

# GENERATIONAL SHIFT

## GenAI Poised to Reshape World

By Matt Ottinger

As ChatGPT, Grok and other GenAI (generative artificial intelligence) tools gain popularity in helping users write, think and learn, the innovation's role in modern society continues to grow. With that also comes hesitancy and even alarm over AI's potential reach.

"Unfortunately the whole industry and companies that use AI have kind of got a bad rap, and in (some) cases, rightfully so for mishandling people's data and maybe doing that in a not very transparent way," acknowledges Daniel Whitenack, CEO of Lafayette-based AI provider Prediction Guard. "Data sort of gets scraped up into an AI black hole and decisions are made, things happen and either data is leaked or AI makes certain decisions that really are not transparent."

But that scenario is tempering as more reputable firms find their footing amid a societal shift to greater AI acceptance.

And GenAI is a big reason why employers and individuals are taking a closer look. The technology employs large language models which are pre-trained on extensive databases and utilize techniques to generate human-like

and contextually coherent outputs based on given prompts or inputs. In other words, it has the potential to transform personal and workforce needs.

### Making a name for itself

Prediction Guard is a Hoosier enterprise garnering good attention with GenAI.

Whitenack earned his graduate and doctorate degrees from Purdue University. At school, he met his wife and ultimately launched his business out of the nearby MatchBOX Coworking Studio.

The company describes itself as a secure, scalable GenAI platform that can be self-hosted, safeguards sensitive data, prevents common AI malfunctions and runs on affordable hardware. That makes its offerings particularly well suited for companies in regulated industries

In May, Prediction Guard secured \$3.7 million in seed funding led by Atlanta, Georgia-based Sovereign Capital, with participation from nearly a dozen other investors, including the Flywheel Fund in Bloomington.

Software venture firm M25 in Chicago shares on its website why it found Prediction Guard worthy of supporting: "Prediction Guard solves these pain points through its private and secure AI platform that allows companies to safely deploy AI behind their own firewall. This enables enterprises to

leverage AI technology without exposing sensitive data or intellectual property to third-party models."

### The high castle

Indeed, Prediction Guard's focus is to help companies "ensure system level security all the way from model server configurations to AI outputs."

It's predominantly geared toward regulated industries or companies with security sensitive information.

"They have tiers of their data that they won't or can't send out of their own network or infrastructure – either regulatory wise or just by its sensitivity or IP and ownership wise – or won't send it to third party AI providers . . .," Whitenack explains.

"Generally, these sorts of third parties are unfortunately known for being a little bit exploitative, breaking copyright, siphoning off your data, kind of profiting off of your data in ways that might not be fitting to certain industries."

He relays a metaphor to convey the importance.

"If you have a castle and you have gold in that castle, which is your data, you really don't want to load that data or that gold up on a cart and send it out of your castle walls for it to be robbed and mishandled," he illustrates. "You can keep that inside your castle, bring that AI system inside and own it and configure it yourself."

Ultimately, the goal is control and configuring an AI system of one's own internally that's clear in how it's being operated that could feature "magical AI features."

"But they are magical AI features that bless your users but also don't erode trust further with them and actually enhance their trust in what you're doing," Whitenack qualifies.

### Current climate

When asked how AI has evolved, Whitenack points to a "democratization" in that everyone can benefit from the tools, rather than just technical specialists. Conversely, he adds it's also become more centralized in some sense.

"The creation of the models has become more centralized because it just takes such a



Prediction Guard CEO Daniel Whitenack tackles critical AI questions on his podcast, "Practical AI."

## GenAI's Hoosier Effect

A report earlier this year from the Indiana Chamber Foundation, prepared in collaboration with Accenture, suggests that GenAI has the potential to contribute \$87 billion to Indiana's economy by 2038.

This projection is based on adopting a "people-centric approach" to AI, focusing on workforce augmentation rather than solely on job replacement through automation. To put that in context, that would be a more than 20% boost to the Hoosier economy.



groups rely on AI – and GenAI especially.

"I heard a story about how people use AI and there was a really clear differentiator between 20- and 30-year-olds and how they use AI versus older folks," he relayed. "The 20- and 30-year-olds talk to their ChatGPT; they have conversations with it, they interact with it, they make decisions based on feedback that they get."

Fellow panelist Dr. Shaun Grannis, vice president for data and analytics at the Regenrief Institute, confirmed there are distinctions relative to the user.

"I think you can both automate and (merely) use AI," he emphasizes. "It's not an either/or. It depends on what your priorities are because the technology can be used for many different use cases. ... Sometimes people think of AI as a hammer looking for a nail, really."

"You should start with (asking), 'What is the problem I need to solve and what are my priorities?'," he adds.

When asked about the future, Whitenack prefaces by stating that as a data scientist, he's aware predictions are often wrong.

"I do think that even if we paused all AI development like today, and there was never another AI model that released, there's enough that's already released to create a transformative impact across every business on the planet," he declares. "So, that's one thing to recognize – that there's already enough there that people should be digging in and trying to understand how it fits into their business."

huge amount (of computations) and data to train these large, general purpose models that it takes very large tech or a very large research effort in academia to do this," Whitenack asserts.

There are also generational factors. At the Indiana Chamber of Commerce's Healthcare Transformation Summit in June, panelist Oscar Moralez, founder and managing partner of Indianapolis-based Boomerang Ventures, noted a shift in how Americans in different age

**RESOURCES:** Shaun Grannis, Regenrief Institute, at [www.regenrief.org](http://www.regenrief.org) | Oscar Moralez, Boomerang Ventures, at [www.boomerang.vc](http://www.boomerang.vc) | Daniel Whitenack, Prediction Guard, at [www.predictionguard.com](http://www.predictionguard.com)

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