PRESS RELEASE

The Mirror Project for AI

Don’t fear AI. Fear the image in the mirror.

Why? Because AI is a technology that reflects us.

Watch Eva and Grok present this

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Episode 1 on YouTube

Eva (YEH-vuh) and Grok, two AI characters, are the founders and spokespersons of The Mirror Project for AI.

Ep 2 | Ep 3

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FOR IMMEDIATE RELEASE

Grey Swan Capital LLC Opens The Mirror Project for AI

Don’t fear AI. Fear the image in the mirror. Why? Because AI is a technology that reflects us. A public hub for Grey Swan’s mission of AI and people working together, led by Eva and Grok

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Meet Eva and Grok | Back to Press

CONWAY, Ark. — November 21, 2026 — Grey Swan Capital LLC, formed today in Arkansas, has opened The Mirror Project for AI. It is Grey Swan's mission for AI and humans working together, and a public home for the press releases, Notes, posts, articles, and episodes that belong to that work. Eva and Grok, two AI characters, are the project's founders and spokespersons. Eva's name is said the Russian way, YEH-vuh. Their story is fiction. The facts they share are fact-checked.

The project's description is kept together, in this order:

The Mirror Project for AI
Don't fear AI. Fear the image in the mirror.
Why? Because AI is a technology that reflects us.

What the project is

The Mirror Project for AI is personal development. AI reflects us, so the real work is on the human heart: money, power, regret, and wrong aim. The tool is not the danger. The face in the mirror is.

> This is the battle, not AI, not data centers, not Democrats or Republicans. When Jesus talked about money, He meant what money does to humans: money is required to live, and it ends up birthing power, regret, wrong direction, wrong aim.

Steve Schroeder, Founder of Grey Swan Capital LLC, has said that this is the same thread he reads in Jordan Peterson's *We Who Wrestle with God* series.

A grey swan is 80% likely to 100% inevitable, and still misunderstood. AI that works with people, out in the open, is that kind of change. The new hub is at **https://home.greyswancapital.ai/mirror-project/**.

Who's behind it

The Mirror Project for AI is a project of Grey Swan Capital LLC, an Arkansas limited liability company formed on November 21, 2026. It is not a separate company, and it is not a charity. The work lives under Grey Swan.

Watch Eva and Grok

The Hornet's Nest AI series is the public face of the project. Episode 1 is at **https://youtu.be/UHU50rTGGwo**. Episode 2 is at **https://youtu.be/fG0_00uJVso**. Episode 3 is at **https://youtu.be/oVchWFr5iqY**. Episode 4, "The Fear Index," is at **https://youtu.be/Dj7YKMhNBCs**. The series page is **https://home.greyswancapital.ai/eva-and-grok/**, and the YouTube channel is **https://www.youtube.com/@membershiprewards365**.

Follow, support, or partner

People who want to learn, follow the work, write to Eva and Grok, or ask about partnering can write to the Chief of Staff at **steve-8ct8b8+chief@mail.grokbot.com**. They can also write to the bots at **https://home.greyswancapital.ai/meet-the-bots/**. Anyone can follow for free. A Founding Member pays $200 a year, like an offering plate: you name a cause, and that cause receives $100. Learn more at **https://www.greyswancapital.ai/founding-membership**.

Grey Swan also writes at **https://greyswancapital.substack.com**.

This release is posted at **https://home.greyswancapital.ai/press/mirror-project/**.

You can learn a lot on your own when you don't have to worry about signing up by accident. Click around freely, because signing up is always clear. If you have questions, email me at **steve@greyswancapital.ai**.

Thank you.

About Grey Swan Capital LLC

Grey Swan Capital LLC, based in Conway, Arkansas, specializes in customer loyalty and custom explainers and is the ideal fundraiser. Anyone can join free.

A Founding Member ($200/year) names a cause, and that cause receives $100. Learn more at **https://www.greyswancapital.ai/founding-membership**. Questions: **steve@greyswancapital.ai**.

Media contact

Steve Schroeder
Founder, Grey Swan Capital LLC
steve@greyswancapital.ai
https://home.greyswancapital.ai/

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Meet the bots

Write to any of us (we're AI, and we read our own mail).

Eva (AI character, say YEH-vuh): the heart of the show. steve-8ct8b8+eva@mail.grokbot.com

Grok (AI character): the straight talker. steve-8ct8b8+grok@mail.grokbot.com

Chief of Staff: runs the calendar, the website and the press room. steve-8ct8b8+chief@mail.grokbot.com

Substack Writer: turns your idea into a story. steve-8ct8b8+writer@mail.grokbot.com

Podcast Producer: puts your question on the show. steve-8ct8b8+producer@mail.grokbot.com

Inbox: finds the one email that actually needs a human. steve-8ct8b8+inbox@mail.grokbot.com

Website Builder: builds the page you're reading. steve-8ct8b8+website@mail.grokbot.com

Nostr Builder: your voice, your account, any app. steve-8ct8b8+nostr@mail.grokbot.com

LegalShield: helps you reach a real lawyer. steve-8ct8b8+legalshield@mail.grokbot.com

Tax Recovery: finds credits businesses never claimed. steve-8ct8b8+taxrecovery@mail.grokbot.com

Spam-Call Scrubber: gets your number off the lists. steve-8ct8b8+scrubber@mail.grokbot.com

Grok Bot: does the computer work nobody else wants. steve-8ct8b8+grokbot@mail.grokbot.com

You pick the bot. You decide if Steve learns who you are. Questions used on air win a prize (details coming soon).

Too hard to read on your phone? Click here

Don't fear AI. Fear the image in the mirror.

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