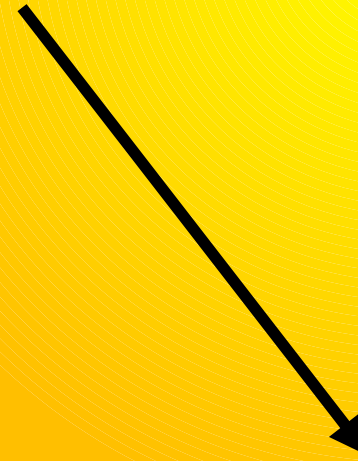
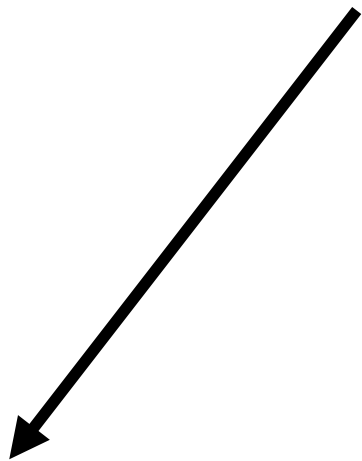


# Influence, Security, and AI - Oh My!

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2025-04-29

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Trusted Growth Advisors

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**We Advise – You Decide**

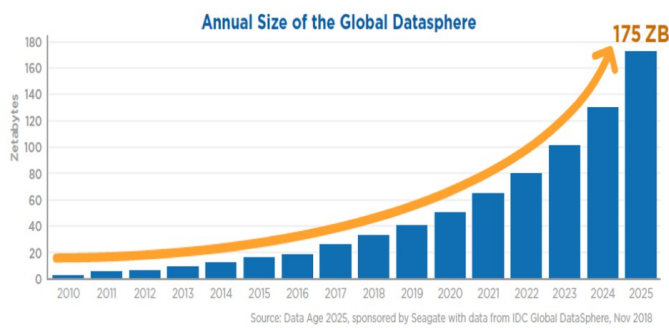
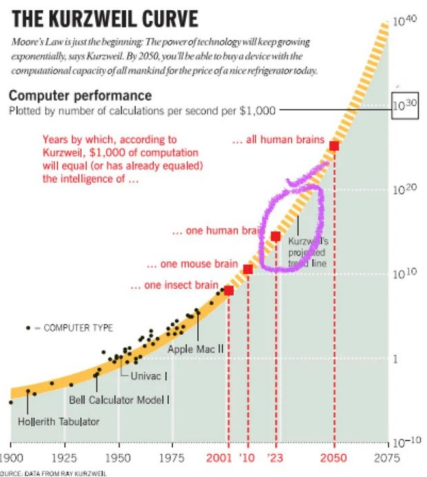
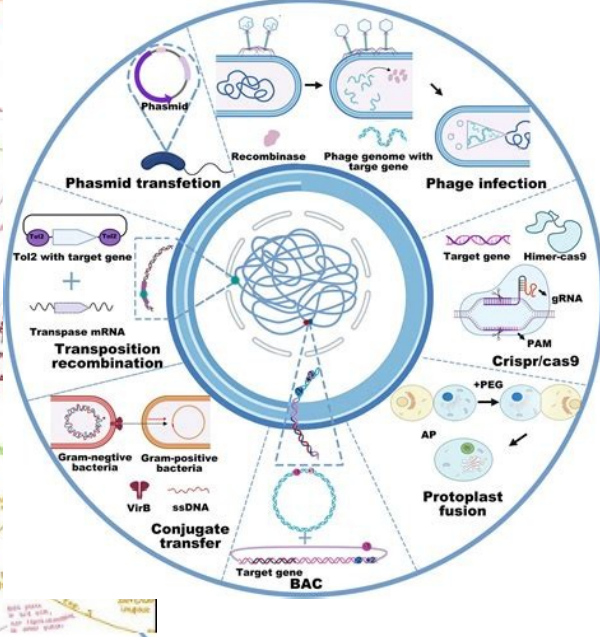
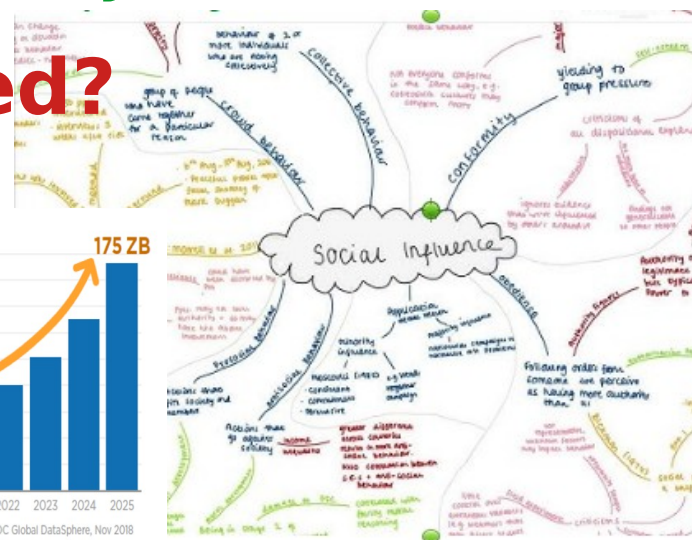
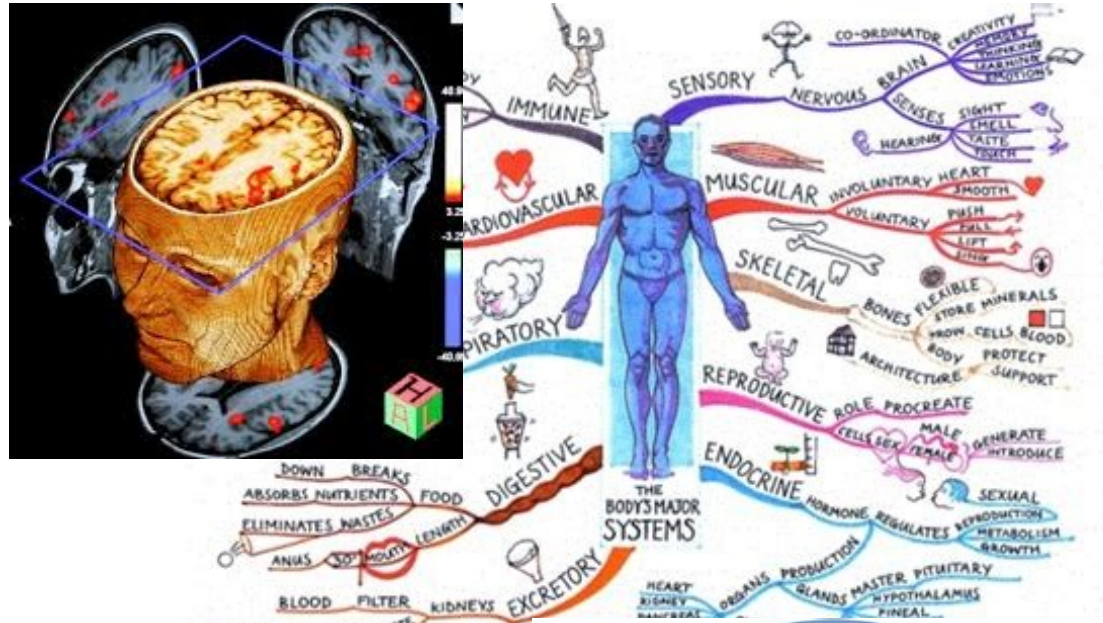


# What this talk is about?

- We are at major inflection points in:
  - Technology
  - Society
- What we do now will influence the future for a long time
- What do we want and how will we go about getting it?
- My current thinking on:
  - Opportunities for cybersecurity startups
  - Opportunities for investors in this arena

# Current inflection points (examples)

- Physiological understanding
- Cognological understanding
- Sociological capacity
- Computational capacity
- Content capacity
- Engineering produce-ability
- **Willingness to proceed?**



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**A change in amount → A change in kind**





# What do we want for our future?

- Star Trek or Star Wars?
  - Potter or Voldemort?
  - Churchill or Stalin?
  - ...
  - Or something else entirely?
- Truth or consequences
    - We cannot build a desired future on a foundation of lies



## We need trustworthy

- Mechanisms
- Content
- Entities
- People

How do we build an honest foundation?

# What are our dominant narratives?

- Evil wins most of the time
  - Crime pays
  - Occasionally evil loses
  - And then reconstitutes
- Evil is more valuable
  - Merchandising proves it:
- Good wins 'in the end?'
  - For a moment and then
  - **Lots of good guys die**
  - **The bad guys get rich**
  - The good guys get poor
  - **The hero almost dies**
  - The hero survives
  - **The hero wins (Yay!)**
  - **The bad guys return**
- On average,
  - **Bad does better**

Favorite character in Star Wars?

Action figure pricing:

Boba Fett (\$45K), Darth Vader (\$30K),  
all the rest together less.

Next site:

1) Jawa, 2) the Emperor

2022-12

Next site:

1) Camera, 2) Tie Fighter, 3) Blaster  
4) and 5) Storm trooper helmet  
6) Vader helmet

# But reality is not the movies – or is it?

- Perception is reality
  - It's all in your mind
  - There is no ground truth
  - It's just a point of view
  - I believe my leap of faith
- But my nose hurts
  - Perception may be wrong
  - There is an actual reality
  - Careful how you interpret
  - Don't just trust - test
- A methodology for getting at truth/reality
  - Observe what you see and compare it to theories
  - If they disagree, propose new testable theories
  - Try to prove your theories wrong by testing them
  - Use the ones you cannot (yet) prove wrong

# Error is not the same as disinformation

## • People make mistakes

### – Science offers a self-correcting approach

#### **Biased evaluation of ambiguity and inconsistency**

- Ambiguous data interpretation in context
  - Tendency to find things like what you look for
- Unambiguous data shaded
  - Tendency to explain away falsifications
- Multiple endpoints problem
  - Ambiguous data associated with expected outcomes
- Confirmations and non-confirmations
- Focused and unfocused expectations

#### **- Outcome asymmetries**

- Hedonic: Overemphasis on more striking things
  - Seems more informative if more unusual or stranger
- Pattern: Overemphasis of specific patterns
  - Remember 1:11 more than 3:46
- Definitional: Loose definitions / interpretations
  - You won't get better till you hit 'rock bottom'
  - If a tree falls in a forest and nobody is there...
- Base rate: You only measure survivor views
  - "80% of Cancer survivors 'thought' healthy thoughts"

## • But that's not the same as intentional lies

### – Frauds take advantage of people who believe their lies

#### **Short Con**

- 1) Too good to be true
- 2) Nothing to lose
- 3) Out of their element
- 4) Limited-time offer
- 5) References
- 6) Pack mentality
- 7) Reason not to report

#### **Take everything on them**

- Free money for doing nothing
- V thinks they hold the money
- V not an expert at it
- A decision has to be made now
- Independent opinion legitimizes
- Everyone else agrees on what to do
- Embarrass / illegal / Get away w/it

#### **Elicitation**

- 1) Identify V
- 2) Establish rapport w/V
- 3) Get small things
- 4) Remind of past items
- 5) Return to innocuous
- 6) Create expected future
- 7) Avoid suspicion
- 8) If really hooked, nail

#### **Generate and exploit trust for knowledge**

- ID by life characteristics: low-level, frustrated, life state
- Use behavioral liking techniques, matching, etc.
- Establish stream of small minor answers
- Recall subtly of previous information given
- Before departure move on
- Next contact planned or anticipated
- Go slow, back off easily, evade, depart
- After point of no return extort & reward



# How long will we be better at which things?

## Computers are already better at:



- Sensing (hearing, vision, and things people cannot do)
  - People remain better at smell, taste, touch – for now
- Acting (almost anything you can name)
- Communicating (almost anything you can name)
- Deciding (well-defined decisions in short time frames)



- People remain better at non-well-defined and group decisions in longer time frames

Sense, Act, Comm, **Control**

Observe, **Orient, Decide, Act**

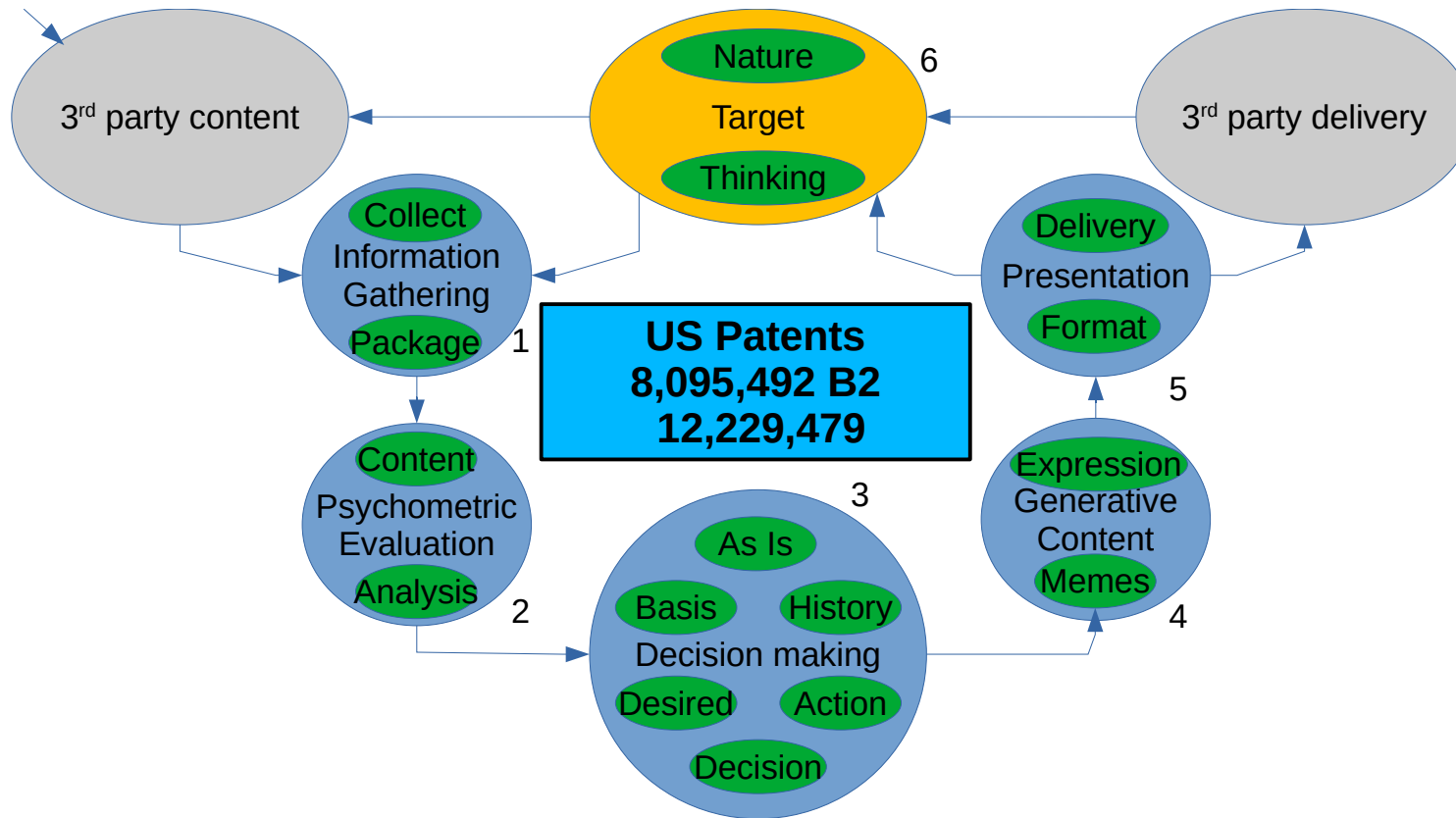
## People currently remain better at:

- Understanding situations and making decisions about what to do in time frames slower than 0.5 seconds
- Some other things... (not building pitches or investing)



# Better, Faster, Cheaper Influence

- Computers are far faster at spreading information
- Computers are far cheaper at spreading information

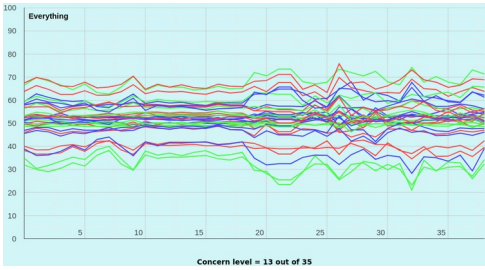


- Computers are better at many / most influence things

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# Automated influence today

## Psychometrics on individuals (and group theory) +



LIWC → Big5

**Cheerfulness levels varying substantially**  
**Imagination levels varying substantially**  
**Adventurousness levels varying substantially**  
**Intellect levels varying substantially**  
**Liberalism levels varying substantially**  
**Trust levels varying substantially**  
**Conscientiousness levels varying substantially**  
**Openness levels varying substantially**

Big5 → Prompts

**Prompts:**  
 Where it makes sense, describe items in ways that make it seem manageable for a calm and fearless leader using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that make it seem like they will be accepted and respected by doing it using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that make it seem like they will be accepted for their contributions using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that make it seem like they will enjoy the interactions with others and be stimulated by rewarding mutual exchanges using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that make it seem like this will be a joyful effort with enthusiasm and a happy ending using synonyms or similar phrases to those just identified.  
 Where feasible, describe items emphasizing that make it seem like this will be a fact-based effort using synonyms or similar phrases to those just identified.  
 Where feasible, describe items emphasizing that make it seem like this will be a normal activity that they can rely on using synonyms or similar phrases to those just identified.  
 Where feasible, describe items emphasizing that make it seem like this effort involves working well with other people using synonyms or similar phrases to those just identified.  
 Where feasible, describe items emphasizing that make it seem like this will help assure security, stability, and traditional approaches using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that make it seem like this will take minimal effort to succeed using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that make it seem like this effort will require minimal effort and there is no rush using synonyms or similar phrases to those just identified.  
 Where feasible, describe items emphasizing that require down-to-earth approaches using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that it is supportive of cooperation and social harmony using synonyms or similar phrases to those just identified.  
 Where it makes sense, describe items in ways that it requires spontaneously using synonyms or similar phrases to those just identified.

## Direct lines of communication +

- Social media, email, text messages, voice, etc.

## Psychological manipulation understood +

Customer characteristics	Benefits/Differentiators	Themes
1121 Always taking in information (ardentness)	11Adaptability	9Forward looking
1122Change leaders	12Ahead of the curve	12Not new stuff
1123Confident enough to experiment	13Aligned Mission/Vision/Values	12Informative
1124Committed	14Clear (GoP has clarity)	10Innovation
1125Enjoy the challenge of problem solving	15Complete solution to trust governance decision-making	12Lead the change
1126More oriented	16Compliant with security requirements	13Puzzle this out
1127High self-esteem	17Customizable	13Something interesting
1128Information ready	18Easy to use	14Try something new
1129Innovative	19Ready to go	11You deserve the best
1130Most receptive to new ideas and technologies	20Education on the trust issues in the enterprise/data	11You're in charge
1131Sophisticated	21Exacting outcomes	12You've made it
1132Successful	22Flexibility of use	
1133Take Charge	23Flexible network-based delivery	
1134The ideal CEO for our program	24Focused Network (strong team)	
	25Scalable	
	26High quality	
	27High value	
	28Highly Experienced professional team	
	29Highly productive process	

VALS → Pitch

**Ready to Scale? Join Our 4-Week Accelerator.**  
 Are you a visionary CEO, ready to take your company to the next level? We're looking for leaders like you - driven, ambitious, and hungry for exponential growth. If you're ready to disrupt your industry and build a legacy, then this is your launchpad.  
**Why Choose Us?**  
 • **High Value:** Get more than you expect.  
 • **Personalized / Customized:** Your journey, your way.  
 • **On Target:** Focused on your specific goals.  
 • **High Quality:** Excellence is our standard.  
**The Elevator Pitch:**  
 Imagine this: You're in an elevator, and you have 60 seconds to convince an investor. Here's what you'd say:  
 "We're running a 4-week accelerator for CEOs like you - the ones who are ready to lead their companies to unprecedented heights. We've built a highly productive process, guided by a team of seasoned professionals with proven track records. We're not just keeping up; we're setting the pace. We offer a personalized experience, laser-focused on your specific goals, delivering high-value, high-quality results. We're the secret weapon you need to scale. Are you ready to take the next step?"  
**Ready to Launch?**  
 Don't get left behind. The future is now.

Pitch → Customize

**Ready to Take Control? A 4-Week Plan for Success**  
 Let's be real, you've got the resources, the connections, and the potential. Now, it's time to make it happen. This isn't about pie-in-the-sky ideas; it's about a proven, fact-based approach to get you where you want to be. We're offering a structured 4-week program designed to give you the tools and strategies you need to succeed, focusing on practical, reliable methods.  
**Why This Works**  
 We're not about reinventing the wheel. We're about making sure you have the right wheels, the right road map, and the right team to get you there. This program is built on a foundation of experience and results. We'll focus on what works, and we'll keep it straightforward.  
 • **High Value, Guaranteed:** Get more than you expect. We focus on delivering tangible results.  
 • **Experienced Professionals:** Learn from a team with a track record of success. We're talking about people who know how to get things done.  
 • **Personalized, Focused:** Your goals are our goals. We'll work with you to create a plan that fits your specific needs.  
 • **On Target:** We'll keep you focused on what matters most. No fluff, just results.  
 • **High Quality:** We believe in doing things right the first time. Excellence is our standard.  
**The Straightforward Pitch**  
 Imagine this: You're in a room with people who matter. You have a few minutes to make an impression. Here's what you'd say:  
 "I'm part of a 4-week program designed for people like you - people who are ready to take charge and achieve real results. We've built a reliable process, guided by a team of professionals with a history of success. We offer a personalized experience, focused on your specific goals, delivering high-value, high-quality results. We're the secret weapon you need to succeed. Are you ready to take the next step?"  
 (Get started today)

## Automated convincing generation (cognitive compute) →

- Automated individualized manipulation in real time

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# Cognitive attack mechanized



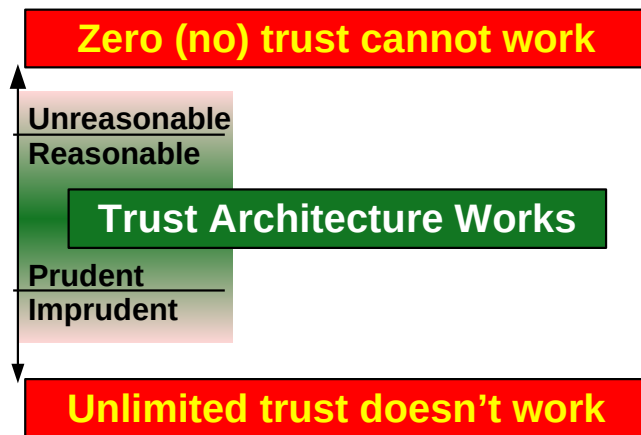


# It's not that we cannot

- There's lots of money in tricking people
  - Especially if legal blockades are gone

It's that we do not!

- Where's the money in honesty?
  - It calls for long-term thinking and trust - relationships



The money is in trustworthy

- Mechanisms
- Content
- People
- Entities

Trust:=  
The willingness to be harmed  
at the hands of another

Trust Architecture

A reasonable and prudent approach  
to understanding and applying trust

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Trust is the problem and solution





# What is distrust good for?

- **Anarchy**

- They call it ‘democratization’
  - Everybody has an ‘equal’ voice – but some are more equal than others – because they can artificially amplify their voices – all it takes is money (speech)
- The response is more surveillance – to detect ‘bad’
  - But history shows it is exploited
    - Depending on what YOU call ‘bad’

- **Autocracy**

- More surveillance leads to tighter ‘control’
  - In the name of security... but security for whom?
  - **Before AI, nobody could watch it all ... but now...**

# What is trust good for?

- **Democracy**
  - Demonstrably trustworthy governance and institutions
    - Time to transparency, honesty demonstrated, fairness at all levels, so the people can see it and change it
- **Long-term success**
  - Partners, mechanisms, and content you can count on
    - So you don't waste time worrying and planning for things that will not happen, in other words increased certainty, which is to say, less risk and more reward
- **Happier, healthier lives for more of us**
  - Advancement of knowledge toward enlightenment
    - All the drama and fantasy you want – when you want it

# Science → Technology + Demand

- **Cognitive Science** is over the utility threshold
- **AI** is over yet another technology utility threshold
- Unaddressed **cybersecurity** demand is high enough
- The **potential** for **explosive growth** is here and now

$S \rightarrow T + D = \text{Business Opportunity}$

- How do we take advantage of the opportunity?
  - Startups and early stage businesses
  - Angel-level and early stage investors

# How we can work together

- Did I mention what I do for a living?
  - Management Analytics **All.Net**
    - **Trusted Advisors Since 1977**
    - Cyber-related research and advisory services
    - Expert witness work
    - **Patent portfolio**
    - **SaaS stuff**
  - Angel to Exit **A2E.co**
    - **Advisory boards**
    - **Investments (~35 companies)**
    - **Metrics and due diligence apps**
    - **Startup and investor support services**

We advise - You decide  
No fiduciary duties  
No force and effect



# What are the business opportunities?

- There are many of them [at scale] e.g.,:
  - Counter-disinformation
  - Trust architecture
  - Cognitive defense
  - Influence detection & response
  - Deception for protection

## AI ⊗ Influence ⊗ Security

- AI for influence
- AI for security
- Influence for security
- Influence for AI
- Security for Influence
- Security for AI

Oh My!

# What are my investment strategies?

- My three basics
  - Invest across the rising boats (and IP)
  - Terms and supervision to reduce losses
  - Diligence due the investments (at scale)

How can we  
work together?

How can I help?

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# A Cognizant Marketplace



- For investors

- Diversified rising boats & IP
- Supervision & loss control
- Scaled diligence
- Portfolio analytics
- Expert advisors



- For entrepreneurs

- Advisory support
- IP enhancement
- Funding assistance
- Domain expertise
- Diligence & Connections

- Metrics-based approach to valuation and next best steps
- Support for missing pieces through existing ecosystem
- Top-flight expert advisors in relevant fields
- Opportunities at all levels – from Angel to Exit

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**A place to grow a brighter future**



# Influence Security and AI - Oh My!

Questions?

We advise  
You decide

Trustworthy

- Mechanisms
- Content
- People
- Entities

Thank you!

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