

AI:10



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HEADLINE NEWS IN A FLASH

- How new AI tools like ChatGPT can transform human productivity in the enterprise
- Draft EU artificial intelligence rules could hurt Europe, executives say
- Microsoft-backed AI startup Inflection raises \$1.3 billion from Nvidia and others
- UN council to hold first meeting on potential threats of artificial intelligence to global peace
- UK universities draw up guiding principles on generative AI
- Generative AI will disrupt blockchain too

INDUSTRY FOCUS

HOW EXACTLY DOES GENERATIVE AI IMPACT IT JOBS?

EDITOR'S NOTE

**REDEFINED REALITY:
NAVIGATING THE BLURRED BOUNDARIES OF AUTHENTICITY IN THE AGE OF AI**

QUOTES FROM TOP LEADERS IN TECH ON AI

WHAT YOU CANNOT MISS AS YOU NAVIGATE YOUR AI JOURNEY



REDEFINED REALITY: NAVIGATING THE BLURRED BOUNDARIES OF AUTHENTICITY IN THE AGE OF AI

Imagine scrolling through your social media feed, only to stumble upon a striking photograph of a picturesque sunset. You pause, captivated by its beauty, only to discover that the image was not captured by a human photographer, but rather generated by an AI algorithm. The AI has analyzed thousands of real sunset photographs, identified patterns, and synthesized a visually stunning image that is indistinguishable from reality. In this instance, the boundaries between human creativity and artificial ingenuity blur, leaving us questioning the very essence of what constitutes "original work."

Consider another scenario: a news article surfaces, revealing shocking allegations about a prominent public figure. As you read the piece, doubt gnaws at your mind. Is this information authentic, or is it a fabrication designed to mislead? In an era where AI-powered deepfake technology can seamlessly manipulate videos and audio recordings, our trust in information becomes increasingly fragile. Discerning fact from fiction requires a newfound skepticism, a critical lens through which we evaluate the authenticity of the content before us.

These examples highlight the profound impact of AI on our understanding of reality. The very fabric of truth is being rewoven by the advancements in AI, challenging our preconceived notions of authenticity and blurring the lines between real and fake. As AI algorithms grow more sophisticated, they possess the ability to generate content—be it images, videos, or text—that is so convincingly genuine that our cognitive biases struggle to discern the difference. The consequences of this phenomenon are far-reaching, affecting not only our perception of the world but also our ability to make informed decisions based on reliable information.

In light of these developments, it is imperative that we reconsider our traditional definitions of "original work" in the age of AI. In the past, originality was attributed to the creation of something entirely novel, untethered to any existing material. However, AI's ability to generate content based on vast datasets challenges this notion. The line between innovation and derivation blurs as AI algorithms analyze and synthesize existing information, resulting in new creations that carry traces of their predecessors.

This begs the question: can AI-generated content truly be considered original, or is it merely a remix of what already exists?

The nuanced understanding of the distinction between real and fake content is paramount in our AI-driven landscape. Authenticity exists on a spectrum, where AI-generated content can occupy various points along the continuum. From faithfully recreating reality to fabricating elaborate falsehoods, AI's potential for deception cannot be ignored. As AI-generated deepfakes become more convincing, raising concerns about misinformation and manipulation, we must remain vigilant in our consumption and interpretation of content.

"The very fabric of truth is being rewoven by the advancements in AI, challenging our preconceived notions of authenticity and blurring the lines between real and fake."

CONT'D

In this epoch of technological transformation, we find ourselves at a crossroads. The impact of AI on our perception of reality is profound, demanding our active engagement and critical thinking. As individuals, we must cultivate a heightened awareness of the limitations and risks associated with AI-generated content. It is incumbent upon us to develop the skills necessary to discern between what is genuine and what is fabricated, to navigate the sea of information with discernment and skepticism. By doing so, we can safeguard the foundations of truth and ensure that AI is harnessed responsibly for the betterment of society.

Stephen Hawking, renowned physicist and cosmologist, once expressed a profound insight into the nature of knowledge. He astutely remarked, "The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge." This thought-provoking statement sheds light on a common pitfall that plagues our pursuit of understanding and challenges us to confront our assumptions.

In a world where information is readily accessible and opinions abound, it is easy to fall into the trap of assuming we possess knowledge when, in reality, we may be driven by misconceptions or incomplete understanding. Hawking's words remind us that true knowledge requires humility, open-mindedness, and a willingness to continually question and examine our beliefs.

This quote speaks directly to the topic at hand, as artificial intelligence challenges our understanding of what is real and what is fake. As we navigate the ever-expanding realm of AI-generated content and grapple with the blurring lines of authenticity, it is vital to approach information with a healthy dose of skepticism. The illusion of knowledge can deceive us into accepting falsehoods or overlooking the nuances that lie beneath the surface.

Hawking's words serve as a timeless reminder that our pursuit of knowledge necessitates an unwavering commitment to seeking truth, even in the face of technological advancements like AI. By acknowledging the limitations of our understanding and being vigilant against the illusion of knowledge, we can navigate the complexities of the modern world with clarity and intellectual integrity.

In conclusion, the advent of AI has ushered in an era where our understanding of reality is being redefined. Through the lens of AI, we question the authenticity of content that was once considered self-evident. The ability to distinguish between real and fake becomes an intellectual tightrope walk, demanding our critical acumen and skepticism. By embracing the challenges and opportunities presented by AI, we can chart a course that preserves the integrity of truth while harnessing the remarkable potential of this transformative technology. As Stephen Hawking astutely reminds us, our greatest foe is not ignorance, but rather the illusion of knowledge. In the age of AI, it is crucial that we remain vigilant and constantly question the veracity of the information we encounter, ensuring that our pursuit of knowledge remains grounded in truth.



HOW EXACTLY DOES GENERATIVE AI IMPACT IT JOBS?

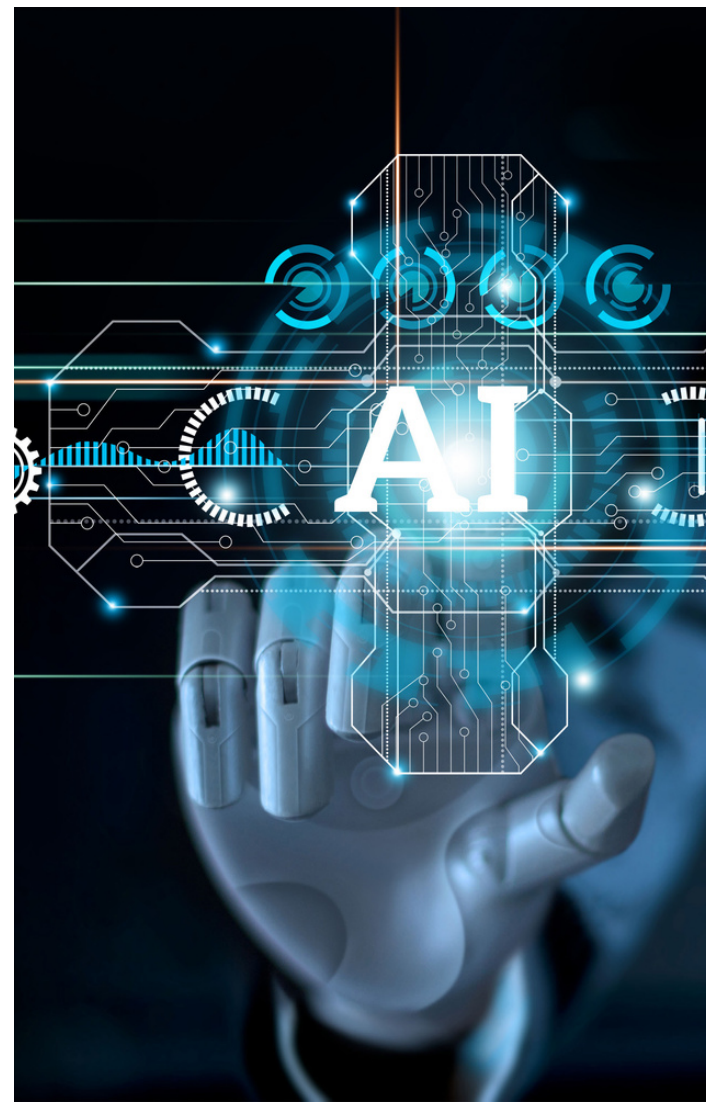
Source: [The Economic Times](#)

Generative artificial intelligence (AI)— tech billionaire Bill Gates calls it the “most important” technological advancement in 40 years while Apple’s chief Tim Cook said AI in general will affect every product and every service that Apple operates in. Back home, Generative AI’s use cases may impact the scope of work of close to 1% of India’s 5.4-million IT workforce, spread across sales and support departments, and create additional revenue potential of \$2-3 billion for the industry, a new study has said. According to market intelligence firm Unearth Insight’s study, India’s \$245-billion IT services industry employs around 300,000 people in sales and support functions.

Out of this, around 50,000 to 60,000 employees’ work will get impacted over the next three to five years. India’s tech industry has 7% of its overall workforce employed in sales and support roles. This number is 6.1% for the top five players.

But it must be taken with a pinch of salt as this need not mean job losses or machines replacing humans completely; these roles will get impacted in a way that they may increasingly collaborate with AI-powered technology and coworkers. Few examples of roles getting impacted are pre-sales, bid management, sales enablement and solution architect may get impacted by AI copilots doing lead generation or AI-curated sales content.

Similarly, some of the hiring, resource management functions such as external hiring, internal fulfillment and onboarding could be transformed by AI-generated profile screening and candidate recommendation and personalised onboarding.



HEADLINE NEWS IN A FLASH

HOW NEW AI TOOLS LIKE CHATGPT CAN TRANSFORM HUMAN PRODUCTIVITY IN THE ENTERPRISE

AI tools like generative AI models and conversational agents such as ChatGPT have expanded the benefits of AI in transforming human productivity. For example, a case study showed that implementing generative AI for content creation resulted in a 40% reduction in time spent on writing product descriptions, allowing employees to focus on strategic tasks. Additionally, a recent survey found that businesses utilizing conversational agents like ChatGPT experienced a 30% decrease in customer support response times, leading to improved customer satisfaction. These evolving AI tools enable businesses to optimize workflows, enhance collaboration, and deliver unique customer experiences, unlocking untapped growth potential in the digital landscape. One of the most profound advantages of AI lies in its ability to automate mundane and time-consuming tasks. By delegating repetitive activities to AI-powered systems, employees can redirect their focus towards high-value, strategic work.

Source: [VentureBeat](#)

MICROSOFT-BACKED AI STARTUP INFLECTION RAISES \$1.3 BILLION FROM NVIDIA AND OTHERS

Inflection AI, a startup backed by several Silicon Valley heavyweights, said on Thursday it had raised \$1.3 billion from investors including Microsoft and Nvidia, amid a boom in the artificial intelligence (AI) sector. The investment, a mix of cash and cloud credit, valued the one-year-old company at \$4 billion, a source familiar with the matter told Reuters. Inflection released its chatbot Pi last month. Founded by Google DeepMind co-founder Mustafa Suleyman and LinkedIn co-founder Reid Hoffman, it focused on building consumer-faced AI products and is considered a top rival of OpenAI. Pi uses generative AI technology, similar to ChatGPT, to interact with users through dialogues, allowing people to ask questions and share feedback. Inflection said it wants to build a personal AI that will help people plan, schedule, gather information and perform other tasks.

Source: [Reuters](#)

UK UNIVERSITIES DRAW UP GUIDING PRINCIPLES ON GENERATIVE AI

UK universities have drawn up a set of guiding principles to ensure that students and staff are AI literate, as the sector struggles to adapt teaching and assessment methods to deal with the growing use of generative artificial intelligence. Vice-chancellors at the 24 Russell Group research-intensive universities have signed up to the code. They say this will help universities to capitalise on the opportunities of AI while simultaneously protecting academic rigour and integrity in higher education. While once there was talk of banning software like ChatGPT within education to prevent cheating, the guidance says students should be taught to use AI appropriately in their studies, while also making them aware of the risks of plagiarism, bias and inaccuracy in generative AI. Staff will also have to be trained so they are equipped to help students, many of whom are already using ChatGPT in their assignments. New ways of assessing students are likely to emerge to reduce the risk of cheating.

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Source: [TheGuardian](#)

DRAFT EU ARTIFICIAL INTELLIGENCE RULES COULD HURT EUROPE, EXECUTIVES SAY

The proposed EU Artificial Intelligence legislation would jeopardise Europe's competitiveness and technological sovereignty, according to an open letter signed by more than 160 executives at companies ranging from Renault (RENA.PA) to Meta (META.O). EU lawmakers agreed to a set of draft rules this month where systems like ChatGPT would have to disclose AI-generated content, help distinguish so-called deep-fake images from real ones and ensure safeguards against illegal content. Since ChatGPT became popular, several open letters have been issued calling for regulation of AI and raising the "risk of extinction from AI". Signatories of previous letters included Elon Musk, OpenAI CEO Sam Altman, and Geoffrey Hinton and Yoshua Bengio - two of the three so-called "godfathers of AI". The third, Yann LeCun, who works at Meta, signed Friday's letter challenging the EU regulations. Other signatories included executives from a diverse set of companies such as Spanish telecom company Cellnex (CLNX.MC), French software company Mirakl and German investment bank Berenberg.

Source: [Reuters](#)

UN COUNCIL TO HOLD FIRST MEETING ON POTENTIAL THREATS OF ARTIFICIAL INTELLIGENCE TO GLOBAL PEACE

The U.N. Security Council will hold a first-ever meeting on the potential threats of artificial intelligence to international peace and security, organized by the United Kingdom which sees tremendous potential but also major risks about AI's possible use for example in autonomous weapons or in control of nuclear weapons. UK Ambassador Barbara Woodward on Monday announced the July 18 meeting as the centerpiece of its presidency of the council this month. It will include briefings by international AI experts and Secretary-General Antonio Guterres, who last month called the alarm bells over the most advanced form of AI "deafening," and loudest from its developers. "These scientists and experts have called on the world to act, declaring AI an existential threat to humanity on a par with the risk of nuclear war," the U.N. chief said.

Source: [Yahoo](#)

GENERATIVE AI WILL DISRUPT BLOCKCHAIN TOO

Smart contracts are one of the most transformative innovations to arise from the blockchain industry. They're used to help automate transactions without the need for an intermediary. They're one of the key enablers of blockchain's highly touted decentralization, yet there's still lots of room for improvement and this is where ChatGPT could potentially help. For instance, ChatGPT could help to streamline smart contract creation for developers by helping with the development and testing of the underlying code. Developers are already familiar with the concept of using "copilots" such as in GitHub, but generative AI can vastly improve these tools. Smart contracts are written in programming languages like Solidity, but the process is complicated and extremely error-prone. The problem is that developers often have to write hundreds of lines of code manually, and even a small mistake can have serious implications.

Source: [CoinTelegraph](#)



These quotes highlight the potential dangers and benefits of AI. While some leaders are concerned about the potential for AI to harm humanity, others believe that it has the potential to solve some of the world's biggest problems. It is important to remember that AI is a tool, and like any tool, it can be used for good or for evil. It is up to us to ensure that AI is used for the benefit of humanity.

- **Fiona Smyth, CEO of Element AI:** "AI is the most powerful technology of our time, and it has the potential to transform every aspect of our lives. But it's important that we use AI for good, and that we ensure that everyone benefits from its advances."
- **Arvind Krishna, CEO of IBM:** "AI is not about replacing humans, it's about augmenting our capabilities. AI can help us to do things that we never thought possible, and it can help us to solve some of the world's biggest challenges."
- **Safra Catz, CEO of Oracle:** "AI is the future of business, and those who don't embrace it will be left behind. AI can help us to make better decisions, to improve our products and services, and to reach new markets. It's a powerful tool, and we need to use it wisely."
- **Melinda Gates, Co-Chair of the Bill & Melinda Gates Foundation:** "AI has the potential to do great good in the world, but it also has the potential to be used for harm. It's important that we use AI responsibly, and that we work to ensure that it benefits everyone."
- **Susan Wojcicki, CEO of YouTube:** "AI is changing the way we live and work, and it's only going to become more important in the years to come. We need to make sure that AI is used for good, and that it doesn't widen the gap between the haves and the have-nots."
- **Reshma Saujani, Founder and CEO of Girls Who Code:** "AI is the future, and girls need to be a part of it. We need to make sure that girls have the skills and opportunities to succeed in this new economy."
- **Lisa Su, CEO of AMD:** "AI is going to change the world, and we need to be at the forefront of that change. We need to make sure that we are developing AI that is safe, responsible, and beneficial to everyone."
- **Fei-Fei Li, Professor of Computer Science at Stanford University and Co-Director of the Stanford Human-Centered AI Institute:** "AI is not just about technology, it's about people. We need to make sure that AI is developed in a way that benefits everyone, and that it doesn't create new forms of inequality."

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FROM 21 COUNTRIES SINCE 2013.

AI ADVISOR TO SCALE YOUR BUSINESS



In the post-COVID-19 era, small and medium-sized enterprises (SMEs) face significant challenges in recovering and adapting to the new world order. To navigate these uncertain times, SMEs should consider taking the following steps and pursuing strategies supported by new AI-based digital strategies as part of a Business Model 2.0:

CHART YOUR BUSINESS WITH AI-POWERED TOOLS

THE DELIVERABLES:



Financial
Strategy
Report



3-min
Financial
Review
Podcast



Market
Scanning
Report



1-hour One-
on-One
Discussion x 1



Matrix
Business
Strategy



<https://ceaiglobal.com/restore-rebuild-programme/>

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