

# The Amplification Problem

AI does not fix bad inputs - it  
scales them, with confidence.

## Noise in, **louder** noise out.

AI does not fix bad inputs - it reproduces them faster, at scale, and with confidence. Output quality is capped by input quality.

As the bridge from 'AI is exciting'  
to 'your source material decides  
the result'.

# Want this working in your team?

**Book a Focus Call**

[humanspark.ai/call](https://humanspark.ai/call)