From: Shivon Zilis [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=3F83961C857743A3992C581B2BD7AC43-SHIVON ZILI]
Sent: 11/27/2017 3:02:23 PM
To: Sarah O'Brien [sobrien@tesla.com]
Subject: Re: Tesla AI Event (First Draft of FAQs)

United States District Court
Northern District of California
Case No. 4:24-CV-04722-YGR
Case Title Musk et al. v. Altman et al.
Exhibit No. DX-0724
Date Entered
Mark Busby, Clerk
By:_____, Deputy Clerk
Δ DEFENDANT Δ

Happy to if you think helpful! Neuralink in morning then DC rest of day

On Nov 27, 2017, at 2:45 PM, Sarah O'Brien <sobrien@tesla.com> wrote:

Perfect. Keely and I are also meeting with Andrej tomorrow to talk about comms/tweets/blog posts etc. Wanna join? Or I'll fill you in afterwards.

On Nov 27, 2017, at 2:39 PM, Shivon Zilis <shivon@tesla.com> wrote:

Thanks for the feedback Sarah! I'm adding Andrej and Aimee here to keep them in the loop on the back and forth on content here!

From: Sarah O'Brien <sobrien@tesla.com>
Date: Monday, November 27, 2017 at 2:29 PM
To: Shivon Zilis <shivon@tesla.com>
Cc: Sam Teller <steller@tesla.com>, Keely Sulprizio <ksulprizio@tesla.com>, Jenna Lutwin <JLutwin@tesla.com>
Subject: Re: Tesla AI Event (First Draft of FAQs)

This is really helpful Shivon. Some thoughts/suggestions in red below.

Looks like we have a meeting with Elon tomorrow afternoon on this. Jenna - it would be great to have venue recommendations before then if possible.

Thanks

Sarah

On Nov 27, 2017, at 1:01 AM, Shivon Zilis <shivon@tesla.com> wrote:

Hi all,

Per our call, here is a first stab at an FAQ for thinking through the Tesla AI event. Please let me know how I can refine it to make it more helpful to you. As you can see, there are still a handful of unanswered questions that we will need to get guidance on.

THE EVENT

What is this event?

The purpose of this event is to share that Tesla is building a world leading artificial intelligence lab(?) which will rival the likes of Google / DeepMind and Facebook AI Research. The attendees of this event will be AI researchers and engineers

who are attending the annual NIPS conference. Attendance is by invitation only though, in addition to those we invite, attendees of the conference will be able to apply to attend. It will feature a fireside chat with Elon, Jim Keller, and Andrej Karpathy, followed by casual drinks and mingling.

Why share this message?

Tesla is currently known for work in AI, but its AI street cred is entirely within the realms of applied AI for autonomous vehicles. Elon's name is also associated with artificial intelligence more broadly, but that is primarily through OpenAI (one major issue for Tesla is when people think of Elon and AI, they think of OpenAI). Those who want to work on large scale AI research don't currently think of Tesla, and Elon wants to change that by announcing his intention to create a world class AI lab.

What would be a successful outcome of this event?

Convincing the top AI researchers and engineers that generally apply to Google Brain, Facebook AI Research (FAIR), and DeepMind that they should apply to Tesla as well -- and hopefully ultimately choose it over the others! Also, for those that are already working at these places, convincing them that Tesla is a better home for them.

TESLA AI

What is Tesla AI?

Tesla AI's goal is to bring about the best possible AI future. <<Need to figure out how much to disclose here... some of the strategy had yet to be defined and some of it may be deeply proprietary. The challenge here will be figuring out a message that's appealing to the group that's sharable.>>

This is the question that we'll need a really solid answer to, otherwise this will feel like a hollow moment.

Why do this?

Unless something changes significantly in the world, we will usher in an era of artificial superintelligence. Furthermore, it will likely happen during our lifetimes. While we cannot know with certainty what will contribute to the safest AI future, we believe the following are directionally correct:

a. Ensuring a healthy balance of powers
- Currently, power is consolidated fairly exclusively within Google / DeepMind. It seems unlikely that the best future will come about with one horse being in control of the entire race. If one entity has a massive lead on creating superintelligence, it will be difficult to have checks and balances on how it evolves and affects the world.

b. Linking humanity's will with artificial intelligence
- It's not just about creating artificial superintelligence before everyone else, it's also about ensuring the best possible type of superintelligence is created. The more we can build safeguards, instill our ethics, and keep the algorithms aligned with our goals, the more we maximize the probability of a good outcome for humanity.

a. Frontloading regulation
- Since this will likely be the most powerful technology humanity has ever created, it stands to reason it should be closely monitored and regulated. Tesla has a history of working closely with regulators on products and could potentially lead the way for showing governments how to think about regulating AI effectively. The biggest risk here is regulation will happen too late, so the more Tesla AI can accelerate this, the better.

Why Tesla?

Tesla is a natural home for building a world leading AI lab because:

a. Sustainability

a. Tesla's mission has always been focus around the idea of sustainability. It has focused on using technology to accelerate the advent of sustainable energy, a process which has led it to gaining expertise in computer vision (autopilot), neural network based hardware (autopilot), and robotic automation (manufacturing). It will double down on those capabilities to work towards ensuring the most sustainable AI future as well.

b. Hardware + software combination

a. <<How much to disclose here?>>

Who?

Jim Keller, Andrej Karpathy, Elon Musk, Sam Altman?? <<TBD on descriptions… need to figure this out>>

GRUMPY FAQS

If Elon is so scared of AGI, why is he rushing to build it?

Elon does speak a lot about the dangers of artificial intelligence, once even referring to it as "summoning the demon" so messaging here needs to be done carefully. The true answer is we cannot guarantee a good AI future, but that it seems correct to have many parties building it with as much transparency and regulation as possible. The most used analogy here is nuclear weapons… would you rather have one nation having nuclear capabilities, or many? Most people would answer many, so there is a balance of powers and they keep each other in check.

Why would someone want to work at Tesla AI over Google Brain, DeepMind, and Facebook?

<<TBD depending on what we are willing to disclose>> Possible answers include HW <-> SW advantage, the fact that Tesla's goal has always been putting humanity's best interests first, that this is the best place for anyone wanting to work on a truly large scale AI problem (vs. individual research, which is a better fit at OpenAI) [this is a good point I think], and for those that want the flexibility to work on applied AI I like autopilot and robotic automation in addition to large scale general AI research.

How many people? Who will lead the effort? Is this separate from or linked with autopilot?

<<All TBD>>

Will this deliver value to the rest of Tesla? How will it produce shareholder value?

<<Not sure how you'd want to address this?>> In the investor letter it's disclosed as: "The Tesla AI team, which is fundamental to achieving full autonomy, strengthened dramatically this year, with a number of the world's best AI engineers and researchers joining our company. We plan to continue building Tesla AI until it is one of the best teams in the world, not just in automotive, where Tesla is already the leader, but across all industries. This applies to both software and hardware."

LOGISTICAL CONSIDERATIONS

Moderator Ideas (there are no bad ideas in brainstorming…….)

- No moderator? (Just the three of them talking about the future?)
- Sam Altman? (to show non-adversarial nature of the OpenAI / TeslaAI relationship? – could be a forcing function for Sam to commit to Tesla AI as well) I think a moderator would be good. Part of what we/Tesla/Elon need to do is bring excitement to the conversation. I think it's easier to do that with the right moderator.
- An author? (Kevin Kelly? John Markoff? Erik Brynjolfsson?)

Journalists (if we choose to invite any…)

This part depends on your relationships with these outlets and how smart the journalists are. NYT would be good as we're working to build our overall relationship and it feels like they are too. I like this story Cade published.

- Cade Metz
- Tom Simonite
- <<Or others that are already trusted?>>

Invitations

- Starter list to be collected from Andrej Karpathy (invite list with ability to bring a researcher who is a friend)
- Some sort of application page? E mentioned he may tweet about it a few days in advance.