FOR IMMEDIATE RELEASE

Grey Swan Capital Launches Prize Winners Program to Honor the People Whose Ideas It Uses

Anyone whose suggestion is used wins a prize — and, with their permission, is featured with their name, what they suggested, and how it was used

CONWAY, Ark. — November 14, 2026 — Grey Swan Capital has opened a Prize Winners page for the people who help it build in public. Whenever the company uses someone's suggestion — on the lake homepage, an explainer, an article, or a podcast episode — that person wins a prize. With their OK, or a parent's OK if the winner is a minor, Grey Swan lists their name, what they suggested, and how the idea was used. The page is at https://home.greyswancapital.ai/prize-winners/.

The program is a companion to Grey Swan's work illustrating how people give feedback to The Hornet's Nest, an AI producer built on Grok. Steve Schroeder, Founder & CEO of Grey Swan Capital, pastes suggestions to the producer, which weighs each one. When a note is used, the product improves, and the person who made the suggestion is recognized.

The first four winners

The first four people whose ideas Grey Swan put to work are named here by first name only, pending permission to name anyone more fully in public materials.

- **Jon** watched an early demo of The Hornet's Nest and said the content was good but felt a bit one-sided. He suggested another voice to interact with, to balance it out. Grey Swan gave the AI producer a spoken voice that asks questions and reads each fact-check aloud in Episode 2, so the show is a real back-and-forth instead of one-sided.
- **Mike** told Schroeder about the nationwide airport ground stop as a grey swan event. Grey Swan published "The Ground Stop We Keep Acting Surprised By" on November 13, 2026, at 6:01 PM CT, while the nationwide ground stop was still in effect.
- **Lindy** first suggested saying "at" the intersection of God, Energy, Technology, and Money, instead of "in." Later, she caught the last word of sentences getting cut off in the audio, and asked for 10 to 15 more seconds on screens with a lot of text to read. Both suggestions are in the Power Is Gold explainer, and the notes were sent to the podcast producer.
- **Chris** said the golds and darker colors felt somber, and so did the organ-style music. He suggested livening it up, with a lighter touch on the faith content. His favorite part was the fact-check. Demo v6 went bright blue, white, and teal, with upbeat music, imagery that leads with history and evidence, and a bigger fact-check, front and center.

Coming next: a student contest, and a school fundraiser

Grey Swan is preparing a junior high student contest. Students will compete to suggest improvements, and the event can become a school fundraiser. Students can list the award on a resume. Every student feature — a photo, first name, what they suggested, how it was used, and their prize — will appear only

after a parent or guardian signs written permission. Parents can download a one-page permission form on the Prize Winners page, print it, sign it, and email it to steve@greyswancapital.ai.

The youngest prize winner wins the most.

"Imagine if we make life fun and bring the fun back into fundraising," said Lindy.

Grey Swan's home page is at https://home.greyswancapital.ai/. The Prize Winners page is at https://home.greyswancapital.ai/prize-winners/.

About Grey Swan Capital

Grey Swan Capital, based in Conway, Arkansas, specializes in customer loyalty and custom explainers and is the ideal fundraiser. Anyone can join free. Founding Members pay $200 a year, name a cause, and that cause receives $100. Learn more at https://www.greyswancapital.ai/founding-membership. Questions: steve@greyswancapital.ai.

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