

# THE Philosophy OF Flow

**Michael Cowen** is a game-changer in the AI industry, backed by leadership experience at top firms like Deloitte Digital and Mindshare. He's the CEO of Teraflow.ai, a company he's steered successfully through the pandemic, growing it to 50 employees by the end of 2021. His unique approach called the 'Philosophy of Flow', focuses on using AI's core philosophies to shake up traditional business models.



**Under his guidance**, Teraflow.ai thrives on three key ideas: adopting AI's philosophical principles, building a culture that unlocks human potential, and using a decentralised, swarm-based business model. Michael's strategies are far from theoretical; they come from real-world experience in founding five startups.

**Family is important to Michael**, providing a stable foundation as he drives change in the fast-moving AI sector. He operates Teraflow.ai from London but also keeps strong ties to Johannesburg, South Africa, where he has a family.

As the AI landscape evolves at breakneck speed, Michael offers more than just a roadmap; he offers a complete navigation system. Adapt, disrupt, and dare to **'Lead Differently'**—your transformation into an AI visionary is just a mindset shift away.

“ To truly harness AI's potential, one must first **'flow'** with its underlying essence ”

- Michael Cowen