



Jake 02:18

We'll start by if you don't mind, I'll just sort of ask you to tell your story for those who don't know you. And if you have a short version or a long version, I always liked the long version. So we'll do that and then get into things from there.

Anna Gát 02:34

Sure. Hi, everyone, my name is on the gas. And currently I'm the founder and CEO of inter intellect. Endurance Act is a curated marketplace for artists and intellectuals, for hosting mostly online and in some cases, offline events. We achieved this abundance of culture and ideas on our platform, with the help of an amazing online and offline global community, and also really hardworking, pure curator team. We, you know, we source hosts, we help people edit their events and bring out the most of their ideas and artistry. I really am a triple immigrant. And I really believe that culture and invention, you know, lie in the hands of people who are not necessarily in the most obvious geographies, or, you know, coming from the most obvious academic or professional backgrounds. So my big bet on this platform was that, on the one hand, I can create a place where every conversation is good, even though it's on the internet, and it concerns, you know, strangers, and we've been doing this for like, we've done like 2000 events on our platform, and we've had basically no problems. And on the other hand, that I can create a mechanism or creator platform where we can unlock the talents and the mastery of art and and ideas of people who would not necessarily get a chance to monetize themselves in a place built for high culture. I think that, you know, there is cultural abundance available to most people, but it's restricted in time or place. Time would mean that, you know, if you are going to Brown and you're standing in the middle of the campus of Brown University, of course, there's cultural abundance around you in any building that you can look at. Around the lawn, you will find an amazing talk concert reading discussion going on. But you're not at university most of your life. You're probably there for two years. And you live, I don't know 8090 years. Yeah. So why should it be restricted in time and in place in spaces why this is spacetime? Of course, if you're standing on a the right intersection in Paris. There's cultural and intellectual abundance around you. But most people are not there. So why should a billion people lose out on



humanities talents and creativity and intellectual practice, just because they don't happen to be standing right now. And that one corner in Paris. So endurance act is trying to build this buzzing marketplace of talent of creativity of ideas, that helps you build your audience, build a community, find your voice, hone your voice, in a way that is fun. And that is monetized from day one. So no matter how much of a beginner you are, as an inter interact, host, you will be making some money, which I know is super important, especially for immigrants like myself. If intellectual and artistic practice is free, then only people who can afford to work for free will do it. And I don't think that that's the way to find the best, most talented, most beneficial, most inspiring people in the world. So I've been working on this for the past two and a half years. And this is a dream job. And I feel so privileged.

Jake 06:09

Yeah, that's amazing. And thanks for sharing that. I think one of the more interesting things I read from you was like, this whole thing it seems like was sort of inspired by or at least to some degree prompted by like, you sort of witnessing, you know, feeling like you were sort of, you know, one of one very unique and sort of, you know, on the other side of that like lonely in a sense and in your views and just sort of who you were in the life you were living. And then you started to see sort of online, that, you know, there are other people around the world that seem to share a lot in common with you. And there's like sort of this emergent phenomenon brought on by the Internet, where these people are starting to connect. And I think a lot of what you're doing it sounds like it's sort of organizing that a little bit and helping people you know, discover others like themselves. And there's this whole sort of, you know, space of values, I guess, and preferences and just sort of descriptors of the types of people that you guys have brought together at Inter intellect that I think some of them were sort of emergent and others have sort of been defined. But I'm curious, like, what was that early piece? Like? Like, where did you come from before? Inter intellect? And when did you decide like, this was actually the thing that you wanted to do?

Anna Gát 07:27



Yeah, it's really, really interesting. One of the most frequent things that people tell me about endurance lagged is that I used to be an intellectual orphan, before I found endurance lacked. And people actually independently of each other, and around the world, across time use this phrase, intellectual orphan, which I had never heard before these people started talking about his experience. And of course, especially during the pandemic, I felt very strongly, you know, my responsibility in creating this intellectual and artistic home for people and how important that was. It's really interesting. I mean, I, like many other founders, I tried to build a completely different company first, I was very much driven in 2016 2015. By a lot of paranoia around the internet, I didn't personally espouse it, because I always had a good experience on the internet. But I thought, you know, this seems to be a problem for so many people. Let's build a kind of self protective tool that helps people navigate speech online and learn how to turn conversations into a better thing. And I was really over technologized and yet, I was over building, I was developing AI whilst working at night as a finance editor in London, and sipping a few hours and then building your day, I was doing my own proprietary research. So it was a really busy time. And like with many, like, you know, pre Product Market Fit super over productized companies, like I build something that nobody wanted to use. And I was like, Okay, I had this thought experiment in 2019 of the Apocalypse, like how would what what would what would an apocalypse mean to my company and my mission, and I imagined this world where, you know, activities gone, Wi Fi is gone. And we have to return to like, tribal existence somehow and hunt and gather. And then I was like, okay, so Google has survived the apocalypse. Google is this dude, sitting under the tree, and you can go up to this dude and be like, Hey, dude, where does Jake live? And the dude is like, third cave on the left, and you're like, Thanks, dude. And Facebook survived because Facebook is this really gossipy grandma sitting next to the fire who's like, Jake is out a lot these days. And Jake was seen with these three girls, euro and Arabic And we survived because Airbnb is your cousin who's like, people like you really like this cave by the sea. And you should go there with your friends. And I thought, okay, so how does my company survive the apocalypse, like what is the core core core idea that is completely dependent of like what fleshy over designed tool I'm trying to build. And then I was basically left with this really,



really simple thought that the way to reform the public square is not through self productive tools, it's not through over technology rising, it is just like, helping to change the participants in it. Like if we have better people in the public arena, and they are happy and safe and productive there and able to do their work and get paid for it, then we have a better public arena. And that's the way in my view to, like make the world significantly better and inspire people to innovate, to speak, their minds do have open inquiry and to feel safe and intellectually active, even if they've already graduated from whichever campus they had the cultural one isn't. And so I went back to the drawing board and basically restarted the whole thing in early 29. With these two ideas, like one idea was, okay, this has to be like no tech, I literally started entering slack, and we reached ramen profitability with an Excel sheet and an Eventbrite account. So that's possible, like I was so aggressively and team building anything before we have it clicked. We're only just now like, we had a very, very basic platform. And we're only just now building our proper, proper custom, like custom built platform. And the other consideration was that I don't have to, like, I should listen to my own intuition. I don't have to be self protective tools. That's not what people need. People need open spaces with good incentives, and good goals and good, like rewards, and then they will be amazing. And somebody was joking recently that, yeah, but people coming to inter interact, and being amazing, they're together with complete strangers, doesn't mean that people are, you know, that's all they do, because maybe they also go on Reddit and anonymously, saying whatever about each other. You know, I don't know that. But I do believe that, if you previously had 0% of your time, that you're able to spend on a platform like inter intellect, and all of it on Instagram, Twitter, you know, Reddit, or maybe even like darker forums, than if you now spend 2050 80% of your time on internal act, that will make your life like, enormously better. You know, sometimes I joke that we are actually competing with Netflix, like we're trying to poach, you know, the most curious, open minded artistically intellectually active people of binge watching TV series, and instead, like, being interactively amazing together around ideas and artworks. When endurance lags. I mean, if you just like skip one day, a week, when you're not, you know, just pushing all this mindless content into your brain. And instead, you come and talk about, I don't know, the future of science, or the future of science



funding, or the history of fashion, or how to build resilience, I think that your life is going to be materially better. And I just feel very privileged to be to be able to do that it came very, like inter intellect is the result of almost organic growth, like almost everything in my community. And on my platform, I didn't come up with myself, like I was just like following people and what they were doing and what they needed, and I built around them. Which also means that a lot of the things about our platform is still like, are still pretty chaotic. And we spend a lot of time just like streamlining and organizing things with my ops team. But it also means that we basically have no redundant elements in internet, like everything that's redundant gets, like filtered out immediately. And we have a super short feedback loop about stuff that works. So so I'm very happy about that. And I think I had to have that bad experience with my first idea. completely unsuccessful. But even though it was unsuccessful, I was thinking, like, oh, Intertek is just a side project of mine, you know, it's just a little community. And I was like, you know, I was doing myself like, I started this thing, like, three minutes ago. And already, we have like, living room gatherings in Atlanta, Mumbai, and a bunch of other places around the world where I've never been, like, maybe this is what people want them on my app. But it took me a while because I was so intent on building an app. It was, you know, that time when everybody wants to build an app. So that's how I ended up here. From a personal perspective, it makes a lot of sense. You know, I come from screenwriting and managing rock bands and working on NGOs. So it's always a kind of a mixture. For me. It was always a mixture of like social causes, and audience building and working with dialogue and language. My academic background is in philosophy of the arts and and language I adored working on plays on screenplays, I loved and felt very privileged working on NGO stuff, I co founded like hungries biggest female empowerment platform, for instance, and I have other stuff like that on my CV. And, and I love, love, love working in rock music or like alternative music. I mean, when you work in music, you learn everything about audience and community building, because it's physical, like people are actually there physically around the stage and festivals and tours. But I found the limitations of of those things. I also found the limitations of trying to just be a writer or just be an academic. And it was very important to me to kind of like synergize, and find a way where I



felt, okay, maybe this is like a super small turf. But this is mine. And this is where I'm at my best. And I can be very proactive and very free in building. But it was a long process. I mean, I'm 38 now. So I only really started, you know, working on the very, very first, first first first first incarnation of inter intellect when I was 3233, somewhere between the two. So I'm definitely a late bloomer, and I wasted a lot of time on nonsense in my life. So kids, if you're hearing this be faster than I was, okay, I also had to, like, emigrate twice in the past nine years. So I was busy with other like human catastrophes, but But still, I think I feel that I could have been faster.

Jake 16:43

Yeah, it's interesting, I, I would encourage you to maybe like, you know, you can reflect on that, I think one of two ways, right? Like, you could say, you know, I've wasted all this time getting to where I am now. And I'm really happy with where I am now. Or you could say like, you know, because I, you know, personally, I went through some times that sort of, I wish, to some degree that didn't happen and felt like a waste of time, or they weren't pleasant and whatnot. But I don't know if I'd be where I am without those. And I think the same could be true for you. Like, for example, if you didn't try to, you know, start where you started with trying to protect people online and use all this AI and over product, eyes and everything like that, you know, you might not have arrived at inner intellect. And, you know, to that point, I guess, I'm curious, like, you know, there's Twitter, and there's Instagram and Reddit and all these things, you name tick tock, I guess is the big one now. And it's like, I imagine you were trying to solve this problem of like, how do we make things more civil, and like people more reasonable and my conversations better, and something that's just more attractive space for the type of people that are collecting around inner intellect today. And it's like, just a super hard problem, you know, no one's really solved it. And it's just, I don't know if it can be solved. And so part of your realization, I feel like was like, you know, you boil things down to the root of like, what am I trying to do? And you realize, like, rather than sort of dealing with this big broken thing, let me try to create, like, the purest version, and like, go, you know, no tech first and just try to find all of these people and bring them all together and have these



great conversations. And I think at the top, you mentioned, like, you've had, I think, a couple 1000 of these now, and like none of them have really gone poorly, I guess. And most of them have probably been, you know, somewhere between like, Good, great, and totally awesome. And I'm curious, like, do you, do you think you'll revisit that objective of like taking the existing forums and trying to improve them, or anything like that? Or are you just going to continue on, sort of, with this new model of, you know, let's start with the people, let's be low tech, let's try to sort of create some sort of hybrid between online so that everyone in the world can discover this stuff and participate, and then offline, so that everyone can sort of build bonds in person. And, you know, see how far we can get with this with this new thing and not worry about, you know, this is where millions and millions people are, but start with like, you know, we've got 10s, and hundreds and 1000s of people here. And it's a great group. And we've got, we sort of figured out this recipe for like better conversation and, you know, a good competitor to Netflix for people who want like a better way to spend an hour or two on a weekday or whatever it might be. And I'd see like what we can build from that. And I'm curious, like, you know, the first couple years of of doing this, what have you seen, like, sort of evolve out of that second approach?

Anna Gát 19:43

Yeah, I mean, I think there's these are two different questions. One of the questions is about online versus offline. So we currently offer mainly online events. But for our members, we have a lot of offline gatherings around the world where we have the Don't want to host them. The reason why the offline gatherings are members only is that just for basic, like accountability and safety reasons, often these are in private homes. So, you know, the minimum vetting that we can do is, you know, ensuring that the people that, you know, send into your house, through our platform, our members being members, and we have, you know, some knowledge of them. The online events are fully public, most of them, we do have some members only, and some whose training and who's facing events. But the vast majority of them are public. And this is very important. For me, having the safety of the room of intentional, full attention participants is really important. So like Mr. Chi, are a great friend of mine investor in the, in my community,



and in my company, CEO of Twitch, you know, made this very important distinction that Twitch is a partial attention, entertainment form and inter interact is a full attention entertainment form. And so you will be with a bunch of strangers, but they will all be under their own names, and their own video, like you will see them on video. And they are there because they want to be there, they paid for it, they arrive on time. And so, you know, what, when while, like, once you are in the room, you know, it's a very free flowing and very intimate and very, you know, interact intellectually, religiously politically diverse conversation, but there is this, like, it's a little bit harder to make it into an entrance Exelon than it is to jump into a clubhouse room or Twitter spaces, like you can't accidentally find yourself in an endurance zone, you have to want it. And if you want it, you choose to do that, you know, you choose to spend your time that slot in your calendar, you pay or you use your member code for going to this particular event. I think that level of buying and intention, it is really, really important. And so I think that's one of the reasons why our online events are working as they are. I do think that there are other places on the internet where there are good conversations, but to find them is rare, random and risky. Because you have to go through a lot of noise to find what's good. And what I want to build is a place in your intellect.com, where any conversation you click on, you know, you've never heard of this host you have no idea. But topic, you've never met anybody in the room and you will have a good experience, like you said like the great is also rare. It's purrito. Like we have majestic experiences. Sometimes. That's not always the case. But it's always good. And to me that's like, unbelievable, and I'm so happy and proud to have been able to do this. Yeah, I

Jake 22:57

mean, that's much better than the comment section on it on a randomly selected tweet.

Anna Gát 23:02

Yeah. And actually like the other side of your question, which is like, do we want to reform the existing tools? Or do we want to build a separate tool? To me, like I would take that question even further, and then you can look at, you know, like Balaji, does Balaji want to reform the existing countries? Sure. Does he think that he we should



make new countries? Hell yeah. You know, Internet is a little bit like, do we will we waste time trying to reform for instance, existing political, like silos? Or do we think that we can build a new discussion space, and then maybe 20 years from now, the futures, you know, new political parties, or movements will be built in these, basically almost like online campuses? And I think, you know, knowing our members and how, you know, this affected, they seem to be with a lot of the existing tools and existing political options. I think that that is not an impossible idea. I think it's, it's likely, I mean, we've inter interact we've seen in two and a half years of existence, we have people getting married in the community, like for reals. We have people moving to each other across continents, and very, very commonly across countries. We have people who quit their jobs, we have people who found a new career, we have people who went back to school, we have people who are starting to write their books or their books together. So we see that this the type of comfort and excitement combination that we offer, has a profound impact on people. And because we do it in a way that is for the audience and community is really affordable. But for the people who use us as a creator platform, it's really lucrative. I think that element like how heightens the sense of agency that people get by just being with us. Because at the end of the day, we want to give economic and intellectual and artistic freedom to people.

Jake 25:11

Yeah, it's an interesting balance to strike I imagine because like, like you said earlier, you know, it's to have just anyone, you know, contribute. But basically, you, if you had everything free, the only people who would like, you know, host these salons and events in the life would be people who can sort of afford to work for free, but a lot of people around the world that you want part of the community that can't afford to work for free, and then need to make some money. And yeah, you've somehow, you know, that can be preventative to the same types of people who want to participate and don't want to host if it costs, you know, too much, if sort of the barrier to entry is, is too expensive. But somehow you guys have sort of met this, this happy medium where the host can get paid. And yet, no one is really barred from participating, at least to some degree. So that must have been sort of a challenging balance, but one that it sounds like you guys



have achieved, and I thought it was really interesting as well, like you mentioned, you know, it's not like clubhouse or Twitter spaces, where you just can sort of stumble into this sort of thing, you have to, you know, sign up, and many cases, you know, pay a small amount of money and, in other cases show up to a specific place in person, which may be like, nowhere near where you're from, or whatever. So you really have to, like, take a lot of effort, and in some cases, pay some money to get involved in these sorts of conversations. And just doing that, like I think, you know, I'd read something at some point how like, pledging a fraternity or sorority, like, part of the reason you value it so much is because it's sort of hard to get into, and you have to, like, sacrifice a lot through through the pledging to, like, become a member of this thing. And in the world that we have today where like, everything is like so frictionless, and you can just pop into any discord, or any Twitter conversation or whatever, just putting a little bit of friction upfront, probably makes people, you know, value the conversation and the event more than they otherwise might. And, you know, it's one thing to like, get a genuinely valuable conversation going. But then separately to that having everyone who's there just sort of, like appreciate it for what it is and value it a little bit more because of what they had to do to get there, I think, is probably helping. But outside of that, you know, it's it's crazy, like you talked about people, you guys only been around for like two and a half years, at least in like sort of the current or quasi current form. And yet people have gotten married, which is just wild. People are writing books together and working together and traveling across the world to see each other. I know you were just like an India, I think, meeting with some folks from from the community.

Anna Gát 27:46

I did three, three gatherings and four days. Yeah.

Jake 27:50

So I definitely want to hear more about India. But before we get there, like if you have to sort of simplify things to the essence, and maybe we've already covered it to some degree, but any additional thoughts you have on like, what's the secret sauce of this, you know, stellar community building where people are literally like getting married and writing books together. It's just, you know, there's tons



of people trying to create communities out there and starting on the internet and attracting like minded people and the like. But very, very, very few of those I think are resulting in marriages and colleagues and, you know, best friends and things like that. So what do you think is sort of the secret sauce that's helping contribute to what you guys have done so far?

Anna Gát 28:30

I wish I knew exactly right, I don't, I love things I also learned as they are developing, a lot of good things in our community happen because we don't force them to happen. We just like create this space where it's good to be and then things happen. Normally. I really like soft governance. So like we do almost no moderation and don't even need to on our Discord is very virtual. For our events, we have the five rules of gathering and the four rules of hosting, which have been our kind of scaffolds for our events, and they are the only things that are true about every single event, whether that's a performance of talk song, you know, reading group of workshop, and I really deeply believe in the in these nine, nine rules, I can tell you later if there's interest as for the community, I mean, in 2020 Every almost everybody that I was in touch with in the industry pressured me like crazy to build a community business to make it you know, every like I wouldn't, I would have had to like charge for subscriptions, and an only subscribers could have gone to events. And I was like, first of all, I don't think that communities, our businesses, and I don't think that they should be every year like I've been. I've been around long enough to know that every year people always pressure you to do something like Last year it was down, I don't know what it's going to be this year, like, there's always like something and I'm like, Just leave me alone. Like, lets me, let me just like work with my users and like, build for them, it's fine. I don't know, maybe I'm sure I'm missing out on things as well. Um, but like, everyone's like, you have to build a community, community community like, okay. And I always saw our community as an important component of endurance like, but it's not the component, like we are community empowered or encircled business. But we are a curated events marketplace, like people who are in the community are there for a reason they are there, because they met at the events, they are there because they want to host events, or they want to talk about events, or they want to, I don't know, what



other thing they want to talk about, they're happy, like they can. And, you know, our community members don't feel that, oh, now my main job is to be a community member. I think that's, that's exhausting. Um, so I just like, I'm just running this business around the events and working on hosts, and I have a creative production team, and it's amazing. And then we just trust that if the right tools are there, and the right vibe is there, then the community will just like, form and live naturally. And your job as a community leader is to just let them be like, they're adults, they know what they want to talk about, they know who they want to talk to. And, of course, there are, you know, moderation and court rules and code of conduct. And, you know, sometimes, you know, I have to step in, but it's very, very rare. I think people respond very positively. For as long as the other incentives are right, then people respond very positively to trust and, and just like stepping back and letting letting them live. So that's kind of been my, my bet. I understand that this is a scale question as well. And I know that if we you know, like, at the moment when we have like 10 times as many people as we have now, we will have very, very different problems, and probably there will be like a vibe shift. But for now, I allow my community to define itself. move in and out. start their own subcultures have introverted extroverted periods, online offline periods, and, and just like work for them and around them.

Jake 32:27

So you talked about being like more events, centric than community centric. And salon itself is like a word that I don't really hear very often, like, there's not you know, you hear community with just about every company these days, and all these, like you mentioned, and like yeah, I can tell you guys don't have all the while you do have a discord, but you don't have like, you know, your own NFT collection and whatnot. So you've resisted some of the popular things that I guess people have probably recommended to you over the last couple of years, which is probably a good thing. You guys are not just, you know, following what's what's going on, but sort of driving from a very principle of place, it seems like But why were salons, like in particular important as like an event format? And like, what exactly is that? What's like the history? How did that become like the thing



that you wanted to start with and focus on in terms of like event format?

Anna Gát 33:22

Yeah, so salon itself, the word means a small room. So Sal in French is a whole bigger room. And salon is like a diminutive of it. And salons used to be like little adjacent rooms to like living rooms in affluent European homes, where usually the women would hold gatherings or where people would, you know, read literature together or play music together or have really high level conversations about things together. There is an idea about how these spaces had to be built by women, because women were outsiders, economically, politically religious. And there's something like, you know, I'm the triple immigrant that nobody can really place and there's a reason why I am the person running this company, you have to be a little bit neutral, a little bit on the outside, to be able to ask some of the questions that we need to ask. And so these were the women in the Holy Roman Empire and then the absolute is French court holding these conversations and they became very, very popular, you know, the great enlightenment scientists, thinkers and globalists, politicians poets, you know, tired by, you know, very like heavy really male shoptalk in the court or, you know, in the parliament. Loved to be in this multidisciplinary laid back chill place where they could talk about their favorite composer or the funniest pamphlet they read last week. And so they became very popular and actually started not just gathering, intellectuals and artists, but also to build them. So, you know, if you were young want to be in like, Weimar and greatest time in Germany, then if you want it to get a start Head Start, you would have to get yourself into one of these salons because then you would be like sitting next to a really drunk Gupta and you could show him your plans, you know, like that was much easier than actually going through that. It was a informal place to like, learn from the best and meet the best. Um, and then, you know, in like, early 20th century, France, for instance, or London or New York, the salons became, you know, the something similar like the gatherings and cafes where people like the the French existentialist would come together or the expressionists, the weirdos. We're the weirdos wouldn't be the normies. And they are kind of informal, bottom up intellectual arenas that are transient and mobile and, and constantly mutating, always,



like come to existence in the moment. And so I, when I first started, I was thinking of like doing talks and panels and stuff like that. But I, I always feel when I'm on a panel, that I'm the least interesting person in the room, like, Why the hell am I talking? This makes no sense. And so I was like, Okay, what is the format, where are we going to actually, like, hear from everybody. And not just like, at the end during a rush q&a when people are like shaking and queuing up to mic, but where we just like everybody's chill, and everybody gets to talk at the same amount of time. Um, and which is actually one of the five rules of gathering likes, equals speaking time. It's not obligatory, like, if you don't want to talk, you don't have to, but like, everybody's given the chance to, like, get the same space and time for themselves as everybody else. And the salon came very, very naturally. And so I just started hosting these. And then other people also wanted to host them and started basically like spreading. And I think, because of because it's a combination of really familiar and chill environment where you relax, and you really can connect with people. And you really can come up with original ideas, but also very exciting. Because it's live. It's always unique, like, who comes together who shares what is always unpredictable, always like you have to be there. It's once in a lifetime. I think this combination of familiarity and excitement is like the I like there's a reason why this is a many hundreds of years old tradition. There's something around this and you could argue that in Plato's Symposium, the symposium basically was a salon, like these great dudes came together to talk about like philosophy and love and sex and wine, whilst seemingly just like hanging out. And, you know, drinking wine and eating grape and goat, I don't know what the Greeks were eating. So you have this seemingly frivolous, informal, sometimes drunk, in some ways, decadent, edgy, contrarian space. And finally, these produce some of the most important philosophical works, for instance, like all of the soccer, Socrates dialogues are just like informal conversations. And I really love that. I mean, it's not a rule, because you know, the totality. Unacademy also produced really important works of philosophy, but the fact that these are competitors, stuff coming out of academia and stuff coming out of like, a drunk salon 3am conversation, you know, the fact that these things are equal in their output to me is very telling. And I'm definitely doing that. I'm doing the informal, drunk, egalitarian, fun



version of it. And we, you know, we see all the good things that are coming out of it.

Jake 39:03

Yeah, no, I think it's really cool. And like, it's a lot of people, I think, especially you started this, I guess, just before the world changed with COVID. And everything, and especially now for last couple years, I think a lot of people just like, crave something in person and personal and low key and chill and like, unstructured. But they also, you know, don't want to just talk about like, whatever, you know, small talk there is they want to talk about, like, interesting things that I think it sounds like, the salons are sort of more oriented towards and there's a host and there's just enough structure there to you know, that people can sort of know what to expect to some degree and it attracts the right kinds of people who are all sort of aligned on what this is all about. But at the same time, it's not like overly structured or just you know, it's like hits that right balance. It sounds like that. Certainly people today I've really seem to enjoy them. But I know you know, they're One thing to get to where you are now where like you have this amazing global group of people that are all meeting at these events, and, you know, everything we've talked about already, but I understand you guys are also working on a new a new business model now to, you know, maybe continue to scale this and, you know, popularize it and hopefully, you know, popularized can be good or bad, I guess, but hopefully maintain what's what's special about it in the early days, while getting it out there a little bit more, can you talk about what that new business model is going to look like?

Anna Gát 40:30

Apologies, but I actually can't. And the reason for this is as you so there is a town hall listed where I talked to the community about this first, to hear their opinions. And so this is kind of a rule that when there's a major change, our community hears about it first.

Jake 40:47

Okay, no worries, we'll people can look forward to hearing about that. And that's a good



Anna Gát 40:52

join the community come to the come to the event, it's on the second of September, and then you will be amongst the first people to hear about it. And after that, I can talk about it on podcasts.

Jake 41:01

No, that's great. You know, now you have a reason to join, if you didn't already. So go and hear what the new business model is all about. So I guess I know, I know, we're coming up on time a little bit, it's gone by really quick. I know, we spent a bit of time talking before we pressed record. But I guess one interesting thing to close out with would be like, what's the difference? You know, you were just in India. And you mentioned how, like, historically, there's a lot in common between salons, but might have been a little bit different in like France than it was in New York. And certainly not just across geography. But across time. And like Plato and Socrates time, obviously, it was a very different thing. What have you seen, like you guys probably have, you know, there's these rules that you mentioned that, unfortunately, I don't think we have time to get into, but there's some consistency there. But I imagine there's a lot that

Anna Gát 41:52

can add the links, we can add the links, maybe in the description, I will, I will add the links for the five rules of gathering and four rules of hosting. So people can if they're interested, they can read up on it.

Jake 42:01

Yeah, well, we'll do that. But I'm curious, like, you know, outside of this, like minimal structure, what have been some of like, the surprising things or the enjoyable things that you've seen different in like how an event is hosted in one place by one person, and then across the world by someone very different? And maybe you could talk about, like what you saw in India, just because that's fresh in mind?

Anna Gát 42:21

Oh, that's such a lovely question. Um, so in here. So Bangalore and Mumbai are very, very important. hubs for inter intact, they come to a lot of offline. Sorry, they come to a lot of online events, and even



host. And this was the first time when I did an offline event myself. But there have been multiple, even before I went, I mean, to me, these offline gatherings are just, I mean, it's members who's coming together, you know, people who maybe came to one Salon at some point, and then just fell in love and joined the community started hosting events themselves, it's was very, very warm. Sometimes we joke that the only thing that inter interact members have in common with each other is that they are all interns like, members. You try to like we sometimes try to pull people and like to be five people, it's really hard. Because, you know, we beckoned people who are a little bit different and lipid outsiders. And so that comes with a high level of individuality in the sense of like, innovation in online events. I mean, that's, that's absolutely. And so one thing that I noticed on myself is like these days, 90% of my events that I host come out of other songs. So I'm sitting in a sitting in a conversation, and then at the end, I feel that, oh, this topic would deserve its own session, because there's definitely like three hours to talk about it in it, don't worry about it. And then I be sitting there just like, when I close the zoom, I just go in the stent. Um, so that's like, topic curation wise, how much it's like, you're weaving this endless, you know, thread. It's beautiful. In terms of like other people's innovations, like I mean, I always said that what I came up with this choreography of a standard entrance, Exelon is just like the standard and everybody provided that they respect the code of conduct and the rules of gathering and the rules of hosting are welcome to do anything they want. So some people do improv. Some people do talent shows, some people do learn Old English, some people read an out and plan for three hours or fill a block and I think just the general variety and creativity of people just so that's something that every day I am just wowed and and humbled by that you know when it also makes me like You know, when people come to me, and they're like, Oh, can I use slides during my salon? It's so beautiful to be able to say like, Yeah, we actually have like 20 hosts who regularly use slides in their salons. I don't, but they can and people love it. And to see that, that variety of human creativity of, of atmosphere, buildings, space creation, to me, that's, I mean, I always wanted to be just one of the hosts. And that's, that's what's happening. Now, I have a beautiful life where I get to be often the dumbest person in the room, and just



one of the creators of my creator platform. And to me, that's, that's the biggest privilege.

Jake 45:43

Awesome. Well, I know we're coming up on time actually just hit the hour. And I want to be respectful of yours. But I appreciate you so much, Anna, for coming on and sharing this with me. And I definitely need to check out a salon myself for

Anna Gát 45:57

this was so much fun, I loved your questions and your insights. This is really, really good.

Jake 46:01

Thank you. For those who also want to get involved, where should we point people to, you know, go check out an event or follow you and you know, going on,

Anna Gát 46:11

find us on the internet at w w dot inter intellect.com Come find me on Twitter I'm at at the ANA GATT. And you can also email us like if you have a question or a query or an idea you want to share. It's Hello at Inter interact.com. I am also seeing these emails. So you're very, very welcome to write. If you want to be like oh, I don't need any more information, I just want to join the community, then you can just go in transact.com/join and just click on the button there or like choose the plan that you want yearly, quarterly, you know, monthly and just come. We'd love to have you.

Jake 46:53

Awesome. Sounds easy enough. Well, thank you again, and I really appreciate it and enjoy the conversation and I gotta get a little bit more involved. But keep keep doing what you're doing. It's awesome to see and looking forward to seeing how it develops. And when you when you do announce the new business model. I'll be looking forward to it. Thank you so much.