

HUMANS OF GLOBE

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ILANTUS SERVICES

Fortifying Cybersecurity and
Redefining Conventions

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UNITASKR

Empowering Focus and
Outsourcing the Rest

Damilola Eniolorunda Ogunniyi

Founder @ Cybadot Technologies

**Influential
Business Leaders
to watch out in
2024**



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Influential Business Leaders To Watch Out In 2024

Welcome to the latest edition from Humans of Globe, “Influential Business Leader To Watch Out In 2024”. In this edition, we highlight some of the most promising companies, leadership, and insightful information that are poised to make a major impact in 2024.

Featured on the cover story is Cybadot. Led by pioneering founder Damilola Ogunniyi, this Nigerian startup has disrupted sectors from healthcare to agriculture with ethical, complex solutions. This bold spirit propels Cybadot on a future-defining course to positively shape the landscape of global AI.

Next up is Unitaskr, a project management platform that is transforming workflows for organizations large and small. Led by founders Joseph Black and Oliver Jacobs, UniTaskr empowers businesses and individuals to simplify workloads and focus on what matters!

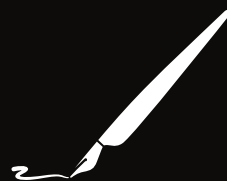
Ilantus pioneered identity-centric security before it became mainstream. Realizing perimeter defenses were no longer enough, Ilantus focused on securing systems based on user identities. Explore more about how Ilantus is breaking IAM and security conventions!

We take an in-depth look at how emerging technologies like Generative AI, Genomics, Space Tech, etc. would drive ROI in 2024. The insights and real-world examples will make a compelling case for businesses to embrace digital transformation!

There are many promising innovations on the horizon for 2024 that business leaders should have on their radars. In HoG's edition, "Influential Business Leader To Watch Out In 2024", we highlight the game-changing companies shaping the future.

Keep an eye on our upcoming editions and stay amazed at what 2024 has in store for us!

Happy Reading!



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How Cybadot Technologies is
Revolutionizing Industries Through
Cutting-Edge Innovation

**“EMPLOYEES WANT TO
FEEL INSPIRED BY THEIR
LEADERS...
HIRE INDIVIDUALS WHO
WILL LEAD BY EXAMPLE.”**

— Jody Kohner, VP of Employee
Marketing & Engagement,
Salesforce



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Cover

The AI Trailblazers

How Cybadot Technologies is Revolutionizing Industries Through Cutting-Edge Innovation



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Having presence across continents immerses us in diverse markets





The AI Trailblazers

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The Genesis of a Vision

The year - 2018. The place - Lagos, Nigeria. Damilola Eniolorunda Ogunniyi gazed at the bustling metropolis around him, while the ambitions of youth and the unmet needs of businesses were swirling in his mind. In his college days, consulting small enterprises had revealed glimpses into Nigeria's vast potential.

If harnessed right, technology could transform this landscape into something. AI, in particular, intrigued the young Ogunniyi as a frontier holding immense disruptive power. But an individual effort could only go so far.

The time had come to ignite something bigger - a company dedicated to driving innovation through AI.

It all started with a spark of inspiration in the vibrant city of Lagos, Nigeria. As a young Damilola Eniolorunda Ogunniyi immersed himself in the dynamic landscape of enterprise in Lagos during his college years, he witnessed the vast potential that technology held for transformational impact. This exposure sparked Ogunniyi's fascination with artificial intelligence specifically and its immense capacity to disrupt traditional boundaries. Propelled by this vision for the possibilities of AI,

Ogunniyi laid the foundation of Cybadot Technologies in Lagos in 2018 as more than just a business - it was a force for innovation.

The name 'Cybadot', derived from a fusion of "cyber" and "robotics", signified Ogunniyi's avant-garde approach to artificial intelligence from the company's genesis. But he knew that as an individual effort, the impact could only go so far. Building a company dedicated to pioneering AI was the Sparks' next leap.

The early days involved meticulous planning and strategizing as Ogunniyi carefully aligned Cybadot's trajectory with his ambitious vision. Lagos was the starting point, the stage was set for ignition.

Our mission to build AI ends boundaries.

From Local Roots to Global Horizons

As Cybadot found its footing in Lagos, Ogunniyi recognized the talent and growth prospects the city harbored. But, he also saw gaps - challenges in securing datasets and funding that could limit cybersecurity innovation. The answer lies in expanding globally.

Establishing Cybadot's headquarters in Philadelphia plugged the company into a vibrant nexus of technology, talent, and capital. Partnerships flourished with universities and businesses, granting access to research and markets. Cybadot's solutions found applicability across sectors - from

revolutionizing agriculture to transforming healthcare.. "The move was strategic - it gave us the resources and ecosystem to accelerate innovation," Ogunniyi recalls. Yet Lagos remained close to Ogunniyi's heart. Cybadot retained its Nigerian roots, with an office still located in the city. This connection provided valuable perspective into developing economies and fueled a desire to make AI accessible globally.

In a bold strategic decision, Ogunniyi established Cybadot's headquarters in Philadelphia, USA.lobal scale

"Philadelphia gave us the ecosystem to accelerate technology innovation," recalls Ogunniyi.

The strategic move plugged Cybadot into a thriving nexus of technology, research, talent, and capital. Partnerships further flourished with American universities and corporations. Yet Ogunniyi ensured Cybadot retained its Nigerian roots. The Lagos office continued operations, providing valuable developing world perspectives to guide the company's mission of accessible AI.

By straddling two continents, Cybadot was positioned for exponential growth. The stage was set for this trailblazing startup to pioneer AI advancement on a global scale.



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Influential Business Leaders to watch out in 2024

Navigating Turbulence with Agility

Expanding into America unlocked immense opportunities for Cybadot. But it also brought growing pains as the young company charted new territory.

Navigating two starkly different cultural and regulatory environments proved challenging initially. Coordinating operations required structural changes to enhance collaboration between Cybadot's Nigerian and American teams.

As a startup on the global stage, Cybadot faced a steep learning curve, but founder Damilola Ogunniyi was ready.

Recognizing early on that resilience and adaptability would be vital to navigate unavoidable turbulence. By 2020, Cybadot had gained traction globally. Its proven track record and strategic location attracted a multimillion-dollar grant from the U.S. government to fund expansion.

This infusion powered new initiatives like CybaFarm, which helped Nigerian farmers maximize crop yields using AI-enabled precision agriculture techniques.

Ogunniyi still vividly remembers the fulfillment of seeing Cybadot's AI solutions generate real-time impact. It fueled his ambitious vision to make Cybadot the world's fastest-growing startup.

The Heartware Behind the Software

However, Ogunniyi knew that for long-term success, Cybadot needed to be about more than just groundbreaking technology. It required a human-centered approach.

Ogunniyi focused on cultivating a supportive, innovation-driven work culture. Employees were encouraged to take risks, make mistakes, and learn. Regular hackathons sparked unconventional solutions to complex problems. Initiatives like women-in-technology programs empowered diversity and equal opportunities to excel.

“

There were hiccups, but we evolved rapidly, Ogunniyi recalls.

A sense of social responsibility also took root. Cybadot partnered with nonprofits to spread digital literacy and equip underprivileged youth with tech skills. Ogunniyi's own experiences fueled his commitment to ensuring AI made a positive community impact.

This ethos of empowering both employees and society reinforced Cybadot's brand as a responsible, value-driven organization - and set it apart as a leader.

Solving Complex Problems through AI

While its social impact grew, Cybadot remained dedicated to its core strength - leveraging AI to solve multifaceted real-world problems across diverse industries.

In healthcare, Cybadot developed an AI platform for comprehensive diagnosis that analyzes massive datasets to detect chronic diseases with unprecedented accuracy.

This solution demonstrates the company's prowess in tackling highly complex challenges through AI.

As Ogunniyi explains, "We make the extremely complex simple. That's our superpower." Cybadot also revolutionized agriculture through AI-powered tools like CybaFarm, which enables data-driven farming to boost crop resilience amid climate change. In the energy sector, Cybadot's AI optimizes production at renewable sources using intelligent forecasting and algorithms.

Expanding into new areas like robotics and semiconductor manufacturing further showcases Cybadot's commitment to pushing AI into unconventional spaces to drive innovation.

"We follow the challenges, applying AI to address problems in a way that delivers real-world impact," Ogunniyi shares. By daring to venture into uncharted territories, Cybadot establishes itself at the frontier of problem-solving AI.



*Our people are our most valuable asset,
Their passion drives our purpose.*

For enterprises, the ROI gains from tapping into the space economy today would be securing a seat at the big boys' trillion-dollar table tomorrow. Getting proprietary technologies tested in microgravity environments offers edge cases unreplicable on Earth. Even branding/marketing upsides exist for companies powering the final business frontier.

The leaders of space tech have shown astronauts going to orbit can be humdrum, colonizing Mars and beyond via technologies and business models that work both on Earth and in space. For enterprises, partnering with them would provide the star power for success here on terra firma as well.

Pioneering the Future

As Cybadot charts its trajectory guided by its problem-solving ethos, founder Damilola Ogunniyi sets ambitious visions. Ogunniyi dreams of the day Cybadot cements itself as a worldwide AI leader, pioneering solutions that reshape industries globally. He wants to see AI applied ethically and sustainably to uplift societies across continents.

Cover Story

Influential Business Leaders to watch out in 2024



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Our team brings the creativity, empathy, and insight to ensure our AI solves real human problems,

Looking ahead, Cybadot aims to explore emerging technologies as springboards for monumental progress on humanity's greatest challenges.

"We're just getting started. There are infinitely more problems to solve," says Ogunniyi.

For now, Cybadot remains committed to its north star - empowering businesses and communities worldwide through the transformative power of AI. Guided by this higher purpose of driving change through technology, Cybadot spreads its wings into new boundaries. The journey continues, but the destination is clear - a future made brighter by the innovative spirit of Cybadot.

The Pursuit of Innovation

Innovation is woven into the fabric of Cybadot's identity. Since its foundation, the company has been guided by an unrelenting pursuit of technological advancement.

"We are constantly pushing the boundaries of what's possible with AI," says Ogunniyi.

This spirit manifests through dedicated R&D focused on developing new AI techniques. Cybadot also embraces agile methodologies, allowing for swift integration of the latest tools.

Fostering a culture of continuous learning and cross-disciplinary collaboration enhances the ability to rapidly translate ideas into impactful solutions. Partnering with research institutions provides access to emerging technologies before they hit the mainstream. And an emphasis on future-proof scalable architecture ensures the ability to incorporate innovations.

By staying nimble and investing in its innovation engine, Cybadot maintains its competitive edge. The company knows that to lead the way in AI, it must never stop pioneering.

The Human Edge

However, Ogunniyi is quick to point out that ultimately, technology only goes so far. Cybadot's secret ingredient is its people.

A diversity of backgrounds and perspectives within the team enriches the ideation process and user-centric design thinking. Employees are constantly empowered to re-imagine solutions that enhance lives.

Trust and transparency foster open communication across the organization. Vulnerability is encouraged - failures lead to breakthroughs.

This people-centric philosophy attracts top talent and lets them fly to their fullest potential. By valuing the human element, Cybadot gains an edge in developing AI with a conscience.

Eyes on the Prize

As a trendsetter, Cybadot keeps its gaze fixed firmly on the horizons ahead, never losing sight of its north star.

"We're playing the long game - our ambitions extend far beyond short-term goals," says Ogunniyi. He dreams of Cybadot cementing itself as a global AI leader - one recognized for ethics and positive impact alongside technical excellence. Ogunniyi wants to see AI applied at scale to uplift communities across the globe. And he envisions technologies like AI, robotics, and blockchain



converging to drive solutions for humanity's most pressing challenges. By remaining agile, collaborative, and responsive to societal needs, Cybadot believes its moonshot goals are within reach. The company knows that combining innovation with social conscience is the ultimate competitive edge.

With its eyes on the prize, Cybadot marches forward intrepidly.

Leadership That Leads to Success

Cybadot's journey is propelled by the visionary leadership of its founder, Damilola Eniolorunda Ogunniyi. His strategic foresight and passion for innovation established Cybadot's trailblazing ethos from the outset.

Ogunniyi's decision to launch Cybadot in Nigeria demonstrates his recognition of the country's vast talent and growth potential.

The subsequent establishment of Cybadot's U.S. headquarters exhibits Ogunniyi's global outlook and ambition.

His emphasis on adaptability, transparency, and continuous learning empowers Cybadot's workforce. Ogunniyi also ensures ethics are ingrained in solutions by design.

"Our leader's commitment to empowerment with responsibility is integral to our success," says an employee.

By balancing technology leadership with a social conscience, Ogunniyi's pioneering approach steers Cybadot toward a future-defining impact.

Cover Story

Influential Business Leaders to watch out in 2024

Milestones on the Path of Growth

Key milestones have marked Cybadot's rapid growth. In 2020, a multimillion-dollar U.S. government grant enabled expansion. The same year saw the launch of CybaFarm, delivering real-time societal impact.

Industry recognition like being named a Most Promising AI Solution Provider in 2022 affirmed Cybadot's innovations. Partnerships with research institutions also opened doors to technological advancements.

By embracing an agile culture and diverse talent, Cybadot is poised for exponential growth.

AI for Social Good

Cybadot believes AI should uplift communities. Initiatives like digital literacy programs aim to make AI education inclusive. Cybadot also partners with nonprofits to spread skills. Internally, Cybadot focuses on ethical development practices and responsible AI applications. "We want our innovations to drive progress with transparency and fairness," states Ogunniyi. This social conscience and ethical compass distinguish Cybadot as a leader committed to AI for good.



By fostering a culture of lifelong learning, we ensure our solutions don't just keep pace but set the pace

Staying Ahead of the Curve

Ogunniyi knows that in the fast-changing AI field, staying ahead requires proactive learning. Cybadot emphasizes continuous R&D, collaborations, and upskilling to align innovations with emerging landscapes.

Partnerships allow early access to new technologies before they go mainstream. Adopting agile approaches helps rapidly integrate cutting-edge advancements.

This future-ready mindset enables Cybadot to constantly push boundaries and stay at the forefront of technological innovation.

The Road Ahead

Cybadot's story is one possibility. It began with an inspired spark in the bustling streets of Lagos, a young innovator glimpsing the potential of AI. This vision ignited a trailblazing journey spanning continents and industries.

Along the way, Cybadot navigated the inevitable turbulence faced by startups with agility, learning through challenges. As it grew, the company remained grounded by its human focus. Employees were empowered to drive innovation guided by ethics and social responsibility. Cybadot evolved into a globally resonant brand by balancing technology with conscience.

At its core, Cybadot thrives on solving complex human problems through the application of AI. In healthcare, agriculture, energy, and other sectors, the company tackles intricacies with sophisticated solutions. By making the extremely complex simple, Cybadot delivers real-world impact.

As Cybadot charts its trajectory into the future, the entrepreneurial spirit of its genesis endures. The company sets audacious goals for itself, determined to secure its status as a leading ethical, innovative force in global AI.

Cybadot dreams big - of emerging technologies converging to elevate humanity, AI employed compassionately across cultures, and a future made brighter through inclusive innovation.

The road ahead will undoubtedly present new challenges as the AI landscape evolves exponentially. But Cybadot is poised to meet them guided by agility, collaboration, and responsiveness to societal needs.

At its heart, Cybadot Technologies remains tethered to its founding vision - of driving change through AI to reshape industries and uplift communities worldwide. As this new era unfolds, Cybadot is prepared to soar to unprecedented heights, powered by technology tempered with social conscience.

Wherever the journey leads, Cybadot will carry with it the sparks of possibility first ignited on the streets of Lagos.

This eternal optimism and readiness for the future make Cybadot a force to watch in the decades ahead.

This is just the dawn of its journey to push boundaries using AI as a force for good. With eyes set on the horizon, Cybadot's brightest chapters are yet to be written.





DRIVE FUTURE WITH PRECISION AND INTELLIGENCE.

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TESLA



ILANTUS SERVICES

Ilantus Saw The Future Early On. Our Identity-First Approach Is Now Critical For Enterprise Security.

The Identity Guardians - **Ilantus Fortifying Cybersecurity and Redefining Conventions**

In the vast digital landscape, dangers lurk around every corner. As businesses embrace new technologies, they sail into uncharted waters, facing threats to their precious data. Many organizations fail to protect their data and confidential information resulting in many incidents and detrimental impact across the globe.

To avoid such mishaps, choosing the right navigator is key. For over two decades, Ilantus Services have charted the course for organizations seeking safe passage through the cyberspace.

At Ilantus' helm stand navigators with unparalleled expertise in cybersecurity, especially in access management. Their commitment to steering companies around risks has only strengthened over time.

As threats have grown more sophisticated, Ilantus' navigators realize that traditional defenses are no longer enough. They understand that danger often comes not from outside, but can also come from within.

So, they have pioneered new paradigms: Identity-Centric Security and Zero Trust.

These models ensure no user or device is trusted blindly. Access is granted only after thorough verification, adapting dynamically to each situation. This localized approach prevents breaches from spreading rapidly across entire systems.

For Ilantus navigators, the journey never ends. They constantly gauge new hazards emerging, from cloud risks to insider threats. Adopting the latest techniques, they steer their customers dexterously around pitfalls.

Success stories affirm organizations who trusted Ilantus reached their destinations securely. Like a leading bank that integrated identity access management to enable digital transformation without compromising safety.

Ilantus knows that lasting security requires a culture shift. Beyond technology, they foster awareness so that crews are empowered to help avoid collisions. Only then organizations can sail smoothly for the long haul.

Looking ahead, Ilantus plans to stay the course - innovating continuously to address emerging challenges while never losing sight of the human element. For in the vast cyberseas, progress relies not just on tools but on coming together as guardians of our cyber world.

So to all fellow cyber residents, heed the hard-won wisdom of Ilantus as we chart new waters. With vision, collaboration and care as our guides, we can traverse even the most perilous journeys, reaching new horizons secure and free.



Arun K. Singh
President and CEO
Ilantus Services

Background

Ilantus' origin story is one of vision and first-mover advantage. It was founded in 2000, with its base of operations in Dallas, TX.

Ilantus recognized the need for identity-focused security before it became mainstream. At the time, enterprise security relied heavily on perimeter-based models like firewalls. But, the leadership realized that as new technologies emerge, companies need to secure systems based on user identities.

Ilantus was launched as one of the first dedicated Identity and Access Management (IAM) companies to address this gap proactively.

In the following decades, Ilantus's vision was proven right as threats grew more complex. Ilantus continued trailblazing — integrating IAM with the Zero Trust framework to develop cutting-edge, identity-centric security solutions.

As **Arun Singh**, President and CEO at Ilantus, explains, "Ilantus saw the future early on. Our identity-first approach is now critical for enterprise security."

Today, Ilantus helps global clients across industries tackle security challenges through its identity-focused offerings.



Comprehensive Cybersecurity Strategy

Identity Centric Security and Zero Trust are integral to Ilantus' cybersecurity strategy. ICS focuses on securing systems based on user identities by emphasizing authentication, authorization and access controls.

This recognizes that as threats can originate both externally and internally, perimeter defenses like firewalls are inadequate today. Zero Trust complements this by mandating continuous verification of every user and device, assuming no implicit trust.

Together, they allow Ilantus to implement layered security encompassing identity governance, privileged access management, and round-the-clock user monitoring.

As Singh explains, "By minimizing attack surfaces, preventing lateral movement, and enabling continuous monitoring, ICS and Zero Trust provide robust protection against both external attacks and insider threats."



Ilantus first establishes a foundation for managing access policies and user-application segmentation based on identities. This allows the deployment of privileged access controls and adaptive security measures to reduce risks with the least privileged access.

By combining ICS and Zero Trust principles, Ilantus is able to enable businesses to thwart sophisticated cyber threats and unauthorized access attempts.

Continuous Monitoring And Adaptation To Always Stay Ahead

To ensure Identity Centric Security and Zero Trust remain effective against evolving threats, continuous monitoring and adaptation are critical.

Ilantus regularly updates its IAM access policies and adaptive authentication thresholds to align with emerging risks and changing business requirements.

Tight integration with SIEM and advanced analytics enables real-time anomaly detection based on user behavior and AI/ML. This allows pre-emptive threat identification and prompt security responses.

Conducting thorough risk assessments at regular intervals is key to identifying potential vulnerabilities in existing security controls. Findings from these assessments allow precise adjustments to identity management and access protocols to mitigate emerging risks.

Equally important is fostering an organizational culture of cybersecurity awareness and vigilance among employees and stakeholders. This empowers individuals across the company to adhere to critical security best practices.

Additionally, active collaboration within the broader cybersecurity community allows collection of relevant threat intelligence from multiple sources. Staying continuously updated on the latest adversary tactics and emerging attack vectors is crucial for Ilantus to tailor its offerings.

By embracing dynamic and adaptive security, continuous risk monitoring, real-time analytics, and a proactive culture of security, Ilantus enables clients to implement and fortify Identity Centric Security and Zero Trust to effectively counter risks in an ever-changing threat landscape.

Community Impact

Ilantus prioritizes social impact alongside enabling businesses to operate securely. They offer services focusing on adaptive authentication, implementing AI-driven anomaly detection, and embracing decentralized identity solutions.

The company actively engages in spreading cybersecurity awareness and skills. Ilantus Services emphasize user education, ensuring a security-aware culture. Additionally, compliance with evolving regulations and standards will be integral.

Continuous innovation, collaboration with cybersecurity communities, and proactive incident response planning will position Ilantus to navigate and mitigate emerging threats effectively in the years ahead.

Internally, Ilantus fosters an ethical culture through initiatives like responsible AI usage and equitable access to its solutions. Diversity and inclusion are enshrined in its values through women's leadership programs and work-life balance policies.

Ilantus believes its biggest asset is its workforce. Singh shares,



Their skill and passion drive our community impact by allowing us to create identity-centric security solutions that enable businesses to operate securely.



Future Outlook

Emerging trends like cloud adoption, IoT expansion and AI integration create both opportunities and risks demanding proactive security. As Singh notes, "Zero Trust and Identity Centric Security gain prominence as organizations counter sophisticated threats."

Ilantus plans to prioritize continuous risk assessments, integrate AI-driven threat intelligence, and enhance user authentication using adaptive mechanisms. The remote work shift emphasizes the need for robust yet seamless security solutions. Ilantus will focus its offerings on adaptive authentication, AI-powered anomaly detection, and decentralized identity.

As Singh looks ahead, "Compliance with evolving regulations will also be key. We will embrace innovation through collaboration with the cybersecurity community." Proactive planning and communication during security incidents will also be critical for organizational resilience.

Ultimately, as businesses embrace digital transformation, the role of ICS and Zero Trust will continue evolving to meet their security needs.

"The future will be defined by identity-centric solutions that are highly scalable, adaptive and take a holistic approach to manage complex, evolving threats," Singh remarks.

A security camera is mounted on a grey, textured wall. The camera is black and rectangular, with a lens pointing downwards and to the left. A shadow of the camera is cast onto the wall to its right. The background is a clear, light blue sky. The overall composition is simple and clean, emphasizing the camera as a tool for surveillance.

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THINGS
SO YOU
DON'T
HAVE TO.**

BOSCH



“ COMPANIES THAT INVEST MORE IN DIGITAL TRANSFORMATION ACTUALLY OUTPERFORM THEIR PEERS OVER TIME. THESE COMPANIES ARE MORE PREPARED FOR DISRUPTION, BETTER ABLE TO MONETIZE NEW DIGITAL CHANNELS, AND BETTER ABLE TO BUILD A BIGGER USER BASE. WHAT’S MORE, THIS PHENOMENON EXISTS REGARDLESS OF INDUSTRY. ”

— Geoff Cubitt, CEO, Isobar US

**BEYOND
PAYMENTS,
CONNECTING
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PRICELESS
MOMENTS.**



UNITASKR

UniTaskr Has Grown Into A Thriving Global Community That Connects Businesses And Individuals With Vetted, Affordable Talent To Take Care Of To-Do List Tasks And Projects.

The Task Masters: How UniTaskr is Empowering Focus and Outsourcing the Rest

Founded in 2016 by university friends **Joseph Black** and **Oliver Jacobs**, UniTaskr is an innovative task-outsourcing platform on a mission to simplify workloads so users can focus on what truly matters.

"We want to help people reclaim their time, energy, and potential by making task delegation seamless," shares co-founder Joseph Black.

With a desire to help students manage financial constraints and gain work experience, UniTaskr has grown into a thriving global community that connects businesses and individuals with vetted, affordable talent to take care of to-do list tasks and projects.

"If you want to go fast, go alone. If you want to go far, go together." For UniTaskr co-founders Joseph Black and Oliver Jacobs, this rings true!

In the vast wilderness of entrepreneurship, Joseph and Oliver discovered that combining their passions and harnessing each other's strengths could lead them on an extraordinary journey - one that could truly transform lives.

Long before UniTaskr came to be, Oliver's keen eye for design and Joseph's grit honed in the wilds of Africa laid the foundation. Though from different worlds, both felt a deep urge to uplift others.

When they witnessed the plight of students struggling financially at university, unable to gain experience, something stirred

inside. Determined to pave a new path, these kindred spirits joined forces.

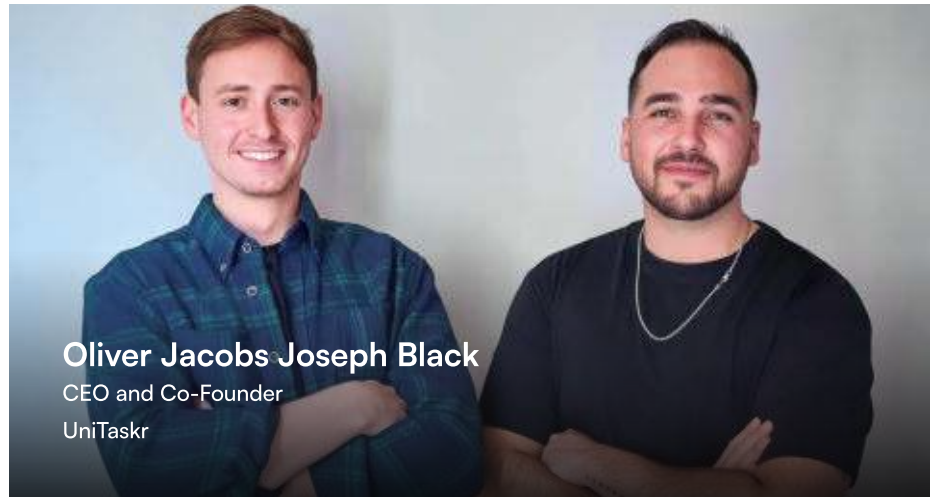
The road to launch was arduous, full of slippery slopes. Technical snags and funding woes tested their will. But resilient as lions, Joseph and Oliver bounded back stronger. Their pride in the product, and each other, roared loud.

Swept away by early waves of users, euphoria soon met reality's riptide. Core features malfunctioned, eroding user trust. Lesser leaders may have retreated, but Joseph and Oliver charted a new course.

With open ears and empathy, they rebuilt from feedback. Communication and agility became their compass.

As the word spread, students swarmed to their vision - an oasis of opportunity. Businesses seeking capable hands joined too, and collaborations flourished across continents. Joseph and Oliver's journey of constant growth and care had only just begun.

Gazing ahead, the possibilities seem endless. But for these bold explorers, the mission remains simple - to guide students smoothly toward their dreams.



Joseph and Oliver show that with a shared purpose, the steep summits of entrepreneurship need not be conquered alone. With compassion as fuel, the entrepreneurial wilds can be tamed.

So, to all trailblazers out there, dream big, but take the first step together. The road less traveled is often the most rewarding.

The Rise To Fame

UniTaskr's founders discovered their shared passion for entrepreneurship as students struggled to balance their studies with jobs to cover living expenses. Witnessing peers drop out of university due to financial instability, Joseph Black and Oliver Jacobs sought solutions.



We believed that with the right platform, students could earn money and build relevant experience without compromising academics

Black explains. In 2018, they built a peer-to-peer platform called UniDosh to connect students for hiring opportunities.

However, users were hesitant to pay fellow cash-strapped students. In 2018, a pivotal realization struck - they had to open up their platform to a broader audience. After months of grinding to rebuild UniDosh as UniTaskr, the founders finally unlocked the right model.

By expanding to include everyday people and businesses seeking task delegation, UniTaskr gained incredible traction. "It was a challenging yet invaluable lesson in adaptability," remarks Jacobs.

Today, the fully revamped UniTaskr features seamless task management, robust vetting, and user-friendly functionalities to facilitate efficient outsourcing globally.

UniTaskr

Company Growth

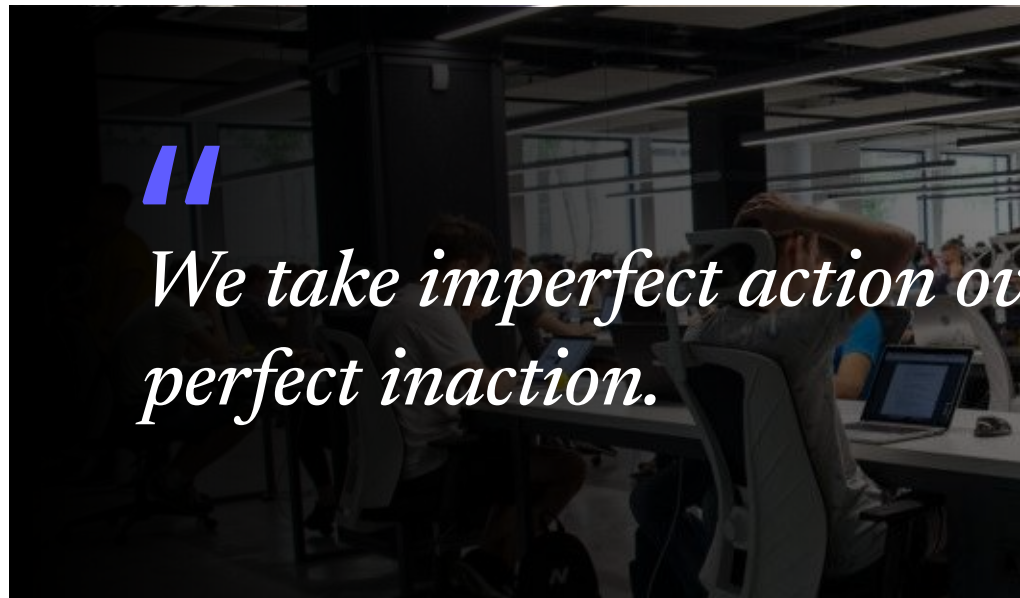
From humble student-centric beginnings, UniTaskr has rapidly expanded into an award-winning task outsourcing leader.

"Empower Your Focus. Outsource the Rest."

This message encapsulates the essence of efficient task outsourcing. It highlights the transformative power of UniTaskr to delegate non-core tasks, allowing individuals, and businesses to channel their energy and attention towards what truly matters—their core objectives and high-impact activities.

"Empower Your Focus" emphasizes the liberation gained by freeing oneself from the burden of mundane or time-consuming tasks. It signifies the empowerment that comes with strategic task delegation, enabling individuals to concentrate on their strengths, passions, and the aspects of their work that drive meaningful progress.

"Outsource the Rest" serves as a call to action, encouraging the audience to recognize the value of outsourcing tasks that lie outside their expertise or consume excessive time. It prompts individuals and businesses to leverage the expertise and resources available



"We take imperfect action over perfect inaction."

#1

on the Apple App Store in both the 'Lifestyle & Business'

categories. "We had brands approaching us, left right, and center asking how we were achieving such growth. So much so, that we launched SHOUT, a creator performance agency with a focus on nano & micro influencers", Black remarks!

Through SHOUT, they provide volumes of students with creator-based opportunities providing them with a new way to earn an income and build experience working with brands.

SHOUT today, has in excess of 150,000 youth based creators on its books with a combined following exceeding 1 billion followers. UniTaskr been fortunate to work with brands such as: Uber, Amazon, Spotify, and Red Bull, amongst many other large household names.

From The Entrepreneurial Trenches

Joseph Black and Oliver Jacobs' journey as young entrepreneurs has been filled with invaluable lessons. Early on, a major platform feature failed to meet user expectations, rather than seeing this as a failure, they pivoted quickly based on their user feedback.

"It taught us agility and adaptability in business," remarks Jacobs. This experience shaped their user-centric approach - focusing on rapid iterations and transparent communication.

For the founders, resilience and grit have been vital. In 2018, after realizing their initial peer-to-peer model wasn't gaining traction, they grindingly rebuilt their platform from scratch.

"It took us 4 painful years of development, but we didn't waver in our belief," Black shares.



This tenacity and their appetite for calculated risk-taking has powered UniTaskr's rise. The founders have also learned to embrace uncertainty and avoid analysis paralysis. Above all, they've gleaned that staying customer focused is crucial but so is looking after their team. As Black explains, "A company is only as successful as its people. We've realized our role as leaders goes beyond targets. It's about enabling our team to thrive."

Through the highs and lows, UniTaskr's founders have emerged wiser and grounded by the lessons from their entrepreneurial journey. Their eyes are clear - success is a moving target, the quest for innovation never ends, and people are at the heart of it all.

Founder's Vision

As UniTaskr continues rapidly expanding its suite of outsourcing solutions, founders Joseph Black and Oliver Jacobs

are driven by ambitious long-term aims grounded in the company's origins.

Their goal is to build UniTaskr into a "one-stop shop empowering anyone to outsource tasks seamlessly, economically, and ethically."

The founders remain committed to helping students earn income, gain skills, and achieve their goals through the platform.

One profound lesson they've learned throughout their journey is the transformative power of efficient task outsourcing. It's not just about delegating tasks; it's about reclaiming time, focusing on what truly matters, and unlocking your potential.

Through UniTaskr, their goal has always been to simplify your workload so that you can focus on what truly makes a difference. As Jacobs shares, "We want to solve problems,

open doors, and bring ambitious ideas to life. And we're only getting started."

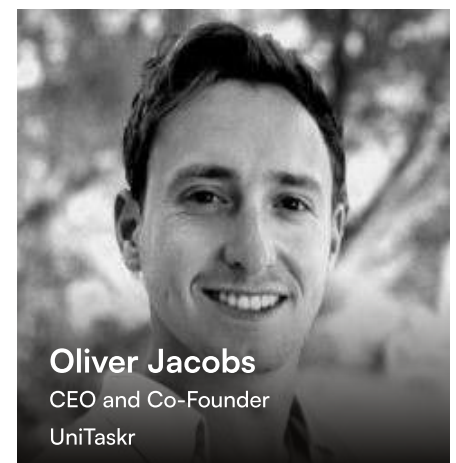
Community Impact

UniTaskr's community-focused ethos powers impactful social responsibility and philanthropic initiatives. Countless students earn through UniTaskr, gain professional skills, and financial stability while studying.

On the environmental front, UniTaskr is ramping up sustainability efforts including going paperless and offsetting carbon emissions. Diversity and inclusion programs feature prominently through mentorship for women entrepreneurs and underrepresented groups.

From local volunteer events to disaster relief fundraising, UniTaskr leverages its platform for social good.

Joseph Black's quote summarizes it perfectly: "We built UniTaskr to empower students. But our mission to empower reaches far beyond our original niche."



Oliver Jacobs
CEO and Co-Founder
UniTaskr

NOTHING



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ear (1)



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How New Technologies would Drive ROI in 2024

A seismic shift is underway as exponential technology radically transforms every sector of business and industry.

From generative AI to genomics, space tech, and beyond - cutting-edge innovations are unlocking value at unprecedented rates, creating trillion-dollar opportunities.

Companies that fail to embrace these could face sudden disruption or extinction. Leading the charge are five key exponential tech domains primed to drive immense business value and ROI in the coming years.

Generative AI - Creative Potential

DALL-E is achieving creative feats not previously possible

Generative adversarial networks (GANs) and diffusion models like DALL-E, GPT-3, and AlphaCode are achieving unprecedented creative feats deemed impossible just years ago.

These AI systems can now generate synthetic media like images, videos, voices, and 3D shapes that are highly realistic and increasingly difficult to distinguish from the real thing. They can also produce natural language text, translate between languages, write code, summarize documents, and much more at quality levels matching or exceeding humans.

Anthropic, OpenAI, and Google Brain

Leading this revolution in AI creativity are companies like Anthropic, OpenAI, Google Brain, and others pushing the boundaries daily through rigor and responsible innovation. Their continued progress promises to unlock immense opportunities.

Tasks once requiring specialized skills, costly equipment, or months of work can now be accomplished in seconds with just a few lines of text prompt.

ROI gains - better products, savings on designers

This presents tangible ROI upsides for enterprises in savings on production and design costs, better and faster ideation cycles for new products, and staying ahead of the competition.



Marketing teams can infinitely A/B test automated ad variations, and sales teams can hyper-personalize messaging and product recommendations.

The list goes on - automation of back-office document analysis, responding to customer queries, generating reports, and more are all addressable with these tools.

We are only scratching the surface of generative AI's potential. As models become more capable and accessible, achieving previously unthinkable feats autonomously, embracing these systems will transition from cutting-edge advantage to cost of survival.

The message for enterprises is clear - adopt or get left behind.



Genomics - Transforming Life Itself

Reading and Writing DNA is Transforming Medicine and Biomaterials

Advances in high-speed sequencing and gene editing are unleashing a revolution in understanding, reading, and even writing DNA - the fundamental code underlying all life.

Genomics has made it possible to decode a person's DNA at scale for as little as \$600, enabling customized diagnostics, precision medicine, and tailored health treatments based on an individual's unique genetic makeup.

On the gene editing front, techniques like CRISPR allow precise modifications to DNA for cutting-edge synthetic biology applications. This promises customized biomaterials, biofuels, smart plants, and crops, along with solutions for pollution and climate change.

Leaders Unlocking Genomics

Vast potential include pioneers like 10x Genomics, ThermoFisher, Illumina, and other building tools that are exponentially faster, cheaper, and more accurate than ever before.

Some applications seem pulled straight from science fiction but are realities today - from bringing back woolly mammoths to building human organs from scratch inside animals via xenotransplantation.

Customized Health Treatments, New Biomaterials, and More

For enterprises, this represents tangible ROI opportunities through direct cost savings in R&D for novel enzymes, proteins, smart materials, and medicines. Market sizes for synthetic biology ingredients and bio-based fuels will balloon in the coming decade.

Being an early adopter here would secure an enduring competitive advantage.

In healthcare, genetic screening for identifying disease before birth will be crucial for prevention/preparedness.

The possibilities genomics unlocks for humanity remain endless. And for enterprises among the pioneering pack, the first-mover returns can prove invaluable. Tapping into life's own operating system is the next big wave of transformation. Surfing it would require vision and boldness today.

Space Tech - The Final Business Frontier

Potential in Space Mining, Tourism, Satellites

The promise of space represents arguably the most thrilling entrepreneurial frontier ever.

Beyond powering technologies we rely on like GPS, satellite imagery, and climate/weather monitoring from orbit, exponential strides by private space companies now make the vast expanse beyond Earth tangible accessibility.

Space mining and tourism will balloon into trillion-dollar markets in the coming decade. Precious metals like platinum and gold astound in abundance on asteroids - a single 500-meter asteroid can contain over \$50 billion worth of platinum based on current prices.

Companies at the Frontline

First movers securing early advantages here include the likes of [SpaceX](#), [Blue Origin](#), [RocketLab](#), and more, building reusable rockets and satellite infrastructure at scale. SpaceX's Starlink alone seeks to have over 40,000 satellites in orbit by mid-decade, promising global broadband internet coverage. On the human side, firms like Axiom Space, BlueOrigin, and Virgin Galactic will usher in an era of space tourism.

Space - A Trillion-dollar Economy

For enterprises, the ROI gains from tapping into the space economy today would be

securing a seat at the big boys' trillion-dollar table tomorrow. Getting proprietary technologies tested in microgravity environments offers edge cases unreplicable on Earth. Even branding/marketing upsides exist for companies powering the final business frontier.

The leaders of space tech have shown astronauts going to orbit can be humdrum, colonizing Mars and beyond via technologies and business models that work both on Earth and in space.

For enterprises, partnering with them would provide the star power for success here on terra firma as well.

Carbon Capture - Climate Change Mitigation Imperative

Scrub CO2 from Atmosphere

As climate change accelerates, carbon capture technology has become urgent for scrubbing emissions before they warm the planet further. Direct air capture methods show particular promises to remove CO2 directly from ambient air instead of just smokestacks.

Scaling the Level

Companies like [Climeworks](#), [Carbon Engineering](#), and others are determined to scale these to gigaton levels within the decade.

[Climeworks](#) already operates 15 plants capturing CO2 and has deals with corporations like [Microsoft](#) and [Audi](#) for carbon removal credits.

[Carbon Engineering](#) recently raised \$750 million, poised to build its first commercial direct air capture plant.

Towards Climate Change Mitigation

The business case for carbon capture's ROI also grows stronger daily. Captured CO2 can be synthesized into carbon-neutral fuels, concrete materials, and more. Markets for these products will balloon as sustainability initiatives charge ahead in sectors like aviation. Partnerships with companies pioneering carbon capture now would provide first-mover equity in these future high-value products.

For carbon capture leaders like [Climeworks](#) and [Carbon Engineering](#), their big goal is Gigaton-scale CO2 removal from the air within this decade. They can't achieve this alone.

Partnerships with bold enterprises willing to adopt these technologies now would provide the launchpad needed to realize this vision before time runs out.

Realizing the Exponential Future

Key Technologies and Associated ROI Benefits

The exponential technologies profiled across generative AI, genomics, space tech, quantum computing, and carbon capture promise to be the biggest drivers of business transformation and ROI in the coming decade.



Leaders in these fields are achieving feats deemed impossible only years prior at a breakneck pace.

Businesses: Pursue These Technologies For Exponential Growth

For enterprises, the implications are clear - adopt or risk disruption. Partnering with companies pushing boundaries daily across these domains will provide a competitive edge and first-mover equity in trillion-dollar markets to come. The ROI gains over the next decade would be unprecedented - from tapping infinite creative potential with AI to reversing climate change.

We stand firmly among the vanguard, leading this exponential future consistently across fields.

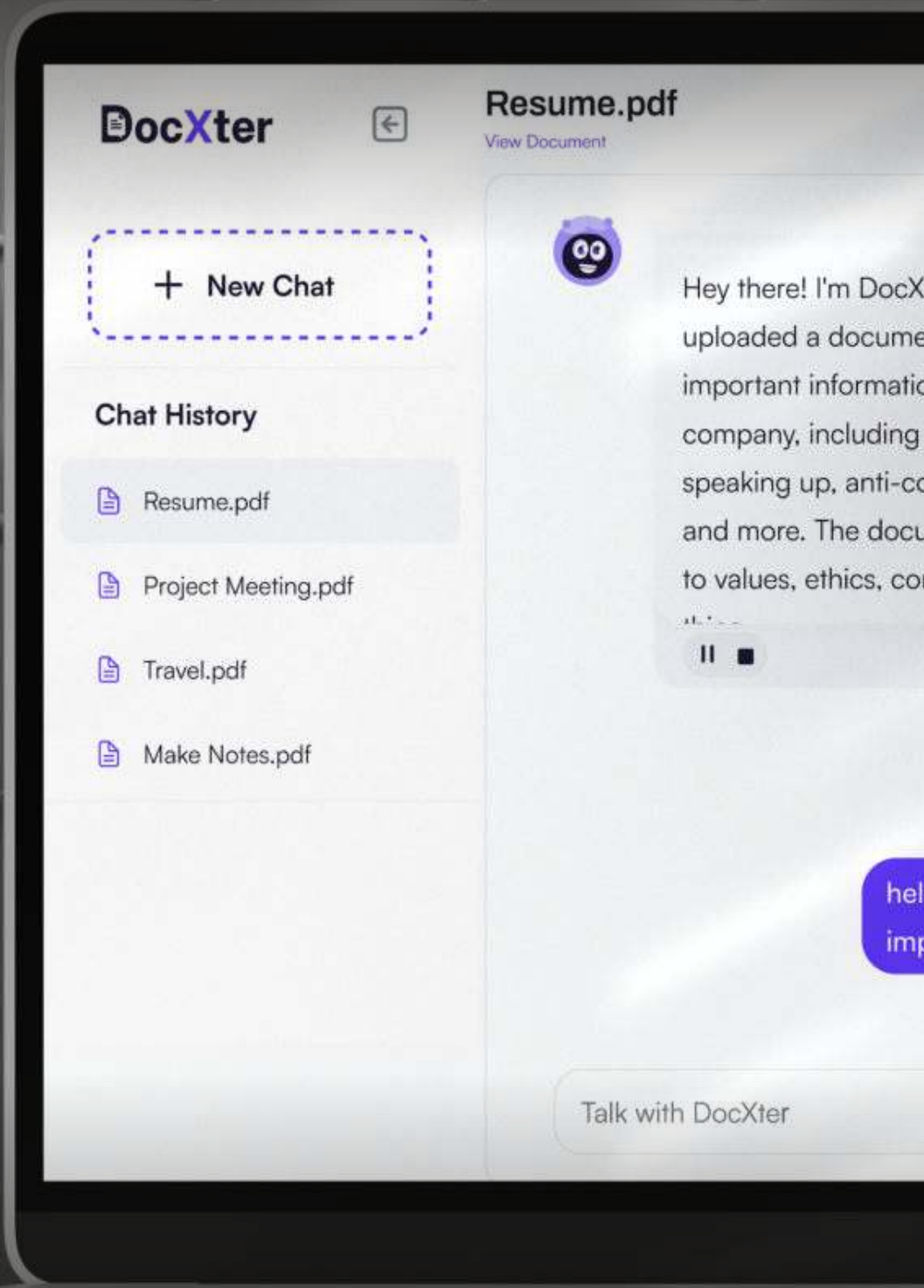
Our ethos combines responsible innovation with a boundless vision of human potential and sustainability on Earth and beyond. We partner with pioneers across cutting-edge technologies because transformation cannot happen in isolation.

The next decade will bring a step change in technological advances building on exponential growth curves. Realizing the full potential would require bold thinking, confident execution, and transformational leadership in these domains today. The future is being built now, brick by exponential brick.

With partners aligned to long-term thinking around people, profit, and the planet - we aim to construct our part toward making this future achievable for all.

WHY READ WHEN

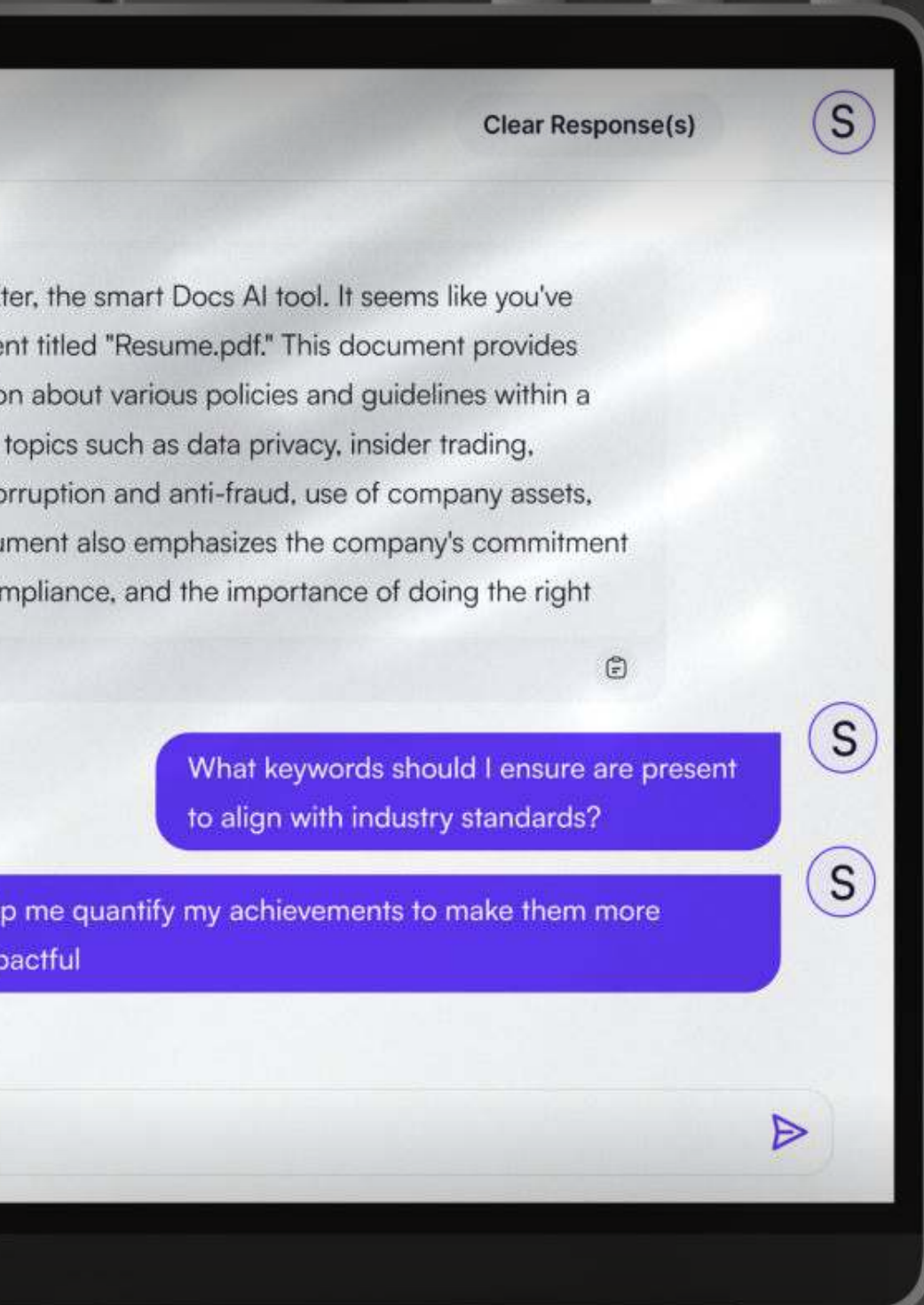
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From Student Needs

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to Professional Wants

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About

Humans of Globe



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By showcasing diverse voices, we inform and inspire action towards progress.

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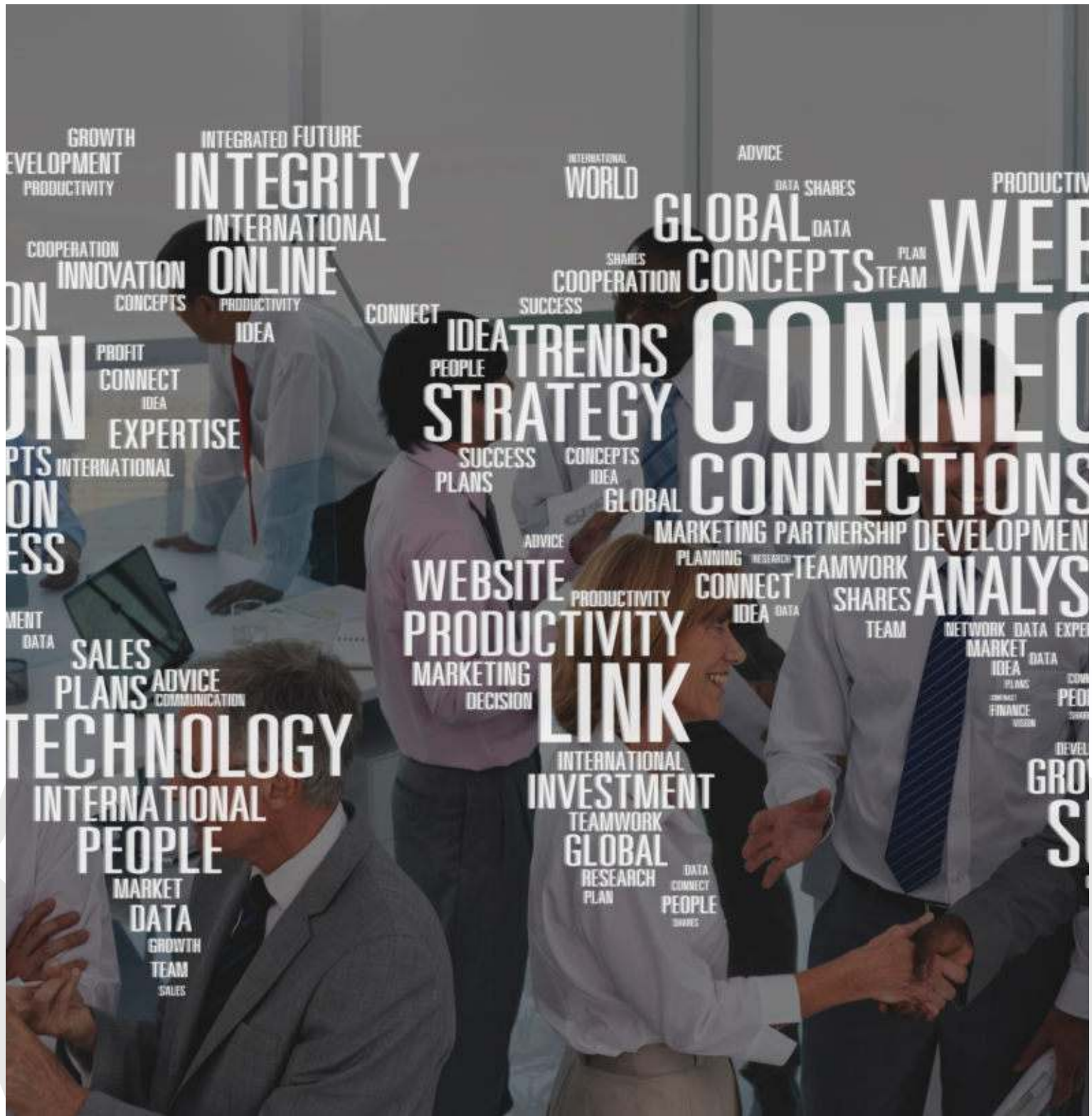
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