

# A Strategy for Anapoly AI Labs

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## Preamble

I have put much of the background information about Anapoly AI Labs into a ChatGPT Project. The files include a deep dive discussion – an audio file - about our initiative (this was produced by NotebookLM) and a paper (also produced by NotebookLM) outlining key insights highlighted in the discussion.

In that context, I told ChatGPT “You are my thinking partner” and asked it to “Examine the project files, including insights from the deep dive. I want you to help me write a strategy for Anapoly AI Labs.” ChatGPT responded with the strategy shown below, without further prompting. It is a good working draft that the Anapoly team will develop further, probably in joint collaboration with ChatGPT. I have not edited ChatGPT’s response.

Alec Fearon, 18 June 2025

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## The strategy

We’re now in a strong position to write a strategy for **Anapoly AI Labs**. The groundwork has been well laid in your concept papers, lab notes, technology choices, and correspondence. What follows is a structured draft strategy for critique and refinement. I’ve organised it into standard strategy headings, but tailored each to match your venture’s exploratory, small-scale ethos.

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### Strategy for Anapoly AI Labs

#### 1. Purpose

To model and investigate how non-technical professionals can use general-purpose AI tools in real-world settings. The labs are hands-on testbeds, not courses or showcases. Their aim is to surface what actually works—where AI adds value, where it doesn’t, and how to use it well in practice.

#### 2. Positioning

Anapoly AI Labs positions itself as a **trusted space for exploratory learning**, not a source of expertise. It serves those who suspect AI could help them work smarter but don’t want hype, jargon, or high-stakes commitment. We’re not teaching AI—we’re finding out, with others, what it’s good for.

Our stance:

*We don’t claim to be AI experts. We’re practitioners exploring AI where it matters: in the real problems faced by professionals like us. We test, document, and improve—publicly. That’s our value.*

### 3. Operating Model

- **Lab as a unit of exploration:** Each lab simulates a plausible working environment (e.g. one-person consultancy, independent author). The lab includes realistic documents, tasks, and goals.
- **Two modes of use:**
  - *Private:* internal workspace for team development and testing.
  - *Public:* selected findings published as “field notes” on a clean, understated website.
- **Hybrid format:** Most activity happens online using ChatGPT Team, OneDrive, and NotebookLM. In-person sessions offer social learning and outreach.

### 4. Core Activities

- **Model AI use in realistic tasks:** writing proposals, analysing correspondence, drafting personal stories, creating timelines, etc.
- **Publish process and findings:** via WordPress. Each post is tagged to a lab setup and can be found through a diary-style interface or dashboard.
- **Host exploratory sessions:** with small groups, using real material and real prompts. No lectures. No sales pitch.
- **Refine use-cases over time:** through iterative testing and honest reflection.

### 5. Target Audiences

Start with two overlapping audiences:

- **Curious professionals and retirees** in Plymouth, especially those interested in:
  - Writing family histories.
  - Running small consultancies.
  - Community organising or campaigning.
- Later expand to:
  - SME owners.
  - Academic straddlers.
  - Career rebooters.

The audience grows *sideways*, from peer to peer. Trust and relevance matter more than reach.

### 6. Distinctive Features

- **Not a course, not a product:** Labs are practical, transparent testbeds.
- **Credibility through honesty:** Failures are logged. Prompts are shared. Outputs are critiqued.

- **Lean tech stack:** Uses mainstream tools to keep barriers low and methods reproducible.
- **Modular structure:** New labs can be added, retired, or repeated.

## 7. Success Criteria

- *Credibility:* Are we seen as a useful local reference point for grounded AI use?
  - *Engagement:* Do people return, recommend, or ask to join?
  - *Insight:* Are the prompts, critiques, and lab setups producing insights others can use?
  - *Sustainability:* Is there enough interest and value to justify modest fees or further investment?
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