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HEADLINE NEWS IN A FLASH

- Charting The Roadmap To A Post-Work Society
- Workers at risk of AI radically changing their jobs aren't too worried about it
- Fragmented truth: How AI is distorting and challenging our reality
- A Bull Market Is Coming: 1 Artificial Intelligence (AI) Growth Stock Has Billionaires Betting Big
- Chinese AI arrives by stealth, not with a bang
- AI-Generated Data Can Poison Future AI Models

INDUSTRY FOCUS

STUDY UNCOVERS SURPRISING FACTS ON HOW BUSINESSES ARE USING GENERATIVE AI

EDITOR'S NOTE

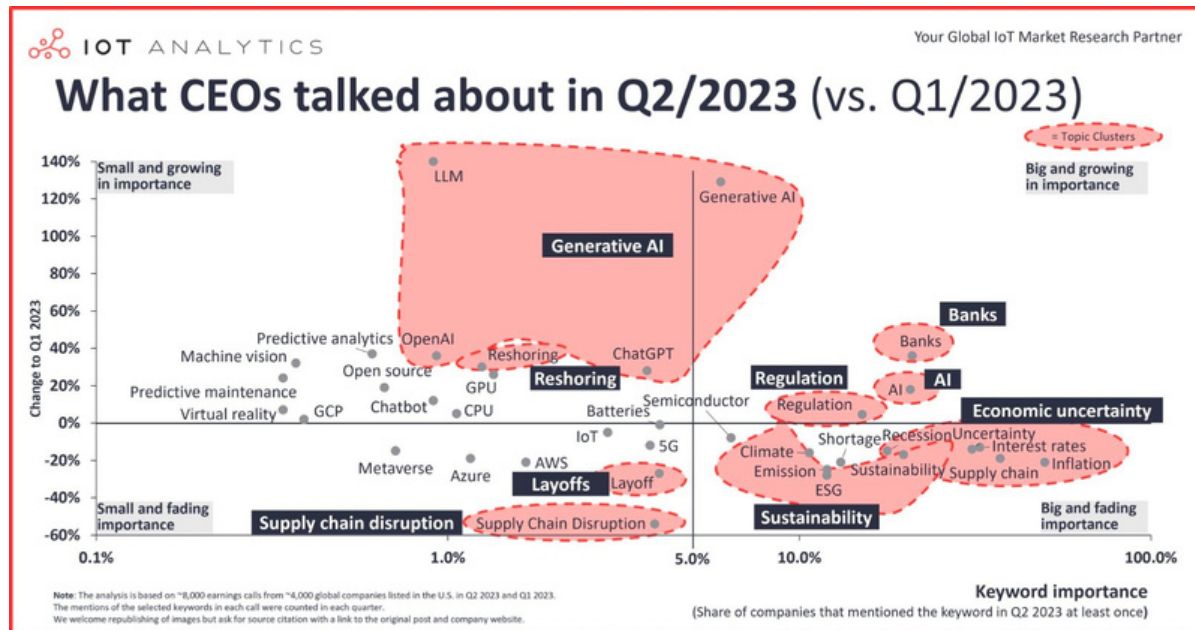
**WHAT CEOS
TALKED ABOUT IN
Q2/2023
(VS Q1/2023)**

QUOTES FROM TOP LEADERS IN TECH ON AI

**WHAT YOU CANNOT MISS AS YOU
NAVIGATE YOUR AI JOURNEY**



WHAT CEOS TALKED ABOUT IN Q2/2023 (VS Q1/2023)



In the latest data analysis by Philipp Wegner with IoT Analytics, several key findings emerge regarding the topics most discussed by CEOs in Q2 2023. Artificial Intelligence (AI) remains a hot topic, with overall discussions around AI growing by 21%. Generative AI and large language models (LLM) saw significant increases of 129% and 229%, respectively. Economic uncertainty remains a concern, but discussions on inflation, interest rates, and recession saw declines. Reshoring saw a substantial increase of 30%, with 1.3% of all companies and 5% of industrial companies addressing the topic. Supply chains showed improvement, leading to a decrease in discussions around supply chains in general (-19%) and supply chain disruptions (-54%).

The analysis suggests that Generative AI will continue to gain momentum in corporate discussions, with a shift towards exploring how companies are utilizing it and where investments are being made. This includes both internal initiatives to drive efficiency and external use cases that transform consumer-company engagement. It's important to note that this analysis is based on research involving approximately 4,000 US-listed companies' Q2/2023 earnings calls. The visualization provided offers insights into the digital and digital-related topics that CEOs prioritized during this period. The chart presents keyword importance and growth, with the x-axis representing the frequency of keyword mentions and the y-axis indicating the increase or decrease in importance compared to Q1/2023 (indexed to 100).

In the ever-changing and highly competitive business landscape of Asia, companies face numerous challenges and opportunities, much like their counterparts in the United States. As we discussed earlier, US CEOs have been focusing on key topics such as Artificial Intelligence, economic uncertainty, reshoring, and supply chain improvements. Building upon these insights, Asian businesses can draw valuable lessons and align their strategic thinking by pondering key questions specific to their region. By considering the unique dynamics of the Asian market and reflecting on the challenges faced by US CEOs, Asian businesses can gain a comprehensive perspective on the critical issues that shape their industry. This proactive approach enables them to adapt effectively, capitalize on emerging trends, and foster sustainable growth within the Asian business ecosystem.

1. How can we leverage digital transformation to stay competitive in the rapidly evolving Asian market?

This question encourages businesses to consider the impact of digital technologies on their operations, customer engagement, and overall business strategies. Embracing digital transformation enables companies to adapt to changing market dynamics, improve efficiency, and unlock new growth opportunities.



CONT'D

2. Are we effectively harnessing the power of data to drive insights and innovation?

Data has become a valuable asset in today's business landscape. Asian businesses need to assess their data management capabilities, including collection, analysis, and utilization. By leveraging data-driven insights, companies can make informed decisions, develop innovative solutions, and deliver personalized experiences to customers.

3. How can we cultivate a culture of innovation and agility within our organization?

Innovation and agility are crucial for businesses to thrive in an increasingly competitive environment. Asian companies should evaluate their organizational culture and practices to foster creativity, encourage experimentation, and empower employees to adapt to changing circumstances. Embracing a culture of innovation enables businesses to stay ahead of the curve and respond effectively to market disruptions.

4. Are we adequately addressing sustainability and social responsibility in our business practices?

As sustainability and social responsibility gain prominence globally, Asian businesses must evaluate their environmental impact, ethical practices, and community engagement. Prioritizing sustainability not only contributes to a healthier planet but also resonates with customers who prioritize socially responsible companies. It also helps businesses build resilience and mitigate risks associated with changing regulatory landscapes.

5. How can we capitalize on the growing digital economy and e-commerce trends in Asia?

The digital economy and e-commerce are rapidly expanding in Asia, presenting significant growth opportunities. Asian businesses should assess their online presence, digital marketing strategies, and logistics capabilities to capitalize on this trend. Building robust e-commerce platforms, optimizing customer experiences, and expanding digital reach can help companies tap into the vast potential of the digital economy in the region.

These questions encourage Asian businesses to critically analyze their strategies, operations, and adaptability in today's dynamic business landscape. By addressing these key considerations, companies can position themselves for success and sustainable growth in the Asian market.

Our strong observation is that CEOs globally face a dynamic and rapidly evolving business landscape characterized by technological advancements, economic uncertainties, and shifting market dynamics. It is crucial for CEOs to stay informed, adapt to change, and embrace innovation to drive their organizations forward. The findings from US CEOs' discussions on topics like Artificial Intelligence, economic uncertainty, reshoring, and supply chain improvements offer valuable insights and lessons for CEOs worldwide. By leveraging these insights and continuously asking critical questions, CEOs can navigate the challenges, seize opportunities, and lead their organizations towards sustainable success in a global marketplace. Embracing a forward-thinking mindset, fostering agility, and nurturing a culture of innovation will be paramount for CEOs to thrive in the ever-changing business environment of the future. With the right strategies and a commitment to continuous learning, CEOs can position their organizations at the forefront of their industries and drive transformative change on a global scale.

"Our strong observation is that CEOs globally face a dynamic and rapidly evolving business landscape characterized by technological advancements, economic uncertainties, and shifting market dynamics. It is crucial for CEOs to stay informed, adapt to change, and embrace innovation to drive their organizations forward."

STUDY UNCOVERS SURPRISING FACTS ON HOW BUSINESSES ARE USING GENERATIVE AI

Source: [TechSpot](#)

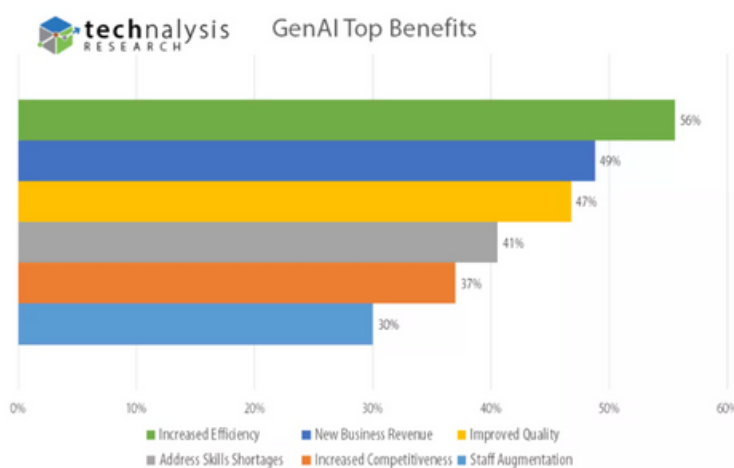
Everyone is talking about the potential of generative AI to transform businesses, yet few have evaluated what companies are actually doing with the technology. This gap is now beginning to be addressed, partly due to an in-depth study conducted by TECHnalysis Research. This study delves into how US-based businesses are utilizing GenAI, covering topics such as the types of applications, vendor partners, implementations, benefits, concerns, and more.

The report, titled "[A New Beginning: Generative AI in the Enterprise](#)," is based on a survey of 1,000 US-based IT decision-makers engaged in their company's GenAI efforts across ten industry verticals and two business sizes. As the title implies, and the study results affirm, GenAI is fostering entirely new expectations about software applications' functionality, employee work processes, corporate strategy development and adaptation, among others.

The report also reveals numerous surprising facts about how businesses are presently deploying the technology. Moreover, it identified several gaps in knowledge about, and sophistication of deployment of GenAI, especially across different industries.

At a high level, the results indicated that an unexpected 88% of US companies participating in the survey are already employing Generative AI tools, although merely 7% have a formal policy about the technology. Intriguingly, among the group of current non-users, approximately 10% have policies that explicitly prohibit its use.

The larger group that is utilizing GenAI is enthusiastic about the opportunities it presents, with the key benefits illustrated in Figure 1. Over half of the respondents (56%) cited increased efficiency, and another 49% noted the potential to enable new business models and revenue streams as principal benefits of using the technology.



Even those deploying GenAI have concerns about it, with 55% highlighting potential security issues and protection of their corporate data. A similar number mentioned inaccuracies in the output data that foundation models can generate, and a nearly equal number (53%) voiced concerns about copyright infringement.

Unsurprisingly, those not using GenAI had similar apprehensions, with 70% identifying copyright issues as a problem, and 64% citing IP leakage as reasons for their reluctance. Moreover, 52% of this group stated they lacked the requisite skill sets within their organizations to leverage GenAI - a datapoint that underscores the significant educational gap many businesses face with this advanced new technology.

Interestingly, even among this group of skeptics, only 7% declared they had no interest in ever deploying the technology, leaving 93% open to considering it at some future point.

HEADLINE NEWS IN A FLASH

CHARTING THE ROADMAP TO A POST-WORK SOCIETY

If we were to follow the current trajectory of AI, and assuming the pace of progress continues unhampered (projected to reach \$1,345.2 billion by 2030 at a compound annual growth rate of 36.62 percent according MarketsandMarkets June 2023 report), we could witness a precipitous decline in the labor participation rate by the 2030s. We could very well be steering towards a post-work society. As my fellow Forbes contributor, Rob Toews recently wrote in this very publication: "There will not be nearly enough meaningful jobs to employ every working-age person. More radically, we will not need people to work in order to generate the material wealth necessary for everyone's healthy subsistence." However, this perspective warrants reevaluation. It is very flawed. The seismic shift towards a post-work society does not signify an end to human productivity or purpose. Instead, it presents an opportunity to redefine 'work' and untangle our identities from traditional employment as we see it today.

Source: [Forbes](#)

FRAGMENTED TRUTH: HOW AI IS DISTORTING AND CHALLENGING OUR REALITY

More issues appeared as ChatGPT was soon followed by a plethora of other chatbots from Microsoft, Google, Tencent, Baidu, Snap, SK Telecom, Alibaba, Databricks, Anthropic, Stability Labs, Meta and others. Remember Sydney? What's more, these various chatbots all provided substantially different results to the same prompt. The variance depends on the model, the training data, and whatever guardrails the model was provided. These guardrails are meant to hopefully prevent these systems from perpetuating biases inherent in the training data, generating disinformation and hate speech and other toxic material. Nevertheless, soon after the launch of ChatGPT, it was apparent that not everyone approved of the guardrails provided by OpenAI. Overall, almost a quarter of US workers were in the least exposed jobs in 2022 per the report. That's slightly higher than the 19% of workers in jobs that are considered most exposed to AI.

Source: [BusinessInsider](#)

CHINESE AI ARRIVES BY STEALTH, NOT WITH A BANG

China faces a long slog to artificial intelligence supremacy. It wants to be a leader in the field by 2030 and this month unveiled new rules governing the technology that are less onerous than expected. But closed online ecosystems, Beijing's controls on internet content and U.S. curbs on semiconductor exports to the world's second largest economy will hamper progress. There were high expectations of what the People's Republic could achieve with the technology seen as having the power to solve some of the most pressing challenges on the planet. "In the age of AI, where data is the new oil, China is the new Saudi Arabia", venture capitalist Lee Kai-fu declared in 2018. Reasons for confidence included troves of data spanning everything from digital payments to e-commerce as well as government support and a growing army of entrepreneurs. Fast forward to today and things look far less compelling.

Source: [Reuters](#)

WORKERS AT RISK OF AI RADICALLY CHANGING THEIR JOBS AREN'T TOO WORRIED ABOUT IT

Over 27 million Americans are in work where key activities involved in their job could "be replaced or aided by artificial intelligence" — or what Pew Research Center defines in a new analysis as being most exposed to AI. The new Pew Research Center report highlights findings after reviewing different kinds of activities available on O*NET. This was used to figure out the degree in which different kinds of activities and jobs are exposed to artificial intelligence. The report didn't look at robots or AI-enabled machines. Rakesh Kochhar, a senior researcher at Pew Research Center who wrote the new Pew report, pointed out to Insider that analyzing data or thinking creatively are two examples of work activities that they believed to have high exposure to AI. Pew found 16 of 41 activities looked at could be considered having high exposure to AI. "In our analysis, jobs are considered more exposed to artificial intelligence if AI can either perform their most important activities entirely or help with them," the report said.

Source: [BusinessInsider](#)

A BULL MARKET IS COMING: 1 ARTIFICIAL INTELLIGENCE (AI) GROWTH STOCK HAS BILLIONAIRES BETTING BIG

Artificial intelligence (AI) promises to usher in a new era of labor productivity by automating a wide variety of business processes, from clerical work to coding. Indeed, Goldman Sachs says two-thirds of occupations could be partially automated with AI by 2030, and that could more than double the output of the average knowledge worker, according to Ark Invest. Excitement surrounding AI has helped investors shake off the bear market blues. The S&P 500 has soared 19% year to date, leaving the index just 4% from a record high. In other words, the S&P 500 is very close to bull market territory. But the AI boom could send the stock market much higher in the years ahead, and because of its connection to AI, some Wall Street hedge fund managers are betting big on Alphabet (GOOGL 0.90%) (GOOG 1.01%). Specifically, billionaires David Tepper and Bill Ackman have more than 10% of their portfolios invested in the company, and fellow billionaire Chris Hohn has allocated more than 8% of his portfolio to Alphabet stock.

Source: [TheMotleyFool](#)

AI-GENERATED DATA CAN POISON FUTURE AI MODELS

Thanks to a boom in generative artificial intelligence, programs that can produce text, computer code, images and music are readily available to the average person. And we're already using them: AI content is taking over the Internet, and text generated by "large language models" is filling hundreds of websites, including CNET and Gizmodo. But as AI developers scrape the Internet, AI-generated content may soon enter the data sets used to train new models to respond like humans. Some experts say that will inadvertently introduce errors that build up with each succeeding generation of models. A growing body of evidence supports this idea. It suggests that a training diet of AI-generated text, even in small quantities, eventually becomes "poisonous" to the model being trained. Currently there are few obvious antidotes.

Source: [ScientificAmerican](#)



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.

- **Peter Thiel, Co-founder of PayPal and Palantir:** "Artificial intelligence is going to be one of the most important technologies of the 21st century. It has the potential to change the way we live, work, and learn. We need to make sure that we are using AI for good."
- **Marc Benioff, CEO of Salesforce:** "Artificial intelligence is going to be the next big wave of innovation. It has the potential to transform every industry, and we need to be prepared for this change."
- **Sheryl Sandberg, COO of Meta:** "Artificial intelligence is going to change the way we do business. It has the potential to make our businesses more efficient and more effective. We need to be embracing AI, not fearing it."
- **Tony Fadell, Founder and CEO of Nest Labs:** "Artificial intelligence is going to change the way we live in our homes. It has the potential to make our homes more comfortable, more efficient, and more secure. We need to be thinking about how we can use AI to make our homes better."
- **Brad Smith, President of Microsoft:** "Artificial intelligence is going to change the way we work. It has the potential to make our jobs more productive and more fulfilling. We need to be thinking about how we can use AI to make our work better."
- **Arvind Krishna, CEO of IBM:** "Artificial intelligence is going to change the way we interact with the world around us. It has the potential to make our lives easier and more convenient. We need to be thinking about how we can use AI to make our lives better."
- **Eric Schmidt, Former CEO of Google:** "Artificial intelligence is going to change the world in ways that we can't even imagine. It's going to be a very exciting time."
- **Bill Gates, Co-founder of Microsoft:** "Artificial intelligence is one of the most important technologies of our time. It has the potential to do great good, but it also has the potential to do great harm. We need to be very careful with it."
- **Stephen Hawking, Physicist:** "Artificial intelligence could be the biggest event in human history. Or the worst. We just don't know."

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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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