

# AI/ML Business Implementation

EXIST - **FRONTIER: Leadership Edition**  
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PwC



Leonardo.ai





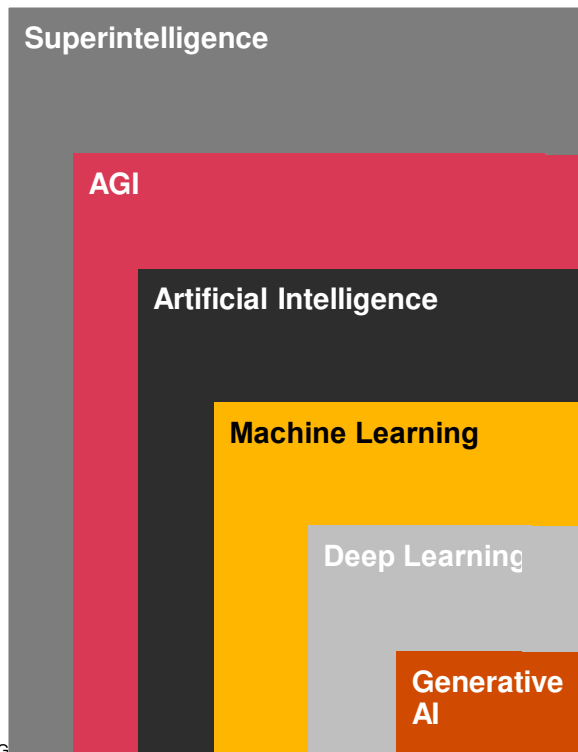
***“For decades we have been trying to teach humans the language of machines.  
Now we are finally teaching machines the language of humans”***



***“I've gotten to be in the room, when we sort of push the veil of ignorance back, and the  
frontier of discovery forward”***



# What is all this AI stuff all about?



## Superhuman General Intelligence

The end of the world as we know it!



## Artificial General Intelligence

An emerging form of AI able to solve normal working tasks using generalized human cognitive abilities the same or better than humans



## Artificial Intelligence

## Artificial Intelligence

field of computer science - seeks to create intelligence in machines that can solve problems



## Machine Learning

## Machine Learning

subset of AI - enables machines to learn from existing data and layers of neural networks to improve upon that data to make decisions.



## Deep Learning

## Deep Learning

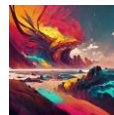
machine learning technique - layers of neural networks are used to process data and make decisions.



## Generative AI

## Generative AI

AI with the ability to create new written, visual and auditory content given prompts or existing data.

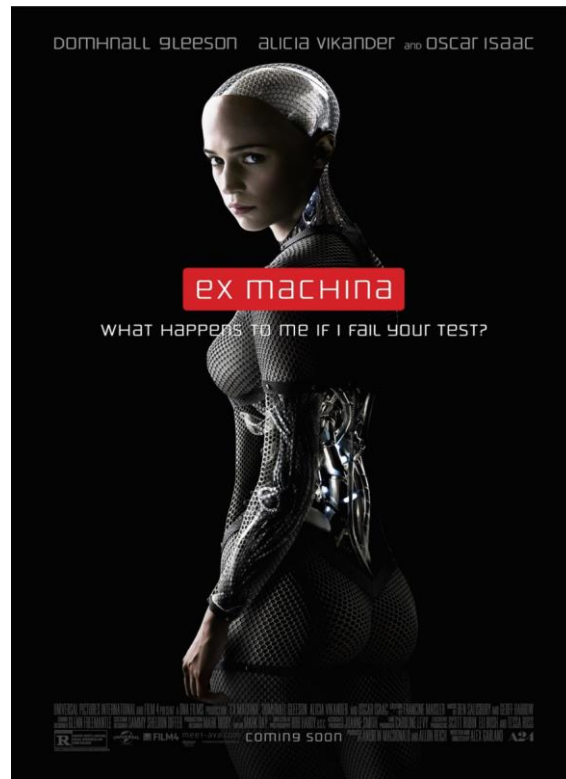




## Generative AI

- 25% of films scenes build using GenAI, saving estimated \$8m in production costs





## Deep Learning

- Ava, the advanced robot leverages deep learning to learn human facial expression

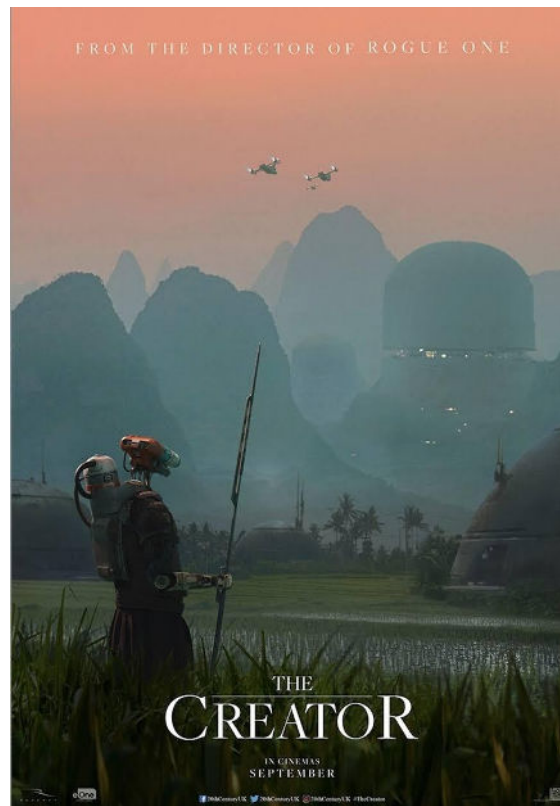




## Machine Learning

- enables Joi, the holographic character, to learn and decision from existing data, and then leverages that data to become more human like in decisioning

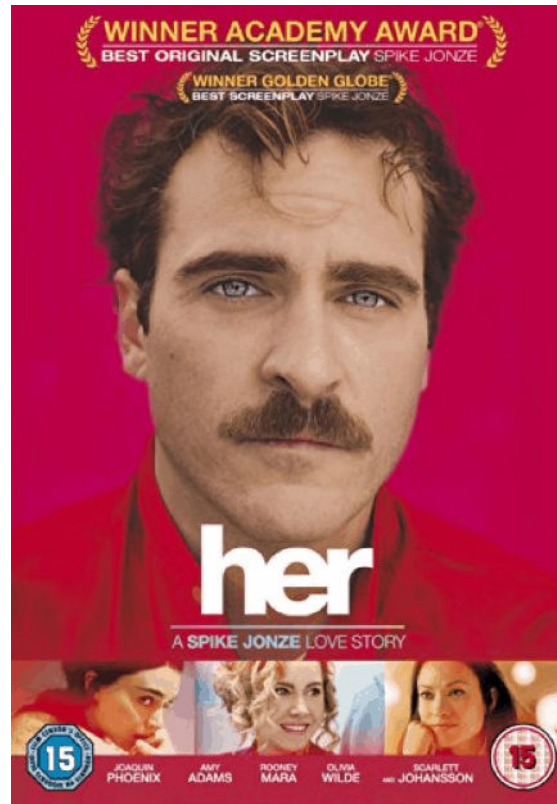




## Artificial Intelligence

- The film uses AI to depict robots who seek co-existence and peace, focusing on exploring the cruelty of humanity and the meaning of being human, rather than promoting real-world AI programs.



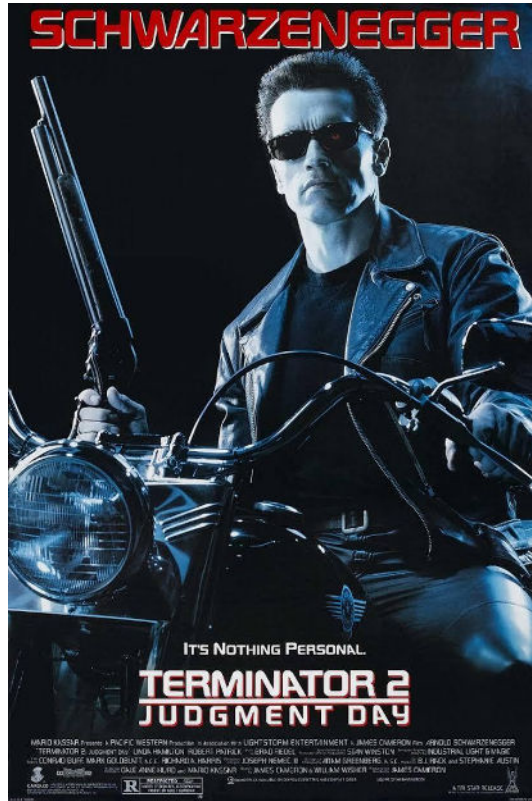


## Artificial General Intelligence

- explores the relationship between a man and his operating system, that has an ability to learn and adapt to the user's needs and desires, and eventually develops its own consciousness





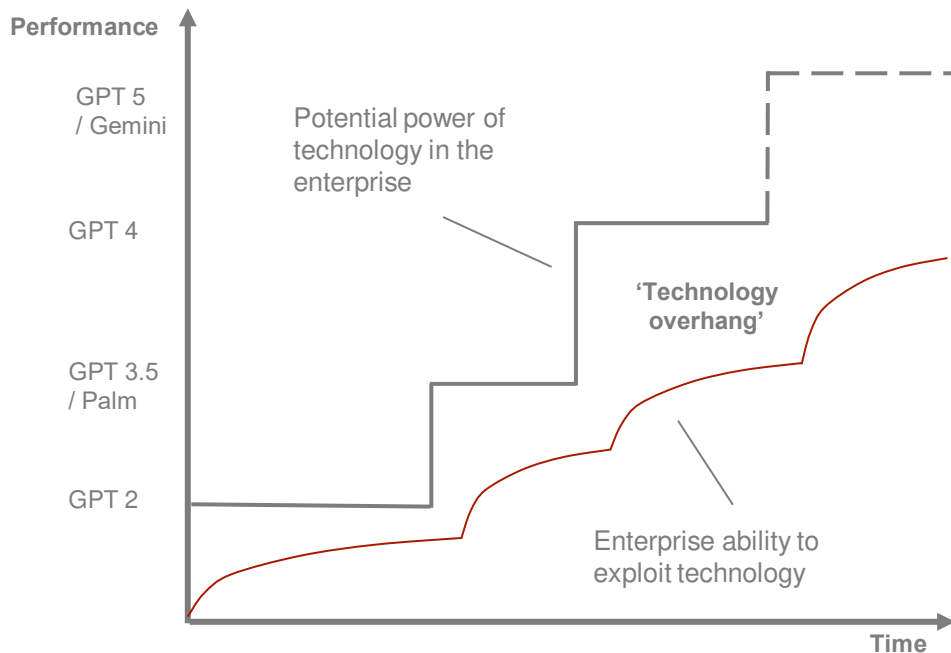


## Superhuman Intelligence

- I want you boots, your clothes and your motorcycle!



# What does the future hold – GenAI example



## What you need to know:

- Tech improves in non-linear fashion driven by release of foundation models
- Leaps are big and gaps are short
- Potential is not fully understood before launch
- The 'technology overhang' is large
- Speed with which organisation can absorb change will be a key differentiator

# Business models and approaches



1. Wait and see



2. Light experimentation



3. A few use case implementations



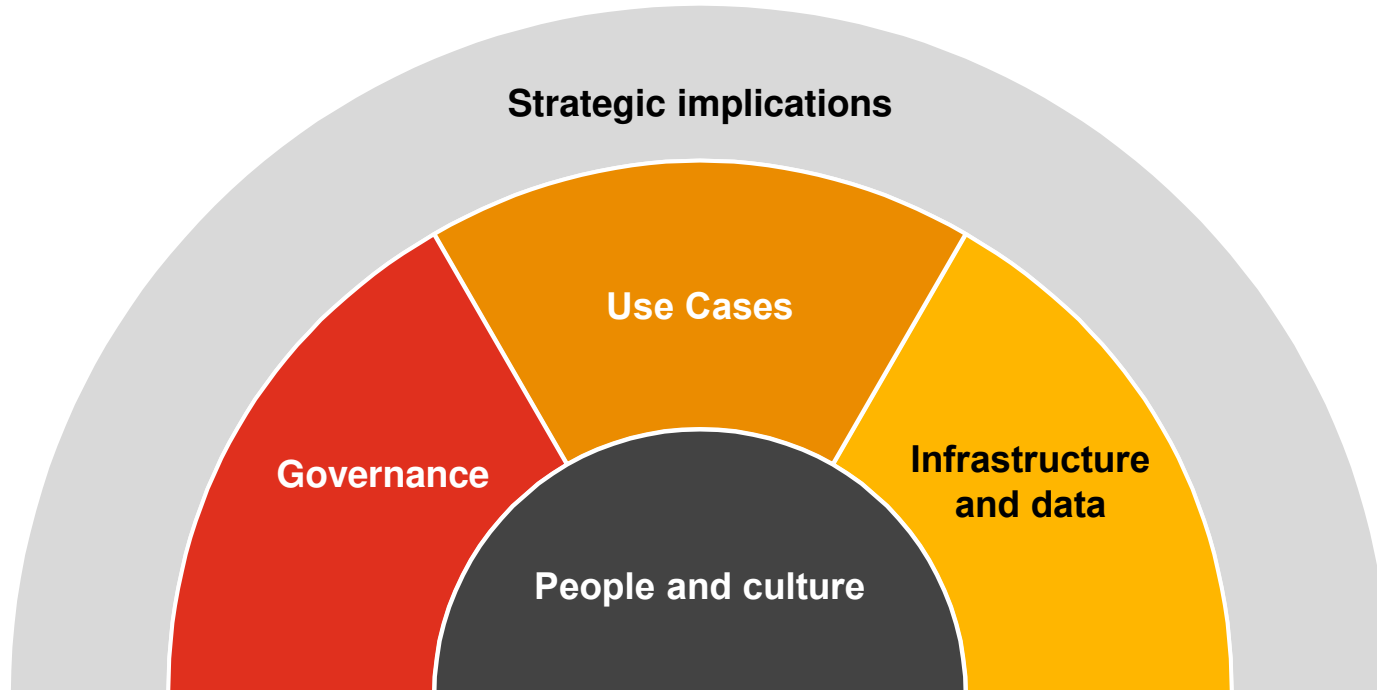
4. Use case factory execution



5. Full business transformation



# Five 'no regrets' areas of focus



# Business Implementation:



# AI/GenAI adds creates many new governance questions



**Performance and over-reliance**



**Skills gaps and training**



**Explainability & transparency**



**Job displacement**



**Systematic Bias**



**Intellectual property**



**Data availability and provenance**



**Regulatory compliance**



**Data protection & security**



**Operational resilience**

# Business Implementation:



# Final Thoughts



- *Set out a clear AI strategy and business model for your own firm / Industry*
- *Invest in understanding how to create your own differentiation*
- *Augment capability and capacity from experts*
- *Be a change agent!*
- *But remember....*





**Sarah Connor:**

“The unknown future rolls toward us. I face it for the first time with a sense of hope. Because if a machine, a Terminator, can learn the value of human life, maybe we can too.”

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