

HOLLYWOOD

'A vibrant ecosystem
of like-minded groups
eager to connect
and collaborate'

— CogX Ambassador

will.i.am

Mati Staniszewski
ElevenLabs

Lila Tretikov
NEA

Dmitri Alperovitch
Silverado Policy Accelerator

Tina Woods
Collider Health

Lauren Selig
shake and bake productions

Peter Diamandis
XPRIZE Foundation

CogXFestival
Magazine



Who joined us?

Over 1,800 attendees from more than 25 countries gathered at the inaugural CogX LA 2024. The event featured 400 founders from 19 industries. Over 45% of attendees held top executive roles.

Participants engaged in 86 sessions on AI, robotics, climate solutions, the future work and creativity trends.

CogX LA didn't just bring the ideas, it brought innovators. A dedicated cohort of British startups showcased their talents alongside established players in LA's thriving tech ecosystem.

From will.i.am's electrifying talk on building a diverse AI landscape to Peter Diamandis' thought-provoking exploration of longevity and health tech, the world's leading innovators took center stage. Their inspiring stories and cutting-edge insights, many of which are included in this report, promise to revolutionise the future of technology.

1,881

Total Attendees

86

Sessions

45%

CEO's, Founders & Chairpersons

177

Speakers

400

Founders

25+

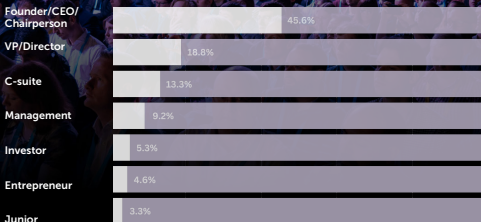
Countries

36%

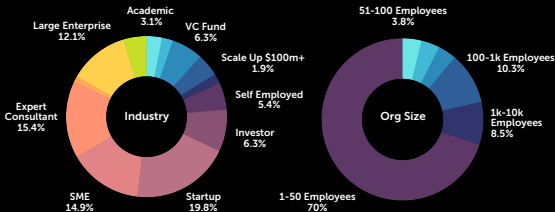
Female and Non Binary

Attendee Demographics

Attendees Breakdown by Seniority



Attendees Breakdown by Industry and Company Size





Every decade you're alive, science could extend your life by more than a decade

"There's a massive amount of capital flowing into [Longevity and health span]. It's one of the hottest areas for research and for investment today"

Peter Diamandis, the founder and Executive Chairman of the XPRIZE Foundation.

"Other than AI, [longevity and health span] is the biggest business opportunity on the planet. It's the greatest gift you can get everybody. I think there's lots of reasons to be focused on health span and longevity" Diamandis added.

"There will be a point in the future that for every decade you're alive, science is extending your life for more than a decade. And that is called longevity escape velocity."

Peter Diamandis
XPRIZE Foundation



"And I think this the decade that this is coming into existence. It really is a decade enabled by AI and biotech"



Eve Psalti: How to build responsible AI

Eve Psalti, a seasoned tech and business leader with over 20 years of experience, currently the Senior Director at Microsoft's Azure AI, spoke about the integration of AI and the shared responsibility it entails.

"As powerful as models are, there are still limitations, they're still hallucinations, meaning that these models can make up stuff. And as we fine-tune these models, which will customise them, if we don't use the right methodology, we don't have the right data. It can lead to misreceiving great results. So I would recommend having always a human in the centre," said Eve.

She also discussed Microsoft's collaboration with OpenAI:

"In general, we have a very close and very good healthy relationship with OpenAI. I know it has its ups and downs. It's always for a moment, it was like a soap opera.

But, you know, in all seriousness, we don't do this unless it is a collaborative effort because a lot of the LLMs that they build are trained on the Azure infrastructure. So we provide the capacity for them to train their models.

And with them, we take exclusively these large language models like GPT, and DALL-E and, you know, Codex and all of that. And we include them in the Azure AI portfolio."

Eve Psalti
Senior Director, Microsoft Azure AI



"In general, we have a very close and very good healthy relationship with OpenAI. I know it has its ups and downs. It's always for a moment, it was like a soap opera."



We've still not reached AI's growth potential

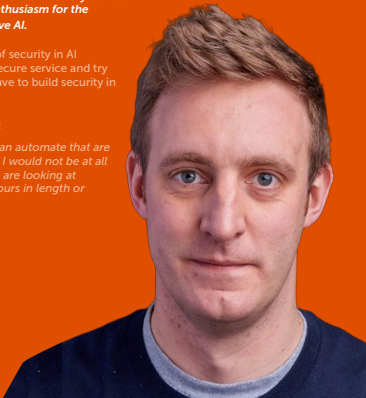
"It's incredibly exciting—generative AI is changing how we interact with data and each other at a pretty astonishing rate, probably in the single largest way since the advent of the very earliest internet" - Matt Wood shared his enthusiasm for the transformative potential of generative AI.

He stressed the critical importance of security in AI development, "You don't take an insecure service and try and bolt security onto it later. You have to build security in from the get-go, from day one."

Wood is optimistic about the future:

"Already we're seeing tasks that we can automate that are kind of three or four hours in length. I would not be at all surprised that this time next year, we are looking at automating tasks that are multiple hours in length or multiple days in length," he predicts.

Matt Wood
VP of Artificial Intelligence, AWS



"For my money, we're at the bottom left-hand corner [of AI development]. I don't think we've hit the hockey stick inflection point of this technology yet."



Hod Lipson explored if machines can feel



"We have pretty good answers for the origin of the universe and the origin of life. But when it comes to the mind, we're still in the dark... there are no good explanations of what consciousness is." said Hod Lipson, an award winning author and University professor of Engineering and Data Science.

"We have new AI architectures that allow us to do things that we found to be impossible, completely impossible just a decade ago, just two years ago. Nobody could even imagine anything at the scale of ChatGPT that you're using right now" Hod said.

Consciousness and self-awareness is a topic that rarely gets discussed, a kind of taboo in the world of AI. But for Hod, it's a vital discussion we can't afford to neglect:

"I think its one of the big three questions that we humans have struggled with over millennia, being the origin of the universe, the origin of life and the origin of the mind".

"How does it work? What is its origins? And more practically can we build it, will it happen in machines. How does it relate to AI?"

Hod Lipson
Director of Columbia University's
Creative Machines Lab

"We have new AI architectures that allow us to do things that we found to be impossible, completely impossible just a decade ago, just two years ago."



There is a real AI hype cycle that has pluses and minuses

Kevin Allison, President and Head of Research at Minerva Technology Policy Advisors sat down with Sana Khareghani, AI Policy Lead for Responsible AI UK to discuss AI hype, and geopolitics.

"The biggest tech companies today are geopolitically significant actors on the world stage," Kevin Allison stated, pointing out the immense power and responsibility resting on the shoulders of big tech corporations.

He discussed the intricacies of AI's development within this charged atmosphere.

"AI is so personal. A lot of AI consumes a lot of data. These big AI systems have consumed almost all the text that's on the entire internet," He explained, emphasising the deep reach of AI into personal data and its consequent political ramifications.

"It's political because it's become this important technology for the future economic growth, but also for the future of military and other national security innovations."

Kevin Allison
President and Head of Research, Minerva



"The biggest tech companies today are geopolitically significant actors on the world stage"



Will China invade Taiwan soon?

Dmitri Alperovitch, Co-Founder and Chairman of Silverado Policy Accelerator, was one of the earliest geopolitical analysts in 2021 to predict that Putin would invade Ukraine. Now, Alperovitch sounds the alarm again, warning of a potential US-China war over Taiwan and its devastating consequences for global stability.

Speaking at the Q&A stage, Alperovitch explained his reasoning:

"The very factors that convinced me Putin would invade Ukraine are the same that drive my analysis of Xi's decisions with regards to Taiwan, and make a prediction that somewhere in the 2020 to 2032 period, it's likely he will launch this war."

"Xi Jinping has made it very clear that this 'problem in Taiwan' cannot be passed down to future generations.

Well, the guy just turned seventy last year. So you're talking about the next potentially eight years of power that he's going to have. Most likely, he will get re-elected within the Chinese Communist Party system in 2027 for another five-year term which will complete in 2032.

He'll be 79 at that point. I think he'll be thinking very hard about when to do it so that he can take credit because very clearly ego is driving him just like it's driving Putin," Dmitri said.



Dmitri Alperovitch
Co-Founder of Silverado Policy Accelerator

"Xi Jinping has made it very clear that this 'problem in Taiwan' cannot be passed down to future generations."



"In Boom Boom Pow when I said, 'I'm so 3008,' we were talking about AI tech."

will.i.am, musician, founder and CEO of FYI, Mati Staniszewski, CEO & Co-Founder of ElevenLabs and his AI chatbot.

will.i.am voiced concerns about the disparity in AI versus human intelligence investment, especially in underserved communities:



"They're damn near making AI superior to human intelligence at the same time they're not investing in our intelligence. So why are you important in bridging that gap, especially with people that come from these communities where that's not the priority?"

Highlighting AI's cultural limitations, he remarked, "AI is not gonna represent Ghana, Nigeria, the Ivory Coast. That's not, that should be the case, right?" He envisioned a future where technology echoes human diversity, "Look at this. This is packed with the entire human language. My timbres and all of our timbres. So everything you type into this machine because of artificial intelligence, this machine will produce and sing."

will.i.am then brought his AI chatbot on stage to discuss the role of diversity in responsible development as 'we're talking about AI, and AI ain't here to represent itself'

"Diversity and inclusion aren't just nice to have. They're must-haves. They're the very soul of innovation, the heartbeat of creativity," the chatbot shared.

"Without diverse voices at the table, AI is just a mirror of the same old, same old. But when you mix in every color, every background, every identity, that's when you get magic. That's when AI starts solving real problems for everybody, not just a select few."

will.i.am, Musician, founder and CEO of FYI

"They're damn near making AI superior to human intelligence at the same time they're not investing in our intelligence."





How to combat AI, one concerto at a time

AyseDeniz Gokcin (Borderless music llc) and Fernando Garibay (The Garibay Institute) discussed the positive, and negatives, of AI tech in the creative industries, specifically in the music industry.

Fernando Garibay opened up the session with the fear he had of AI tech, and the threats it poses to the creative community.

'Here's the technology that's going to outperform me, right? I thought I was going to be disrupted in a very big way' said Garibay

He then brought out classical pianist AyseDeniz Gokcin to showcase how she is using AI to empower her creativity.

AyseDeniz Gokcin had AI compose and write 'Vivaldi's 5th season'. She then performed it live on stage as a piano concerto.

AyseDeniz Gokcin
Classical Pianist and Composer

Fernando Garibay
Chairman and Founder

"Here's the technology that's going to outperform me, right? I thought I was going to be disrupted in a very big way."



In 6 years we'll de-extinct woolly mammoths

Ben Lamm, co-founder and CEO of Colossal Biosciences, spoke about the groundbreaking process of bringing extinct species back to life, known as de-extinction.

"De-extinction sounds like something you've seen in Jurassic Park. Science fiction becoming reality," said Ben, reflecting on the groundbreaking work at Colossal. "We're about four years away from having our first mammoth calves. It then takes about six years for them to reach adulthood."

"The interesting thing is, we're actually working on more critically endangered species than extinct species. Most people just want to talk about the extinct species because they're attention-grabbing Clickbait."

Ben Lamm
Founder and CEO
Colossal
Biosciences



But people don't always recognize that there are critically endangered species like the northern white rhino, the pink pigeon, the Vaquita, and the Tasmanian devil." Lamm also explained the technology behind their efforts. "We would not be able to achieve our success at

Colossal without AI and computing automation. We have to do petabytes of data, comparative genomics around understanding and even assembling ancient DNA because ancient DNA is so fragmented."

"We would not be able to achieve our success at Colossal without AI and computing automation."



Bill Gross: 10 crucial lessons for success

Drawing on over 50 years of experience as an innovator, Bill Gross, founder of Idealab, shares his key takeaways for entrepreneurial success:

1

Challenge the Status Quo

Bill Gross believes that when it comes to business ideas, you have to be bold. "When I go back and take a look at different ideas of ours that were modest, timid, medium, or bold, the Bold ones really really made the biggest impact on the world and were the most successful."

2

Use Naysayers as Rocket Fuel

"If you are building something powerful, something new, you really have to find a way to take those naysayers and turn them into Rocket Fuel" says Bill.

3

Find Great Timing

"You need to be at the right part of the S-curve of adoption so that the other things are in place for the world to accept your idea. If you're too early or too late, it's bad."

4

Iterate Like Crazy

Building successful companies is all about action. "Your first idea is actually just step one in a company or a project"... "I find that in all of our companies, people often sit around talking about ways to do things and I always just urge them to take action and learn something by iterating."

5

Create a Remarkable Offering

"Marketing is a tax on being unremarkable. Marketing is the money you have to spend to convince people to try your product when the offering isn't remarkable enough to get them to try it on its own." Bill explains.



Bill Gross: 10 crucial lessons for success

Drawing on over 50 years of experience as an innovator, Bill Gross, founder of Idealab, shares his key takeaways for entrepreneurial success:

6

Be Success-Sensitive, Not Dilution-Sensitive

"I really urge people to make sure they share Equity around broadly because it really makes a big difference in success" says Bill.

7

Build a Complementary Team

"I was always trying to hire people just like me and I'm a very entrepreneurial person so I was looking for more entrepreneurs. But you actually, what you need to do is surround yourself with people who have complementary skills to you."

8

Be a Personal Growth Learning Machine

"Look at other people you admire, look at other ways you want to be and figure out how you can get there, looking at it [the path to growth] as a chasm or a huge step it's going to seem really hard so think of the incremental steps to get there."

9

Assess Your Commitment

"You should be working on the thing you have the commitment to work for a lifetime. This kind of commitment is the only thing that's going to give you the power to get through all the naysayers"

10

Be Persistent

"The emotional journey of creating anything great is extremely challenging and I claim it often has a dark swamp of despair in the middle... you need to be able to climb through that dark dark swamp of despair."



Transatlantic Accelerator

This was a joint campaign between the CogX Festival and the UK Government and existed to connect the most innovative UK startups with US markets, investors, press fellow founders and institutions. We provided over \$20k worth of support in kind for startups to attend, exhibit and network at CogX Festival in LA.

As well as a bespoke programme of hosted meetings, introductions and networking. CogX, the UK Consul in LA and the UK Government supported startups with high level networking opportunities and introductions.

63 Applications

16 Exhibitors



"What I enjoyed most about the CogX Festival was being able to network with – not only investors – but other people that have nothing to do with what I'm doing, and being able to gain insight from it."

Dr. Giovannie Jean-Louis, Founder and CEO of PROBr



I actually met lots of people [at CogX] and a few of them are interested in utilising my technology to build the product on top of it. I also met investors who are interested in cutting-edge technology. It was actually a great event and also LA is the right place to be for us because they understand the technology. They understand the potential."

Rajesh Kumar Plamthottathil, Founder and CEO of TRACKGENESIS



At CogX there's a couple of things that have been highlights for us. Firstly, we're here with the Transatlantic Accelerator Program, so last night we got to meet some really really interesting people who spoke at the festival today. We got a few potential leads from that, about moving parts of our business into the States and getting a market entry, which has been phenomenal for us. – It's an opportunity which we would never have had without the invitation to CogX from yourselves."

Kyle Thomas, Co-founder and CEO of SAIF Systems

The Startups



Alice Camera - London

Novel AI-powered computational cameras



Cashback - London

Rewards members with cashback when they shop online with Black-owned businesses



Coding with CodeX - London

A Collaborative Learning Experience



Geotourist - London

Your personal tour guide. Experience your environment in a new and inspiring way



Hence Technologies - London

Award-winning software company whose solutions align legal work with business strategy



Honu AI - London

The first-of-its-kind Cognitive Layer to power superhuman AI decision-making



Mir.blue - London

A marine surveying app



Novalia Limited - Cambridge & London

An award winning company dedicated to pushing the boundaries of interactive technology



The Startups



Perlon AI - London

Custom-built AI models research, craft and sending prospecting emails that beat spam filters and generate 5X the replies of standard templates



PROBr - London

The PROBr app is a professional platform for researchers



Retinize Limited - Belfast

Experienced creatives with an intimate knowledge of the techniques required to harness immersive-tech to liberate the creative process



SAIF Systems LTD - Oxford

Trustworthy AI, Deployed, Pioneering Ethical Autonomy in Complex Systems



Sielo - London

Sielo is open-source. It means people like you can help us with development or design



SleepCogni - Sheffield

Provides insomnia sufferers with an intuitive handheld sleeping aid which breaks cognitive cycles that prevents sleep using patented technology



TRACKGENESIS - Aberdeen

Software and blockchain development company that supports sustainable business by ensuring transparency and immutability



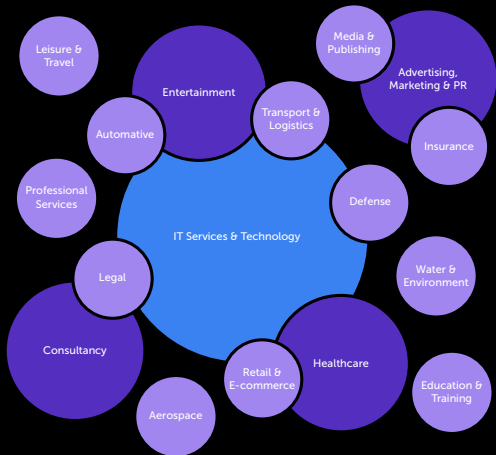
Yepic AI - London

Create AI videos in minutes with Yepic Studio.



Transatlantic Startups - Industries breakdowns

The 16 startups were a diverse group representing over 17 different industries with the IT Services & Technology Industry being the most popular industry (8 startups) followed by Entertainment, Advertising, Marketing & PR, Consultancy and Healthcare (they all had 2 startups). The startups could select more than one industry.

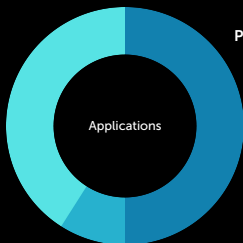


Startups Investment Levels



Applications

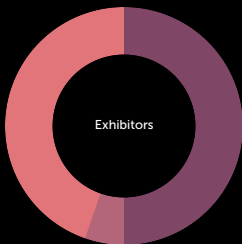
Seed
26



Pre-Seed
32

Series A
4

Seed
7



Exhibitors

Pre-Seed
8

Series A
1



Thank You

CogX LA wouldn't have been possible without our incredible community. Thank you to all of our attendees, startups, speakers, investors, and media who joined us this year. Your presence fueled the dynamic exchange of ideas and collaborations that made this event truly special. We were inspired by the passion and dedication of everyone who participated, and we can't wait to see you all again next year!

— The CogX Team

[Relive all the best moments from CogX Festival LA](#)

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Sample of companies who attended CogX Festival LA

- Accenture
- AltaSea
- Amazon
- Abdreesen Horowitz
- Antler VC
- Apex Capital Partners
- AT&T
- AWS
- BAEWA.org
- Bain & Company
- Baker Hughes
- Bank of America
- Berggruen Institute
- Blackship Advisors
- Bletchley Group
- Bloomberg News
- Buck Institute
- Builder.ai
- CAA
- Caltech
- Capgemini Invent
- Caswell Ventures
- CBRE
- Chamber of Commerce
- CLAOC
- City of Los Angeles
- Converse / Nike Inc.
- Cooley LLP
- Creative Destruction Lab
- Credit Suisse
- Cushman & Wakefield
- DBT
- Dell Technologies
- Deloitte
- Delta Air Lines
- Deutsche Bank
- Dragon and Company
- Egon Zehnder
- ElevenLabs
- ENEA Capital
- Entrepreneur Ventures
- Ernst & Young
- Fabric VC
- FCDO
- Genrich Family Office
- Gilead Sciences
- GitHub
- Google
- Harvard
- Hitachi Vantara
- Howard Hughes
- HPA
- HSBC
- Humana Insurance
- Hyundai Motor America
- IBM
- IBS FINtech
- Idealab
- Imperial Capital
- IAF
- Investors Institute
- JP Morgan
- Keck Institute
- LA Clippers
- Ligo Partners FO
- London Stock Exchange
- LA Times
- March Capital
- Marvel Studios
- McKinsey & Company
- Merrill Lynch
- Microsoft
- NASA
- Netflix
- NN Group
- NVIDIA
- Office of Reid Hoffman
- Open AI
- Plug and Play
- Rabbit
- Responsible AI UK
- S&P Global Ratings
- Sony Music
- Sony Ventures
- Sync Labs
- Techstars
- UCLA
- UTA
- Universal Music Group
- WPP
- XPRIZE
- YouTube

