

MEDIA & PRESS KIT

Jeffrey "Kyle" Castor

AI Systems Architect · Author · Las Vegas, NV



"The local AI expert who tells Las Vegas businesses the truth about what AI can — and can't — do for them."

AT A GLANCE

Title: Founder, DataOngoing LLC & Lead Architect, Aissistor™

Expertise: AI business automation, ERP systems, operational diagnostics

Book: *Do 10X More With AI* — 36 chapters, 140 AI playbooks, real-world ROI case studies

WHAT KYLE COVERS — READY-TO-AIR ANGLES

- ▶ **The \$55K Diagnostic:** How one AI diagnostic surfaced \$55,725 a month in hidden costs — pure wait-time and loading screens — and why most businesses have the same leak and don't know it.
- ▶ **The "10/80/10 Rule":** The definitive framework that separates real, profit-driving AI results from expensive AI hype.
- ▶ **Spotting AI Scams:** How to identify fake invoices, deepfakes, and AI phishing attacks versus legitimate business tools.
- ▶ **AI & the Workforce:** What businesses and workers need to know about AI right now — it's reorganizing work, not just replacing it.

MEDIA APPEARANCES

Available for first interview

Updated with show names and outlets as segments air.

BOOK KYLE CASTOR

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