



In One Ear, Out The Other

August 6th 2026

We have a problem.

The advice sector is in the early stages of a remodelling, but the realisation of what is coming next seems to be wildly misunderstood.

This is not a disruption, nor a calm iterating situation.

The remodelling is not 'marginal' nor a 'reshaping'.

What is occurring is a total transformation.

The hit to advisers is underway, but the big punch in the face is yet to land, that is going to happen later this year or during 2027.

To evidence this further, let's discuss some numbers. And this is where the problem really starts because the numbers tell a story, but - as is often the case with numbers - the detail goes into one ear and out the other.

The cost of AI compute is collapsing. Depending on the model and provider, token prices have already fallen by between 80% and well over 99% compared with early frontier models, and competition continues to drive costs lower. The exact rate varies, but the trend is unmistakable.

It is unlikely reading that, you will spend tonight lying in bed worrying; but in a way, you should.

The consequences of that number to your livelihood are as extreme as someone coming along and telling you that you can continue in business but you are no longer able to charge for your services.

Let's look at another number - the capability of AI models. They are doubling their capability roughly every four months.

That means in twelve months their capability increments 8x.

By August 2027, 8x more capable models will be available. However, that masks something extraordinary.

By December 2027, they will be 16 x more capable than today, and by the end of 2028 over 100 x more capable.

The implication when we combine just these two sets of numbers is the key to understanding what is about to hit.

Models capable of doing all you do and more, that are running on a virtual zero cost basis.

Let's say today's models are capable of doing what you do to a factor of 0.1; they are "one tenth as good". Assuming the capability explosion translates into "equivalent human capability" then in two years and a few months they will be 10x more capable. And free to use.

Hence, in summary we can ascertain:

1. Exceptional expertise is becoming available to members of the public, for next to zero cost.
2. Expertise which is currently scarce is about to become abundant.
3. The value of human expertise drops to zero.
4. The price of human expertise drops to zero.
5. The adviser charging fees in the £1,000s per year is going to be out of kilter "you cannot charge £1,000 for something a client can get for £10 elsewhere".

Why is this not apparent today? To understand this better we can lean on the grabby aliens theory, a truly remarkable idea that lends itself to anything that is moving very fast.

Basically if aliens are travelling to Earth at anywhere close to the speed of light, you will not see them coming. The first time you will be aware of them is when they land. There will be no warning.

The same is true with the new model paradigm conditions that are about to hit the advice sector.

8MDS

INTELLIGENCE BRIEFING FOR
FINANCIAL PROFESSIONALS



You cannot "see" the capability rise that is going on because to start with the difference between 0.1 and 0.2 is not visible. Similar, 0.2. to 0.4, somewhat similar 0.4 to 0.8, but once it starts going from 0.8 to 1.6 and 1.6 to 3.2, the visibility is clear; now you can see.

This is the combination of speed and exponentiality that is a hallmark of the grabby aliens theory. A stadium filling with water is another common metaphor offered.

We are proposing that we are about to enter, in the final third of 2026, the 0.4 to 0.8 phase. First third of next year, 0.8 to 1.6 and so on.....

Everything is trending this way. In practical terms we are starting to see real world effects, such as big advice firms (including the biggest in the UK) desperately trying to remodel their businesses against competitive forces that are arriving with ultra low cost models, superior service offerings, improved compliance, exceptional risk-adjusted investment options, and more. We are seeing digital companions becoming available, large consumer brands move into financial services, all offering AI capability to customers, knowing that capability is going to get smarter by the month.

The fee pressure is ramping up. The need to demonstrate in house AI expertise becoming a standard.

The new model we have built for advisers to work around aims to counter all of this; there is very little time left for any firm or individual to react without getting left behind and unable to cope when the bigger waves hit, starting later this year.

To survive, you need that new model shaping today, ready to lock in fully next year.

We have now entered the visibility stage.

NOT ALREADY REGISTERED ON 8MDS?



[Click Here](#)

