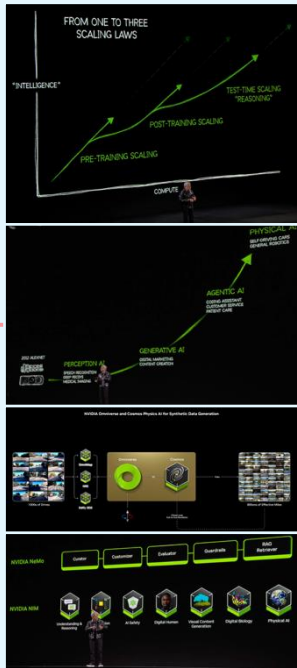
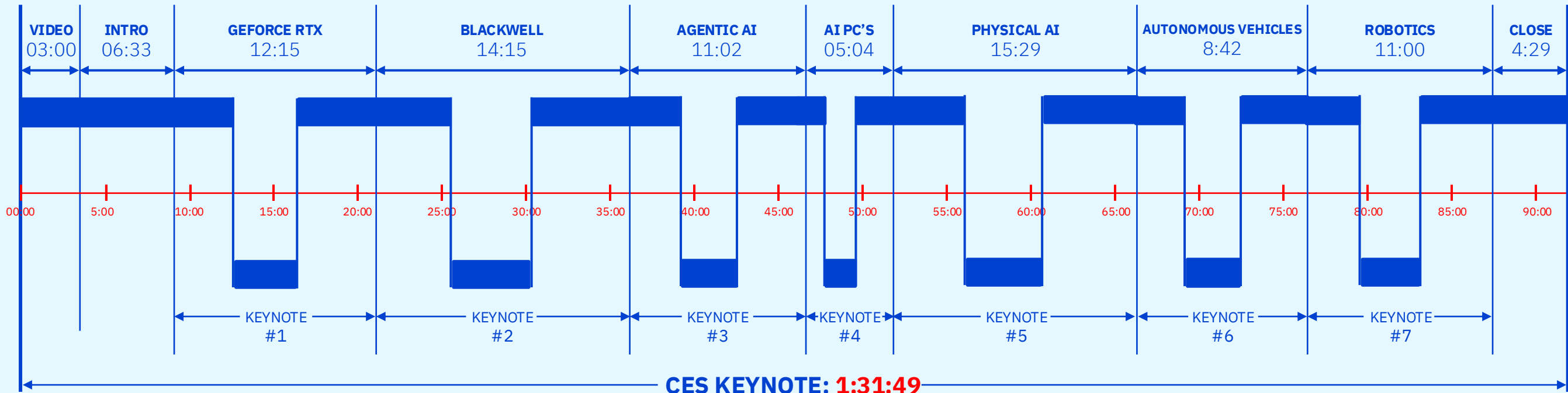


NVIDIA CES Keynote 2025

JENSEN HUANG: Mandalay Bay Michelob ULTRA Arena, Las Vegas. (January 6th, 2025)

<https://www.youtube.com/watch?v=k82RwXqZHY8>

Personality Type
(MBTI)
ENFJ



Time: 1:31:49

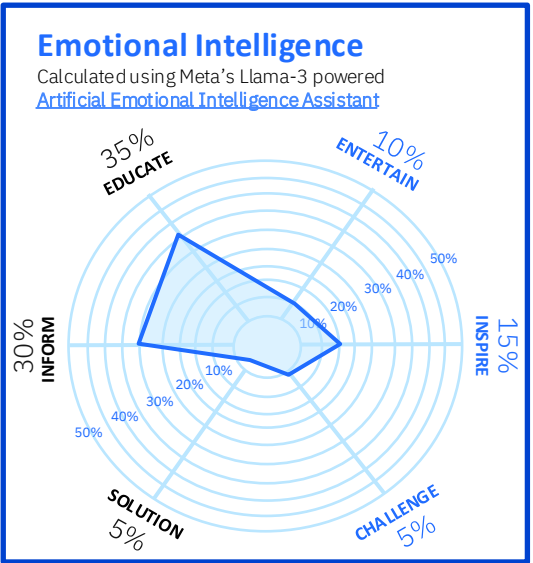
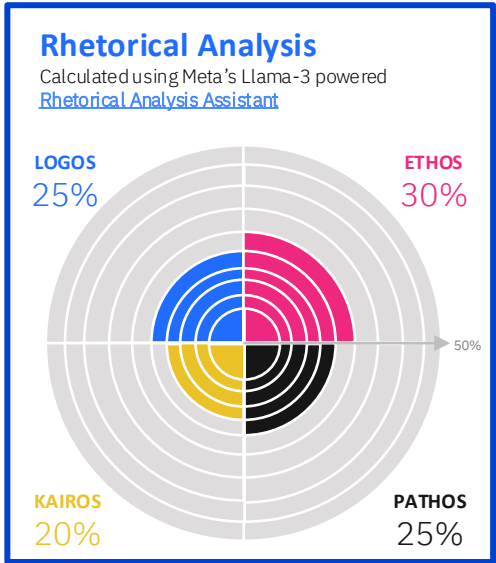
Words: 11,166

Speaking: 121
(Words per Minute)

Readability Score (GFI) 10.94

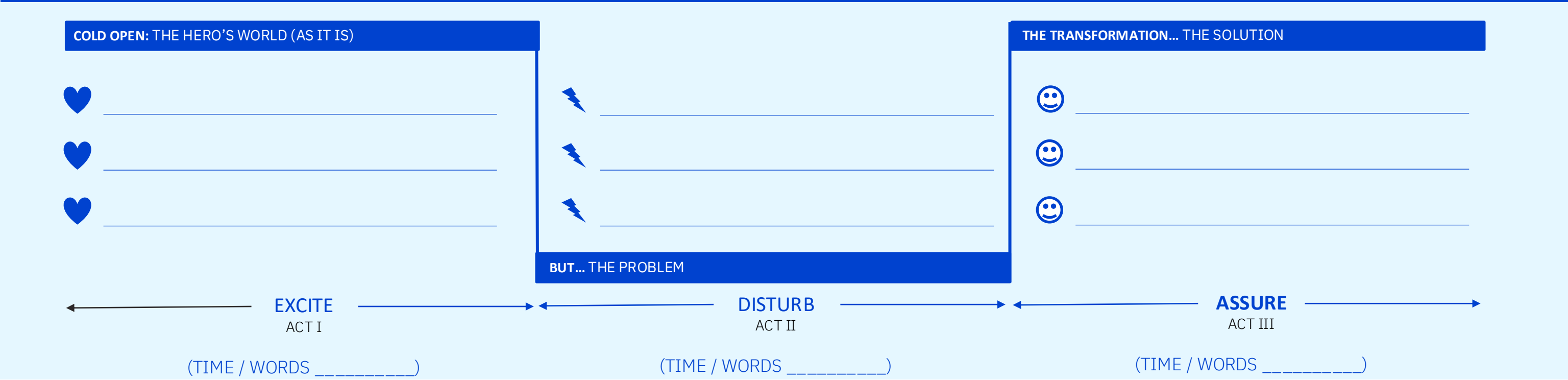
Optimism Index 97.01
Optimism Index Assistant

Problem	Enable the development of more advanced artificial intelligence (AI) capabilities, particularly in the areas of computer vision, natural language processing, and robotics. He wants to make AI more accessible and widely available, and to enable its use in a variety of applications, including autonomous vehicles, robotics, and healthcare.
UVP	One unique aspect of this talk is its focus on the intersection of AI, computer vision, and robotics. It includes many demos and examples of Nvidia's technology in action, which keeps the talk more engaging. He also includes many references to popular culture, such as the movie "Doctor Strange," which adds a touch of humor and personality.
Surprise	Jensen Huang reveals new or unexpected information, such as the announcement of Nvidia's new AI supercomputer, "Project Digits." He also shows several demos of Nvidia's technology, including a demo of a robotic arm that can perform complex tasks, which may surprise or amaze the audience.
Urgency	Huang creates a sense of urgency by emphasizing the importance of developing more advanced AI capabilities, and the need for companies to invest in Nvidia's technology in order to stay competitive. He also references the rapid pace of technological change, and the need for companies to adapt quickly in order to succeed.
"But"	B 29X (3:17 secs) <i>"But what we need to do is..."</i> Jensen uses the word "but" to contrast his own vision for a world model with the existing language model, GPT. This creates a sense of drama and tension, while highlighting NVIDIA's AI technology.
Credibility	<i>"I delivered the first one to a startup company in 2016 called Open AI and Elon was there and Ilia Sutskever was there and many of Nvidia Engineers were there..."</i> Huang establishes his credibility by referencing his experience working with well-known companies and individuals and his vision for the future of AI. This establishes leadership and credibility.



Headline:

Target Exec [MBTI + CXO Intel]:



 PROBLEM	What ONE BIG PROBLEM is this story solving?
 UVP	How is this story UNIQUE, DIFFERENTIATED or BETTER?
 SURPRISE	How will this story SURPRISE your audience?
 URGENCY	Does your story (and the call-to-action) create enough URGENCY?
 “BUT”	Does your story contain enough ”Intention & Obstacle”? (Using “but” effectively?)
 CREDIBILITY	Did you demonstrate leadership & establish enough CREDIBILITY?

All great stories have:

4 WORDS:

• Brevity (Keep it short. CXO conversations = <15 mins)

• Levity (Add some ‘light’ if it’s a difficult or provocative topic)

• Charity (Have a purpose. What can we achieve together?)

• Clarity (Simplify complexity wherever possible)

5 LINES

Outline • Headline • Frontline • Sideline • Bottomline

Target Exec [MBTI + CXO Intel]:

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COLD OPEN: THE HERO'S WORLD (AS IT IS)

EXCITE
ACT I

(TIME / WORDS _____)

BUT... THE PROBLEM

DISTURB
ACT II

(TIME / WORDS _____)

THE TRANSFORMATION... THE SOLUTION

ASSURE
ACT III

(TIME / WORDS _____)

 PROBLEM	What ONE BIG PROBLEM is this story solving?
 UVP	How is this story UNIQUE, DIFFERENTIATED or BETTER?
 SURPRISE	How will this story SURPRISE your audience?
 URGENCY	Does your story (and the call-to-action) create enough URGENCY?
 "BUT"	Does your story contain enough "Intention & Obstacle"? (Using "but" effectively?)
 CREDIBILITY	Did you demonstrate leadership & establish enough CREDIBILITY?

