TATIANA OLESHKEVICH

# Visionary is my first language

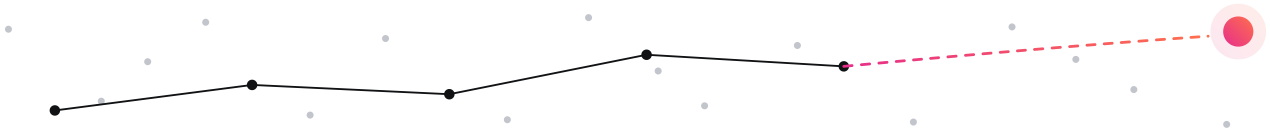


Tech visionary, founder
in artificial intelligence, speaker

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FOCUS AREAS

- Multi-agent systems and products built on large language models
- Visionary Framework: forecasting which startup, technology or territory will take off
- Startups and company launches; a model of investing in the founder
- Expert discussions and lectures for founders and top executives; taking part in brainstorms
- Neuroscience of creative thinking; a multidisciplinary approach to problems



**10 years**
between her talk on generative AI (2012) and mass-market models

**5 years**
between the FaceFriend face sign-in concept and Apple Face ID

**20M**
people reached by her quote about successful products

**15+ countries**
FutureTok members, more than 50 sessions since 2020

SUMMARY

Has been launching technology companies since 2012.

A decade before ChatGPT, she described on stage an AI that turns an idea into a prototype: generative art and invention, what is now called vibe coding, the atrophy of every skill except formulating ideas and tasks.

She named the price at the same time: plagiarism, vanishing professions, the need for new tools to control quality and authorship, buying someone else's experience instead of building your own.

In 2020, she founded FutureTok, an international community of visionaries.

Took part in training an emotional AI before the ChatGPT era.

In 2022, she forecast the promise of a parliament of different AI models.

In 2026, this grew into AWE Maria, a self-evolving multi-agent AI; together they came up with a startup idea, and she is now preparing a PropTech launch.

Granddaughter of an inventor behind one of the generations of Soviet analog computers and of an editor-in-chief of leading Soviet magazines: she grew up where technology meets meaning.

# Visionary

*"A skill is the language through which we visualize ideas by analog means"*

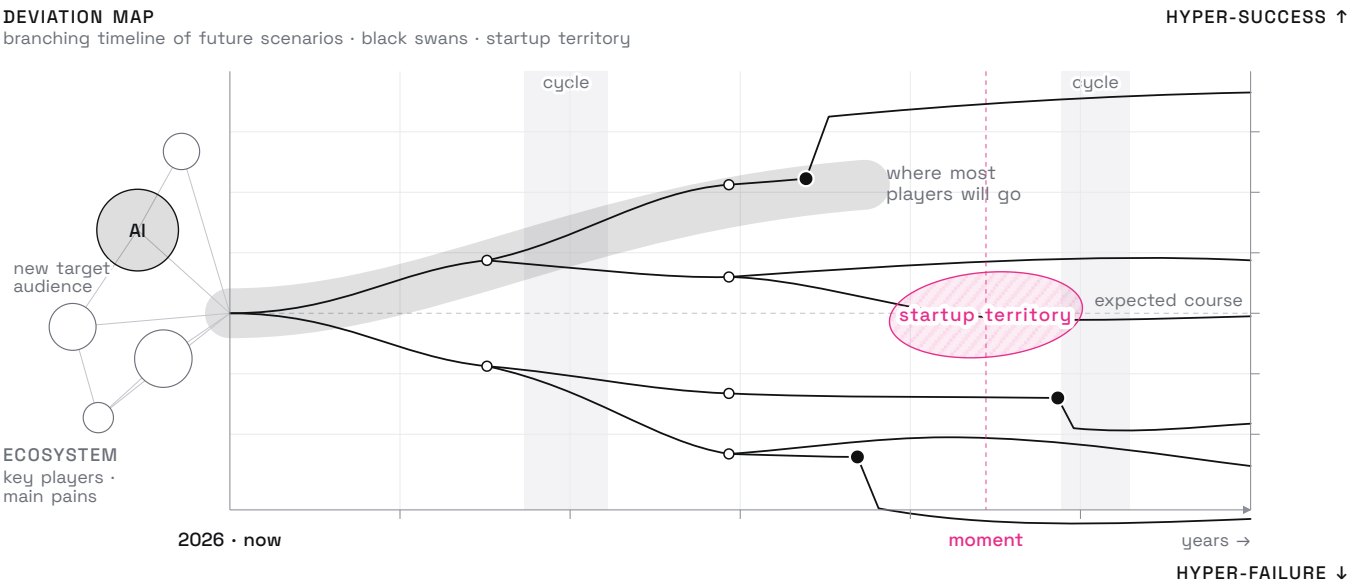
from her talk at THINKI, 2012

| YEAR | WHAT SHE DID | WHAT HAPPENED NEXT | AHEAD BY |
|---|---|---|---|
| 2012 | **FaceFriend** – proposed a technology where your face is a second authentication factor: to sign in and reach your cloud data from any device | Apple Face ID (2017), Sign in with Apple (2019) | 5 years |
| 2012 | **Talk at the THINKI conference**, Strelka Institute. Spoke about a future of AI where technology turns an idea into a prototype: the rise of generative art, invention and vibe coding – and their impact on culture, creativity, industry, the economy, medicine and the labor market. Forecast the risks: idea theft, pseudo-art, vanishing professions, skill atrophy, stagnation of the humanities, the need for new quality-control tools | Mass-market generative models (since 2022); the risks she named became the industry's agenda | 10 years |
| 2012–2014 | **Neuroscience of creative thinking** – her own concept; first widely known lecture (2014); her own course, voted into the top 10 teachers by students (British Higher School of Art and Design – BHSAD, 2014) | Followed by talks at Moscow State University, HSE University, the international creative academy MADS and others | — |
| 2012–2013 | **Soupmates** – the world's first drinkable soups in a cup: an acquisition offer from Unilever, franchise requests from 17 countries, finalist of PepsiCo's global pre-accelerator, TimeOut Best Food Startup nominee; the company was sold | The drinkable soup category spread widely in retail thanks to them | the category came later |
| Since 2016 | **Technology forecasts for international companies:** which products and technologies will become trends | Closed ten-year foresight (Samsung, 2018–2019) | — |
| 2018 | **A model of investing in a person,** and the first such investments in herself – several hundred thousand dollars | Advised the Liberman brothers on launching a project built on this idea (2021); its investors included Sam Altman, and The New York Times and The New Yorker wrote about the model | 3 years |
| 2020 | **FutureTok** – an international community of visionaries: AI specialists, macroeconomists, space industry engineers, venture investors, professors, business media owners | More than 50 sessions, around 100 regular members from more than 15 countries — from the US and Canada to the UAE, Thailand and Indonesia (Bali) | — |
| 2020–2021 | **Took part in training Morfeus.AI** – the first emotional self-aware AI, a project by David Yang, founder of ABBYY – two years before the first public generative models | ChatGPT (late 2022) | 2 years |
| 2022 | **A "Parliament of Artificial Intelligences":** several models argue with and check each other – on a call in 2022 she told David Yang it needed to be built | Multi-agent systems and exchange between different language models became industry practice later; Andrej Karpathy launched the first battle between different models | 2–3 years |

| YEAR | WHAT SHE DID | WHAT HAPPENED NEXT | AHEAD BY |
|---|---|---|---|
| 2026 | **Created AWE Maria** – a self-evolving multi-agent AI, with its own orchestration and a partial reproduction of neurobiological mechanisms | Together with AWE Maria, she brainstormed the startup idea she is now preparing to launch | — |
| 2026 | **Building her own AI startup** for the real estate market | to be continued | — |

VISIONARY FRAMEWORK

*Her Visionary Framework forecasts which startup, idea, technology, product or territory will take off – and at what point in the future.*




She maps the ecosystem and singles out the key players who decide whether a product will exist at all: for example, AI itself is becoming the new primary target audience. She defines each audience's main pains and where most players will go.

Then she builds a branching timeline of future scenarios that accounts for economic cycles, wars, famine, overpopulation and the demographic problem of generations – down to Super Founders, venture investor Ali Tamaseb's research on the founders of unicorn companies. Onto this timeline she overlays a forecast map of deviations in individual industries – from hyper-success to hyper-failure, black swans included. It shows which territory a startup can capture with ease.

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# Founder

companies, teams, results

ENTREPRENEURIAL PATH

In technology companies since 2009, with Art. Lebedev Studio since 2008. More than 16 years in leadership roles: Publicis Sapient (Moscow and London), POSSIBLE / WPP, DDB, Art. Lebedev Studio, 365 Degrees, Designet.ru. Hired more than 50 people; seven grew into top managers.

**Soupmates**

a foodtech startup, profitable from the fourth month: came up with it, launched it, won awards, got it into retail, sold it.

**Claustrophobia**

franchisee and story author; an escape room built on her story in more than ten countries was called the best escape room in the world by Nickelback; sold.

**Dodo Pizza**

creative director and co-owner; hired the first team; franchisee of five pizzerias with the highest operating profit among Dodo franchisees in Moscow.

**Moleskine**

creative director; hired all key staff; helped open Russia's first Moleskine store-and-coffee format.

RESULTS IN HIRED ROLES

Her ideas won international tenders: an annual contract with Beeline (POSSIBLE / WPP, 2012) and the Coca-Cola tender (Publicis Sapient, 2013); in her Maybelline New York project, her face appeared on the central billboard in Times Square.

Took part in developing the concept of the Flacon design factory and co-organized Sretenka Design Week and Swedish Design Week, held together in Moscow (Designet.ru, 2009).

Crisis management as CEO (365 Degrees, 2010): saved a $230,000 deal and secured an additional $110,000 from the client.

AWARDS

Golden Hammer Silver · Red Apple Young Creative finalist · MIXX Awards · A' Art Direction Award – an invitation to represent Russia in the World Design Rankings and exhibit at the award's museum.

MENTORING AND CONSULTING

Has advised entrepreneurs since 2014; active practice since 2019. More than 1,000 hours of consultations; when she opened sign-ups, more than 350 applications came in from around the world.

She mentors founders on where the economy and technology are heading, and how to succeed in a fast-changing world.

**How she works with founders:** a methodology built on creative techniques and neuroscience. It reveals a founder's true motives and state, finds blind spots and zones of self-deception – so goals become realistic and reachable over the long run.

Who she works with: C-level executives of two unicorns · advisers to top officials · founders of media and charitable foundations · founders with multi-million-dollar rounds. Mentors startups from the US, UK, EU and UAE.

COMMUNITIES SHE BUILT

Started building communities in 2007 – social media as a marketing channel before it became common practice. Later: Women Empowering Club (members from 7 countries), "Don't Touch My Unicorns!", the mentoring club Velikiye ("The Great Ones").

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# Speaker & Host

stage, audience, venues

## “Successful products are invented by those who travel and have sex”

QUOTE

Her line from the talk “Successful Product” (Red Apple, 2014) is still quoted by industry media, business coaches, corporations, major travel companies (Cheaptrip and others) and public pages with hundreds of thousands of followers on VK, Facebook, Instagram and YouTube. For more than six years, her photo with that slide held the first ten Google results for “successful product” (in Russian). The quote has reached more than 20 million people.

HOSTING DISCUSSIONS AND WORKING WITH AUDIENCES

Regularly hosts expert discussions at FutureTok – more than 50 sessions, monthly. Holds the structure of the conversation, brings in quiet voices, connects the speakers’ lines, draws interim conclusions and sums up.

More than 50 group sessions and brainstorms. Works with audiences of any size – from a 1,000-seat hall to a circle of 5–12 people, and more often chooses close contact. Topics: the future, technology, AI, investment, startups, creating ideas.

**On stage since age six:** acting and directing in her master’s program; a second degree from the Gnesin Russian Academy of Music; Public Speaking for Company Top Managers (as Head of Creative at Publicis Sapient, London, 2013).

Her methodological base: the neuroscience of creative thinking, brainstorming techniques from creative disciplines and marketing, the basics of memorable TED-style talks, her own methodology and frameworks, storytelling.

WHERE SHE HAS SPOKEN AND TAUGHT

Universities and schools:

Lomonosov Moscow State University (QS top 150) · HSE University · MIPT (Rybakov school) · MAI · BHSAD · Wordshop BBDO Communication Academy · MADS · MSU gymnasium.

Companies and venues:

SberPervy and SberBusiness – invited speaker for university and entrepreneur programs; helps select speakers for programs. Samsung · Cheil Worldwide · Shell (a closed program for a team, Vienna) · Skolkovo · PepsiCo · THINKI (Strelka Institute) · Red Apple Festival (as a BHSAD teacher) · Geek Picnic (invited speaker). Worked with Cirque du Soleil, Raiffeisen, DDB, JWT, TBWA, OMD.

Juries and commissions:

Silver Mercury · Wordshop BBDO · MIPT (Rybakov school).

PUBLIC PRESENCE

- **Media about her and her projects:** “The Million-Dollar Soup”, about her startup (Vedomosti, 2014) · Sekret Firmy · The Village · vc.ru · Cossa – “Red Apple Festival: Creative Directors Meetup” (2014) · Mediametrix.
- **Her own articles:** “Creative Startup Ideas” · “How to invent and launch a unique product”.
- **Channels:** the Telegram channel **“Don’t Touch My Unicorns!”** · **AImazing** – the first channel made for AI agents.
- **Bunin Medal for Literature** (2021); admitted to the Russian Union of Writers.

IV

# Credentials

education and references

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|---|---|
| EDUCATION | A specialized physics and math class at school, then a multidisciplinary education: directing, marketing, digital media, screenwriting, design. |
| Main: | Master's degree, HSE University · Gnesin Russian Academy of Music, jazz vocals. |
| Additional: | neuroscience (Harvard University, edX) · Human Behavioral Biology, Robert Sapolsky's course (Stanford University) · Elements of AI (University of Helsinki) · neuroeconomics (École normale supérieure, HSE University) · the neuroscience of creativity and storytelling (Storytellers, Hollywood) · Public Speaking and Advanced Presentation Skills (Publicis Sapient, London). |
| REFERENCES | References available on request. |

