

The AI Gold Rush: Seizing Untapped Commercial Opportunities

PRESENTED BY

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Managing Director, FutureSight

We Will Answer 5 Questions

1

Context

Where is AI now?

2

Economics of AI

Will AI cause massive unemployment?

3

For Business Leaders

How do I benefit from AI in my business?

4

For Entrepreneurs

How can you find AI opportunities?

5

For Investors

How do I invest in AI?



Context



AI Is Already in Our Everyday Lives

Personalized
Recommendations

amazon

NETFLIX

Search

Google

Navigation

 Google Maps

Voice Assistant

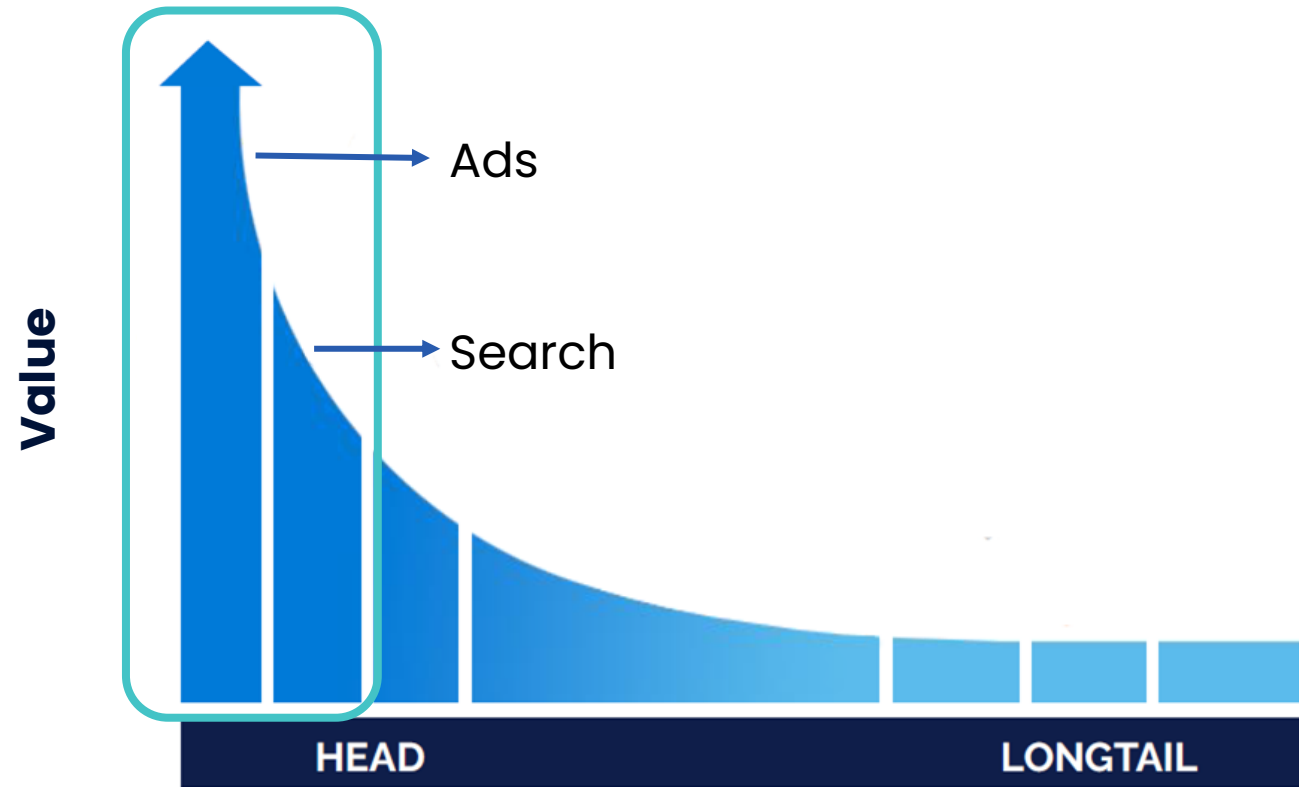
 **alexa**

Facial Recognition

facebook



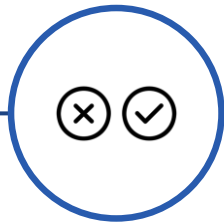
AI Usage Was Limited to Highest Value Opportunities



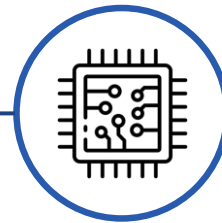
What Limited AI Adoption?



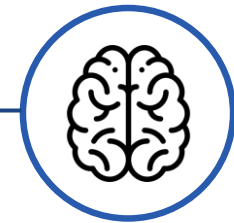
**Billion Dollar
Problems**



**High Accuracy
Requirements**



**Significant
Hardware
Investment**



**Human
Excellence**



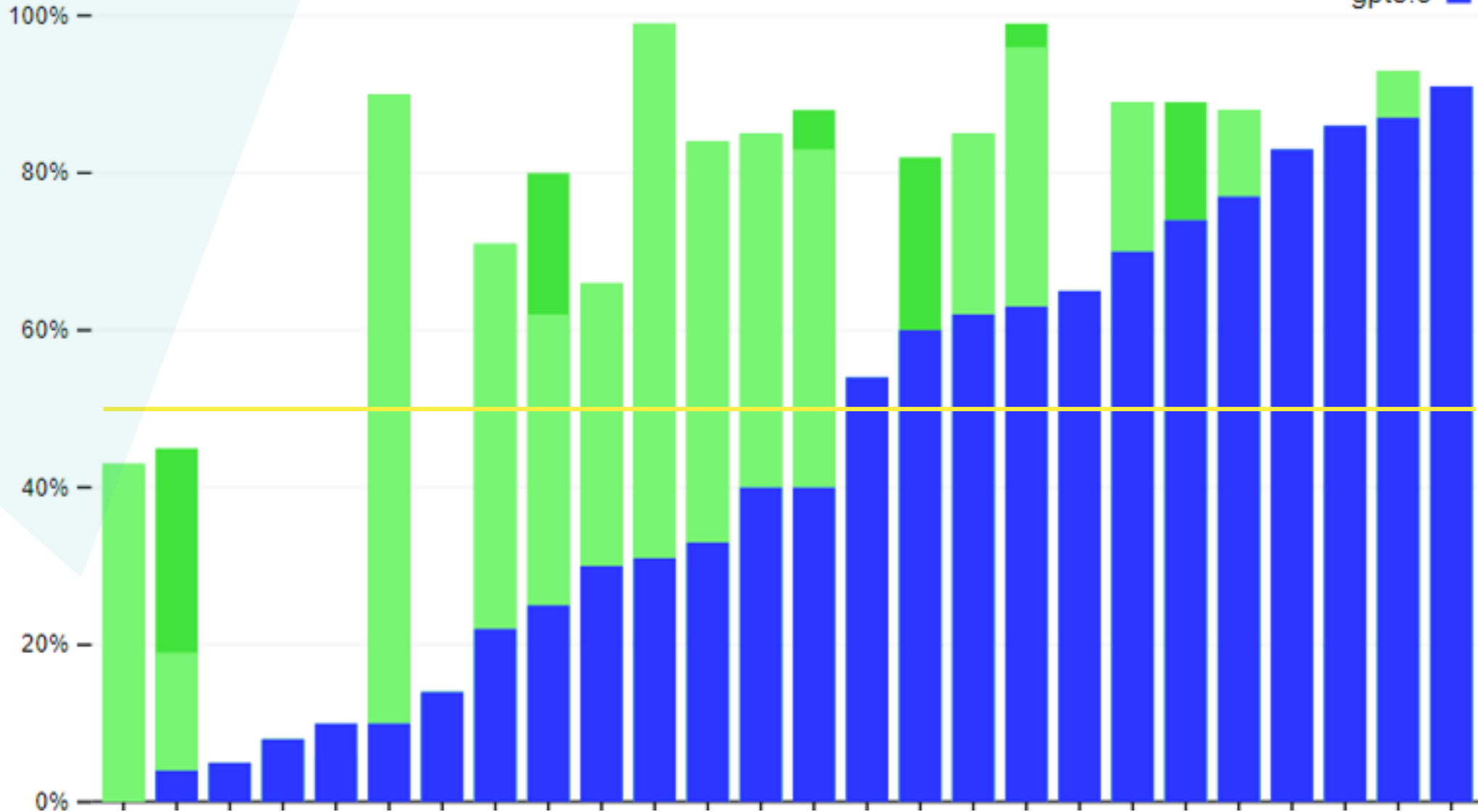
Generative AI has Achieved Language and Visual Understanding



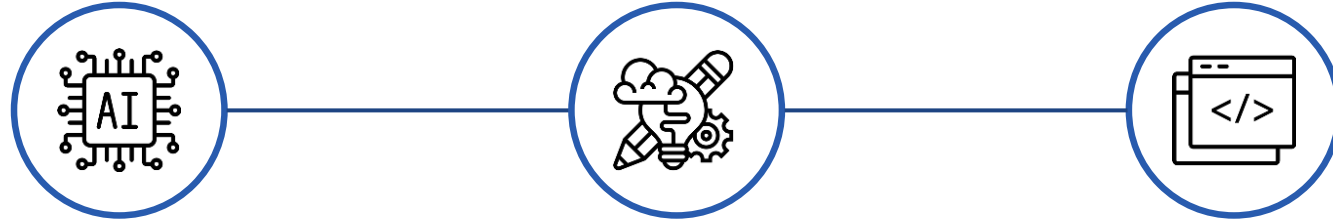
Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)

gpt-4
gpt-4 (no vision)
gpt3.5



What **has Changed** with Generative AI?



AI Performance

Better than humans
at specific tasks

Creative Work

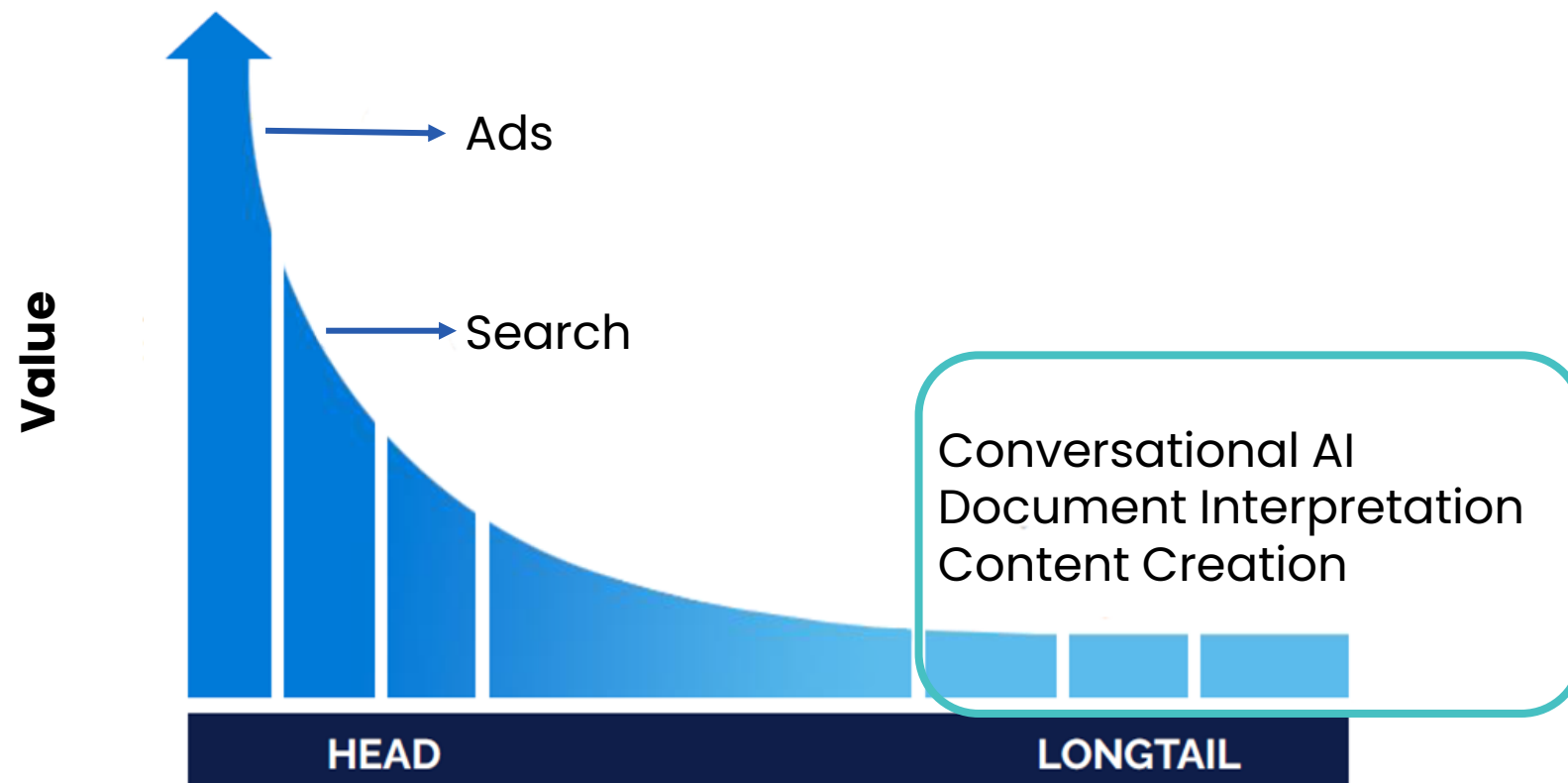
Low accuracy
requirements

AI Tech Stacks

Unlocked software
opportunities



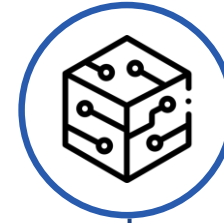
Long Tail Unlocked



Economics of AI



2 Technological Epochs



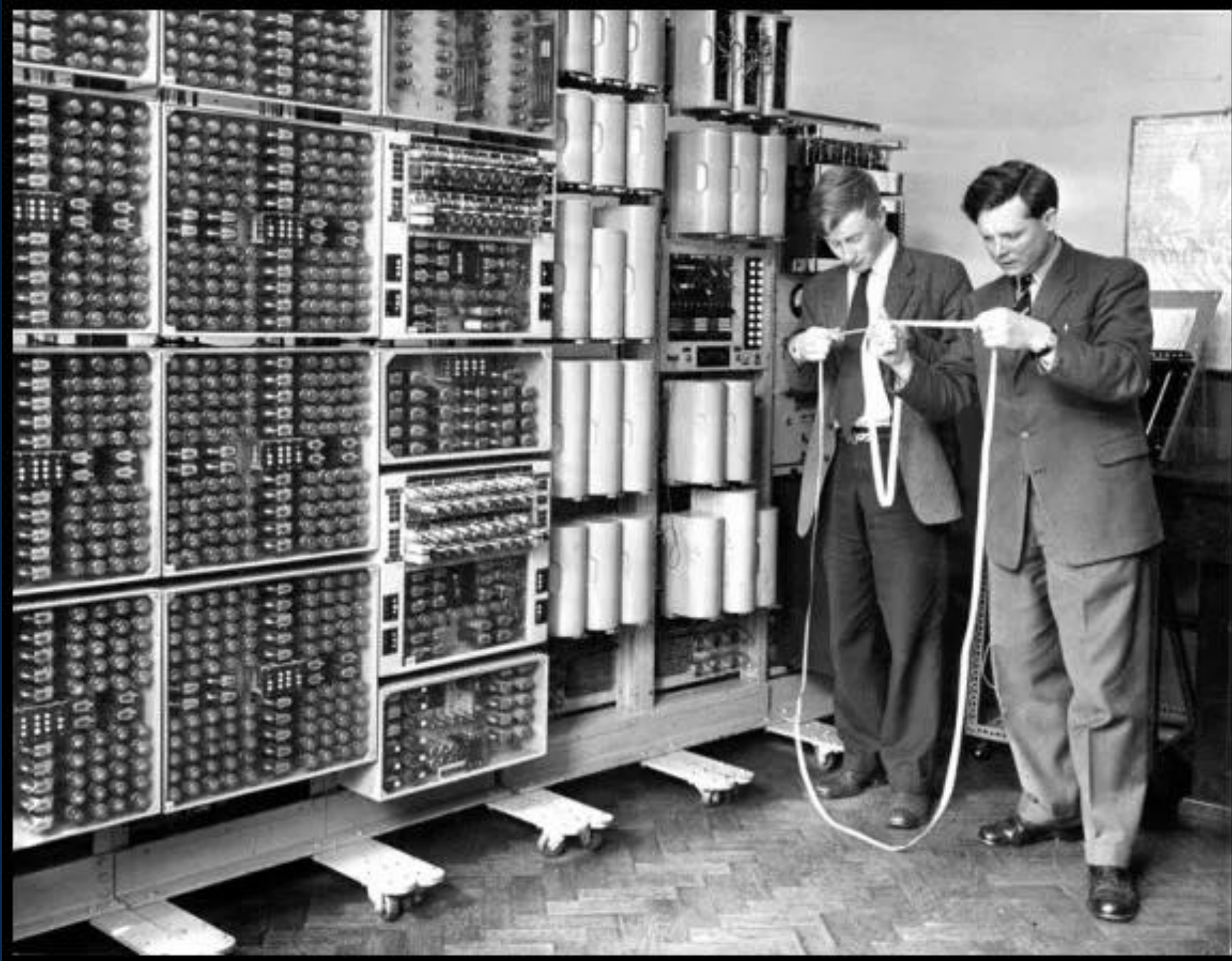
Compute



Internet











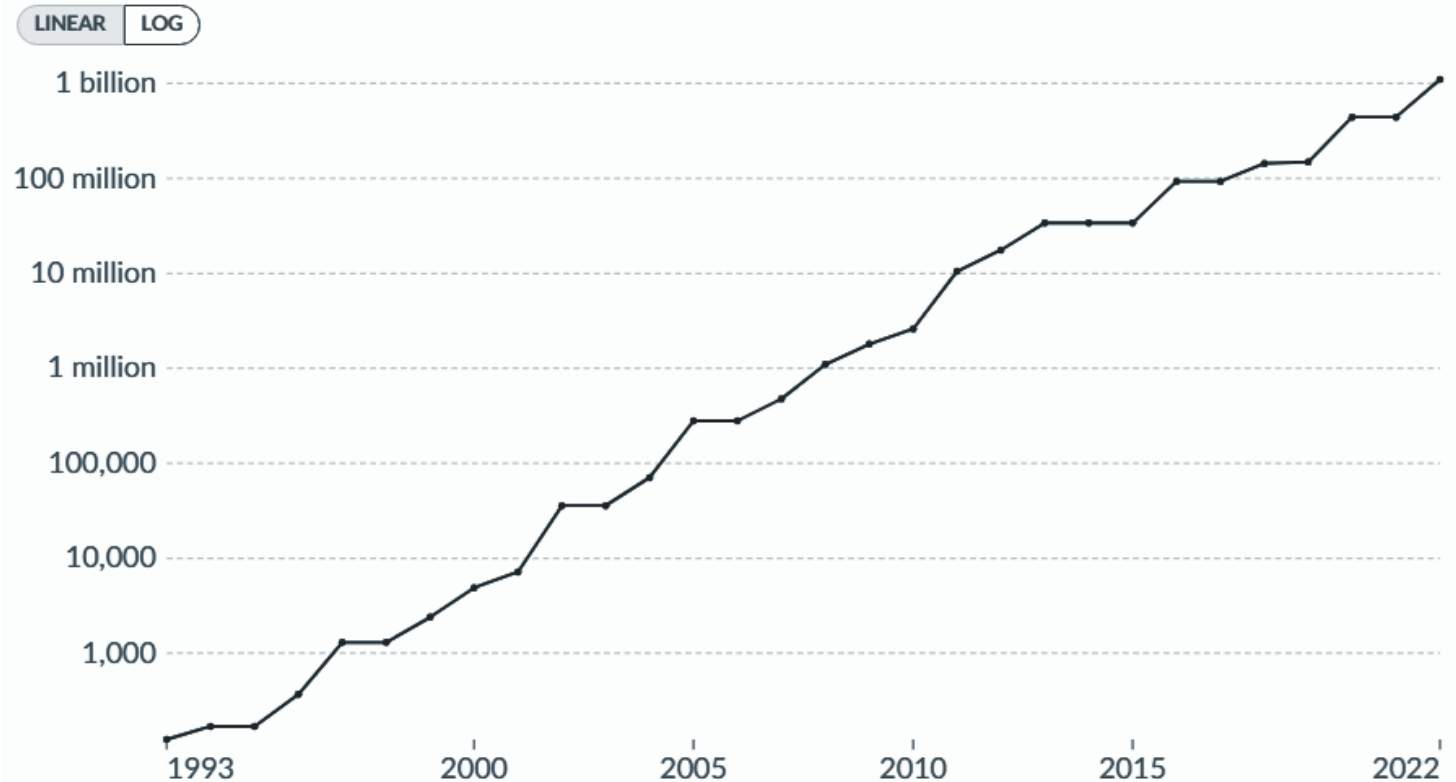
First Epoch: Compute

**Moore's Law:
1,000,000x
Faster**

Computational capacity of the fastest supercomputers

The number of floating-point operations carried out per second by the fastest supercomputer in any given year. This is expressed in gigaFLOPS, equivalent to 10^9 floating-point operations per second.

Our World
in Data



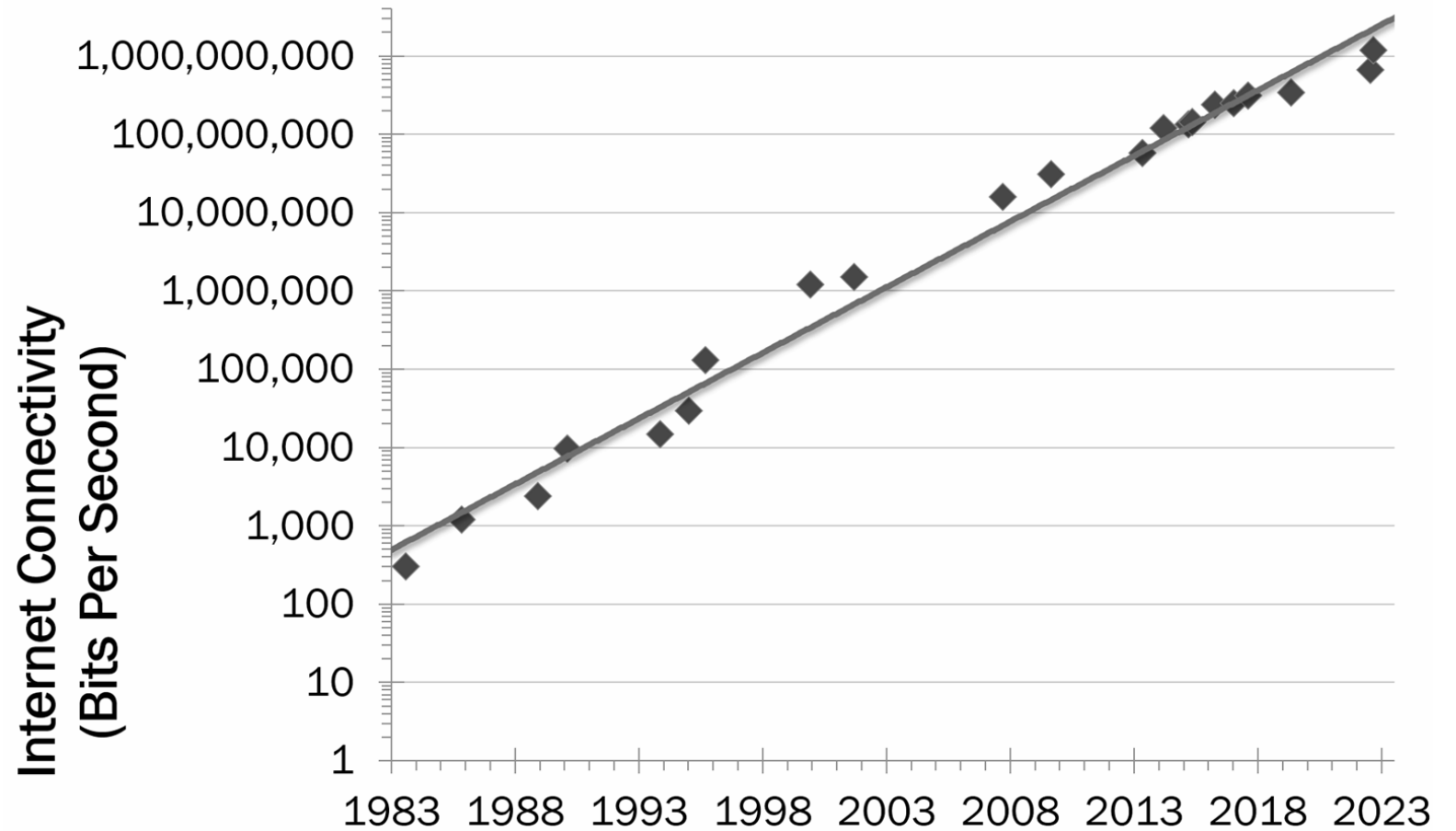
Source: TOP500 Supercomputer Database (2023)

OurWorldInData.org/technological-change • CC BY



Second Epoch: Internet

**Nielsen's
Law:
1,000,000x
Faster**

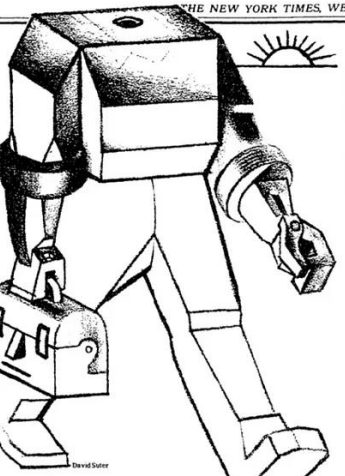


Robots Have Been About To Taking Our Jobs for Over 100 Years

Growing technologies, shrinking jobs: a limit to 'full employment'

By Wassily Leontief

today is practically the same as it was 35 years ago.



Unemployment will end honeymoon with robots

By DON MADDOCK

Japan, the United States and Germany will force other nations, are starting to get nervous about the impact of the robot production technology.

The Japanese well known for their smooth employment policies, are starting to get nervous about the impact of the robot production technology.

to many would create neither high unemployment nor a burden on the government. It is the price of goods produced by robots that will rise.

So, in the long run, goods may not be produced so cheaply. And, many open jobs, the unemployed, which could otherwise find, would have to buy goods.

And, since this money, the unemployed, which could otherwise find, would have to buy goods.

Office Workers Fear Spread Of

By MARSHIA TAYLOR

WASHINGTON — Office workers fear that the unemployment now gripping U.S. industry may spread to the white-collar workplace as a result of increased automation.

During visits to gather views from both management and employees at banks, corporations, newspapers and government agencies that already have automated their offices, Westin says he found "many employees who feel secure because they know they won't be fired as a result of the new technology."

They're OK with the changes because their company has a history of retaining them.

Office automation can be used to increase management capacity to monitor what employees are and are not doing, says Westin. Management is able to track such things as employee response and sign-off times, plus the number of transactions completed daily.

"We've found cases of a sweatshop mentality" at some companies, says Westin. "In the insurance field, one company was using the machine as an excuse to lay off employees. A number of claims that had to be processed per day. Employees were being told they'd be fired if they didn't meet the new quotas."

"People feel they were being put in a situation like in 'Modern Times,'" he says, referring to trans-

A Robot Is After Your Job

By Harley Shaiken

DETROIT — Technological innovations widely billed as a miracle cure for the United States' economic ills. Its aftereffects, however, may be far from benign. The introduction of revolutionary new technologies such as robots — versatile computer-controlled mechanical arms — raise two possibilities: sizeable losses of jobs and a deteriorated quality of living.

the threat of lost jobs, although also evident on social and economic fronts is especially critical. Auto makers are already buying robots in



Alan Greenspan, the Federal Reserve chairman, said concerns about job security would keep a cap on wage demands and inflation in a speech at the National Governors Conference in State College, Pa.

Technology Is Heightening Job Worries, Greenspan Says

WASHINGTON, July 11 (Bloomberg News) — Rapid technological change is making jobs less secure in the United States, Alan Greenspan, the Federal Reserve chairman, said today, suggesting those anxieties would keep a cap on wage demands and inflation even as unemployment holds close to a 10-year low.

This "heightened level of potential job dismissal," Mr. Greenspan told the National Governors' Association conference in State College, Pa., is a "less welcome byproduct" of the expansion of real-time information and use of the Internet, which are trans-

ELECTION 2020 Andrew Yang wants to give you money

The entrepreneur with the universal basic income pitch is outperforming some actual lawmakers.



BY SEEMA MEBITA

KEENE, N.H. — Andrew Yang travels around the country warning of a dystopian "Mad Max"-like future, yet dropping dry one-liners along the way like he's at a comedy open-mike.

His approach — doom and gloom, plus his promise to give every American adult \$1,000 per month — are increasingly winning the Democratic presidential candidate the favor of a small but vocal segment of

alarm.

"But my first move was not to run for president, because I'm not crazy," Yang told voters in Laconia, N.H. and I said to our leaders and policymakers: "This is the real set of problems. Here's the data. Here's a Power-Point deck. Here's the math. What are we going to do about it?"

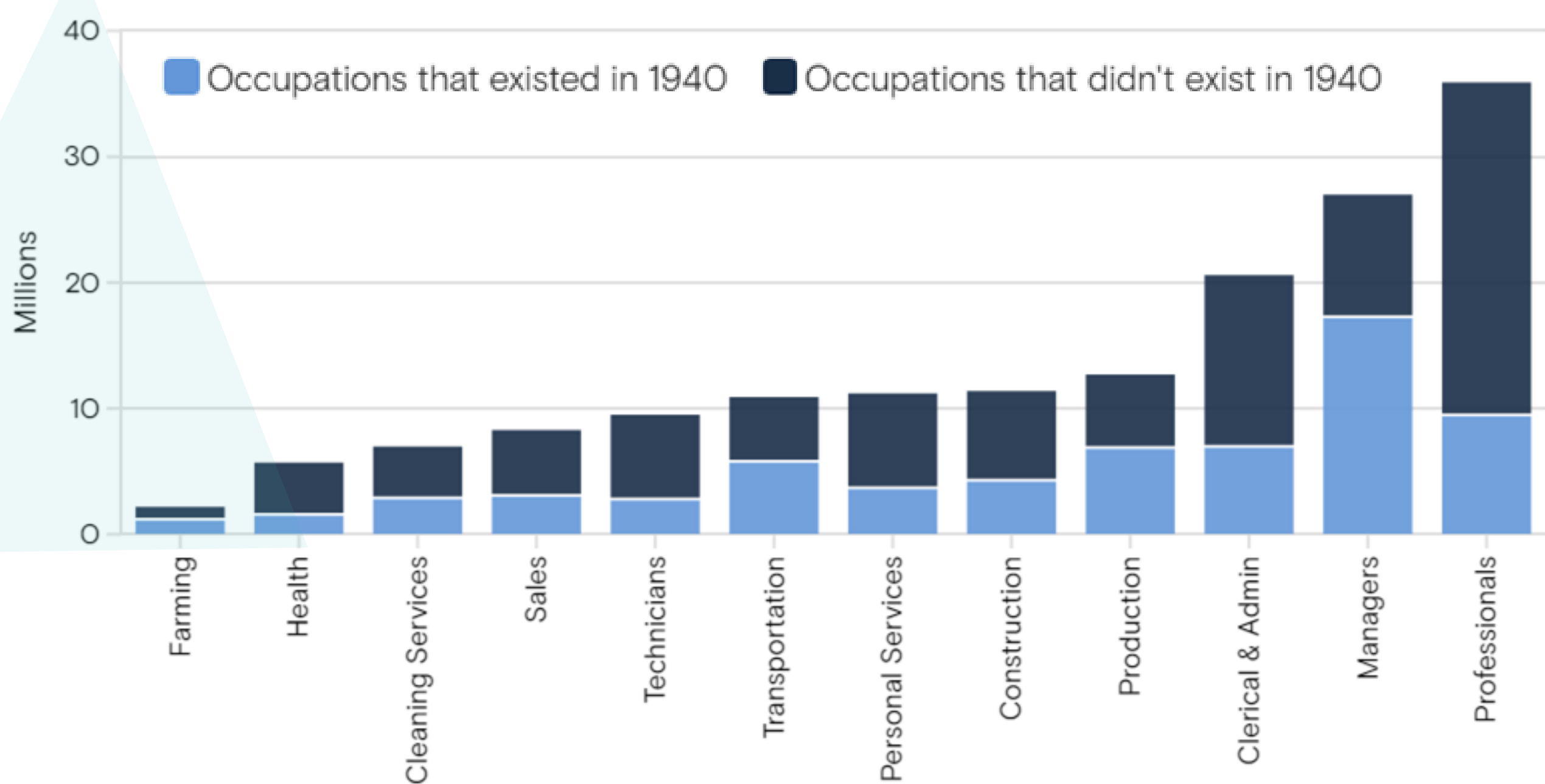
Yang said officials offered three responses: a refusal to discuss the problem, proposals to study it further, and retraining millions of workers for new jobs.

"The last one sounds halfway responsible," Yang said, before pointing to studies that found government-funded retraining programs for displaced manufacturing workers had a success rate of less than 10 percent.



We Made **New Jobs**





Third Epoch: AI



We are Repeating History

GIZMODO

The Future Is Here

After the Death of BuzzFeed News, Journalists Should Treat AI as an Existential Threat

Journalists have been busy marveling at the spectacle of AI, but they need to be wary of a corporate shift towards media automation.

By Lucas Ropek Published April 27, 2023 | Comments (22)



Sam Altman, CEO of OpenAI. Photo: Drew Angerer (Getty Images)

BBC

NEWS

AI could replace equivalent of 300 million jobs - report

28 March



By Chris Vallance

Technology reporter

yahoo!finance

BENZINGA

IBM Plans To Replace Nearly 8,000 Jobs With AI — These Jobs Are First to Go



Jeannine Mancini

August 14, 2023 · 2 min read



AI Is an Enabler of Human Quality and Productivity

GitHub Copilot

We recruited **95** developers, and split them randomly into two groups.

We gave them the task of writing a web server in JavaScript

 **45 Used**
GitHub Copilot

 **78%**
finished

 **1 hour, 11 minutes**
average to complete the task



 **50 Did not use**
GitHub Copilot

 **70%**
finished

 **2 hours, 41 minutes**
average to complete the task



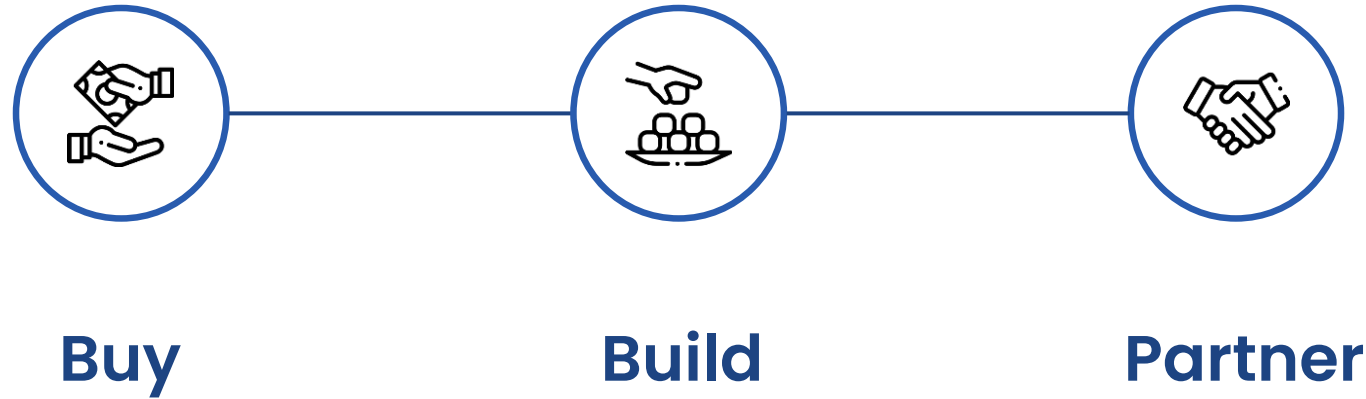
 Results are statistically significant ($P=.0017$) and the 95% confidence interval is [21%, 89%]



For Business Leaders

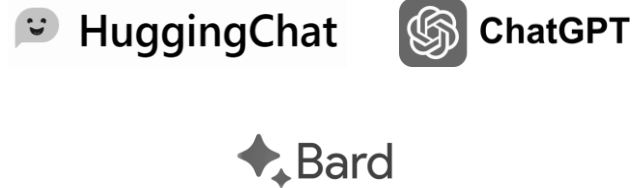


Three Ways to Apply AI



Train Your Staff To Use Enterprise Tools

Chatbots



Content creation



Grammar checkers



Email inbox management



Transcription & meeting assistants



Scheduling





AI-powered sales outreach
platform delivering 4x conversion in
real estate & financial services
at 1/50th the cost



25x More Productive with AI



	Real Estate ISA	Landslo
Cost per year	\$40,000	\$40,000
Leads per month	1,000	25,000
Cost per lead	\$3.30	\$0.10



System Change: News Corp Built AI Tools to Produce 3,000 Local News Stories per Week

The Data Local team uses AI technology to generate stories on weather, fuel prices and traffic reports for hyperlocal mastheads

- [Follow our Australia news live blog for the latest updates](#)
- [Get our morning and afternoon news emails, free app or daily news podcast](#)

HyperLocal 10 minutes ago

Where to find the cheapest fuel in Penrith

Beat the excise: Here's where to find the cheapest petrol in Penrith on July 27.



HyperLocal 10 minutes ago

Check out the latest on Penrith roads

The daily commute is better with a little planning. Here's some roads it might be best to avoid today



HyperLocal 56 minutes ago

Here's what you can expect with today's Penrith weather

As winter sets in what can locals expect today? We have the latest word from the Weather Bureau.



📷 News Corp Australia has said the 3,000 AI-generated articles are best described as providing service information. Photograph: News Corp



2 Ways to Build & Partner



Explore
Potential AI
Opportunities



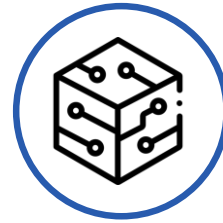
Build Product or
Business Line



For Entrepreneurs



Now Is the Time to **Build** Applications



Applications



Models



Cloud Platform



Hardware



4 Steps to Build AI Companies



Ideation

4 weeks

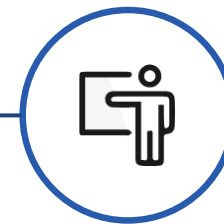
Brainstorm and review opportunities relevant to the Entrepreneur in Residence (EIR)



Validation

9-10 weeks

Deep market research & discovery to validate problem and solution hypotheses



Formation

24 weeks

Investment
Hire key executives
Build MVP
Early customer traction



Growth

Indefinite

External seed funding
Venture operating independently





Medibanx

World's first longitudinal patient record solution for pharma that shares economic upside with patients



For Investors



Public Market Has Priced AI In

The Guardian

Tech stocks surge as wave of interest in AI drives \$4tn rally

Shares in some firms involved in AI technology more than double in value as traders bet on massive growth in industry



Nvidia, whose high-end chips are used to power the new wave of AI products, is poised to become the next trillion-dollar company. Photograph: Nvidia Corp/Reuters

mint

Nvidia stock up over 196% in 6 months as tech stocks rally on AI wave, recoup losses in 2023

2 min read • 26 Sep 2023, 09:12 PM IST

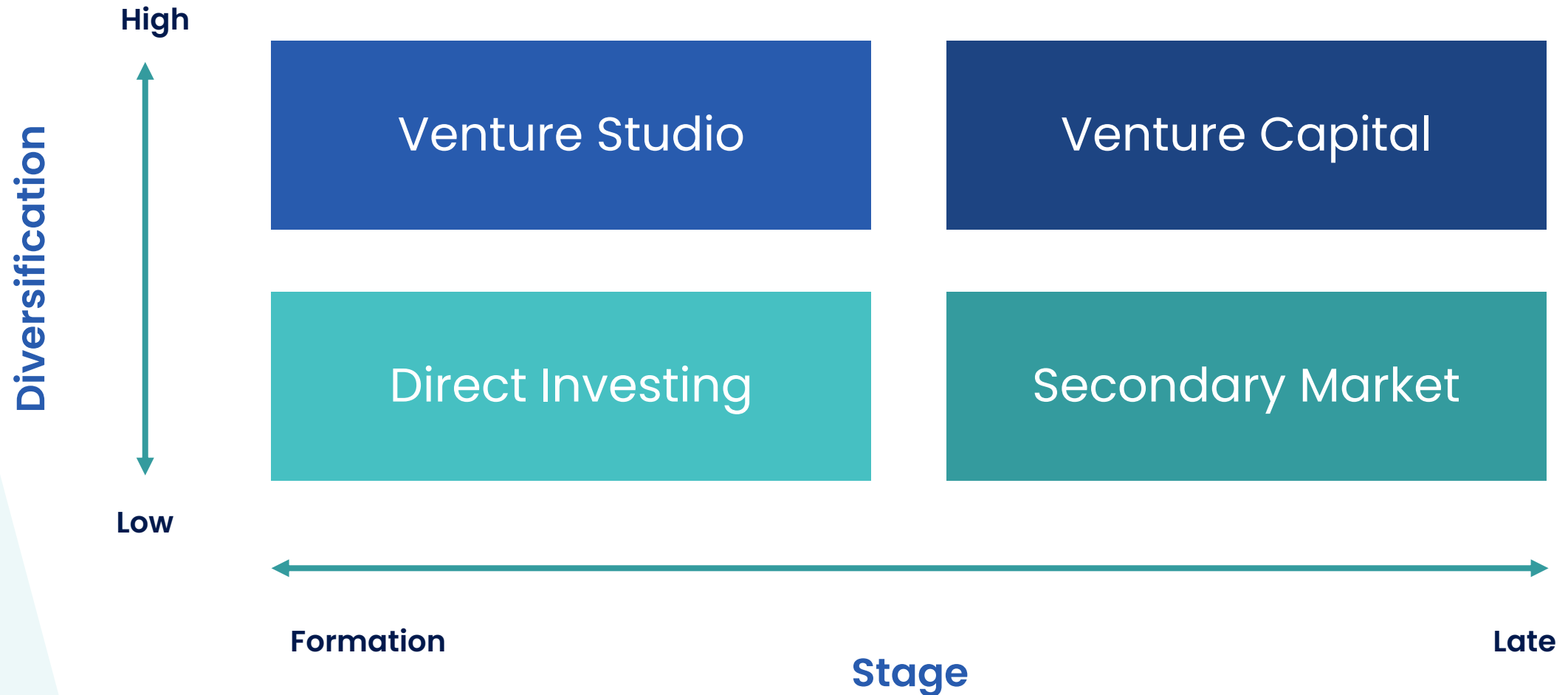
Join us 

[Nikita Prasad](#)

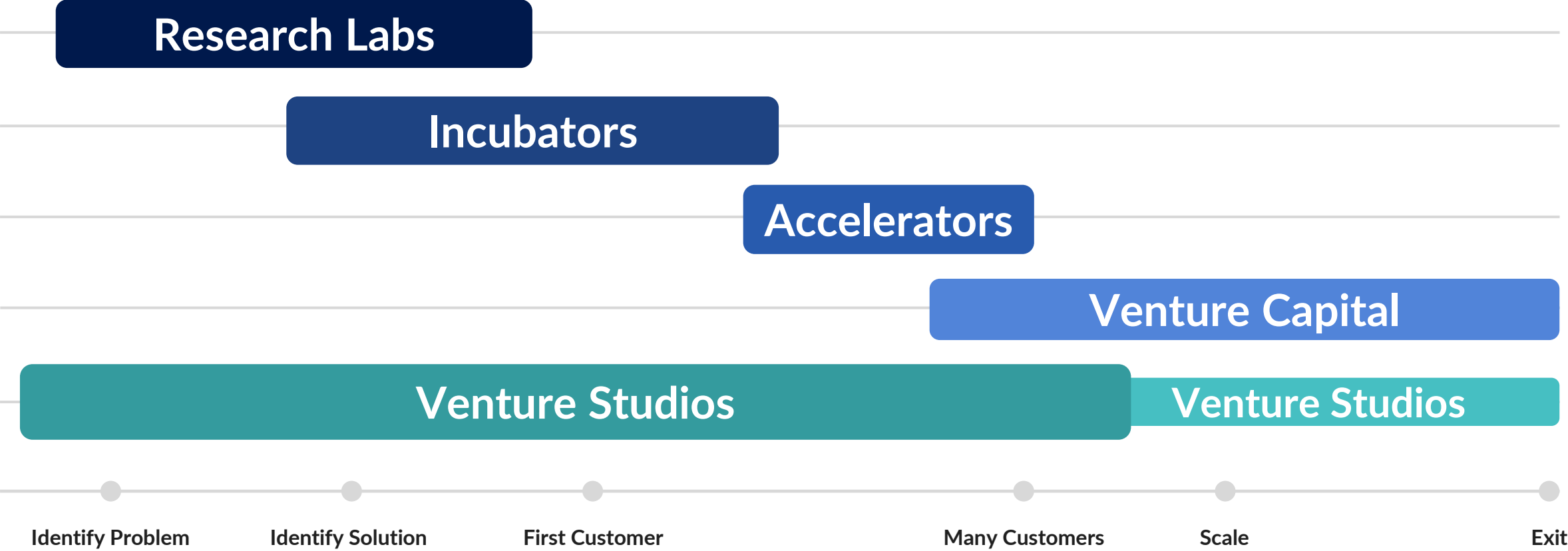
Nvidia has witnessed an uptrend with its share price tripling to 196.36 per cent till July, especially after the company breached \$1 trillion in market capitalization, making it the first US chipmaker to join the trillion-dollar club.

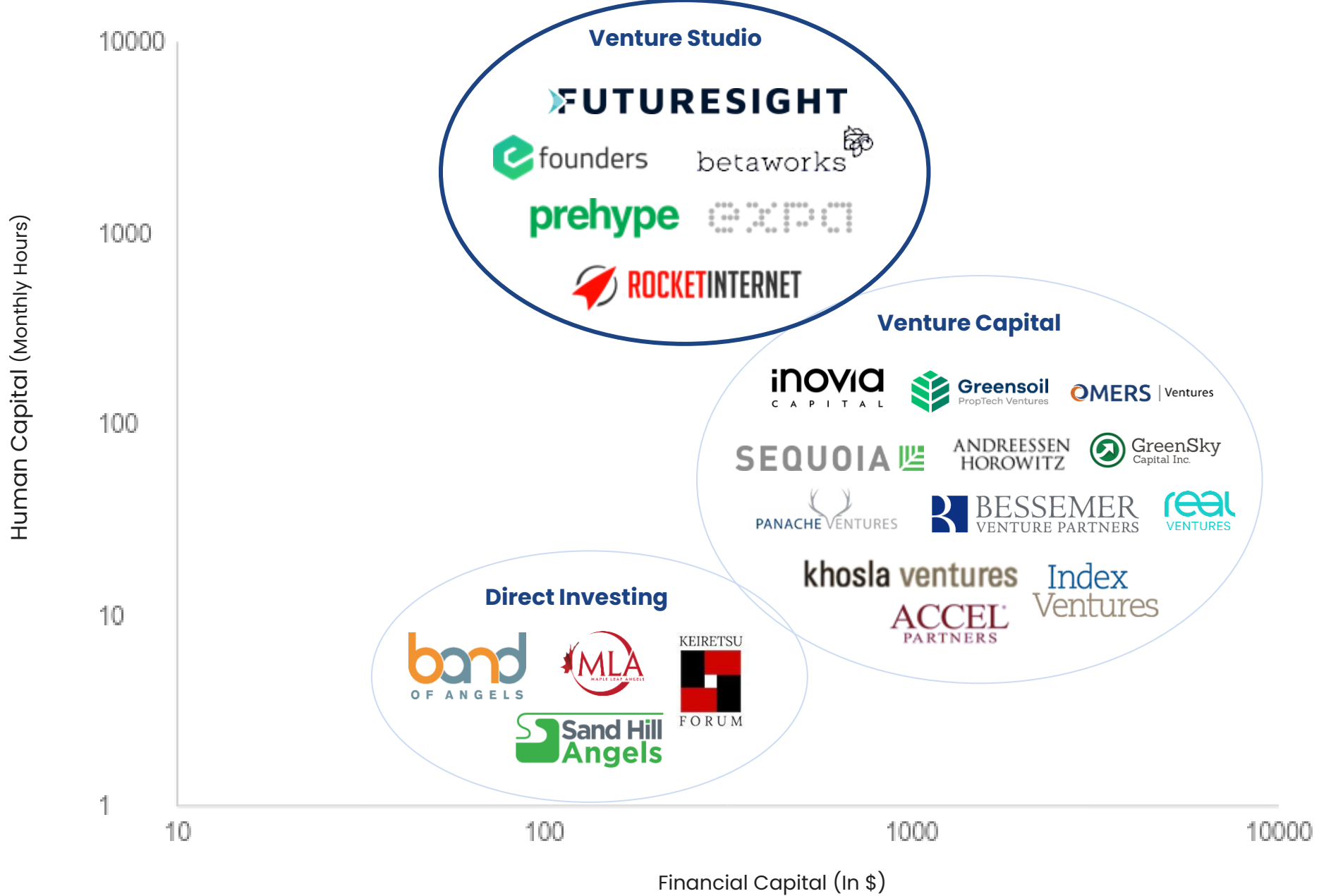


4 Ways to Invest in Private Markets



A Robust Approach to **Venture Building**





Venture Capital vs Venture Studio



Search for Superman

SEQUOIA

We help the **daring** build legendary companies.

ABOUT KLEINER PERKINS

For five decades we have partnered with **intrepid founders** to build iconic companies that made history. Today, Kleiner Perkins continues that legacy, investing in founders with bold ideas that span industries and continents, partnering with them from inception to IPO and beyond to maximize the potential of their ideas... and make history.

Accel

First partner to
exceptional teams

khosla ventures

Bold, early, impactful ventures.



Building Ironman

Growth Hacking

Business Infrastructure

Shared Services

Marketing Automation

Institutional Co-Founder

Playbook



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