

The Implications of AI



**“The ultimate
breakthrough technology.”**

Satya Nadella (CEO, Microsoft)

**A paradigm shift
in technology that deserves
the attention it is receiving.**

**AI is
proliferating**

The implications of AI

The Benefits of AI

Innovation *e.g. autonomous vehicles*

Efficacy *e.g. fraud detection*

Velocity *e.g. legal document review*

Scalability *e.g. automated diagnosis*



1. New market participants

2. Shifts in value chains





3. Shifts in competitive positioning

4. New business models





5. Benefits and risks to society

Let's sum up...

New market participants

Shifts in sector value chains

Shifts in competitive positioning

New business models

Societal benefits and risks

The Fourth Industrial Revolution



STEAM POWER
1780s

**MECHANISE
PRODUCTION**



ELECTRICITY
1870s

**MASS
PRODUCTION**



ELECTRONICS
1970s

**PRODUCTION &
COMMUNICATION**

**Today: Our primary source of value creation
is the **processing** of information.**



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