

Farzad Bayat:

AI Consultant & Founder | Creative Director & Producer

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Professional Summary

Versatile and results-driven professional with 15+ years of experience spanning AI product development, creative direction, and media production. Founder of FBC/Lab, a self-developed full-stack AI consulting platform leveraging multimodal AI (voice, vision, and real-time agent orchestration) to transform business strategy and customer engagement. Co-founder of Talk to Eve — an AI-powered startup valued at NOK 1.2 million after just 3 months, and recipient of Innovasjon Norge support. Proven track record of delivering high-impact projects across international markets including Norway, UAE, and UK, with clients ranging from Goodwood and Manchester City FC to HH Sheikh Mohammed's Godolphin. Combining deep technical expertise in LLMs, multi-agent systems, and full-stack development with a creative background in Film & Arts (Dipl-BA), bringing a uniquely human-centred approach to AI innovation.

Core Competencies

AI Strategy & Consulting | Multi-Agent System Design | Full-Stack AI Development | LLM Integration (OpenAI, Claude, Gemini, Grok, Ollama)

Creative Direction & Video Production | Brand Strategy | Content Creation | International Client Management

Product Development & Startup Founding | Team Leadership | Agile Project Management | Norwegian / Persian / English Fluent

Professional Experience

FBC/Lab: Future's Multimodal AI Consultant Location: Oslo, Norway Duration: 2025 - 2026

F.B/c Lab (Farzad Bayat Consulting Lab) started as an initiative to help companies with AI strategy and implementation. It is a self-developed, full-stack AI platform designed to automate and optimize the entire strategic customer journey. This project demonstrates the limits of "Creative Engineering" and the interaction design of tomorrow.

The Technological Core

- **Multimodal Real-Time AI (Voice & Vision):** Deep, custom integration with the Gemini Live API via WebSockets. The system can "see" the user via webcam, analyze screen-sharing in real-time, and conduct a fluent, verbal conversation with extremely low latency (sub-100ms).
- **Advanced Multi-Agent Orchestration:** Built on a complex architecture of specialized AI agents (Discovery Agent, Pitch Agent, Objection Agent, Scoring Agent), controlled by a central brain (Orchestrator) to guide potential customers through a complete, strategic mapping conversation autonomously.
- **Dynamic Content Generation:** The platform instantly translates unstructured real-time data (from a verbal conversation) into formatted, visual documents, including customized PDF reports and graphs ("Engagement Radar" and "ROI-charts") on-the-fly.
- **Production-Ready and Scalable Backend:** Developed with a custom admin dashboard, advanced logging of API costs, rate-limiting, and Redis queues to ensure deep control over costs, security, and stable handling of heavy background jobs.

Vision and Learning

- **F.B/c Lab** was built with a vision to democratize high-level AI consulting for businesses. The codebase and platform itself stand as monumental proof of my core competence: I don't just understand how to use AI as a tool; I understand the infrastructure, limitations, and architecture required to build the AI-driven experiences of the future.

The perfect fit: Prototype Location: UAE Duration: (2026)

Advanced, AI-driven digital retail kiosk prototype for a client.

Acts as a smart mirror and interactive billboard to transform in-store shopping.

Core Purpose:

- To provide a personalized, "omnichannel" shopping experience where the store environment adapts to the customer in real-time, rather than the customer searching for products.

Key Features & Technology:

- **Smart Crowd Analysis:** Uses camera and Gemini AI to scan passersby, analyzing demographics (age, gender) and current clothing style to understand their "vibe".
- **Dynamic Advertising:** Instantly generates and displays targeted ad campaigns (e.g., Suit Collection for formal wear, Streetwear for casual).
- **Virtual Try-On:** A "Magic Mirror" feature that allows users to virtually try on clothes from the catalog without entering a fitting room.
- **Touch-Free Interface:** Fully controllable via Hand Gestures (using computer vision) and Voice Commands (using the Gemini Live API).
- **Inventory Integration:** Connects to a digital product catalog (currently populated with Zara Man items) to show real pricing and details.

Founder & CEO, Talk to Eve AS Location: Oslo, Norway Duration: 2022-Present

A SaaS platform to assess and prevent burnout.

Responsible for vision, strategy, project management, team coordination, funding, compliance, market analysis, and partnerships.

Key Achievement: Company valued at NOK 1.2 million after just 3 months of operation. Secured Innovasjon Norge support, validating the platform's market potential and innovative approach to AI-driven mental health support.

As the Founder and CEO of "Talk to Eve," my role encompasses a wide array of responsibilities crucial for driving the project's vision and execution. Here's an overview of the key aspects of my role within this innovative initiative:

Vision and Strategy Development:

- *I am responsible for defining the strategic direction of "Talk to Eve," ensuring that the project aligns with both short-term and long-term goals in enhancing mental wellness in workplaces. My vision guides the development of a platform that uses AI to offer personalized mental health support, initially focusing on the maritime industry due to its specific challenges.*

Project Management and Leadership:

- *I lead the project, overseeing all aspects from conceptualization to deployment. This includes managing timelines, setting milestones, and ensuring that every phase of the project aligns with the overall business goals. My leadership ensures that the team remains focused and motivated, driving the project forward effectively.*

Team Coordination and Development:**

- *Manage a diverse team of professionals, including developers, AI specialists, mental health experts, and marketing personnel. Part of my role involves facilitating collaboration across different disciplines to integrate insights from mental health expertise with AI technology, creating a cohesive product that meets user needs.*

Funding and Resource Allocation:**

- *Securing funding for "Talk to Eve" has been a critical part of my role, involving pitching to investors, managing budgets, and allocating resources efficiently to ensure the project's sustainability and growth. My efforts have successfully attracted significant investment, validating the project's potential and enabling further development.*

Compliance and Ethical Standards:**

- *Ensuring that "Talk to Eve" adheres to relevant regulations and ethical standards, particularly in handling sensitive mental health data, is a key part of my role. I oversee compliance with health regulations and data protection laws, ensuring the platform meets industry standards and maintains user trust.*

Market Analysis and Business Development:**

- *I actively engage in market analysis to understand the evolving needs of the workplace mental health market. This involves adapting the business model as necessary to better serve target industries and exploring potential new markets for expansion.*

Outreach and Partnerships:**

- *Developing strategic partnerships with other businesses, mental health organizations, and potential clients is another important aspect of my role. These partnerships help expand the reach and impact of "Talk to Eve," facilitating broader adoption and integration into workplace environments.*

My role is instrumental in shaping "Talk to Eve" into a pioneering solution in workplace mental health, demonstrating a strong commitment to innovation, leadership, and social responsibility.

Antler VC Location: Oslo, Norway Duration: Feb 2022 - Aug 2022

Global startup accelerator experience.

Focus on selection, training, mentoring, networking, and pitching.

My time at Antler, a global startup accelerator, was a transformative period that significantly shaped my entrepreneurial journey. Antler is renowned for its rigorous program that selects and supports aspiring entrepreneurs through the initial stages of launching a startup. Here's a detailed overview of my experience and the impact it had on my professional development:

Selection and Early Stages

- *Selection Process: I was one of the few chosen from thousands of applicants, which involved a rigorous selection process that assessed potential to innovate and execute business ideas.*
- *Initial Training and Development: The program commenced with intensive training sessions, workshops, and mentoring that focused on foundational startup skills, market analysis, and business model formulation.*

Project Development and Mentorship

- *Idea Incubation: During my time at Antler, I developed the initial concept for "Talk to Eve." This process was supported by access to a range of industry experts, advisors, and fellow entrepreneurs who provided invaluable feedback and guidance.*
- *Mentorship: I benefited from mentorship by seasoned entrepreneurs and business leaders who helped refine my business strategy and focus on creating a viable product.*

Networking and Team Formation

- *Collaboration: Antler facilitated the formation of a diverse team by connecting me with professionals who had complementary skills and shared a common vision. This was crucial in accelerating the development of "Talk to Eve."*
- *Networking Opportunities: The program offered extensive networking opportunities that enabled me to establish connections with potential investors, partners, and customers which proved essential for the later stages of my business.*

Funding and Pitching

- *Investor Introductions: Antler provided platforms to pitch to venture capitalists and angel investors, which was critical for securing the initial funding needed to launch the business.*
- *Pitch Development: I received coaching on how to effectively communicate the value proposition of "Talk to Eve," tailoring our pitch to resonate with the specific interests and concerns of potential investors.*

Long-term Impact

- *Ongoing Support: Even after completing the program, Antler continued to offer support through its vast alumni network and follow-on funding opportunities.*
- *Strategic Insight: The insights gained during my tenure at Antler have continued to influence my strategic decisions, ensuring that "Talk to Eve" remains aligned with evolving market demands and technological advancements.*

This experience not only equipped me with the tools necessary to navigate the complexities of starting a new venture but also instilled a deep understanding of the critical factors that drive startup success. My time at Antler was instrumental in transforming an idea into a scalable business, setting a strong foundation for future growth and innovation in the tech and mental health space.

Founder iWriter.ai Location: Oslo, Norway Duration: Jan 2021 - Feb 2022

AI-driven copywriting platform.

Handled concept development, technology implementation, and market education.

iWriter.ai was an early venture I founded that focused on leveraging generative AI to automate and enhance copywriting processes. Here's a detailed overview of the project:

Concept and Development

- *Idea Generation: iWriter.ai was conceptualized to address the need for efficient, cost-effective content creation in the digital marketing space, especially for small to medium-sized enterprises (SMEs) that could not afford large marketing teams or expensive copywriting services.*
- *Technology Implementation: The platform was built on early AI language models that predated more well-known systems like OpenAI's GPT-3. This technology enabled the automated generation of written content that was coherent, contextually appropriate, and stylistically adaptable to different brand voices.*

Challenges and Learnings

- *Market Reception: While the concept was innovative, iWriter.ai faced significant challenges in terms of market readiness and acceptance. The use of AI in creative processes such as writing was still a novel idea, and many potential users were skeptical about the quality and authenticity of AI-generated content.*
- *Technical Hurdles: Developing an AI capable of understanding and maintaining the nuances of brand tone and style presented technical challenges, particularly with the earlier state of natural language processing (NLP) technology.*

Impact and Conclusion

- *Educational Role: iWriter.ai played a crucial role in educating the market about the possibilities and limitations of AI in content creation. It helped set the stage for broader acceptance and understanding of AI tools in creative industries.*
- *Project Wind-down: Despite the groundbreaking work, the project was eventually phased out as I shifted focus to other ventures that aligned more closely with evolving market needs and personal interests in mental health and AI's role in enhancing workplace environments.*

Legacy

- *Foundation for Future Projects: The lessons learned from the iWriter.ai project were invaluable in informing later ventures, particularly in understanding how to introduce and integrate new technologies into traditional industries effectively. The experience gained from managing iWriter.ai's development and market introduction provided a strong foundation for subsequent projects like "Talk to Eve."*

iWriter.ai was a foundational project that showcased the potential of AI in transforming content creation, and while it didn't continue in its original form, the insights gained from this venture have had lasting impacts on subsequent entrepreneurial activities.

Founder & CEO, Optix.io Location: Oslo, Norway Duration: Apr 2020 - Mar 2021

Optix.io was a startup I founded aimed at revolutionizing content creation for small and medium businesses through a platform that connected them with freelance creative professionals. Here's a detailed overview of the project:

Concept and Launch

- *Business Model: Optix.io was designed as a marketplace that facilitated the production of high-quality, cost-effective video and written content by connecting businesses with freelancers. The platform used an innovative matching algorithm to pair businesses with creative professionals based on their budget and project requirements.*
- *Technology Integration: Alongside the matchmaking feature, Optix.io incorporated AI-driven tools, including a generative AI for scriptwriting. This feature enabled even small businesses without in-house creative teams to produce compelling content efficiently.*

Challenges and Operations

- *Market Challenges: Despite the clear value proposition, Optix.io faced significant challenges in scaling. The primary issue was the size of the Norwegian market, which limited the platform's growth potential due to a smaller pool of both businesses seeking content creation and freelancers available for work.*
- *Operational Learning: Running Optix.io provided me with crucial insights into marketplace dynamics, particularly the importance of balancing supply and demand, understanding customer needs, and the intricacies of managing a platform business.*

Transition and Impact

- *Strategic Shift: After operating for six months, I made the strategic decision to wind down Optix.io and pivot towards new opportunities that aligned more closely with emerging market trends and personal interests in AI and mental health.*
- *Legacy and Skills Development: The experience gained from Optix.io was instrumental in sharpening my skills in project management, team leadership, and understanding the startup ecosystem. The lessons learned from this venture directly influenced my approach to future projects, including the founding of "Talk to Eve."*

Optix.io was an essential step in my entrepreneurial journey, offering valuable lessons in technology integration, market adaptation, and strategic pivoting, which have been crucial in my subsequent ventures.

TV Editor, ITV Media Location: Oslo, Norway Duration: Jan 2020 - Mar 2020

Edited episodes of reality TV shows.

Collaborated with production teams and ensured compliance with network standards.

- **Responsibilities:** *Collaborated with a dynamic production team to edit episodes of high-profile reality shows, enhancing the narrative flow and audience appeal. Utilized advanced editing software and techniques to craft compelling content, incorporating feedback from executive*

teams. Ensured compliance with network guidelines and standards, focusing on quality control and technical specifications for final outputs.

TV Editor, Monstermedia Location: Oslo, Norway Duration: Oct 2019 - Dec 2019

Edited segments for reality TV shows.

Managed post-production workflows under tight deadlines.

- ***Responsibilities:*** *Edited various segments of popular reality TV shows, ensuring seamless storytelling and pacing to engage viewers. Worked closely with producers and directors to realize the creative vision, making key decisions on scene selections and transitions. Managed post-production workflows to meet tight broadcast deadlines, maintaining high-quality standards under pressure.*

Founder, Creative Producer B&G Studio, Location: Dubai, UAE : Duration: 2017 - 2019

- *Founded B&G Studio in Dubai, leading the studio as the creative producer. I was responsible for driving the studio's creative vision and business operations, specializing in producing high-quality visual content that effectively communicated clients' branding and marketing objectives.*
- *Managed projects from concept through to production, overseeing all creative aspects and ensuring that each project aligned with the strategic goals of our clients.*
- *Cultivated relationships with clients and stakeholders to establish B&G Studio as a trusted provider of innovative visual content solutions.*

Creative Director - Saluki Media LLC Location: Dubai, Duration: UAE April 2013 - December 2016

Oversaw production of commercials, corporate videos, and digital content.

Led creative teams and collaborated with clients.

- *As the Creative Director at Saluki Media LLC, I spearheaded the production of various media formats, including commercials, corporate videos, and digital content. My role involved overseeing the creative process from initial concept development to final output, ensuring all productions aligned with client objectives and market trends.*
- *Led a team of creatives, including videographers, editors, and graphic designers, fostering an environment that encouraged innovative ideas and high-quality production standards.*
- *Collaborated closely with clients to understand their vision and requirements, translating these into compelling visual narratives that effectively communicated their message and enhanced their brand's presence in the market.*

Music Video Director Location: California, USA Duration: 2012 (6 months)

Directed music videos.

Managed production teams and collaborated with artists.

Directed music videos for various artists, managing all aspects of production from conceptualization to the final cut. My role involved close collaboration with artists to capture the essence of their music and translate it into compelling visual narratives.

- *Led cross-functional production teams, ensuring seamless integration of creative inputs from musicians, choreographers, and cinematographers.*
- *Adapted to the dynamic and fast-paced music industry in the U.S., enhancing my skills in creative direction and project management under tight deadlines.*

Co-Founder, Fatbuddha Productions Location: Oslo Area, Norway Duration: Jan 2007 - Jan 2012

Co-founded and managed a production company.

Handled operations and creative direction.

- *Co-founded Fatbuddha Productions during my second year of studies, growing it into a respected production company that specialized in music videos, corporate videos, and blog videos.*
- *Managed day-to-day operations, collaborating with a creative team to deliver high-quality visual content that met diverse client needs.*
- *Continued to lead the company until 2013, then transitioned to freelance work in Dubai, working with major Norwegian TV channels and various industries on larger productions.*

Editor, Head of Promo, Rubicon TV Location: Oslo, Norway Duration: Feb 2009 - May 2009

Oversaw promotional content production.

Collaborated with teams on promotional campaigns.

- *Worked at Rubicon TV, a part of the Endemol Shine Group, known for producing popular shows like "Lilyhammer" and "MasterChef".*
- *Responsible for videography and editing, overseeing the production of promotional content for scripted and entertainment projects.*
- *Collaborated closely with teams to create promotional campaigns that effectively generated viewer interest and excitement for the shows.*

Stunt Reporter, MTV Networks Location: Oslo Area, Norway Duration: Jan 2009 - May 2009

Engaged audiences with news and celebrity gossip.

Produced video content for MTV Networks.

- *Served as a Stunt Reporter for MTV Networks, engaging audiences with the latest news and celebrity gossip in a dynamic and creative manner.*
- *Produced engaging video content, using my videography and editing skills to deliver fresh perspectives on news and celebrity stories.*
- *Helped connect MTV's programming with viewers in the Nordic countries and other European territories, maintaining the energetic and youthful spirit of the network.*

Education

Bachelor of Arts in Film and TV Institution: Høyskolen Kristiania, Westerdals institutt for film og medier, Oslo, Norway Duration: 2007 - 2009

Highlights:

- **Hands-on Experience:** Engaged in extensive, practical film-making exercises that mimicked real-world scenarios, allowing me to develop a robust portfolio of work across various media formats.
- **Project-Based Learning:** Participated in numerous collaborative projects that enhanced my abilities in storytelling, directing, and producing. This approach helped cultivate a deep understanding of the creative and logistical aspects of film production.
- **Technical Skills Development:** Gained proficiency in cutting-edge film production technology, learning to use industry-standard equipment and software which are essential for a professional career in film and TV.
- **Industry Exposure:** The program included internships and networking opportunities with professionals in the film and TV industry, which were instrumental in building my professional network and understanding industry dynamics.
- **Core Courses:** Studied key topics such as Audiovisual Storytelling, Production Techniques, and Film and Media Studies, each offering critical insights into both the artistic and operational sides of the industry.

- **Achieved 'A'** in Portfolio Assessment 1st year; consistently met all standards with 'G' grades in subsequent terms.

This education not only equipped me with the necessary creative and technical skills but also instilled a strategic approach to media production, emphasizing teamwork, innovation, and industry standards.

Programming and courses and certification

Certificate in Python Programming Institution: Noroff Bootcamp, Online

Duration: 10 weeks, part-time (2022)

Description:

The Python Programming course offered by Noroff as part of their Accelerate bootcamp was designed to elevate programming skills quickly, catering to both beginners and those with prior experience. The curriculum provided a comprehensive understanding of Python, covering essential aspects such as:

- Python Fundamentals: Introduction to Python syntax, scripting, and basic constructs.
- Modularization: Techniques for organizing code into reusable modules.
- Data Manipulation: Utilizing Python for practical data handling tasks.
- Data Visualization: Creating visual representations of data for analysis.
- Microscripting & Automation: Automating repetitive tasks using Python scripts.

Results:

I demonstrated proficiency in core areas of Python programming essential for tasks in data science, automation, and general software development. This course supports my career advancement in fields requiring strong analytical and technical capabilities.

Course on Data Technology and Applications Institution: University of Bergen (UiB), Norway

Duration: Part of ongoing education (2024)

Description:

The DIGI610 24V - Fantastiske Data course at UiB explored both practical and theoretical aspects of data technology. The course included various modules aimed at enhancing my ability to handle and utilize data effectively across different scenarios:

- Module 1: Focused on basic data concepts and the significance of data in modern contexts.
- Module 2: Detailed study of data structures and their underlying theories ("Data Iceberg").
- Module 3 & 4: Explored practical data use and representation, enhancing my skills in data manipulation and application.

Results:

I achieved a cumulative score of **60 out of 70**, translating to an overall **percentage of 85.71%**. This score reflected strong competencies across the course modules, particularly in modules involving the practical application of data concepts.

Course in Algorithms and Programming Institution: University of Bergen (UiB), Norway

Duration: April 2023 - May 2023

Description:

DIGI611 - Algorithms and Programming course at UiB, which provides a practical, fundamental introduction to algorithms and programming using Python. This course is delivered entirely online through the university's platform, MittUiB.

Curriculum Highlights:

- Fundamentals of Programming: I am learning to write and run simple programs, interpret error messages, and troubleshoot basic programming issues.

- **Data Storage Methods:** The course covers various ways to store data and perform basic operations on datasets.
- **Understanding and Applying Algorithms:** I am gaining insights into simple algorithms and how to apply them in programming tasks.
- **Third-Party Code Analysis:** The ability to understand programs written by others is being enhanced, alongside finding relevant information in programming language documentation and libraries.
- **Structured Learning Approach:** The course is modular, with content released weekly, allowing flexibility in managing my schedule while ensuring comprehensive learning by the course end.

Skills Development:

- **Programming Proficiency:** Enhancing my ability to use Python for practical tasks and algorithm implementation.
- **Problem-Solving:** Strengthening my problem-solving skills by applying theoretical knowledge to practical programming challenges.
- **Technical Communication:** Learning to succinctly explain technical problems and solutions, a key skill in professional programming and technical roles.

Assessment:

The course requires passing all obligatory quizzes to successfully complete, with the opportunity to retake quizzes to improve scores, ensuring mastery of the material.

This course is part of my ongoing professional development, building on previous programming knowledge and aimed at deepening my understanding of algorithms essential for advanced data processing and application development.

Technical Skills & Tools

- **AI Video & Image Ecosystems:** Hands-on experience with Stable Diffusion and Midjourney. Deep technical and architectural understanding of State-of-the-Art (SOTA)

generative models, including OpenAI Sora, Kling AI 3.0, Runway Gen-3/4.5, Google Veo, and Luma Dream Machine.

- **AI Audio & Voice Synthesis:** Gemini Live API, ElevenLabs, Resemble.ai, Mubert.
- **Post-Production & VFX:** Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve.
- **Development & AI Architecture:** Python, TypeScript, Next.js, WebSockets, API Orchestration, Multi-Agent Systems, LLM Prompt Engineering.
- **LLM Providers:** Anthropic (Claude), Google Gemini, OpenAI (GPT), xAI / Grok, Ollama (local models).

Language Proficiency

- Norwegian: Fluent in writing and reading.
- English: Fluent in writing and reading.
- Farsi: Fluent in speaking.