI, to enhance business agility and customer experience

Example # 2

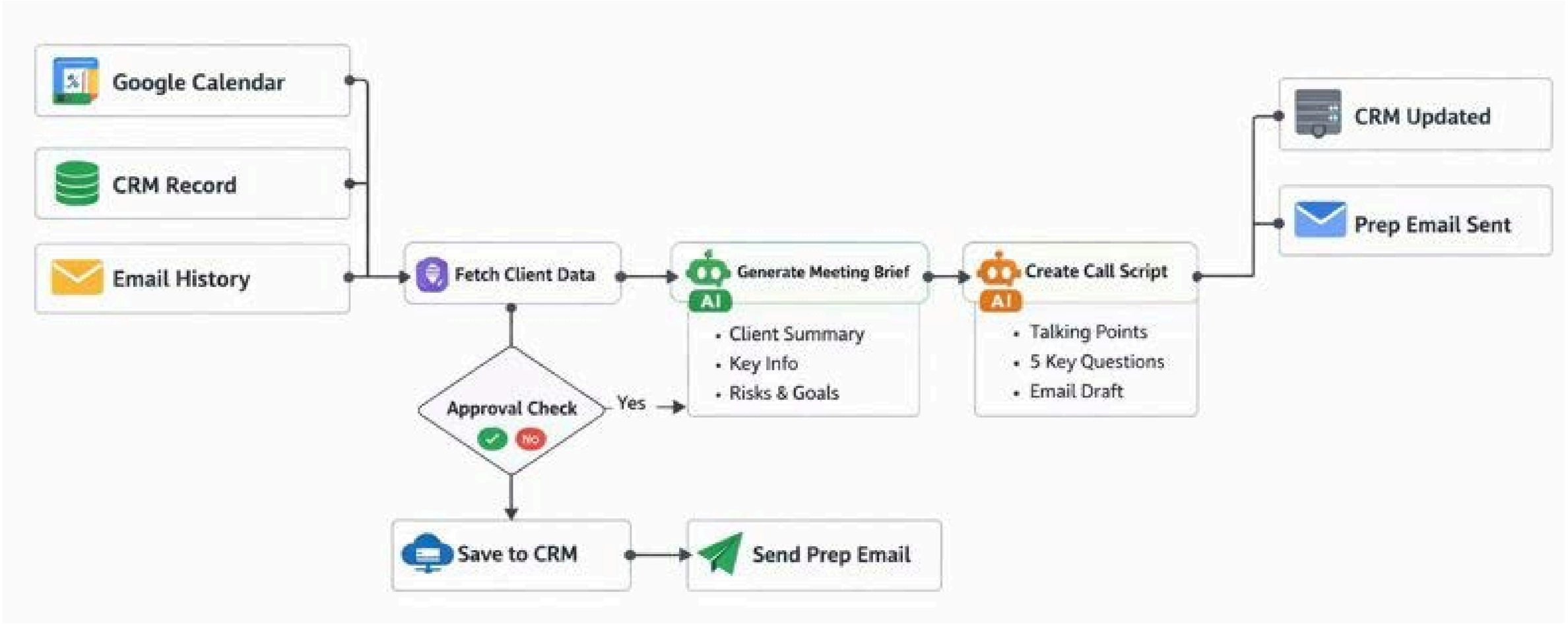
2 TIMES TO BUILD

ASK THESE QUESTIONS BEFORE BUILDING

1. Is this core to differentiation?
2. Does it need deep permissions
3. Auditablity and consistency
4. Onboarding Assets
5. Deploy + Measure Ramp

1 TIME WHEN YOU SHOULD BLEND

WHEN SPEED NEEDS YOUR CONTEXT



EXAMPLE RELATIONSHIP MANAGER N8N CALL PREP BUILD

BUY FOR SPEED.
BUILD FOR CONTROL.
BLEND FOR ADVANTAGE.

elgato
No Signal

THE AI TOOL DECISION MODEL

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