

THE FUTURE OF ARTIFICIAL INTELLIGENCE AND BUSINESS



TFWA

Adam Cheyer

Founder: Siri, Viv & Sentient

2010

“In this decade, Artificial Intelligence has produced results that I never thought I would see in my lifetime.”

-- Adam Cheyer

2018



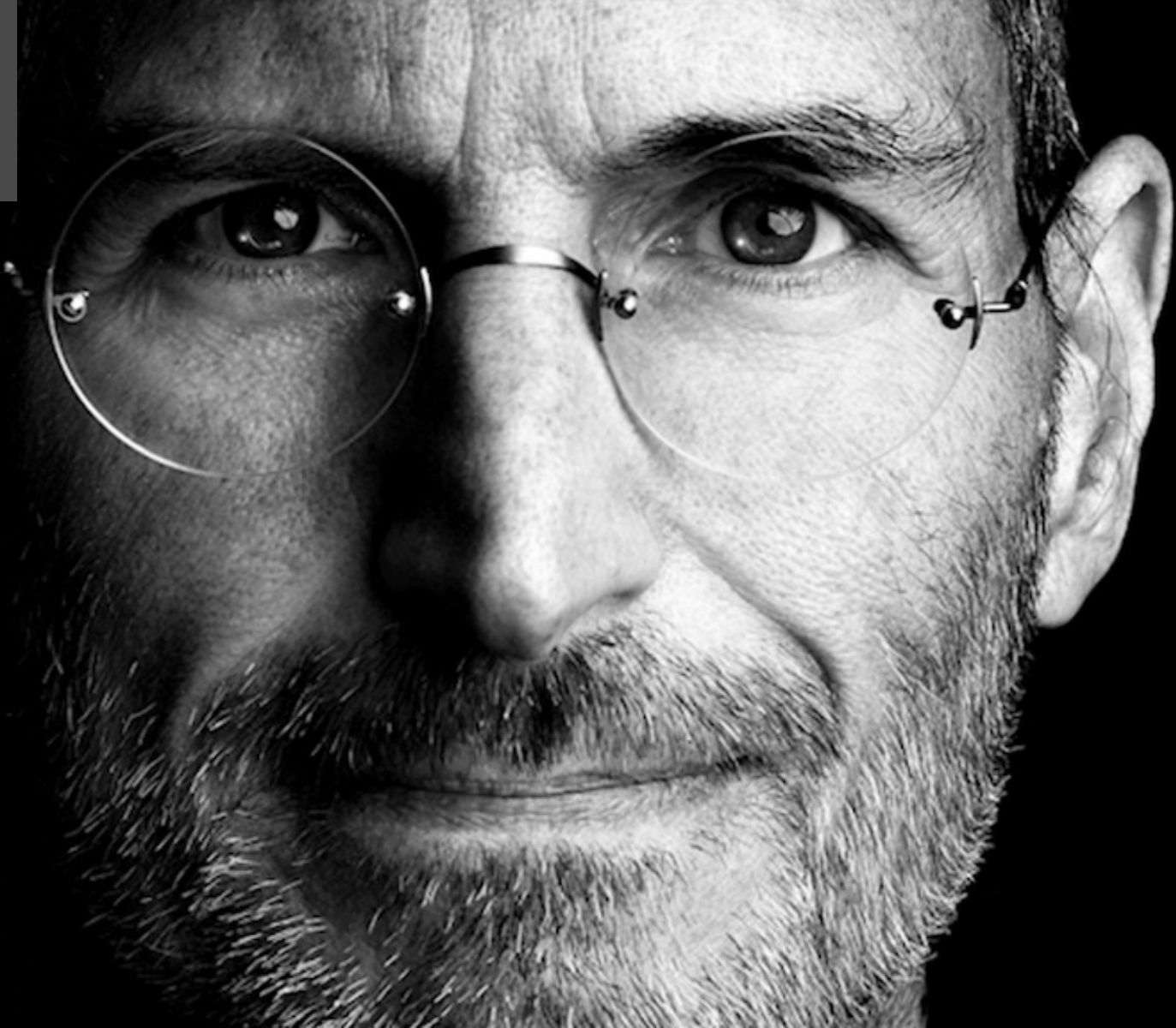
Siri, get me a cab!

Ok, it's on the way.



ARTIFICIAL INTELLIGENCE

Feb 2010 – Siri App



After Apple acquired Siri...

*Siri is not a search company.
They're an AI company.*



ARTIFICIAL INTELLIGENCE

Feb 2010 – Siri App

Jan 2011 – IBM Watson



ARTIFICIAL INTELLIGENCE

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Oct 2011 – Apple Siri



Siri. Your wish is its command.

Siri on iPhone 4S lets you use your voice to send messages, schedule meetings, place phone calls, and more. Ask Siri to do things just by talking the way you talk. Siri understands what you say, knows what you mean, and even talks back. Siri is so easy to use and does so much, you'll keep finding more and more ways to use it.



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- Jan 2011 – IBM Watson
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Two Best Quarters in Tech History

Apple's \$46 billion sales set new tech record



725 comments

By David Goldman @CNNMoneyTech January 24, 2012 6:12 PM ET

Apple's Mothra Quarter Was Actually More Impressive Than Their Godzilla Quarter



Apple Becomes the Most Valuable Company of All Time



NEW YORK (CNNMoney) — Ask Siri how Apple recorded the best quarter in history for a tech company, and her answer should be: "Me."

Apple sold a stunning 37 million iPhones last quarter, twice what it sold in the same period a year ago. iPad sales doubled to a record 15.4 million. Apple moved 5.2 million Macs, the first time Apple sold more than 5 million of its PCs in a quarter. The company also sold 15.4 million iPods during the quarter, which ended Dec. 31.



That's what made **yesterday's release** insane: Apple almost match those numbers last quarter.

While pound-for-pound, Apple's winner, I actually think Apple's

impressive. It was Apple's Mothra.

But the most amazing number from Apple's Q2 was **47.4**. That was their gross margin. It's hard to describe how ridiculous that number is, but I'll try.

In Q1 — again, the Godzilla quarter — Apple's gross margin was 44.7 percent. It's hard to describe how ridiculous that number is, but I'll try. Apple CFO Peter Oppenheimer noted during the earnings call that the company won't match such lofty levels ever again. Instead, they destroyed the number in Q2.

ARTIFICIAL INTELLIGENCE

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Oct 2011 – Apple Siri

Dec 2013 – Google buys
8 robot companies



Boston Dynamics

ARTIFICIAL INTELLIGENCE

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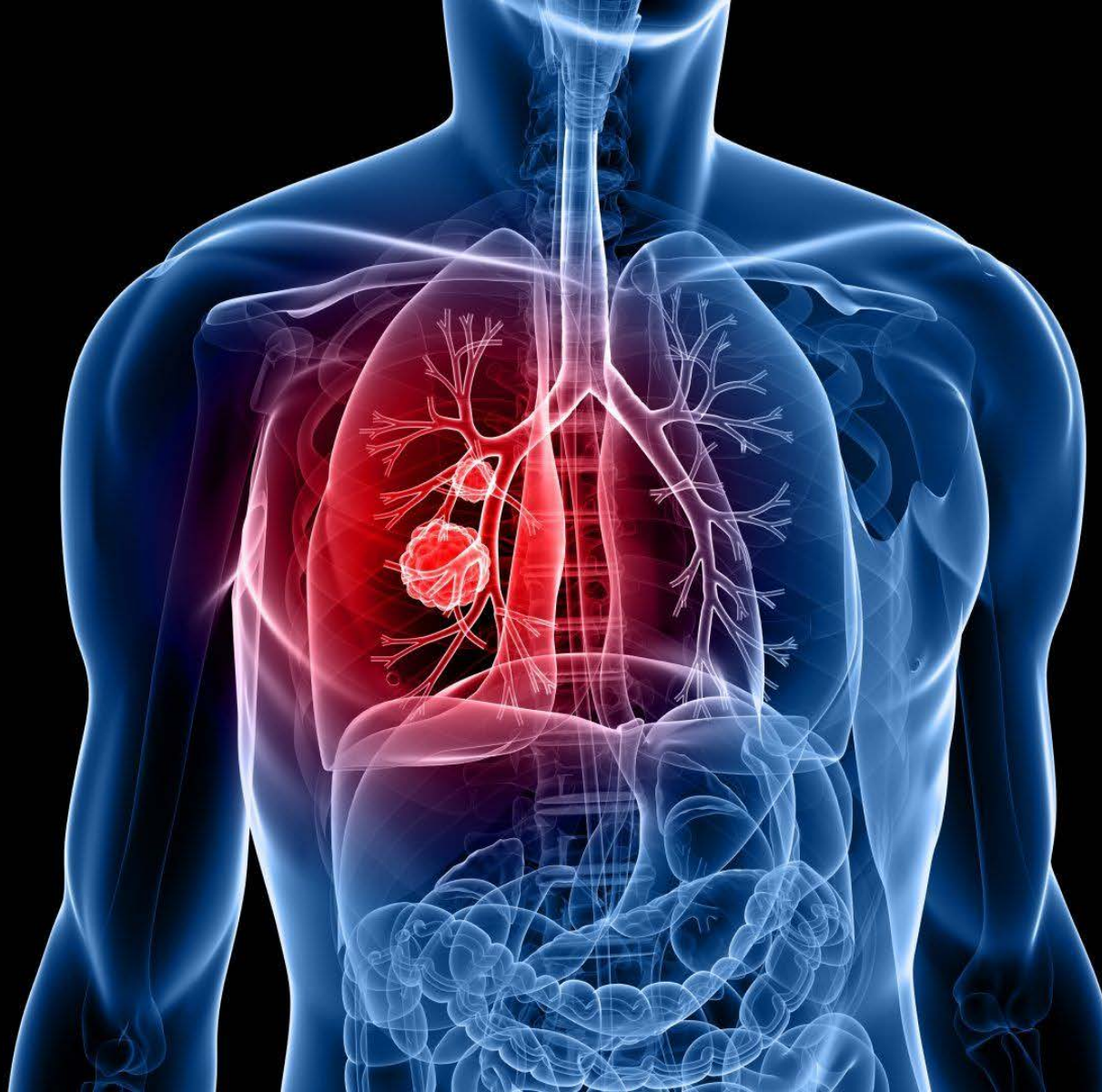
Mar 2017 – Diagnose
Cancer



ARTIFICIAL INTELLIGENCE

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???



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2029 – Singularity?

Ray Kurzweil – “The Singularity is Near”



Do we need to **FEAR** Artificial Intelligence?



“The development of full artificial intelligence could spell THE END OF THE HUMAN RACE.”

-- Steven Hawking

Do we need to **FEAR** Artificial Intelligence?

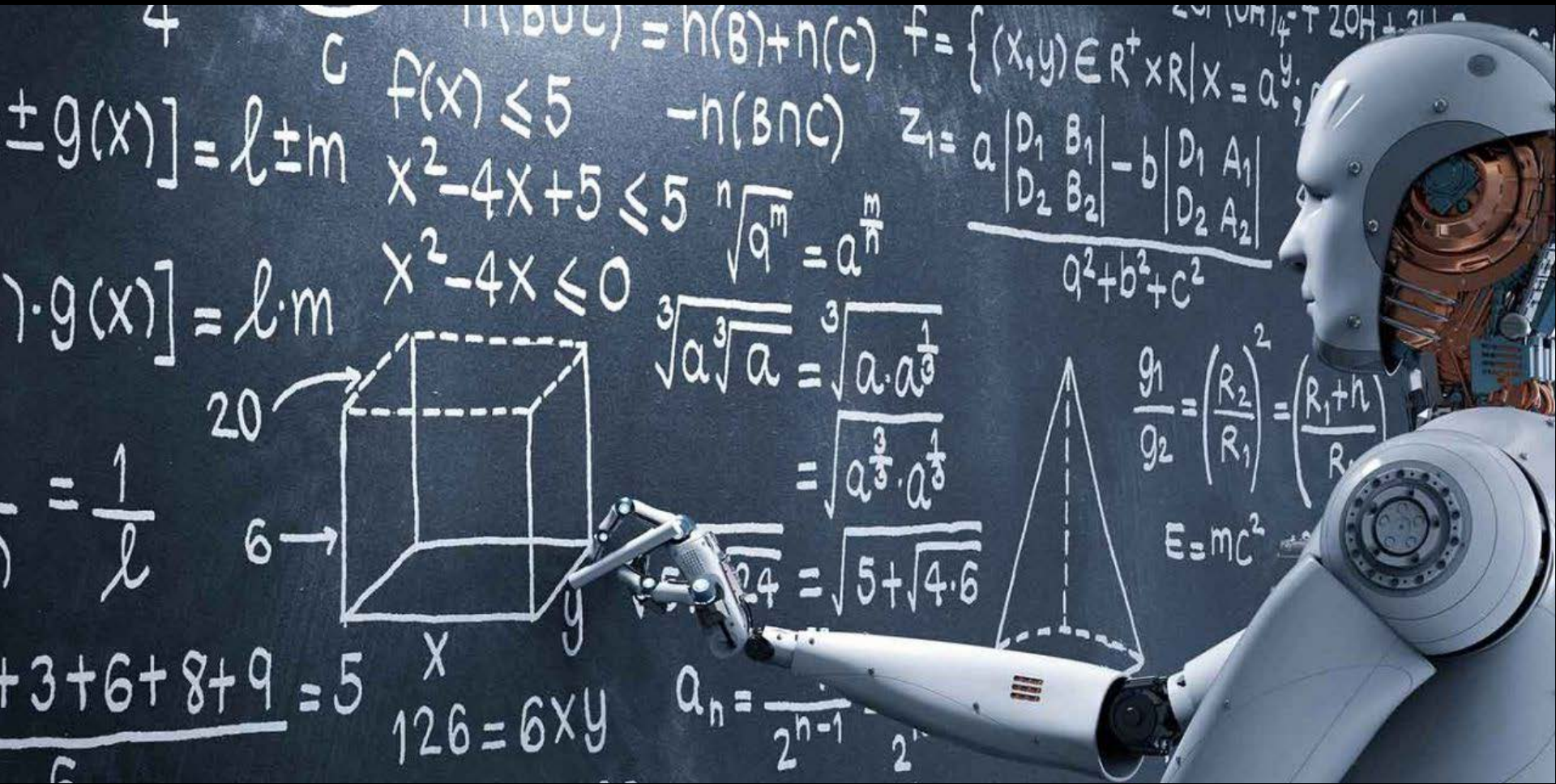


*“With artificial intelligence
we are summoning
the demon...”*

-- Elon Musk

Great Progress on **Applied AI**, but...

NO PROGRESS on **General AI**, or on “**Consciousness**”



“I am telling you, the world's first trillionaires are going to come from somebody who masters AI and applies it in ways we never thought of.”

-- Mark Cuban



ARTIFICIAL INTELLIGENCE FOR BUSINESS

Finance



ARTIFICIAL INTELLIGENCE
FOR BUSINESS

○ Finance

○ Health



ARTIFICIAL INTELLIGENCE FOR BUSINESS

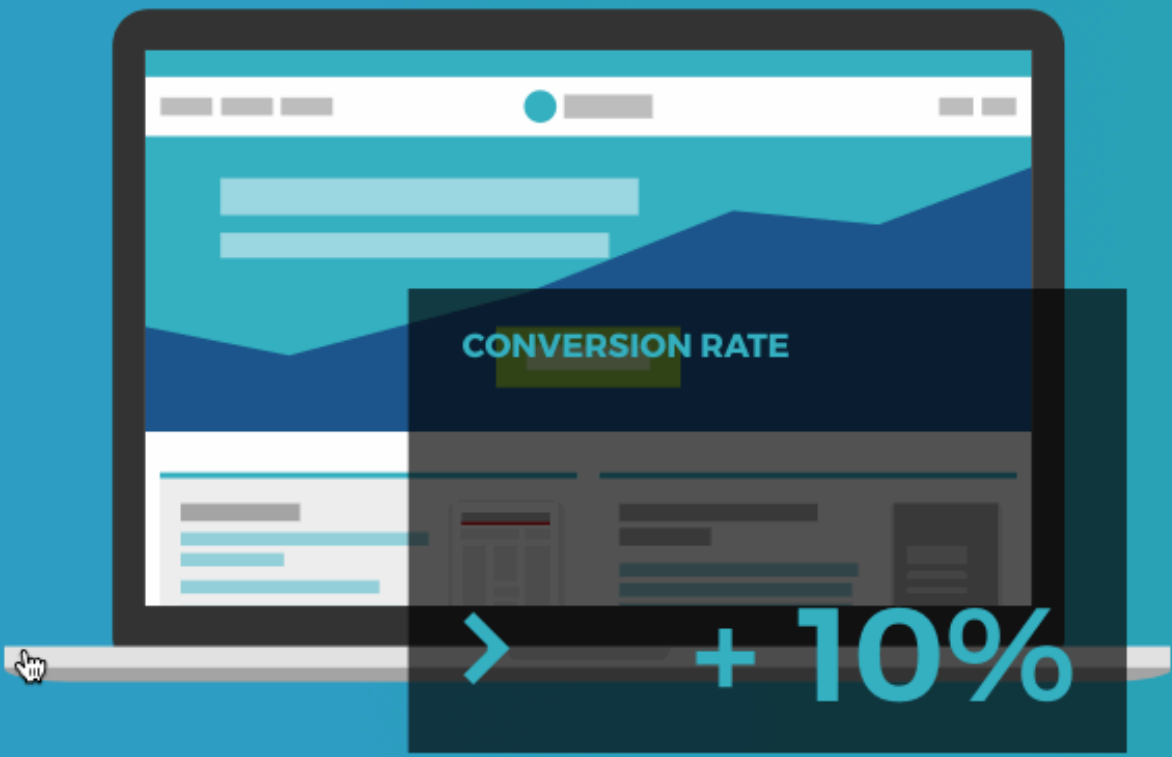
- Finance
- Health
- Agriculture



ARTIFICIAL INTELLIGENCE
FOR BUSINESS

- Finance
- Health
- Agriculture
- E-Commerce

Generate Optimal Websites



ARTIFICIAL INTELLIGENCE FOR BUSINESS

- Finance
- Health
- Agriculture
- E-Commerce
- SHOES!



Finance

Health

Agriculture

E-Commerce

SHOES!



Rough leather

Formal
New
Trendy

Affordable

Smooth

Sexy

Work

Unique

Subtle

Funky Light

Contemporary

Short Heel **Inspiring**

Bootie

Elegant

ARTIFICIAL INTELLIGENCE AS THE NEXT GLOBAL INTERFACE PARADIGM



AI as the next UI Paradigm



Windows



Web



Mobile



Assistant



1985

1995

2005

2015

2025


We are here...

Viv Demo





AI is rapidly improving

And is being applied to real-world
business problems

The Assistant will be the next Web

What will this mean for your business?

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