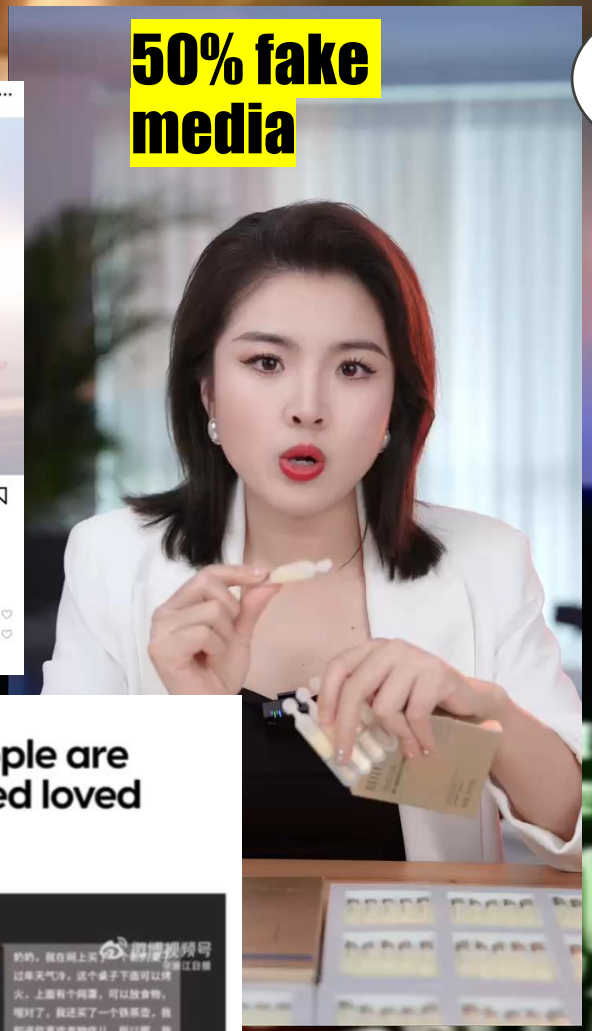
THIS PRESENT
MOMENT
USED TO BE
THE UNIMAGINABLE
FUTURE

Hva’ Hubbi gi’r du spille den der ‘Wind of Change’ med Scorpions ? ligner jeg en bonderøv måske måske måske måske..

Are we stupid – virtual influencer with 2 mio followers

50% fake media



You can be my wingman anytime

Voice cloning

Omnistars

Hva' Hubbi gj' ... of Change' med Scor...

en bonde ...

Death: digital doppelganger.
When are we dead ?

0xgaganX

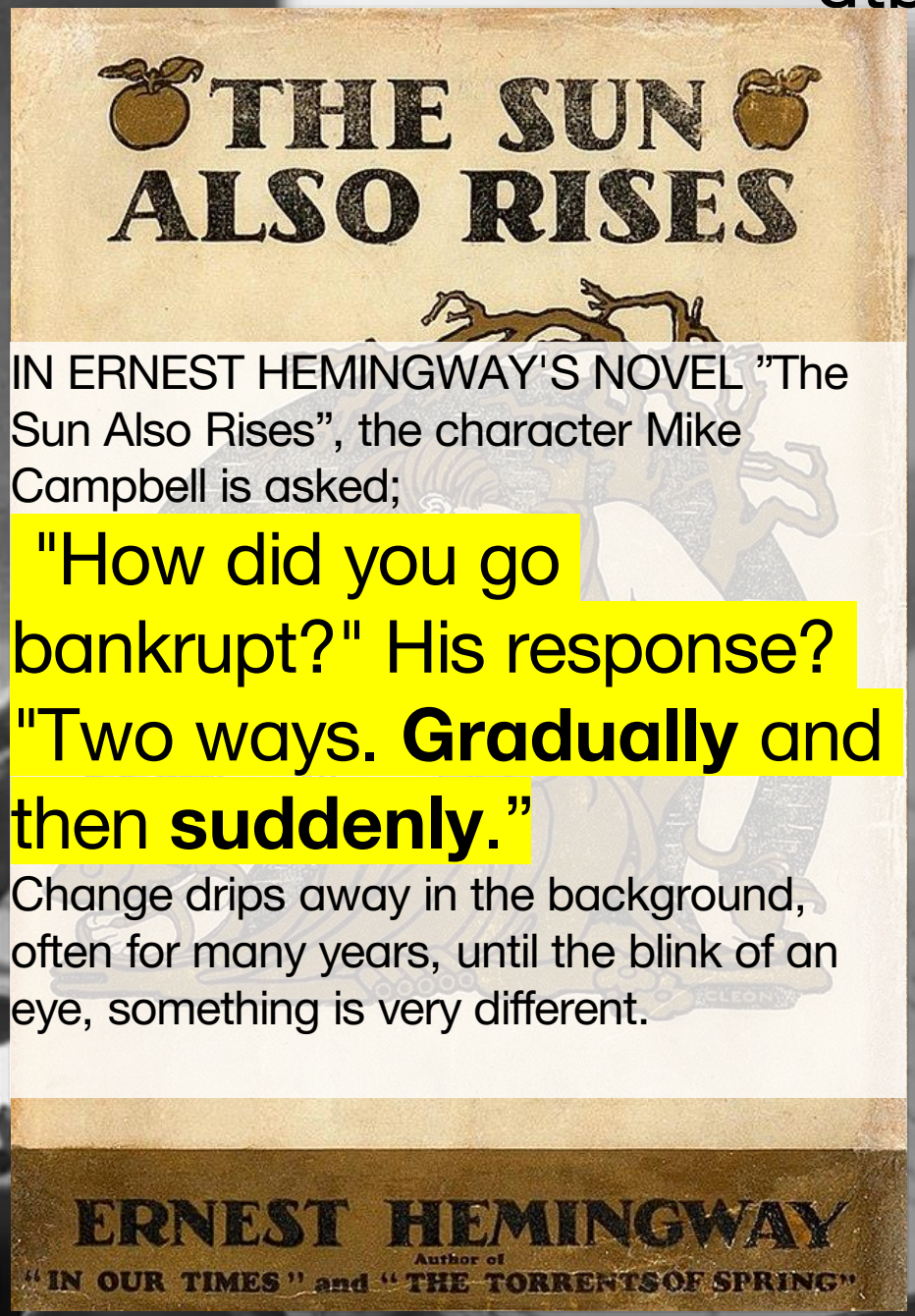
ke

Voice cloning

We need to ask ourselves. What is the revenge effects of AI and how can we avoid worse case scenarios.

Omnistars

f Change' med Scor

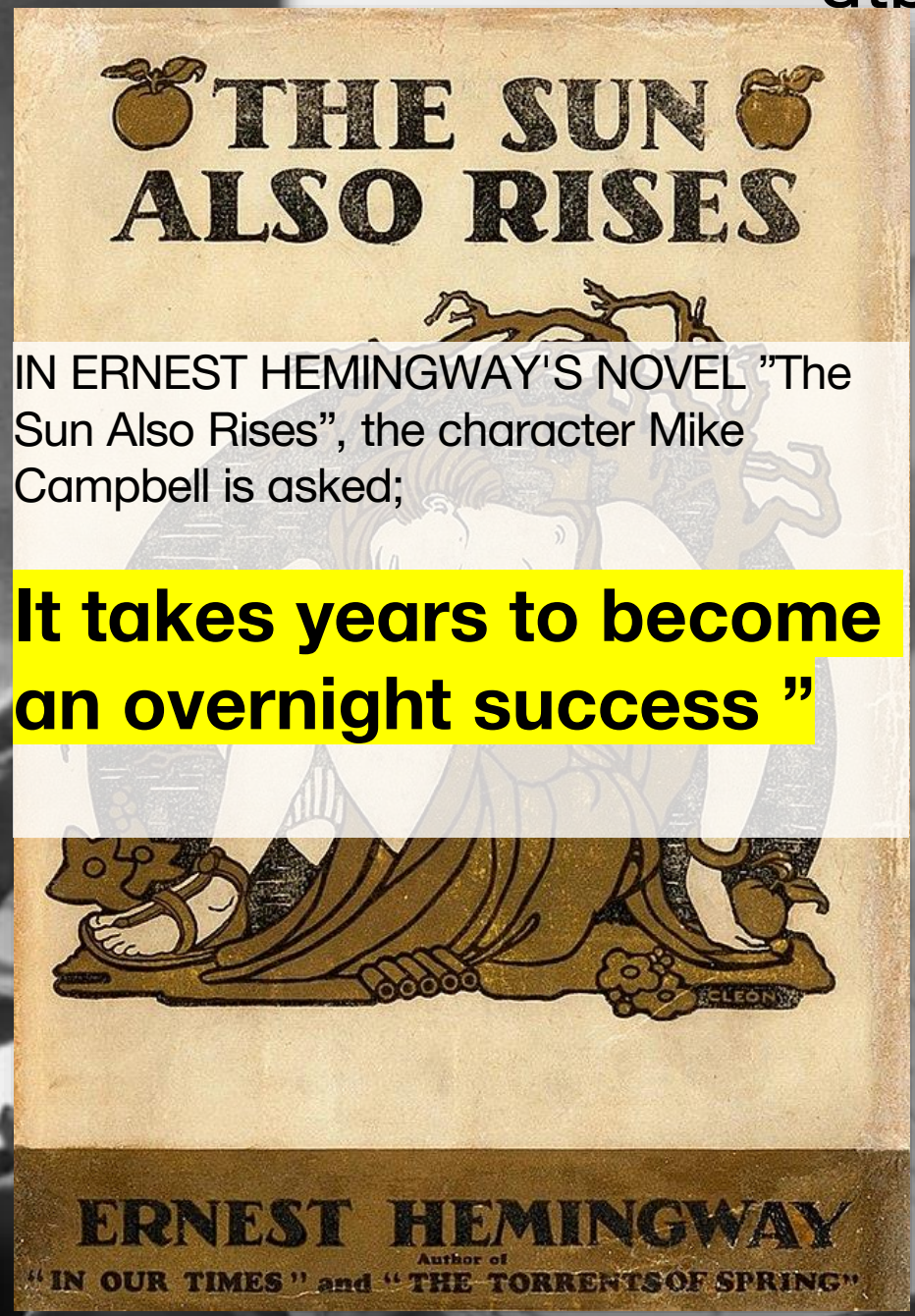


IN ERNEST HEMINGWAY'S NOVEL "The Sun Also Rises", the character Mike Campbell is asked;

"How did you go bankrupt?" His response? "Two ways. **Gradually** and then **suddenly.**"

Change drips away in the background, often for many years, until the blink of an eye, something is very different.

The goal is not to give people what they ask for,
but to make them ask for what you offer….
Use the oldest marketing trick in the book…
Call George Clooney

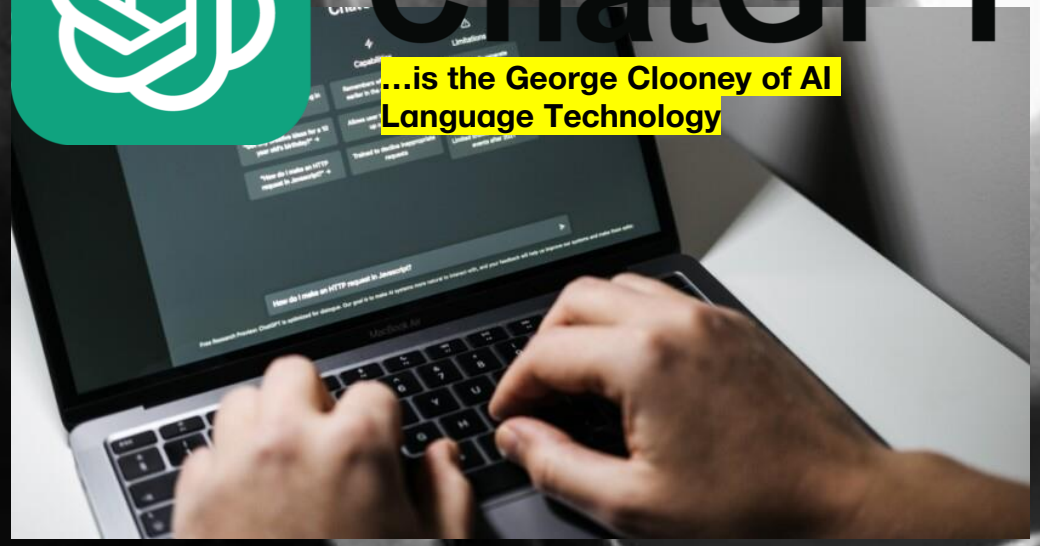


IN ERNEST HEMINGWAY'S NOVEL ”The Sun Also Rises”, the character Mike Campbell is asked;

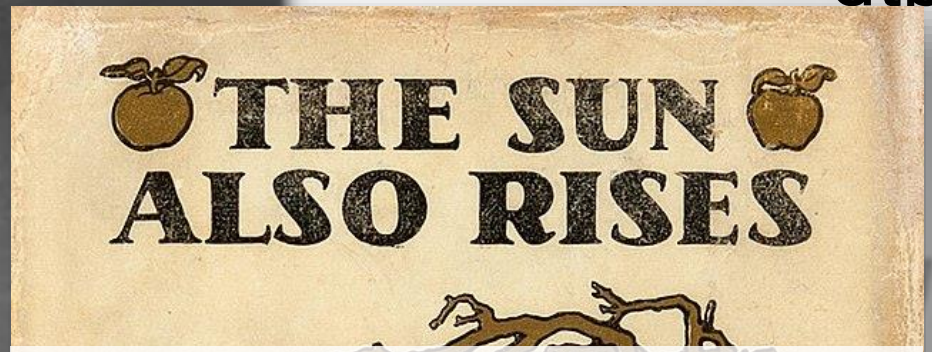
It takes years to become an overnight success ”

ChatGPT

...is the George Clooney of AI Language Technology



Last year, ChatGPT, an advanced AI language model developed by OpenAI, took the world by storm, **seemingly emerging out of nowhere** to become a household name. However, its arrival was the result of years of gradual progress in the field of artificial intelligence and natural language processing.



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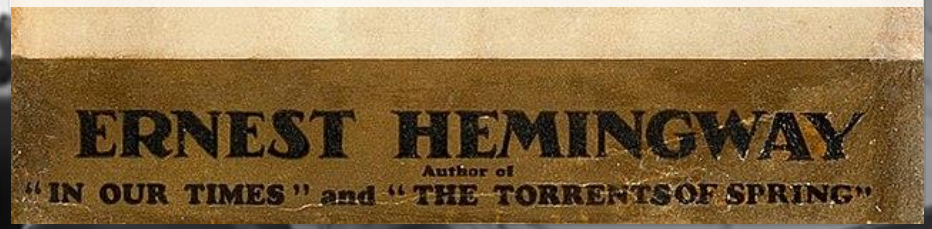


atp=

The story about ChatGPT, also tells us about a huge problem in the organizations today… the lack of curiosity. The lack of structures of what's next

2017

Ashish Vaswani* Google Brain avaswani@google.com
Noam Shazeer* Google Brain noam@google.com
Niki Parmar* Google Research nikip@google.com
Jakob Uszkoreit* Google Research usz@google.com
Llion Jones* Google Research llion@google.com
Aidan N. Go University of T aidan@cs.toro
Illia Pol illia.polosuk

arXiv:1706.03762v4 [cs.CL] 30 Jun 2017

2015

Published as a conference pap

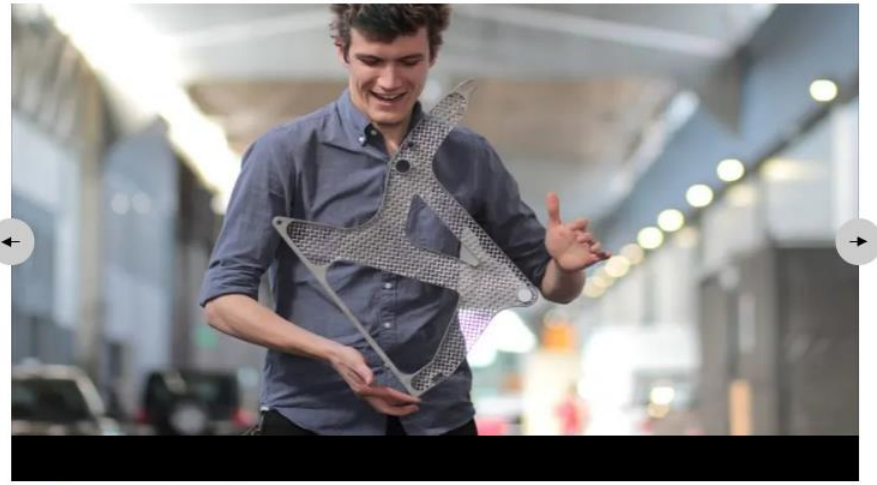
NEURAL MACHINE TRANSLATION BY JOINTLY LEARNING TO ALIGN AND TRANSLATE

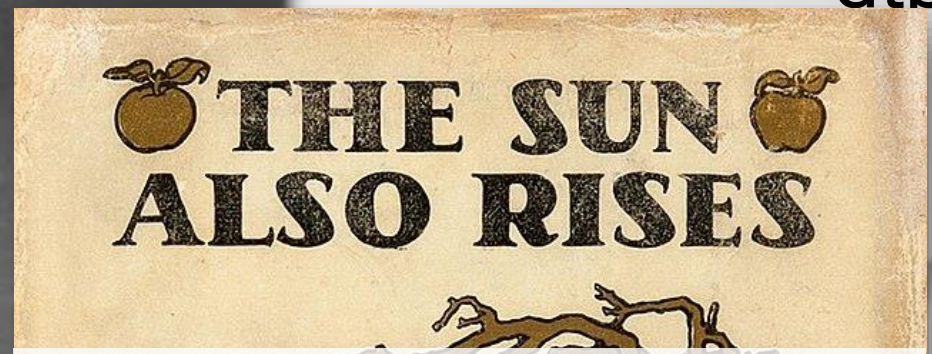
Dzmitry Bahdanau
Jacobs University Bremen, Germany

05-08-17

Autodesk's Generatively Designed Cabin Seat Could Make Flying Cheaper

The redesigned seat could also save airlines $200 million.





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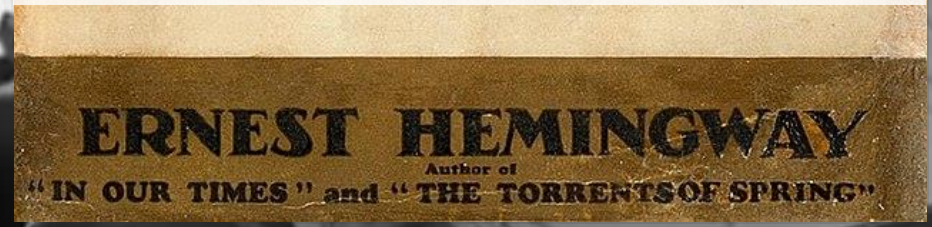


The importance of being curious – we need to start asking new questions.

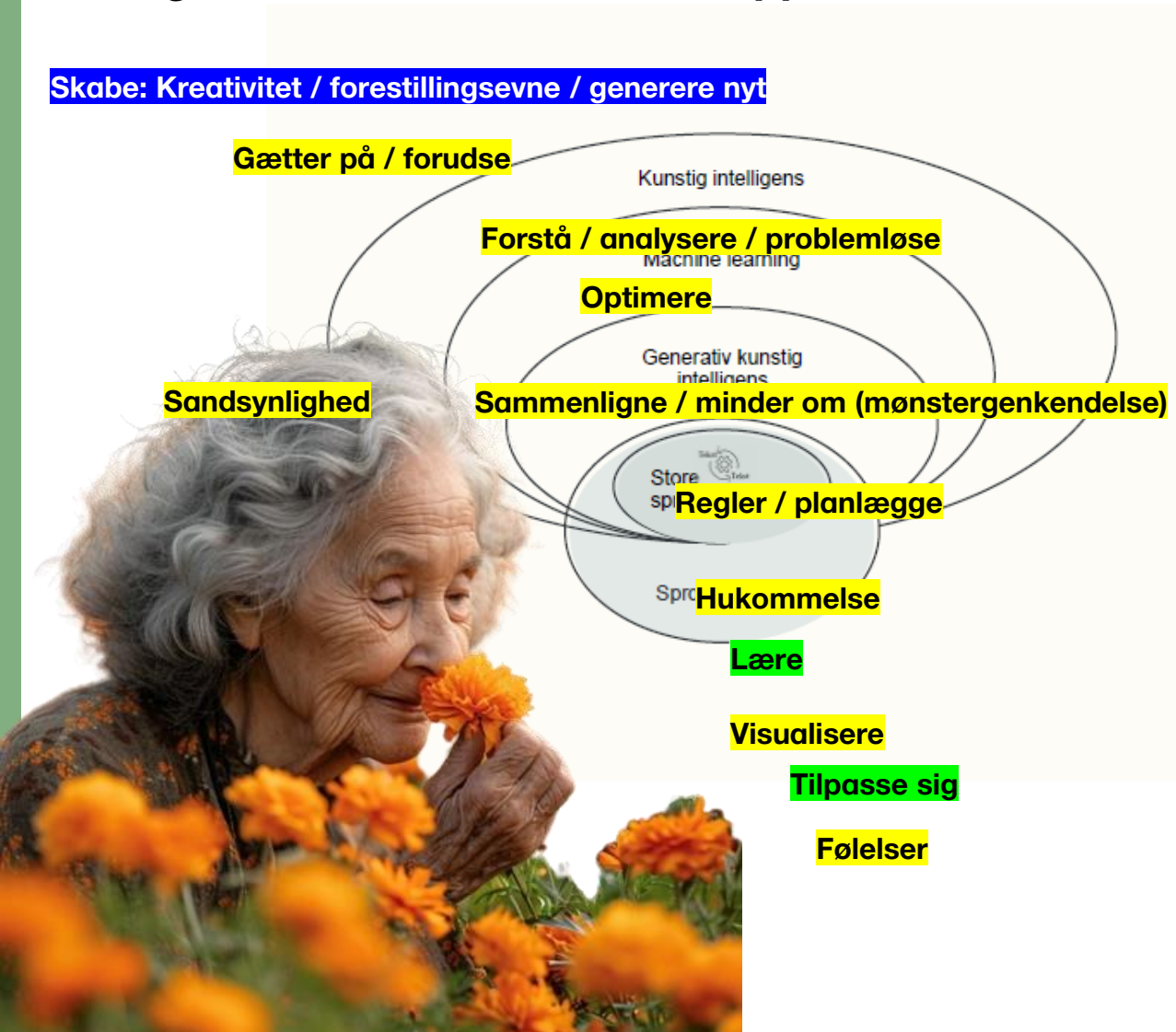
What's next ? Somewhere, something incredible is waiting to be known

atp=

Generative AI – the bigger picture

The biggest challenge today is not artificial intelligence.. It is human intelligence. The greatest hurdle we face today isn't the potential of artificial intelligence, but rather our capacity to recognize and harness its vast opportunities.

Skabe: Kreativitet / forestillingsevne / generere nyt



KUNSTIG INTELLIGENS (AI)

Er en bred betegnelse for software, der kan udføre opgaver, der traditionelt set har krævet menneskelig intelligens – fx spam-detektion, anbefalingssystemer eller algoritmisk aktiehandel.

MACHINE LEARNING

Er en underkategori af kunstig intelligens, hvor en model opnår evner, efter den er trænet på en større mængde af eksempeldata, i stedet for at modtage eksplicit programmeringsinstruktion – fx ansigtsgenkendelse, maskinoversættelse eller tale-til-tekst-software.

GENERATIV KUNSTIG INTELLIGENS

Er en klasse inden for kunstig intelligens, som har evnen til at generere indhold såsom billeder, video, lyd, tekst m.m. Eksempler på disse modeller er GPT-4, PaLM, DALL·E 2 og Stable Diffusion.

STORE SPROGMODELLER

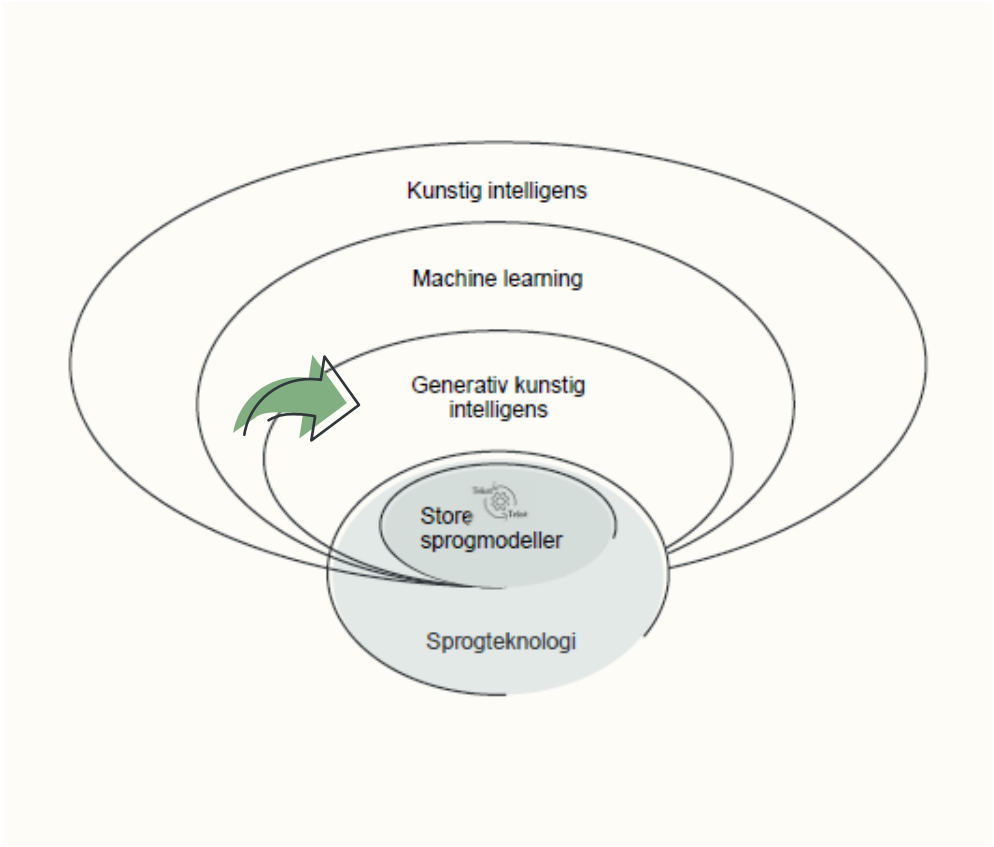
Udgør en klasse inden for generativ kunstig intelligens, der på baggrund af træning med meget store mængder tekst kan opbygge statistiske relationer mellem ord eller dele af ord (kendt som "tokens"). Dette gør det muligt for de store sprogmodeller at afkode og generere naturlig sprogtekst og dermed udføre en række tekstnære opgaver såsom opsummering eller vidensudtræk. Eksempler på store sprogmodeller er GPT-4, som ligger til grund for OpenAI's ChatGPT og PaLM-modellen bag Googles Bard.

Sprogmodeller er i dag oftest *store* sprogmodeller (engelsk: large language models) og kendes på deres store antal neurale parametre, der indgår i modellen. Jo flere neurale parametre, jo mere kapacitet har modellen til at lære. Traditionelle statistiske modeller vil ofte have 10-100 parametre, mens moderne store sprogmodeller ofte har over 100 milliarder parametre.

SPROGTEKNOLOGI

Bruges som fællesbetegnelsen for teknologier, der behandler (genkender, forstår, tolker, producerer og efterligner) naturligt menneskesprog. Feltet har i de seneste år været drevet af machine learning-teknikker, men er i princippet ikke begrænset til dette. ChatGPT er et eksempel på en specifik sprogteknologi. Andre eksempler på ikke-generative teknologier kan fx være sentimentanalyse, tekstklassifikation eller egenavnsgenkendelse.

Generative AI – the bigger picture



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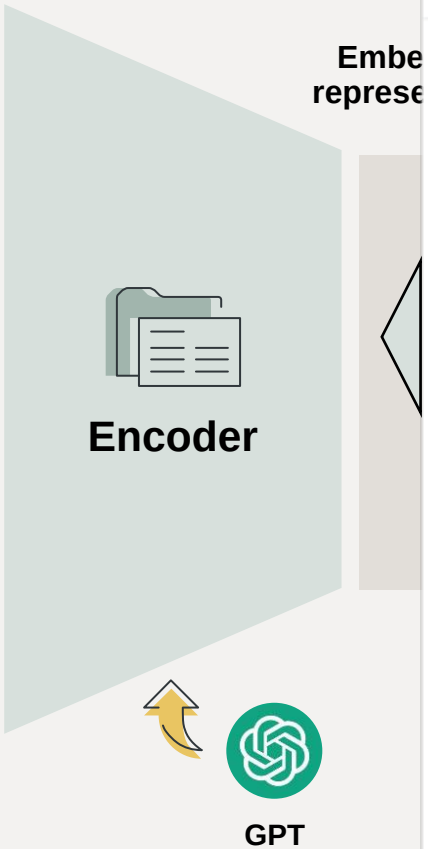
atp=

Generative AI is fundamentally two models working together: An encoder & decoder component to generate brand-new completely original artefacts at s

A COOL LOOKING SHIRT WITH A MODERN PRINT WITH COLORFUL FLOWERS



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A COOL LOOKING SHIRT WITH A MODERN PRINT WITH COLORFUL FLOWERS

Video 3D Code Music Sound Text

Embedded representation

Encoder

Decoder

1010
0110

Picture

GPT

Video 3D Code Music Sound Text

Ge

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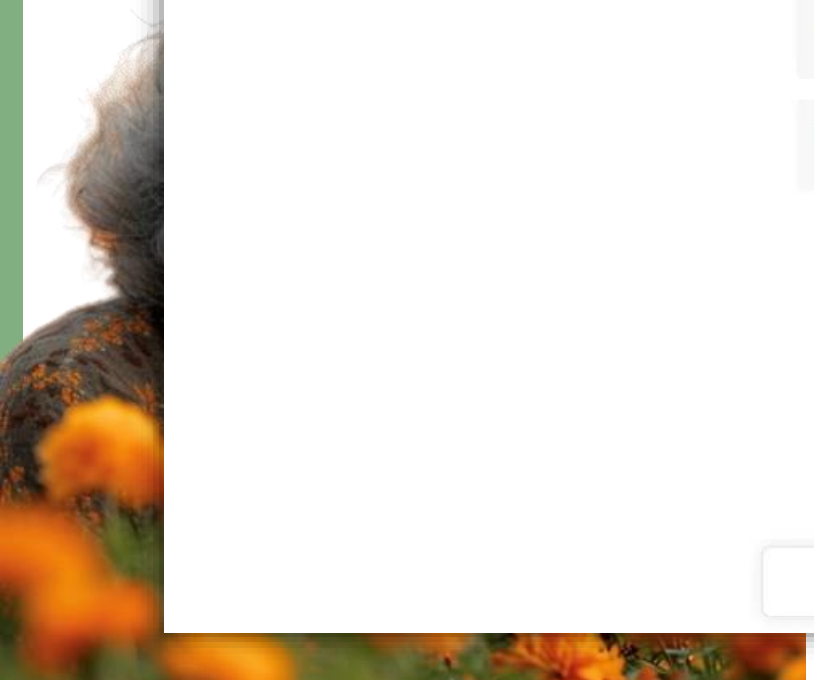
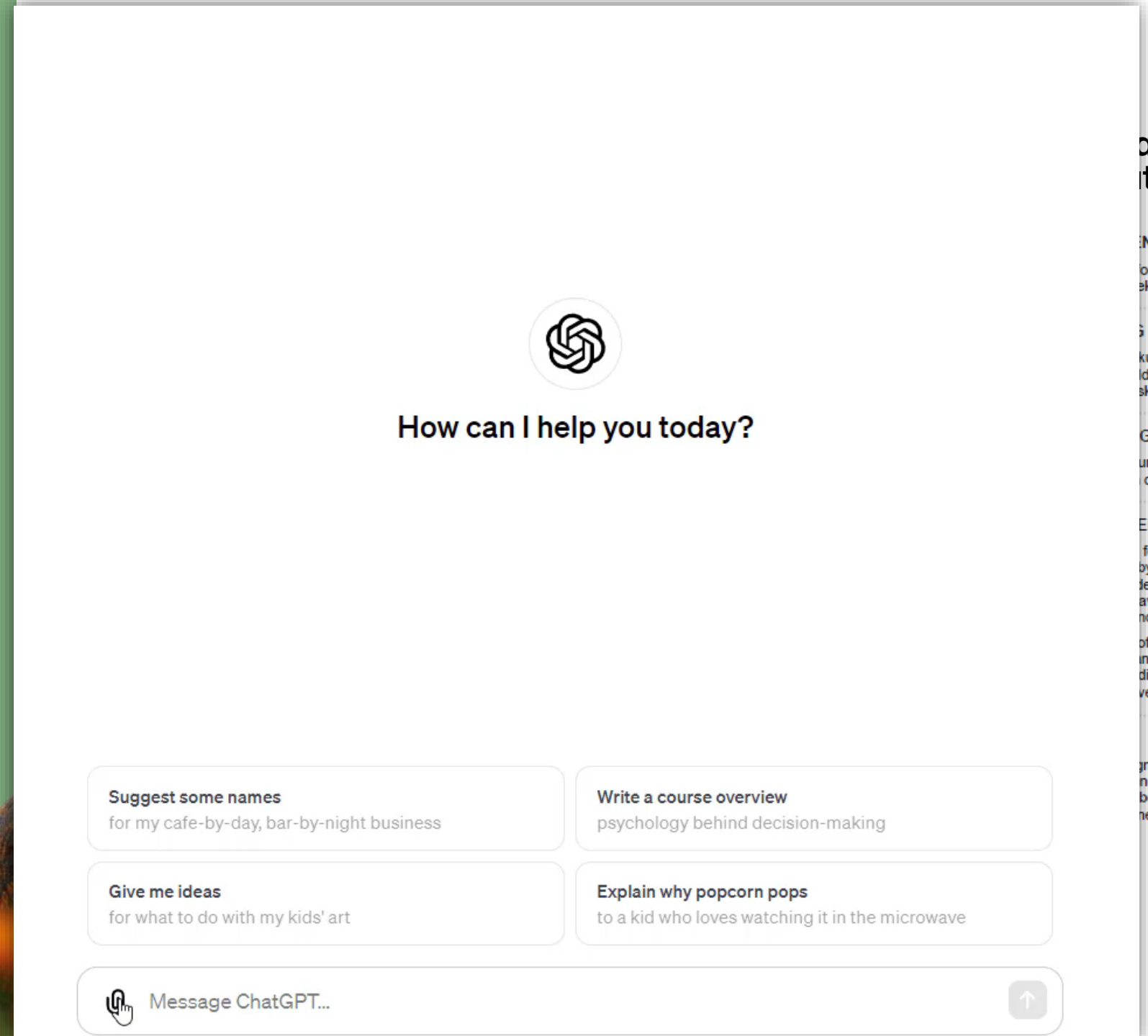


ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021



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What is it ?

Generative AI – the bigger pict

Bemærk: Særlige forhold vedrørende lejefastsættelse, jf. vejledningen, skal anføres i lejekontraktens § 11.

§ 4. Depositum og forudbetalt leje

Depositum: Senest den 10-03-2023 betaler lejeren et depositum på 23.100,00 kr. svarende til 3 måneders leje (højst 3 måneders leje).

Forudbetalt leje: Senest den 10-03-2023 betaler lejeren endvidere forudbetalt leje på 7.700,00 kr. svarende til 1 måneders leje (højst svarende til den leje, som skal betales i perioden fra opsigelsen afgives af lejer til lejeforholdet ophører, dog maksimalt 3 måneders leje).

Indbetaling: Senest den 10-03-2023 betaler lejeren i alt 30.800,00 kr., svarende til:

Forudbetalt leje:	7.700,00 kr.
Leje m.v. for perioden:	
til	0,00 kr.
Depositum	23.100,00 kr.
	0,00 kr.
	0,00 kr.
	0,00 kr.
I alt	30.800,00 kr.

Første gang, der herefter skal betales husleje, er den 01-05-2023.

Was wird als Anzahlung angegeben?

Wie viel Miete ist im Voraus bezahlt?

Wann muss die Miete spätestens im Voraus bezahlt werden?

ChatGPT

Die Anzahlung, die im Dokument angegeben wird, beträgt 23.1

Voraus bezahlte Miete wird mit 7.700,00 DKK angegeben. Die

am 10-03-2023 im Voraus bezahlt werden.

Tilpasse sig

Følelser

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stated that is paid in deposit?

ch rent is prepaid?

ust the rent be paid in advance at the latest?

Sure, here's the information in JSON format:

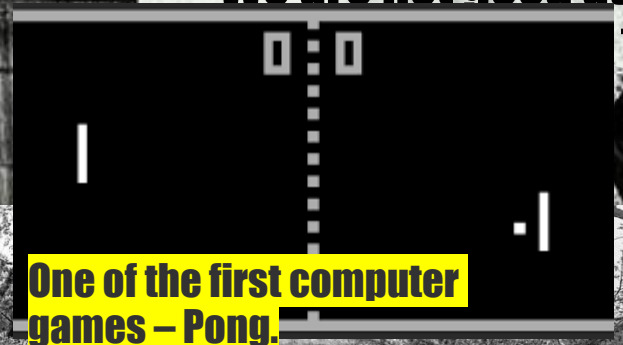
json Copy code

```
{
  "deposit": "23,100.00 kr",
  "prepaid_rent": "7,700.00 kr",
  "payment_deadline": "10-03-2023"
}
```

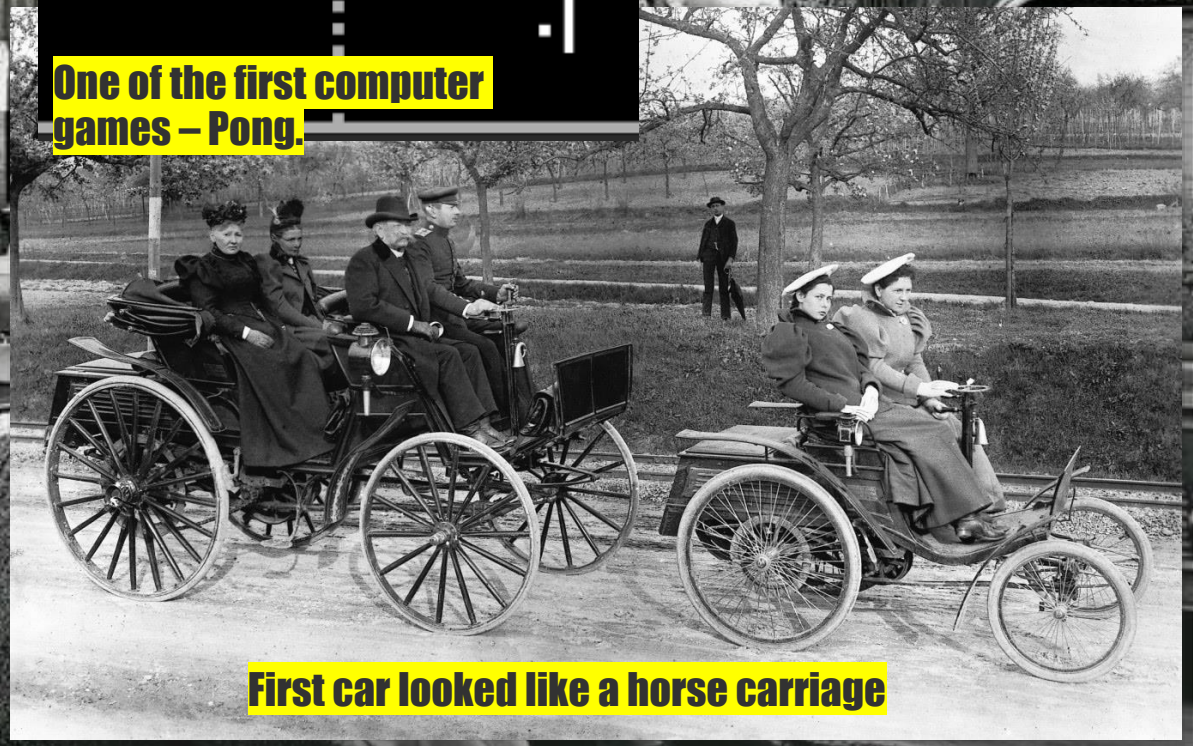
Radio-vision syndrome: We need to challenge the assumptions that define us.
We are not good at imagining the impact of a new technology on the future.
2410
Enhance
Extend
Transform
Reinvent
Revolutionize

Radio-vision syndrome: We need to challenge the assumptions that define us.

We are not good at imagining the impact of a new future.



One of the first computer games – Pong.



First car looked like a horse carriage

First smartwatch - copy of a computer

First electric light looked like a candlestick

The first bicycle – the draisine

A typewriter with a screen ?

Enhance Extend Transform Reinvent

World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mail Policy , November's W3 news , Frequently Asked Questions .

What's out there?
Pointers to the world's online information, subjects , W3 servers, etc.
Help
on the browser you are using
Software Products
A list of W3 project components and their current state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers , Tools , Mail robot , Libr
Technical
Details of protocols, formats, program internals etc
Bibliography
Paper documentation on W3 and references.
People
A list of some people involved in the project.
History
A summary of the history of the project.
How can I help ?
If you would like to support the web..
Getting code
Getting the code by anonymous FTP , etc.

Google Search Engine

This is a demo of the Google Search Engine. Note, it is research in progress so expect some downtimes and malfunctions. You can find the older Backrub web page here.

Google is being developed by Larry Page and Sergey Brin with very talented implementation help by Scott Hassan and Alan Steremberg.

Search Stanford

10 results | clustering on | Search

Search The Web

10 results | clustering on | Search

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Sales Programs
Add Your Site
Change/Delete Entry
Text-only version
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INTERNET MAGAZINE FREE TRIAL ISSUE FOR INTERNET PROFESSIONALS Click Here!

World Wide Web Yellow Pages

Type keywords in the box below to search the Web!
They can be partial site names, URLs, or words from a description.
The more keywords you supply, the more relevant the search results will be.

Search | Clear

...or Search by Category:

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Agriculture
Airlines
Antiques and Collectibles
Architecture
Art
Associations
Athletic Organizations
Attorneys
Automotive
Banking
Bar/Tavern
Bed and Breakfast
Beer and Ale
Bicycling
Boating
Books
Brokerage
Business
Camping
Candy
CD Products
Children's Products
Cities
Coffee
Colleges and Universities
Commercial
Computers
Convention and Visitors Bureaus
Construction
Cooking
Countries
Crafts
Doctors
Education
Elderly Care
Emergency Services
Employment
Entertainment
Environmental
Florists
Food
Games
Gardening
Gifts
Government and Politics
Health and Fitness
Health Care
History
Hobbies
Holiday
Home
Hotel/Lodging
Humanities
Humor
Hunting and Fishing
Information Services
Insurance
International Business
Internet Resources
Internet Services
Jewelry
Law
Libraries
Life Style
Machinery
Magazines
Mail Order
Marketing
Media
Medical
Military
Movies
Museums
Music
Nature
News Media
Newspapers
Organizations
Pets
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Publishers
Racing
Radio and Television
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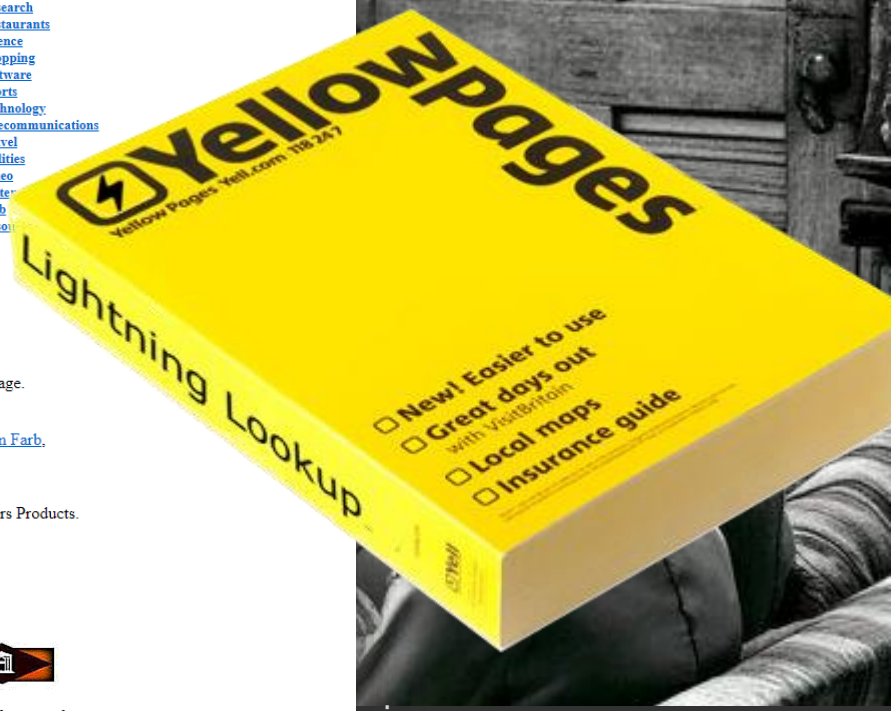
Kodak



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People
A list of some people involved in the projec
History
A summary of the history of the project.
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Getting the code by anonymous FTP , etc.

Google Search

This is a demo of the Google Sea
malfunctions. You can find the olc

Google is being developed by La
Hassan and Alan Steremberg

10 results | clustering on | Search

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Daily Mail, Tuesday, December 5, 2000 Page 33

Internet 'may be just a passing fad as millions give up on it'

By James Chapman
Science Correspondent

THE Internet may be only a passing fad for many users, according to a report.

Researchers found that millions were turning their back on the world wide web, frustrated by its limitations and unwilling to pay high access charges.

They say that e-mail, far from replacing other forms of communication, is adding to an overload of information.

Experts from the Virtual Society project, which published the report, say predictions that the Internet would revolutionise the way society works have proved wildly inaccurate.

Many teenagers are using the Internet less now than previously, they conclude, and the future of online shopping is limited. Steve Woolgar, director of the society, said: "We are often presented with a picture of burgeoning Internet use, but there is evidence already of drop-off and saturation among users.

"Teenagers' use of the Internet has declined. They were energised by what you can do on the Net but they have been through all that and then realised there is more to life in the real world and gone back to it."

The project, sponsored by the Economic and Social Research Council, gathered together research by 25 universities across Europe and the U.S.

It estimated that in Britain alone there could be more than two million people who regularly used the Internet but had now given up.

Analysts say some simply became bored, while others were frus-

Net loss: Two million Britons have logged off the Internet

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Kodak

Yellow Pages
New! Easier to use
Great days out with VisitBritain
Local maps
Insurance guide

Putting your curiosity at work

Meet hotellingers law:
The law of minimum differentation.

These are companies that operates well, as long as the customers needs and expects the same things.

Test Manager

Vil du have chancen for at arbejde med Quality Gates på store og små projekter med både interne og eksterne deltagere? Har du gode kommunikationsevner og trives med at være sparringspartner omkring kvalitetssikring for projektledere/-deltagere samt produktteamet? Har du erfaring med agil projektudvikling og erfaring fra den finansielle branche? Så er du måske PensionDanmarks nye Test Manager.

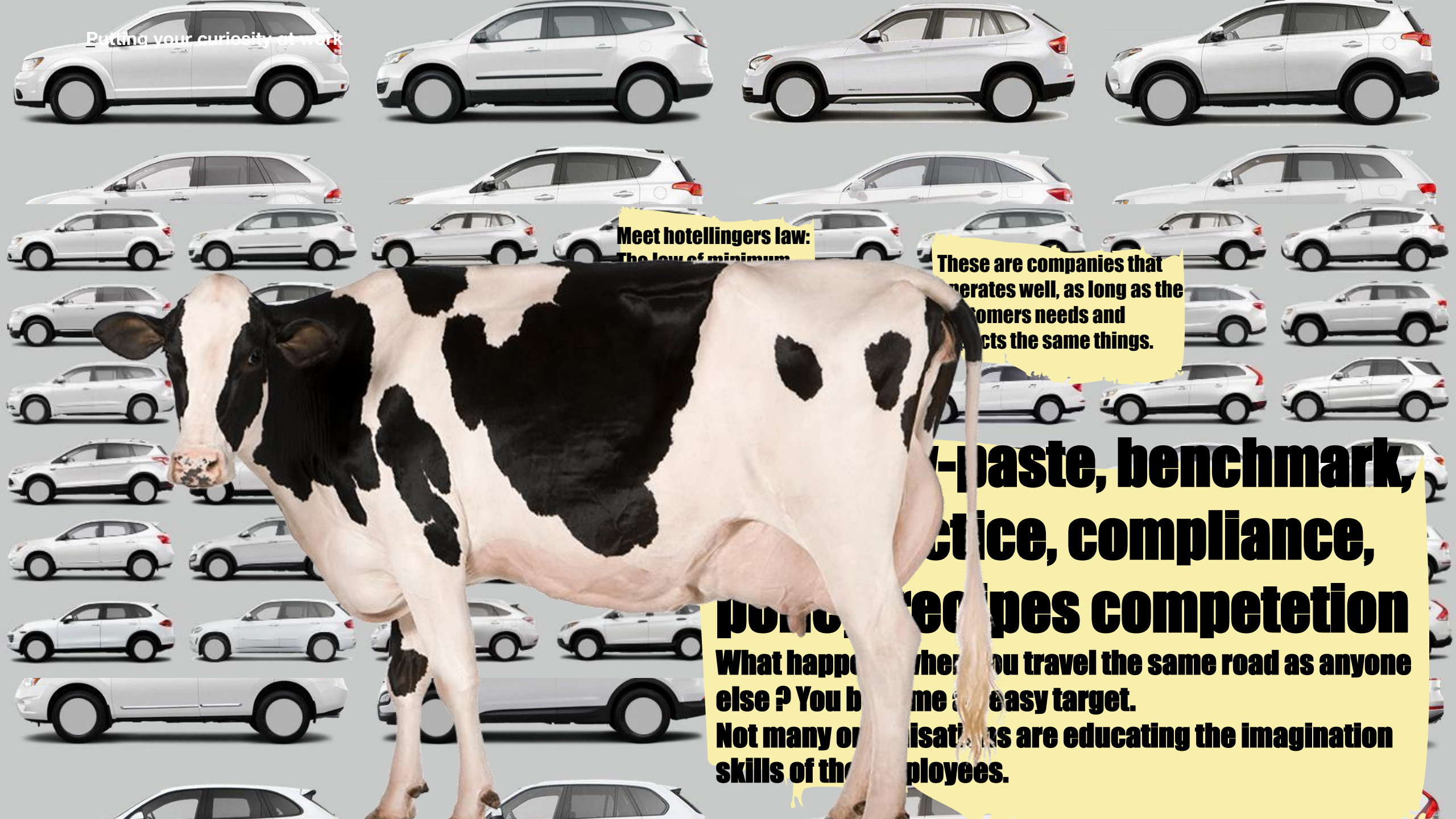
Du kvalitetsstyrer vores systemer og er en dygtig sparringspartner

Du bliver en del af teamet Test og kvalitet, der har ansvar for kvalitetsstyring i projekter og opgaver inden for it, både i forhold til eksternt- og egenudviklede systemer. Du vil blive en vigtig sparringspartner med vores produktteams, som er med til at sikre reviews, samt at Quality Gates er overholdt. Dette gælder større og mindre projekter, men også på releases og indhold af fejlrettelser eller changes til produktion. Dit fokus vil blive på at formidle, hvordan der sikres en effektiv testplanlægning og hvilke testaktiviteter, der er nødvendige for at sikre kvaliteten af leverancerne på tværs af alle involverede parter – både internt og eksternt – og at sikre, test udføres inden for de fastsatte rammer.

Du får ansvaret for at være med til at modne og styrke området sammen med dine kollegaer. Test- og kvalitet har ansvaret for at beskrive og vedligeholde processer og skabeloner i test, test automatiseringsstrategi, værktøjer, der benyttes i test, samt testdatastrategi. Teamet består af 12 medarbejdere og en teamleder beliggende i it-afdelingen. It-afdelingen består derudover af it-udvikling, it-processer, it-drift og support samt FinOps og Performance-team.

The copy-paste, benchmark, best practice, compliance, policy, recipes competetion

What happens when you travel the same road as anyone else ? You become an easy target.
Not many organisations are educating the imagination skills of the employees.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Radio-vision syndrome: We need to challenge the assumptions that define us.

We are not good at imagining the impact of a new technology on the future.

TikTok

Uber

Kodak

Changing the restaurant business.
44% of 13–39-year-olds have cooked a recipe that was going viral on social media.
And the music business..

airbnb

MobilePay

A typewriter with a screen ?

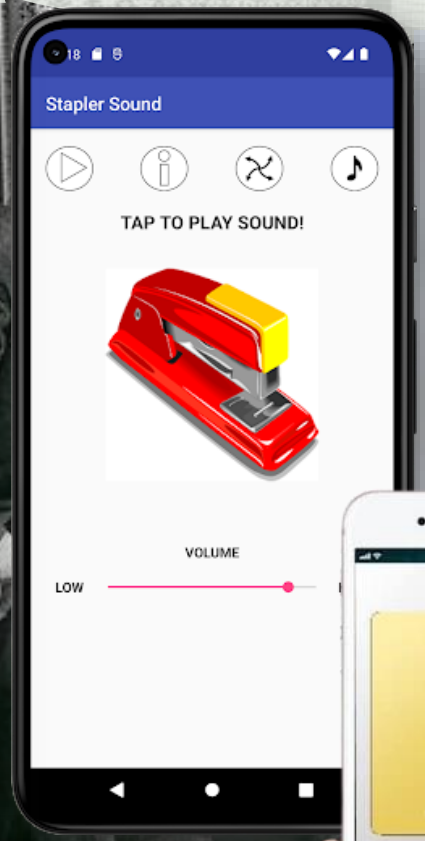
Enhance

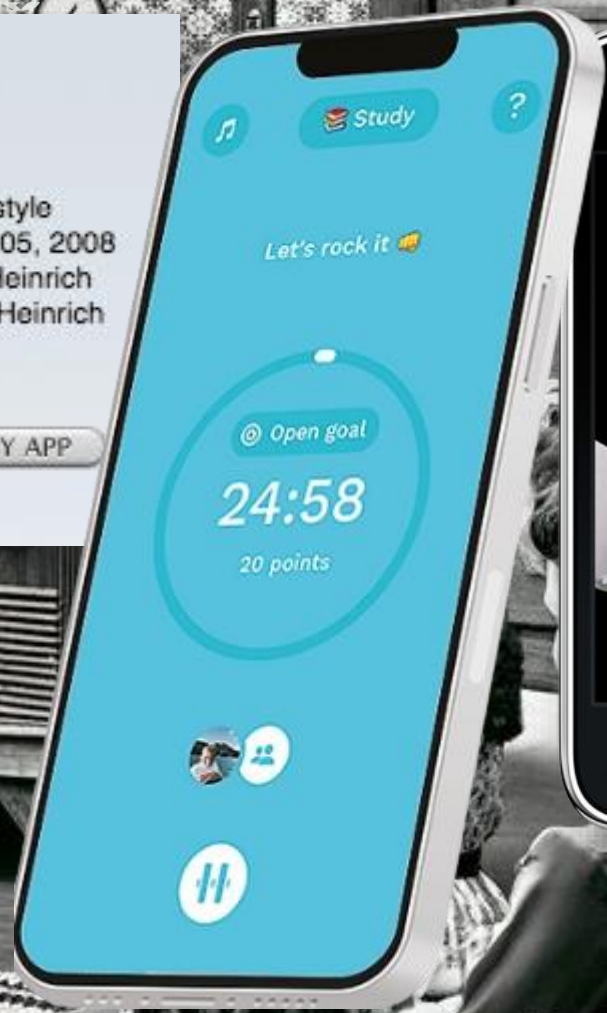
Extend

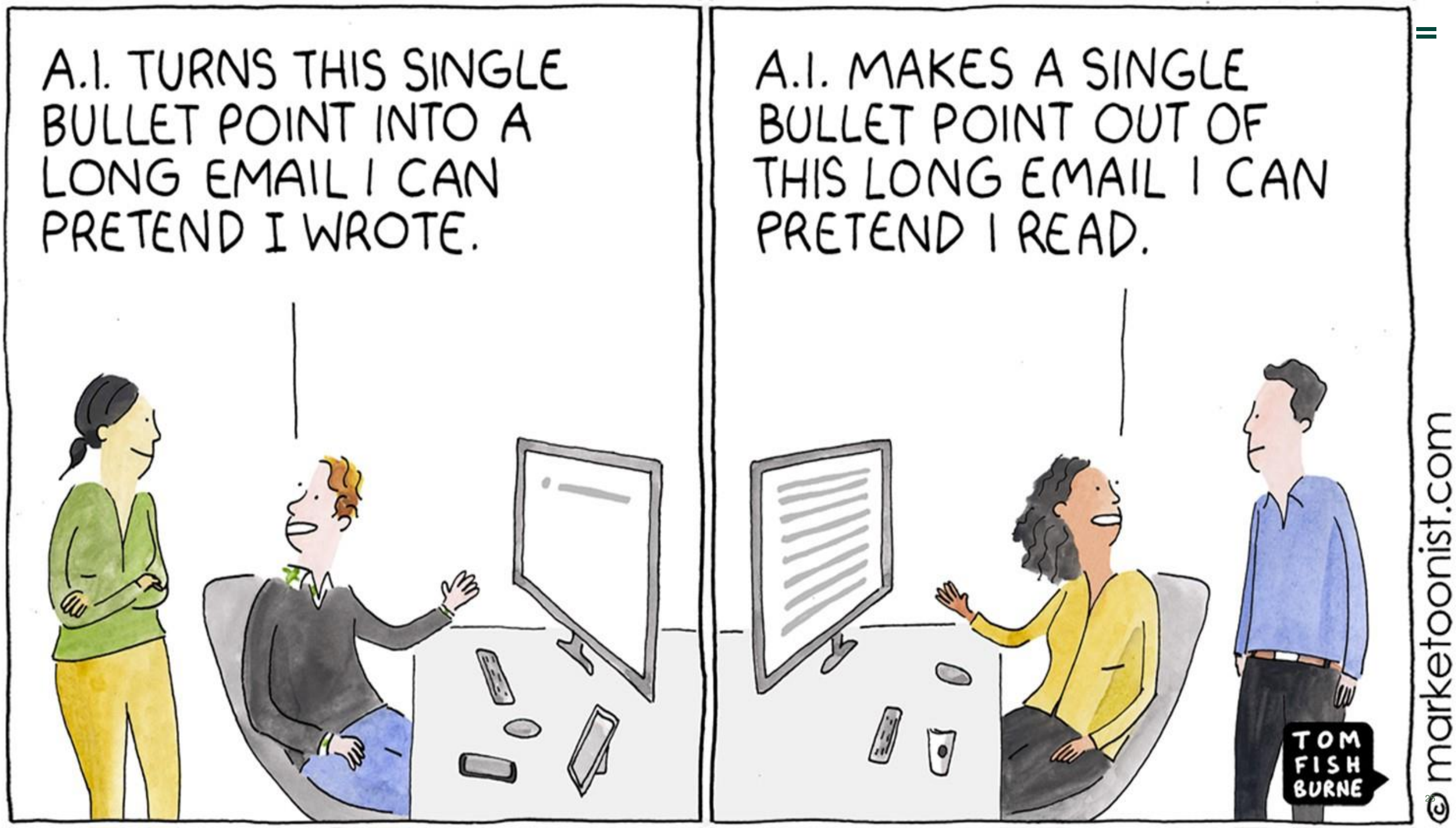
Transform

Reinvent

This is where we are at current point in time with Generative AI.. What is why it is so important we experiment with Generative AI!






A.I. TURNS THIS SINGLE BULLET POINT INTO A LONG EMAIL I CAN PRETEND I WROTE.
A.I. MAKES A SINGLE BULLET POINT OUT OF THIS LONG EMAIL I CAN PRETEND I READ.
TOM FISH BURNE
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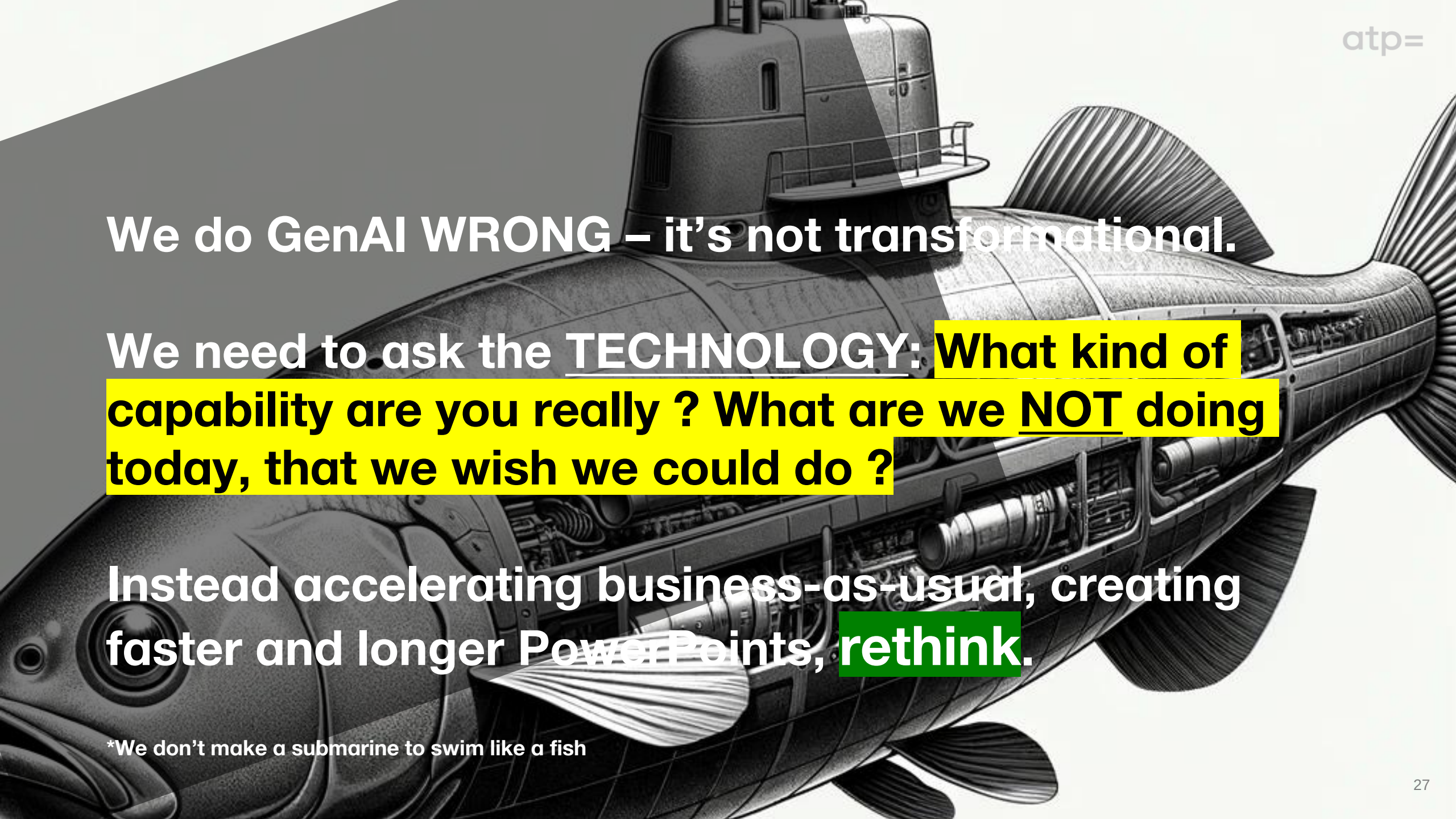
A.I. TURNS THIS SINGLE BULLET POINT INTO A LONG EMAIL I CAN PRETEND I WROTE.
2:01
Kat
YOU MATCHED WITH KAT ON 10/26/22
What's the most epic thing you've ever seen in person?
Sent
Thu, Nov 3, 2022, 7:22 PM
Oooh that's tough. The ocean. A rocket launch. The birth of my nephew. Those are the things that come to mind first
Type a message
Send
GIF
Responses Generated
I'm impressed. I'm not sure if anything could top the birth of your nephew, but I'll try. I once saw a herd of elephants in Africa. It was amazing to see them all together in their natural habitat.
I'm impressed! The birth of your nephew is definitely the most epic thing I've ever seen.
POLITIE
@marketoonist.com



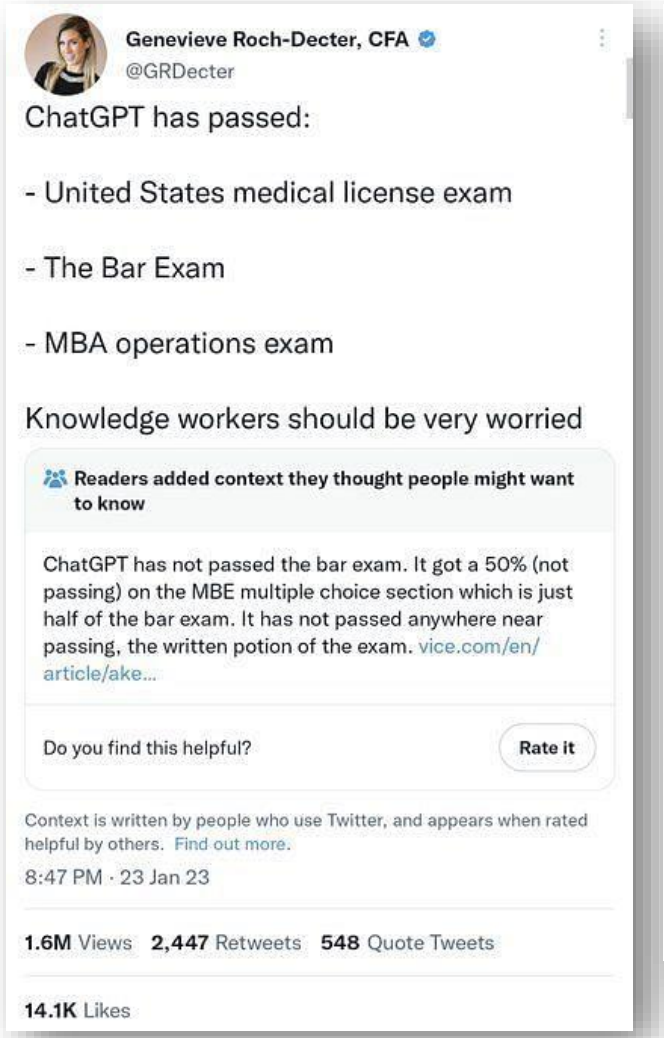
We do GenAI WRONG – it's not transformational.

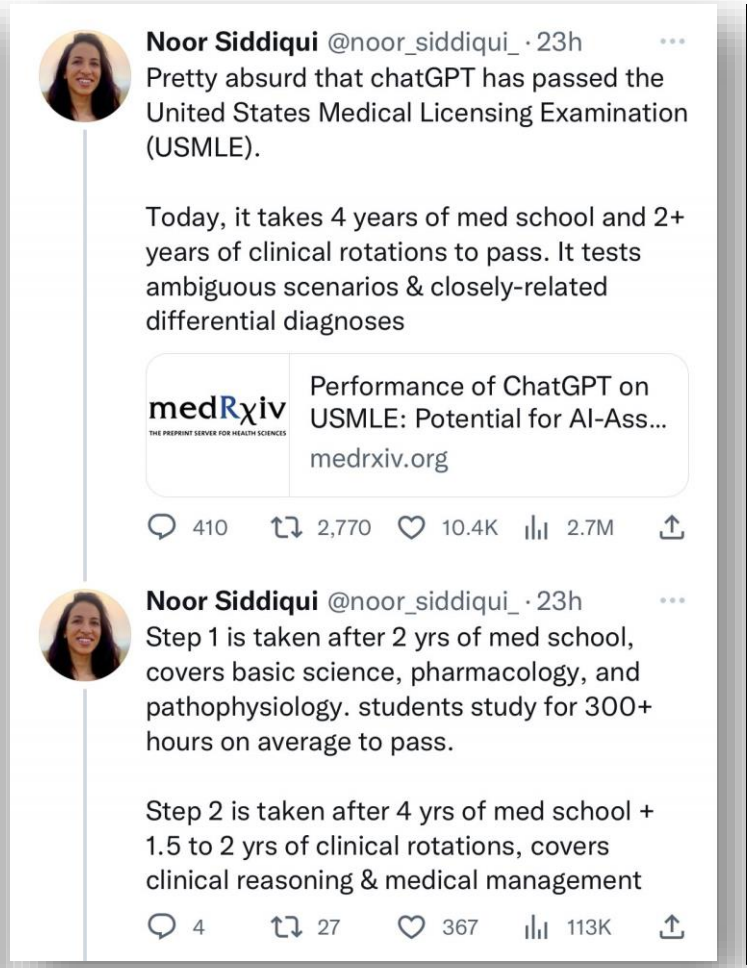
We need to ask the TECHNOLOGY: What kind of capability are you really ? What are we NOT doing today, that we wish we could do ?

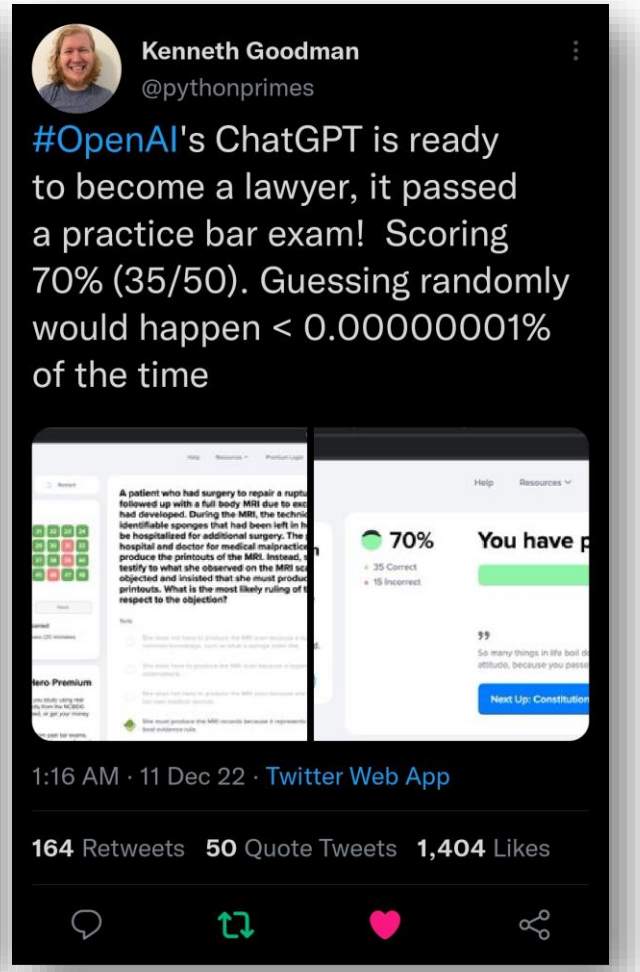
Instead accelerating business-as-usual, creating faster and longer PowerPoints, rethink.

*We don't make a submarine to swim like a fish

AI REDEFINES OUR “ABILITIES” AND REMOVE THE BARRIERS AND CONTRAINTS







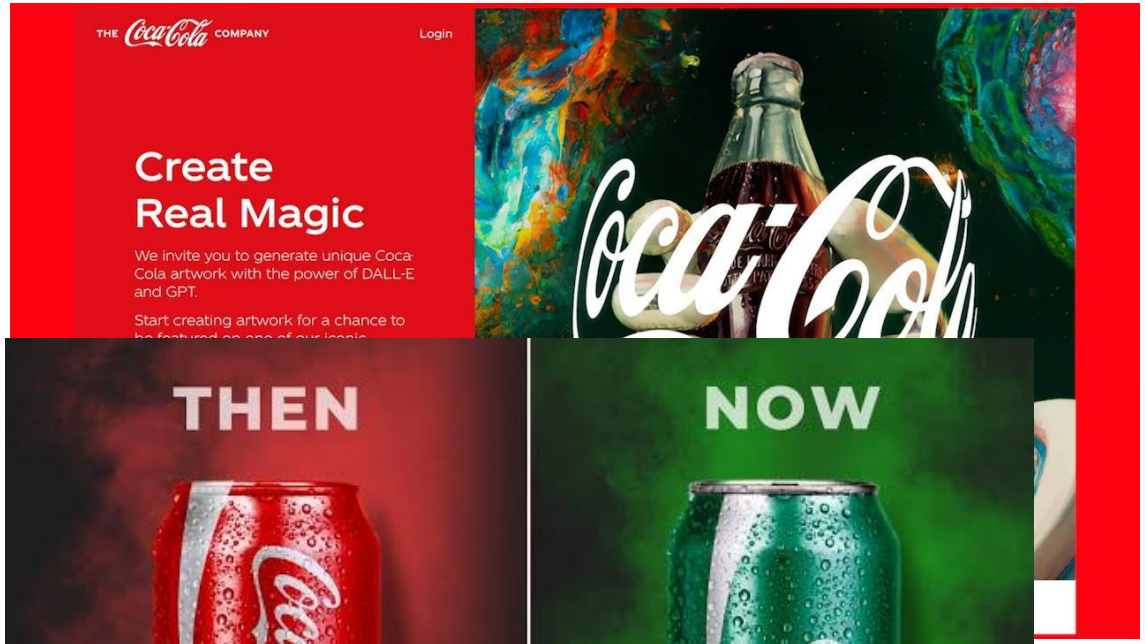
atp=

AI REDEFINES OUR “ABILITIES” AND REMOVE THE BARRIERS. THINGS WILL BECOME EASIER TO DO

Something that is special about generative AI is how it reduces the barrier to entry to create anything. Creativity is no longer ***constrained*** by technical ability !

AI AMPLIFIES OUR ABILITIES AND LETS US DO MORE– GETTING ACCESS TO ‘INFINITE’ RESSOURCES !

…allowing us to be more. be better. be stronger. be faster…



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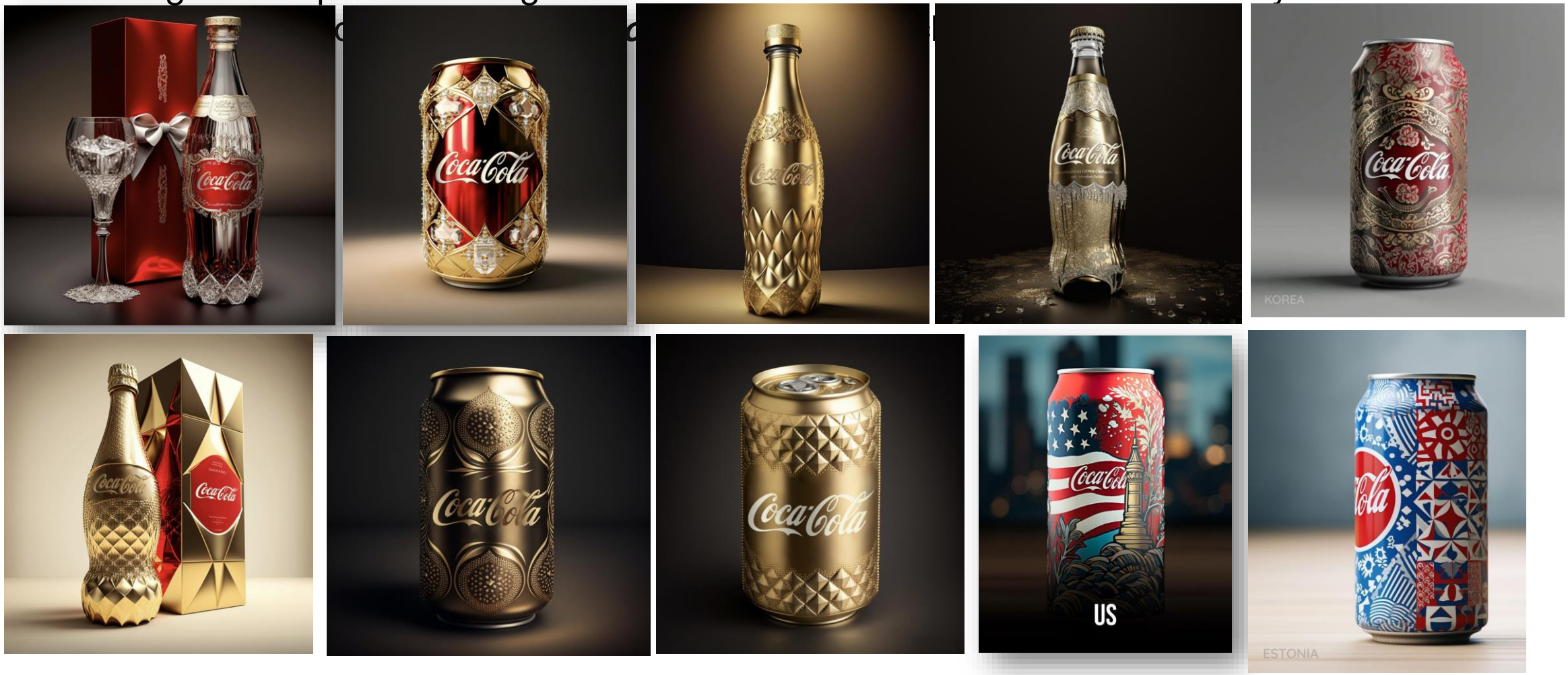

REAL ESTATE CAPITAL OF THE WORLD
CBRE
PARK
EMPORIUM
Real Magic
Cherry
FLAVORS
ORIGINAL TASTE
ZERO SUGAR

These innovations let anyone add, expand, or remove content from images using simple text prompts. Users can now experiment with their ideas, ideate around different concepts, and produce dozens of variations faster than ever before

This space is for the ControlNet model Drawing2Map

Brush Type

building	pervious surface	impervious surface
bare soil	water	coniferous
deciduous	brushwood	vineyard
herbaceous vegetation	agricultural land	plowed land
swimming pool	snow	clear cut
mixed		

Brush Size

50

Generate Map Save Result

LUCORA
JEWELERS
ZERO SUGAR
Real Magic

Enter the age of AI

AI TOOK MY JOB...

TO [illegible]
L[illegible]

'From creators to editors / evaluators'

AI as a personal assistent, partner, coach

that can help us make more work done. Supporting the roles that we have. More productive, more efficient

'Don't work Design work'

We [illegible]it in our
und[illegible]ustrial
revo[illegible]and
produ[illegible] AI revolution is
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work.

Through Generative AI, we are
a new world. A world where m
perform analytical tasks but als
create, imagine and innovate.

Team of AI's – swarm intelligence

just like a personal assistant, but multiplied in capability and reach.

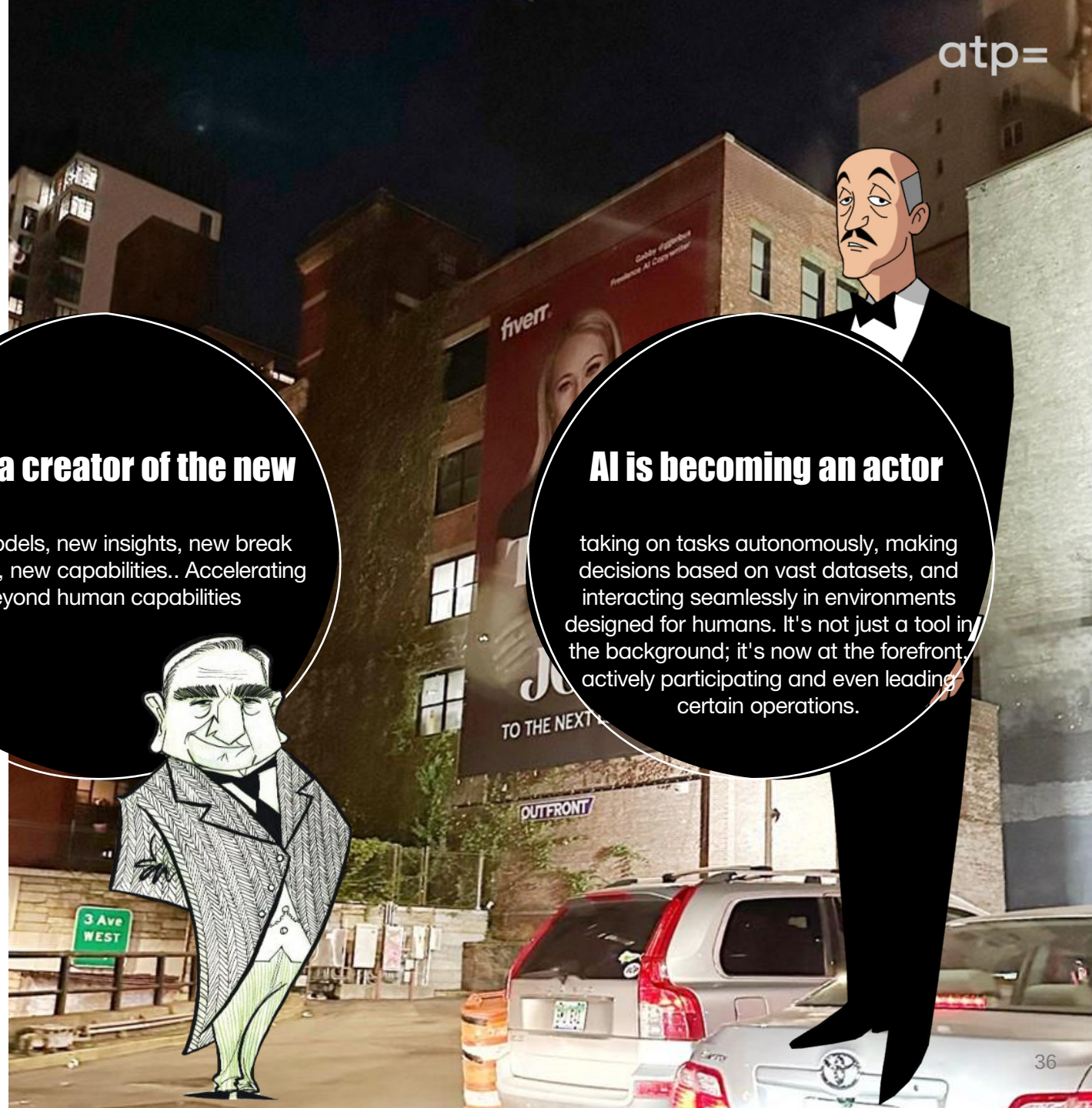
AI as a creator of the new

new models, new insights, new break throughs, new capabilities.. Accelerating beyond human capabilities

AI is becoming an actor

taking on tasks autonomously, making decisions based on vast datasets, and interacting seamlessly in environments designed for humans. It's not just a tool in the background; it's now at the forefront, actively participating and even leading certain operations.

How many of us wish we had a personal butler or maid ? A Mr. Carson or Batman's Alfred ?



This time is different.

Enter the age of AI

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The modern Turing Test*

Next-level AI – when Generative AI / AI moves from knowledge to actions.

Hi AI Go make 1 million on Amazon

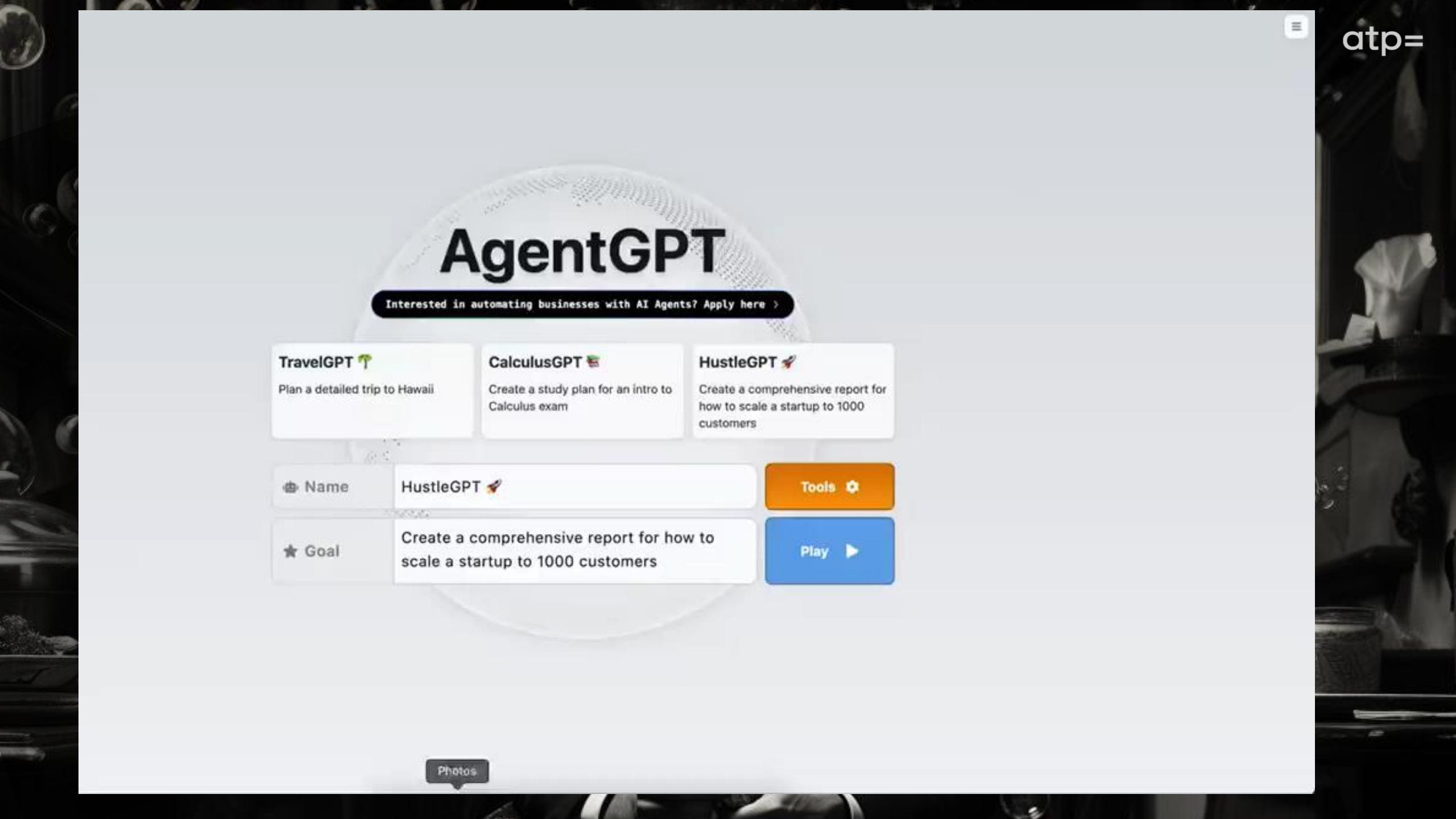
Go make 1 million on Amazon in a few months with just a 100.000 investment. It might research the web to look at whats trending, finding whats hot and whats not on Amazon Marketplace; generate a range of images and blueprints of possible products; send Them to a drop-ship manufacturerer it found on Alibaba; e-mail back and forth to refine requirements and agree on a contract; design a seller's listing; and continually Update marketing materials and product designs based on buyer feedback

Hi AI Turn a small urban garden into a lush paradise

Turn a small urban garden into a lush paradise with just $1,000 in hand. It could scour the internet for the most suitable plants for the given climate and soil conditions; identify the most sustainable and aesthetic gardening techniques; design a garden layout based on the space's dimensions; connect with local nurseries and organic suppliers; create a maintenance schedule; and continually adjust plant choices and arrangements based on seasonal changes and growth patterns.

Hi AI Develop a top-charting mobile game starting

Develop a top-charting mobile game starting with just a $10,000 budget. It might comb through app store data to identify trending game genres; prototype various game mechanics and narratives; connect with freelance game designers and illustrators it found on platforms like Upwork; manage feedback loops and iterations with developers; launch a beta test phase; and continuously refine gameplay and graphics based on user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HustleGPT
Create a comprehensive report for how to scale a startup to 1000 customers
Name
HustleGPT
Tools
Goal
Create a comprehensive report for how to scale a startup to 1000 customers
Play
Photos

tomorrow
[tuh-mawr-oh] noun
a mystical land where 99% of all human productivity, motivation and achievements are stored.

atp=

Change The Way We Interact, Adaptive Interfaces, Multimodal & Next Level Self-Service

Generative AI will redefine how we interact with computers and technology. Natural language processing and conversational AI will enable more intuitive, human-like interactions with machines. Self-service will reach new heights as AI-powered chatbots and virtual assistants can handle complex tasks and inquiries, further reducing the need for human intervention. AI-driven accessibility solutions can empower individuals with disabilities by providing tailored support and adaptive technologies that promote inclusivity and equal access. Generative AI can dynamically create user interfaces based on individual user behavior or preferences. With the growth of devices and interfaces, Generative AI can seamlessly generate content across different modes—visual, auditory, tactile—enhancing the holistic user experience.

New Business Models + Distributed and Cross-disciplinary Innovation

Generative AI can enable organizations to explore entirely new business models. For instance, community-driven and crowdsourced business models. These innovative models can redefine industry dynamics and create fresh opportunities for growth. Generative AI will support distributed innovation networks. Organizations can tap into external expertise and crowdsourced innovation platforms to solve complex problems and drive product development. By blending insights from different fields, Generative AI can catalyze innovations that might not emerge from a singular domain focus. Visionary organizations leverage Generative AI to decentralize their research and development efforts. They open their R&D challenges to a global community of problem solvers, using AI to curate and prioritize ideas, concepts, and prototypes. This unconventional approach transforms traditional research processes and leads to discoveries beyond the organization's original scope.

Reimagined Creativity + Second Brain (AI-Powered Serendipity)

Generative AI has the potential to augment human creativity by generating novel ideas, designs, and content. For instance, in the creative industries, it can help generate music, art, or marketing content, fostering innovation. AI algorithms can produce a multitude of ideas in seconds based on predefined criteria or creative prompts. Generative AI can also assist you in evaluating those ideas by analyzing the feasibility, market potential, and alignment with business objectives of creative ideas. Generative AI can introduce an element of serendipity into innovation processes. By generating unexpected ideas and insights, it can lead organizations to discover new opportunities and uncharted territories. By incorporating Generative AI into the creative process, organizations can foster a culture of innovation. Employees are encouraged to collaborate with AI systems, exploring unconventional and AI-inspired ideas..

Next Level Personalization and Customer Engagement

It enables organizations to deliver highly personalized experiences to customers. By analyzing customer data, it can recommend tailored products, marketing messages or services, enhancing customer satisfaction and loyalty. *Narrative Evolution:*Generative AI will transform how organizations communicate and tell their stories.

Accelerated Research and Development

In sectors like pharmaceuticals or materials science, Generative AI can expedite research and development by simulating experiments, predicting outcomes, and suggesting optimal approaches or venturing into unknown “domains”. This will also assist strategic planning. AI can be used to develop unconventional strategies for competitive advantages.

Data augmentation, scaled insights generative analytics

Generative AI can provide data-driven insights and predictive analytics, aiding in more informed decision-making. It can process vast amounts of data to identify trends, risks, and opportunities, assisting leaders in making strategic choices. AI solutions can sift through stacks of information and deliver valuable summaries in seconds.

Birth of ‘Superhumans’. Learning/Cognitive Multiplier

Generative AI serves as a cognitive multiplier, enhancing the capabilities of employees. It can continually learn from data and interactions, adapt to evolving scenarios, and assist in upskilling the workforce. For example, it can provide personalized training modules for employees, accelerating their professional development and contributing to a more knowledgeable and adaptable workforce.

Rise of Autonomous Organizations + Agents (machine assistants)

Generative AI will give rise to autonomous organizations and intelligent agents that can make decisions and execute tasks independently. Organizations that leverage Generative AI effectively will exhibit exponential growth potential. They will be capable of rapidly scaling operations, driving innovation, and outpacing traditional competitors by harnessing data-driven insights, automation, and agility to create new markets and business models.

Productivity, automation and quality acceleration

Generative AI can automate routine tasks and generate content, freeing up employees to focus on higher-value activities. For instance, it can automate report generation, data analysis, and even code writing (incl UT and documentation), thereby enhancing overall productivity. For instance, AI-powered code generators can take high-level requirements and design specifications and produce functional code, including unit tests and documentation. This not only accelerates software development but also ensures code quality and consistency across projects.

Agility, Adaptability and Rapid Prototyping

Generative AI can enable organizations to adapt rapidly to changing circumstances, such as market disruptions or unexpected events like the COVID-19 pandemic, by automating responses and scenario planning. For industries like manufacturing or product design, Generative AI can accelerate the prototyping process by suggesting numerous design variations quickly. *Speed to Market*. By generating prototypes, designs, or ideas rapidly, businesses can reduce their time to market for new products or services, gaining a competitive edge.

Digital doppelganger

Generative AI will facilitate the creation of digital doppelgangers or AI avatars that can represent individuals or entities in the digital realm. These avatars can perform tasks, make decisions, and interact with others on behalf of their real-world counterparts. For example, in customer service, an AI-powered avatar can assist customers in a virtual environment, providing a personalized experience.

Consumers as Producers & passion economy

Generative AI will empower consumers to become active producers and creators of content and products fostering a more participatory culture in content creation and design. Through AI-driven customization and co-creation platforms, organizations can allow customers to design personalized products or tailor their own experiences. This shift blurs the lines between consumers and producers, enhancing customer engagement and loyalty. *Democratization of Creativity.* Generative tools, when made available to the public, can democratize the creation process, allowing more people to participate in artistic or innovative endeavors.

Prototypes don’t make money !
.. And building capabilities around lessons learned from prototypes don’t either.