



MEDIA & PODCAST PITCH SHEET

The AI Edge for Modern Investors

By Kevin O'Rourke · West Point Graduate, U.S. Army Veteran, Financial Strategist

"A business-cycle investing framework traced back 4,000 years, paired with the exact AI prompts to run it this afternoon."

Why This, Why Now

Every investor with a phone now has access to a genuinely capable AI model, and almost no one has been taught how to point it at an actual portfolio decision. Most "AI and investing" content is either a vendor pitch for one platform or a vague gesture at "the future of finance" with no usable prompt anywhere in it. This book is neither: it pairs the same four-phase business-cycle framework professional sector rotation has used for decades with a tested library of AI prompts a listener can use the same day they hear the episode.

Suggested Interview Angles

- **The Oxford story.** Kevin studied under Sir Geoffrey Howe, the former UK Chancellor of the Exchequer, at the exact moment the EU was forming, and watched that slow-moving shift reshape markets years later, exactly as predicted. A strong angle for "how do you actually learn to see a market shift before it's obvious."
- **The origin story.** A life-insurance decision made as a young Army officer, on advice he trusted, that he didn't understand the cost of until he saw his father's face. Direct, human, and the real reason this book exists.
- **"AI is a partner, not a prophet."** Kevin's own stated principle: the book explicitly refuses to promise guaranteed outperformance. A good contrarian angle in a genre full of hype.
- **The receipts.** Five major AI model families tested against identical prompts, an audited 2007-2009 performance record right in Chapter 1, and a named real-world case study with the actual returns printed. Worth asking directly: "what did you find AI models get wrong?"

About the Author



Kevin O'Rourke is a West Point graduate, U.S. Army veteran, and Field Artillery officer who completed his MBA at the University of Oklahoma while stationed at Fort Sill. After his military service, he moved into the leading edge of technology, relational database systems and global packet-switched networking, before building a four-decade career guiding clients through complex market dynamics. He was included in the 2024 edition of *Marquis Who's Who in America*.

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AI model families tested against the same prompts

8

ready-to-use prompt templates in the book

4

real market crises the framework is tested against, 1973-2022

20

chapters, from ancient cycle theory to quantum computing

Who Should Hear This Episode

Self-directed investors who already use AI tools but don't know how to point them at a real decision. Capable professionals, engineers, doctors, founders, veterans, who never got formal financial education. Advisors building AI fluency for their own practice.

Booking & Press Contact

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