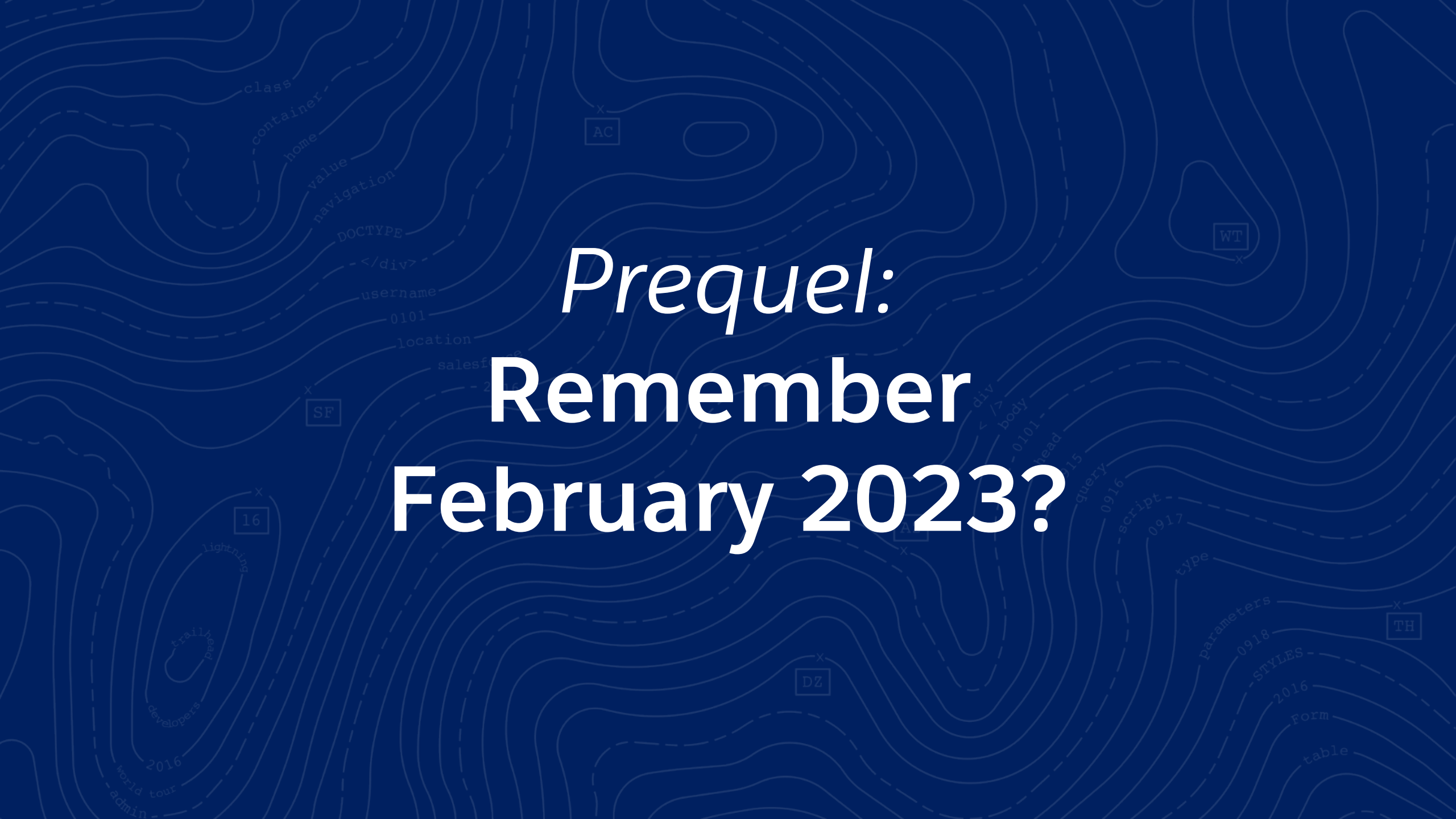




salesforce

The background is a dark blue gradient with white, wavy topographic lines. Scattered throughout are faint, light blue text elements that appear to be snippets of code or technical terms, such as 'class', 'container', 'home', 'value', 'navigation', 'DOCTYPE', '</div>', 'username', '0101', 'location', 'salesf', '- 2', 'SF', '16', 'lightning', 'trailhead', 'developers', '2016', 'world tour', 'admin', 'DZ', 'TH', 'parameters', 'STYLES', '2016', 'form', 'table', 'script', '0917', 'type', 'query', '0916', 'body', 'head', '0101', 'div', 'x', 'AC', 'WT', and 'X'.

Prequel: Remember February 2023?

[MARKETS](#)[BUSINESS](#)[INVESTING](#)[TECH](#)[POLITICS](#)[VIDEO](#)

TECH

Third Point becomes latest activist investor to take stake in Salesforce

PUBLISHED THU, FEB 9 2023•11:42 AM EST | UPDATED THU, FEB 9 2023•2:05 PM EST



Jordan Novet
@JORDANNOVET



Scott Wapner
@SCOTTWAPNERCNBC

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KEY POINTS

- Dan Loeb's hedge fund Third Point has built a position in Salesforce, CNBC has confirmed.
- Two weeks ago, Salesforce said ValueAct Capital CEO Mason Morfit will join its board in March.
- Elliott Management and Starboard Value have also disclosed positions in recent months.

We had
a few
exciting
months


CNBC

MARKETS BUSINESS INVESTING TECH POLITICS VIDEO


TECH

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Q

BUSINESS INSIDER

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Marc Benioff touts Salesforce's 'performance culture' as the cloud giant speeds towards the profit margins Wall Street wants

Ellen Thomas

 May 31, 2023, 4:20 PM PDT

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NICHOLAS KAMM/AFP via Getty Images

We had some energetic conversations

CNBC MARKETS BUSINESS INVESTING TECH POLITICS VIDEO

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BUSINESS INSIDER Log in Subscribe

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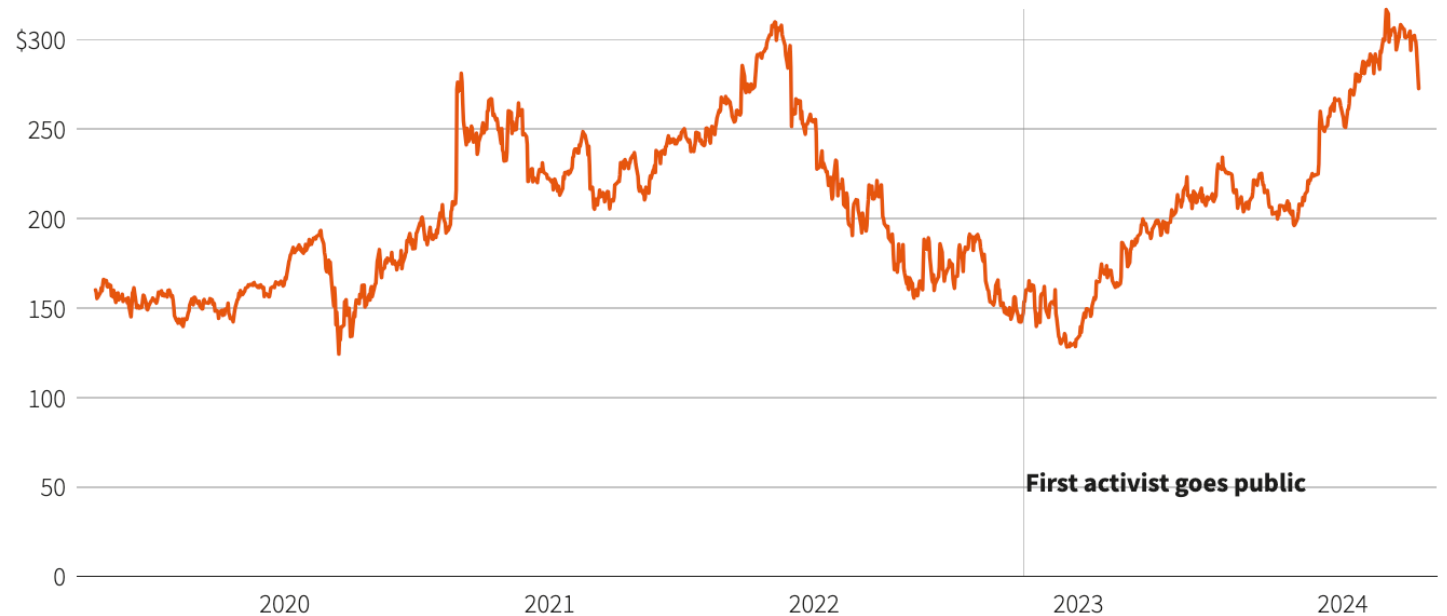
Ellen Thomas May 31, 2023, 4:20 PM PDT



NICHOLAS KAMM/AFP via Getty Images

Plot spoiler:







Salesforce shares gained after activist involvement



Source: LSEG | R. Cyran | Reuters Breakingviews | April 15, 2024

We didn't die...

...and there
have been
several
👍 days...

<p>Morningstar</p> <p>Salesforce Earnings: Nice Rebound Quarter, With Lots of Excitement Around Virtual Agents</p> <p>1h ago</p>		<p>Investopedia</p> <p>Watch These Salesforce Price Levels as Stock Jumps After Strong Earnings</p> <p>4h ago · Timothy Smith</p>	
<p>Investopedia</p> <p>5 Things to Know Before the Stock Market Opens</p> <p>4h ago · Nisha Gopalan</p>		<p>Seeking Alpha</p> <p>Salesforce, Inc. (CRM) Q2 2025 Earnings Call Transcript</p> <p>14h ago</p>	
<p>yahoo/finance</p> <p>Salesforce CEO on robot sales agents, Microsoft's AI letdowns, and big earnings beat</p> <p>16h ago</p>		<p>Apple News+</p> <p>MarketWatch</p> <p>Salesforce's earnings deliver where it counts, and the stock gains</p> <p>16h ago · Emily Bary</p>	

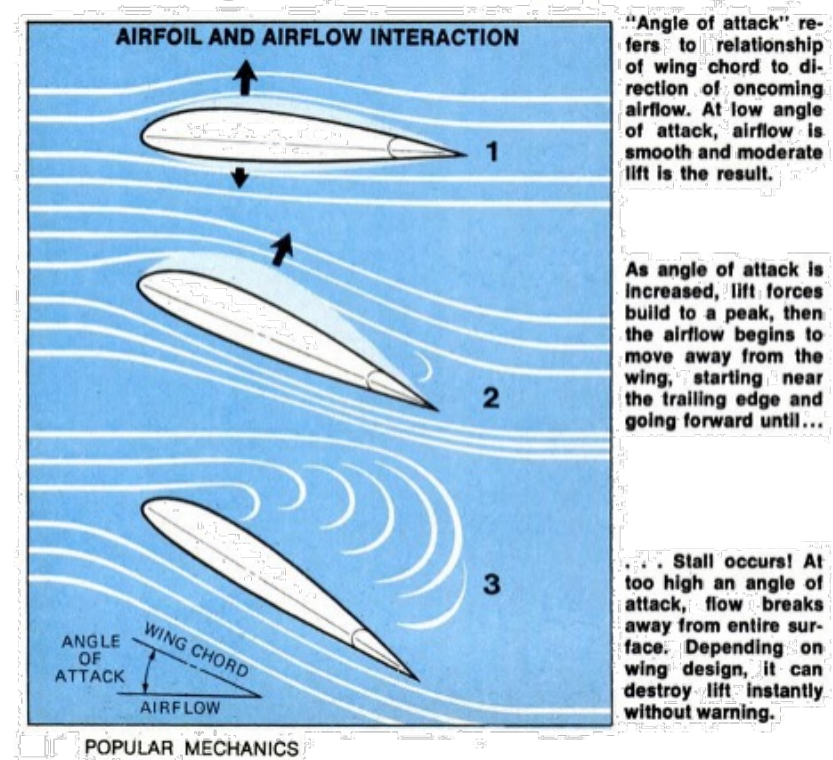
...but there are things that
I started doing in 2023...
and kept on doing

Since then, I've had eighty-six Monday mornings



- Dedicated Slack channel on competitive success
 - One thread per week
 - Posting by invitation
 - Comments open to all
- Ideally, based on research
 - Analyst studies
 - Research reports
 - Front-line stories from our teams
- The topic should have a *verb* of deal-winning action

#angles-of-attack



Since then, I've had eighty-six Monday mornings



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Dogfight minutes pay the bills

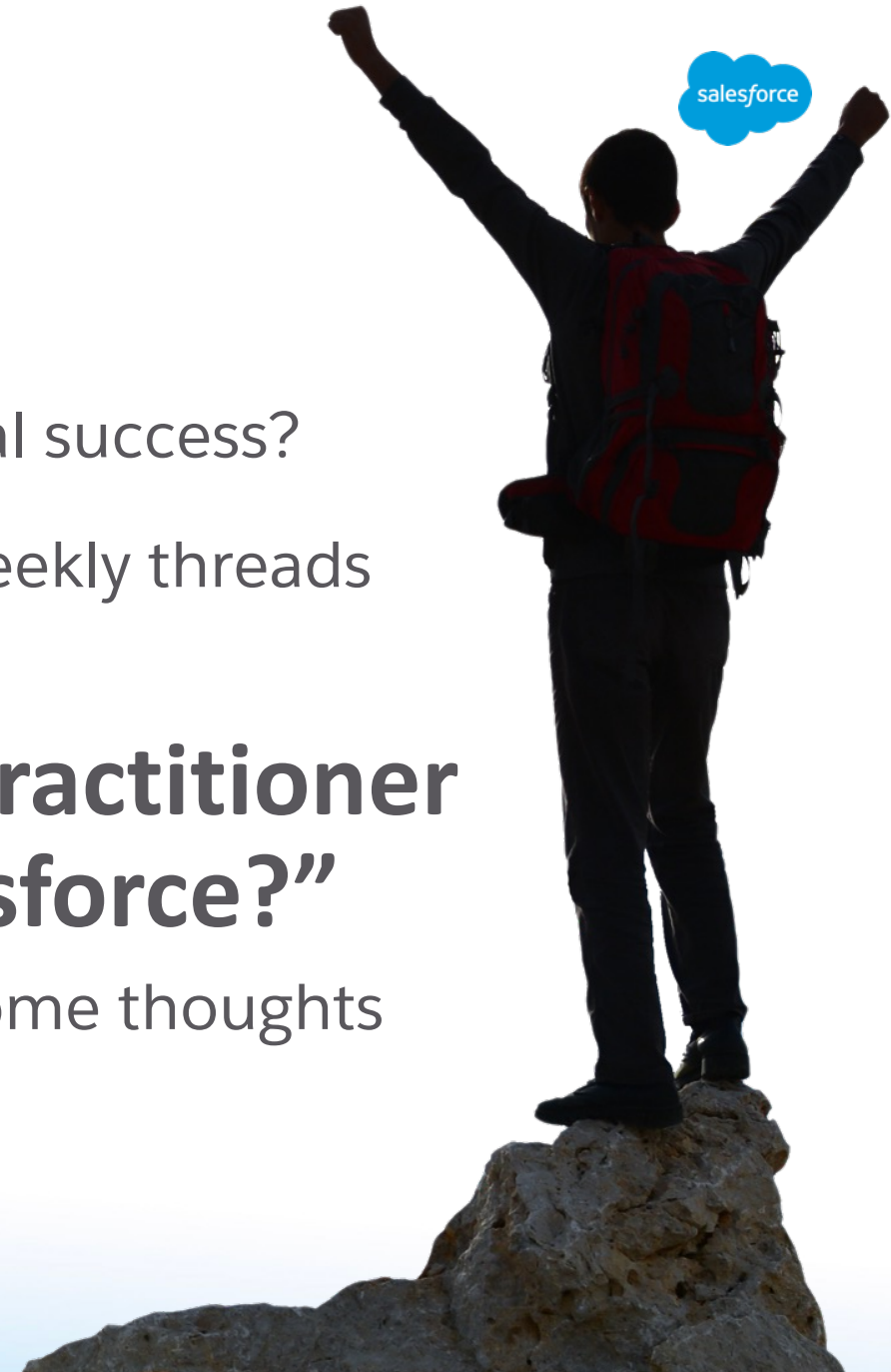


But this is a *Thursday*, so

- Let's flip the script
 - Instead of a verb of competition...
...what about a question about *your* professional success?
1. Feed an enterprise LLM the entire corpus of weekly threads
 2. Ask it,

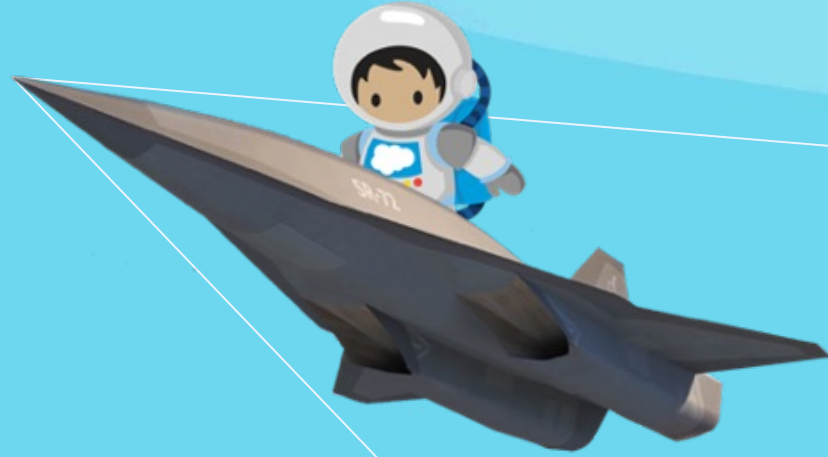
“How can an independent IT practitioner maximize success with Salesforce?”

3. Show up and share the results...with maybe some thoughts





salesforce



What an LLM *Thinks* I Said

(A fireside chat...with myself?)

Peter Coffee, VP for Strategic Research

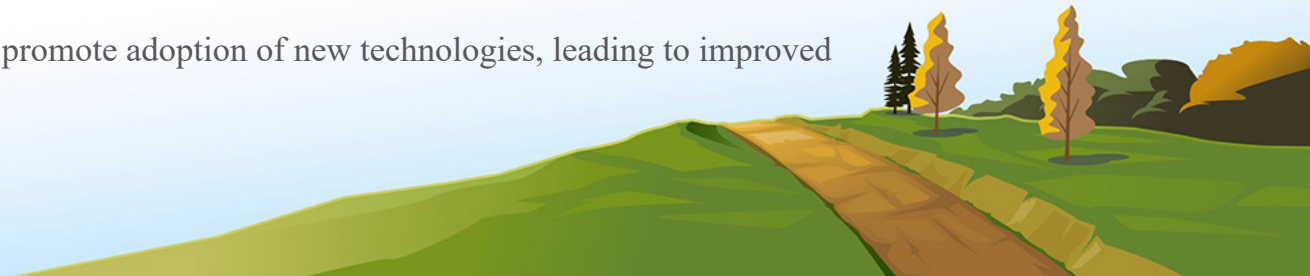
3 October 2024

This is the LLM output...you're *not* expected to read it



To maximize success with Salesforce, independent IT practitioners should focus on several key areas:

- **Deep Listening:** Actively listen to stakeholders to fully understand their pain points and goals. This will enable you to tailor Salesforce solutions to address their specific needs and deliver maximum value.
- **Alignment:** Establish a strong governance model to ensure continuous alignment among stakeholders, enabling faster and more effective decision-making.
- **Human-Centered Design:** Employ a human-centered approach to product development, focusing on the end-user experience and business capabilities. This will lead to higher adoption rates and increased satisfaction.
- **Platform Mindset:** Leverage the Salesforce platform's capabilities to maximize the value of the solution, adhering to low-code/no-code principles for efficiency and maintainability.
- **Continuous Innovation:** Foster a mindset of continuous innovation, staying ahead of the curve by extending these principles throughout the enterprise and leveraging tools for faster deployments and product enhancements.
- **Building Confidence:** Reassure business decision makers and intended users, and provide support throughout the evaluation and adoption journey, to increase their confidence in making a decision.
- **Preventing Future Issues:** Address potential scalability and complexity challenges proactively to ensure long-term success and satisfaction.
- **Selling Team Excitement:** Overcome CIOs' focus on cost reduction and risk mitigation by emphasizing the impact of Salesforce on productivity and morale.
- **Highlighting Pain Points:** Help BDMs and intended users recognize the limitations and inefficiencies of their current solutions before presenting Salesforce as a superior alternative.
- **Trust as a Core Value:** Emphasize Salesforce's long-standing commitment to trust and data security.
- **Omnichannel Customer Engagement:** Position Salesforce as the platform for orchestrating personalized customer experiences across multiple channels.
- **Driving Behavior Change:** Highlight Salesforce's ability to measure and promote adoption of new technologies, leading to improved business outcomes.



The human-readable version: our agenda for today



- Deep Listening
- Alignment
- Human-Centered Design
- Platform Mindset
- Continuous Innovation
- Building Confidence
- Preventing Future Issues
- Selling Team Excitement
- Highlighting Pain Points
- Trust as a Core Value
- Omnichannel Engagement
- Driving Behavior Change



Listening is *not* “waiting for them to stop talking”



- **Deep Listening**

Actively listen to stakeholders to **fully understand their pain points and goals**. This will enable you to address their specific needs and deliver maximum value.

An end user wanted a feature that involved a round-trip of request/response with a remote space-based asset. I asked how that feature would be used; the answer made me ask further if it would be useful, even if the response took more than ten seconds. **“Oh, no, I’d never use it if it took that long.”** Getting the answer more quickly than that was a physical impossibility. **That question saved some money.**



Align from the beginning – or whine at the end



- **Alignment**

Establish a strong governance model to **ensure *continuous alignment*** among stakeholders, enabling faster and more effective decision-making.

An end user wanted a feature that implied having **edit and delete access to a particular type of data**. Fortunately, corporate counsel were involved at a stage that was early enough for them to explain why **that was not an OK thing to enable**. If we had built the system with that access, and then had to revoke it, the entire process model would have needed to be reworked. **That involvement saved some money.**

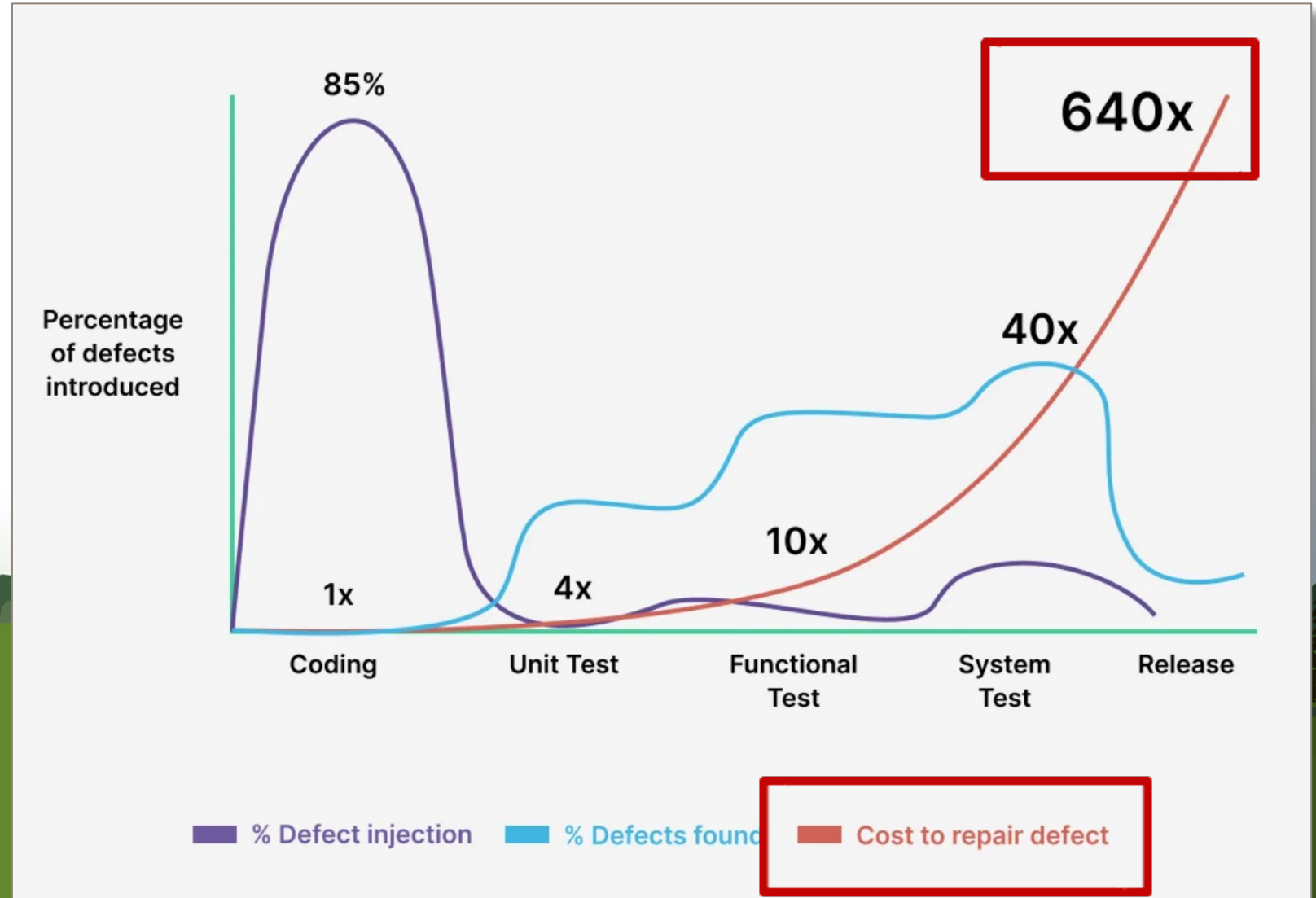


Align from the beginning – or whine at the end



- **Alignment**

Establish a strong governance model to **ensure *continuous alignment*** among stakeholders, enabling faster and more effective decision-making.



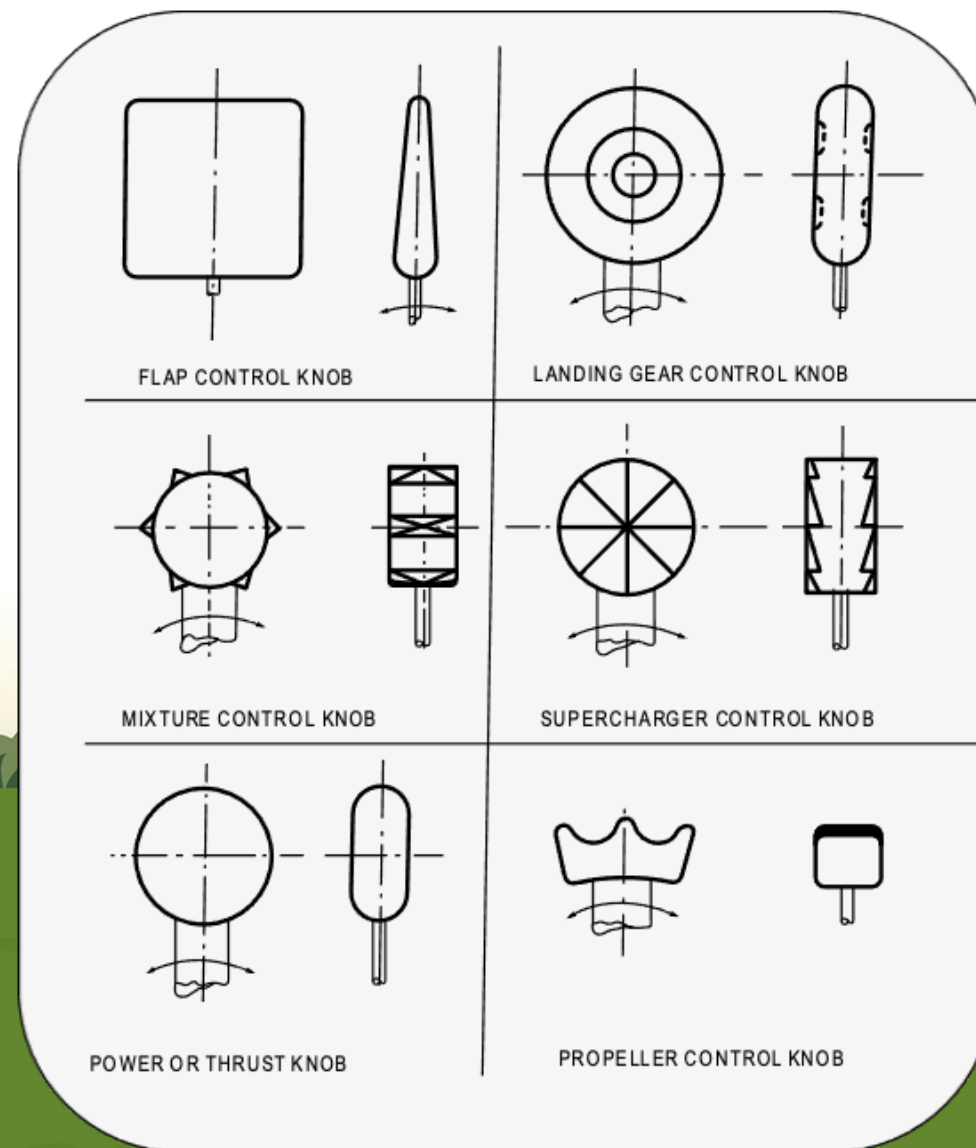
It's not about building computer-friendly users



- **Human-Centered Design**

Employ a human-centered approach to product development, focusing on the **end-user experience and business capabilities**. This will lead to higher adoption rates and increased customer satisfaction.

It's not just a good idea. It's the law.
(14 CFR 25.781 – Cockpit control knob shape)



Users should be able to envision more than you did



- **Platform Mindset**

Leverage platform capabilities to maximize the value of the solution, adhering to low-code/no-code principles for **efficiency and maintainability**.

Online Experimentation at Microsoft

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Controlled experiments, also called randomized experiments and A/B tests, have had a profound influence on multiple fields, including medicine, agriculture, manufacturing, and advertising. Through randomization and proper design, experiments allow establishing causality scientifically, which is why they are the gold standard in drug tests. In software development, multiple techniques are used to define product requirements; controlled experiments provide a valuable way to assess the impact of new features on customer behavior. At Microsoft, we have built the capability for running controlled experiments on web sites and services, thus enabling a more scientific approach to evaluating ideas at different stages of the planning process. In our previous papers, we did not have good examples of controlled experiments at Microsoft; now we do! The humbling results we share bring to question whether a-priori prioritization is as good as most people believe it is. The Experimentation Platform (ExP) was built to accelerate innovation through trustworthy experimentation. Along the way, we had to tackle both technical and cultural challenges and we provided software developers, program managers, and designers the benefit of an unbiased ear to listen to their customers and make data-driven decisions. A technical survey of the literature on controlled experiments was recently published by us in a journal (Kohavi, Longbotham, Sommerfield, & Henne, 2009). The goal of this paper is to share lessons and challenges focused more on the cultural aspects and the value of controlled experiments.

1. Introduction

*We should use the A/B testing methodology
a LOT more than we do today*

*-- Bill Gates, 2008
Feedback to prior Thinkweek paper*

Users probably *can* envision more than you did



- **Platform Mindset**

Leverage platform capabilities to maximize the value of the solution, adhering to low-code/no-code principles for **efficiency and maintainability**.

“The humbling results we share bring to question whether *a priori* prioritization is as good as most people believe it is.” – Microsoft Research

“It’s hard to argue that Tiger Woods is pretty darn good at what he does. But even he is not perfect. Imagine if he were allowed to hit four balls each time and then choose the shot that worked the best. Scary good.”

– Michael Egan, Sr. Director, Content Solutions, Yahoo (Egan, 2007)

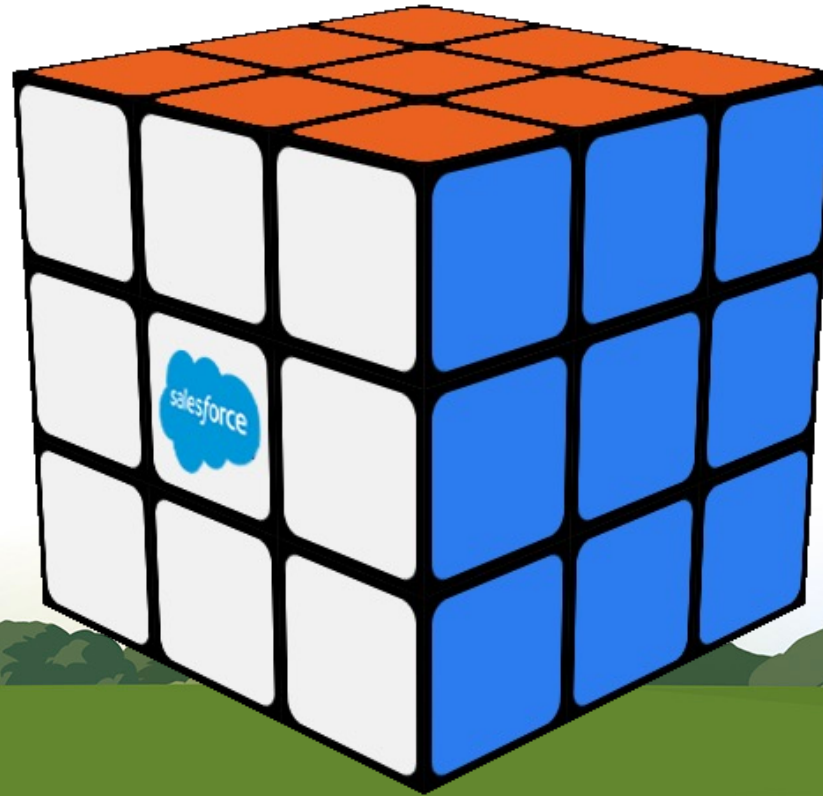


Users should find it appealing to engage (and improve)



- **Platform Mindset**

Leverage platform capabilities to maximize the value of the solution, adhering to low-code/no-code principles for **efficiency and maintainability**.



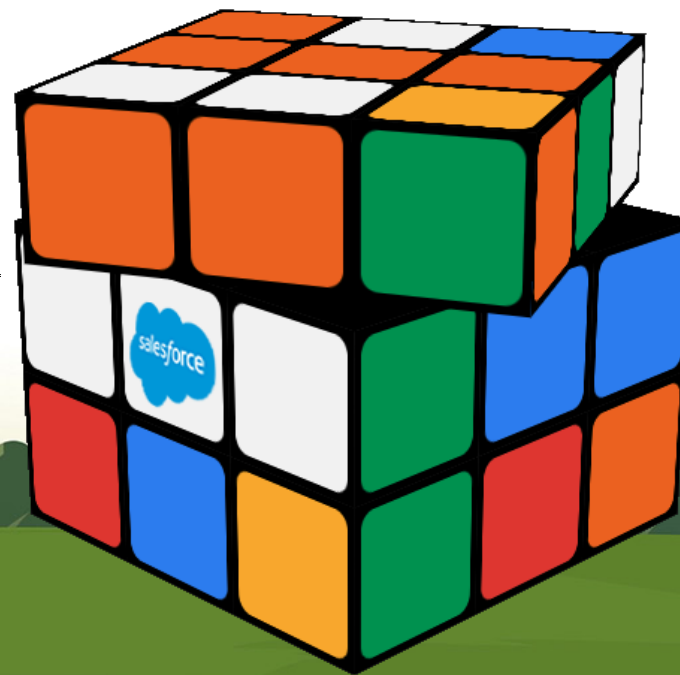
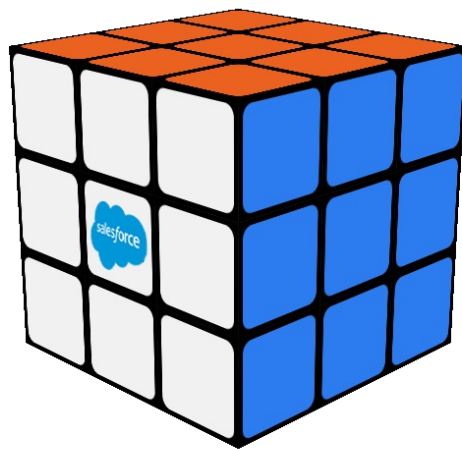
In the form that it's provided, it should be straightforward and useful

Users should not be afraid to experiment



- **Platform Mindset**

Leverage platform capabilities to maximize the value of the solution, adhering to low-code/no-code principles for **efficiency and maintainability.**



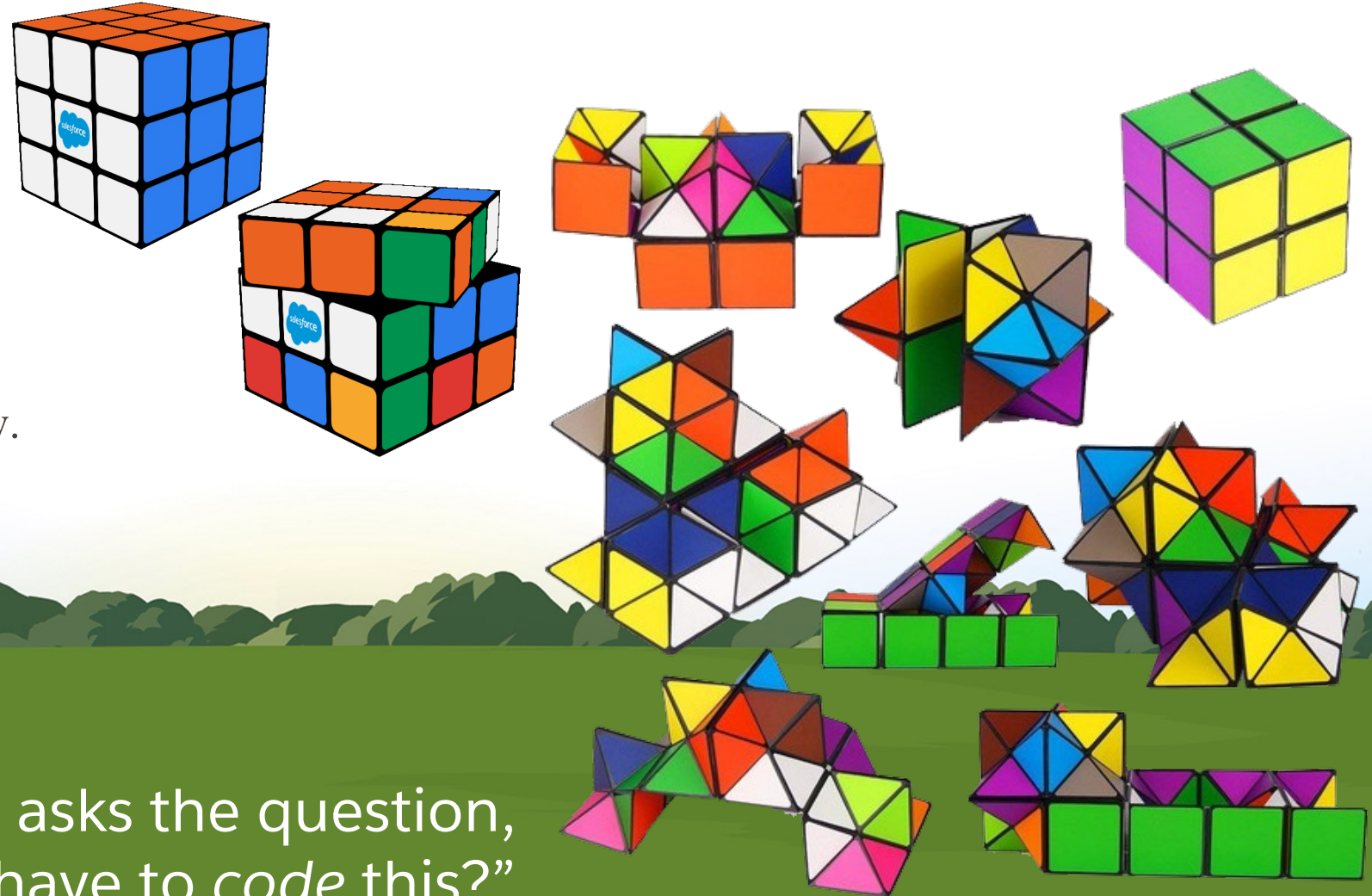
What you don't like, you can change without breaking anything – or starting over

Ecosystems should be able to emerge

salesforce

- **Platform Mindset**

Leverage platform capabilities to maximize the value of the solution, adhering to low-code/no-code principles for **efficiency and maintainability**.



Every line of Apex Code asks the question,
“Why did I have to *code* this?”

Saying “let’s innovate” is like saying “let’s get rich”



Sometimes, invention; more often, recognition



There are, of course, innovations that spring from a flash of genius. **Most innovations, however, especially the successful ones, result from a conscious, purposeful search for innovation opportunities**, which are found only in a few situations. Four such areas of opportunity exist within a company or industry: **unexpected occurrences, incongruities, process needs, and industry and market changes.**

Three additional sources of opportunity exist outside a company in its social and intellectual environment: **demographic changes, changes in perception, and new knowledge.**

True, these sources overlap, different as they may be in the nature of their risk, difficulty, and complexity, and the potential for innovation may well lie in more than one area at a time. But **together, they account for the great majority of all innovation opportunities.**

Peter Drucker, “The Discipline of Innovation,” August 2002
hbr.org/2002/08/the-discipline-of-innovation/

A great idea is not the same thing as an innovation



Sometimes, invention; more often, recognition



incongruities

changes in perception

new knowledge

new ideas, new technologies, and new business models, taken together, only do not make a great idea by itself.

Peter Drucker, "The Discipline of Innovation," August 2002
hbr.org/2002/08/the-discipline-of-innovation/

I wouldn't still be here if we didn't live this truth



Some

Innovation at Salesforce has demonstrated this



Incongruity: “Why do people discover and use great services like Google and eBay, that they learn to use without training, whose improvements are happy surprises rather than annoying changes? But then, at work, it’s 1980s green screens and taking a class whenever a data field changes location?”

new k

New knowledge: “How could multi-tenancy at the data layer, and metadata as the medium for making it more useful to the customer, let ‘software as a service’ innovate at scale?”

Change of perception: “What would make ‘the cloud’ a better way to do IT, instead of being seen as cheap but risky?”



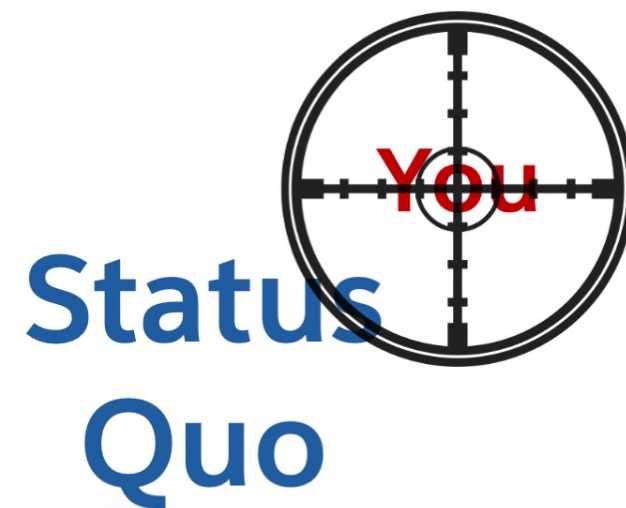
A known problem may be the *wrong* problem to solve



What sets innovation above mere improvement



Are you sharpening people's familiar focus? Or *shifting* their focus?



Making the “product” “better” is often insufficient



- **Building Confidence**

Reassure decision makers and ultimate end users, and provide **support throughout the evaluation and adoption journey**, to increase their confidence in making a decision

Gartner found that strategies rooted in customer satisfaction have little impact.

B2B buying groups tend to feel more confident when they have consensus around the **need for change**, and feel they have identified **the right considerations** and have asked **the right questions**.

Focus on integration support leads to a 2.9x lift in decision confidence.

Gartner

www.gartner.com/en/newsroom/press-releases/2019-09-19-gartner-says-customers-who-are-confident-in-their-dec

Making the “product” “better” is often insufficient



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Anomalies: The Endowment Effect, Loss Aversion, and Status Quo Bias

Daniel Kahneman
Jack L. Knetsch
Richard H. Thaler

JOURNAL OF ECONOMIC PERSPECTIVES
VOL. 5, NO. 1, WINTER 1991
(pp. 193–206)

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Article Information Comments (0)

Abstract

A wine-loving economist we know purchased some nice Bordeaux wines years ago at low prices. The wines have greatly appreciated in value, so that a bottle that cost only \$10 when purchased would now fetch \$200 at auction. This economist now drinks some of this wine occasionally, but would neither be willing to sell the wine at the auction price nor buy an additional bottle at that price. Thaler (1980) called this pattern—the fact that people often demand much more to give up an object than they would be willing to pay to acquire it—the endowment effect. The example also illustrates what Samuelson and Zeckhauser (1988) call a status quo bias, a preference for the current state that biases the economist against both buying and selling his wine. These anomalies are a manifestation of an asymmetry of value that Kahneman and Tversky (1984) call loss aversion—the disutility of giving up an object is greater than the utility associated with acquiring it. This column documents the evidence supporting endowment effects and status quo biases, and discusses their relation to loss aversion.

People often demand much more to give up an object than they would be willing to pay to acquire it:

“the endowment effect”

- what Samuelson and Zeckhauser (1988) call **status quo bias**
- what Kahneman and Tversky (1984) call **loss aversion**

Don't win today by ignoring tomorrow's “and then?”



- **Preventing Future Issues**

Address potential scalability and complexity challenges proactively to ensure long-term success, including both BDM and end user satisfaction.

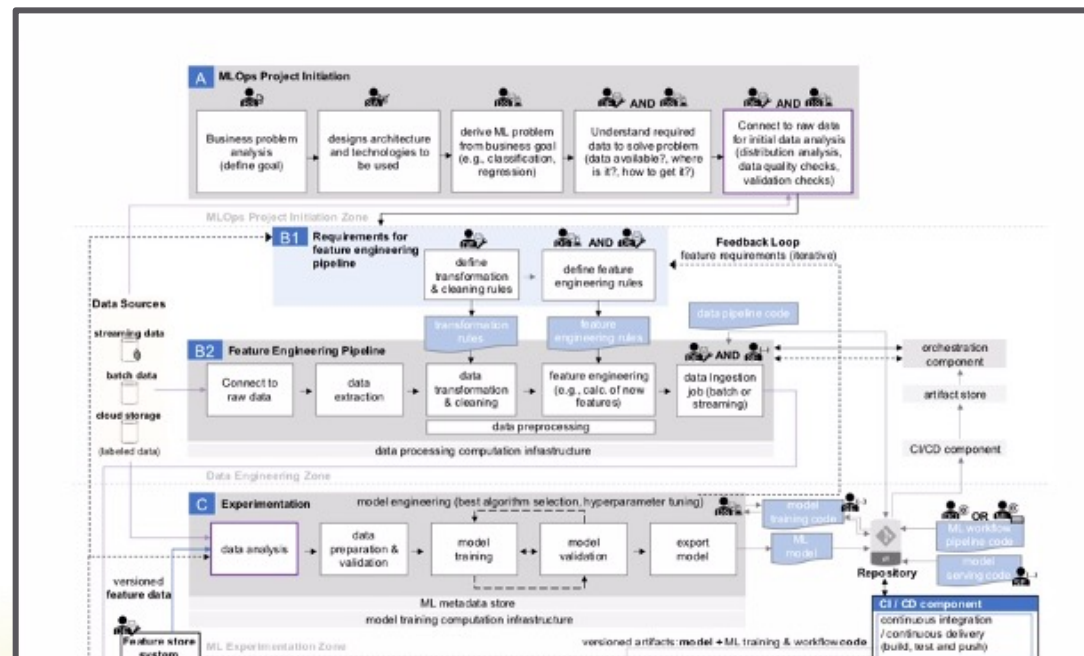
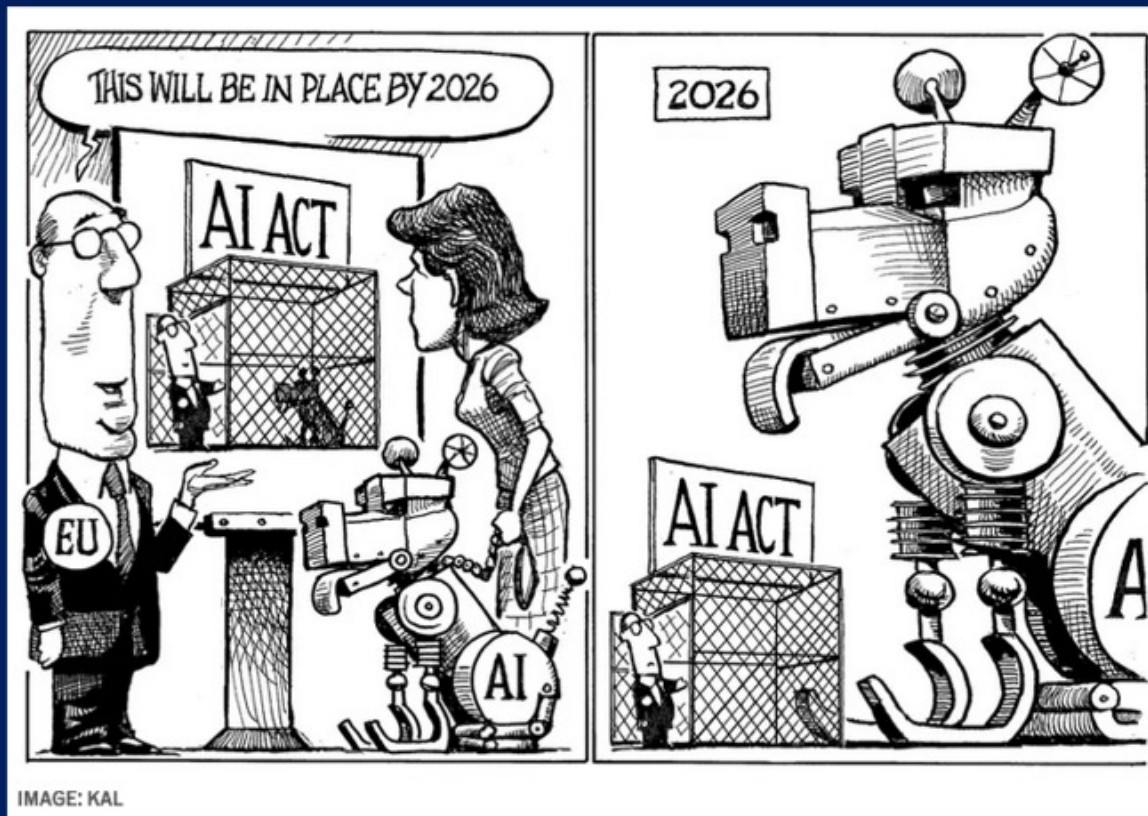


Figure 4. End-to-end MLOps architecture and workflow with functional components and roles

Don't win today by ignoring tomorrow's “and then?”



Regulation is *not* ahead of the curve – to say the least



“The EU AI Act will take effect gradually, with prohibited risks commencing six months after entry into force and high-risk systems addressed 24–36 months after implementation.”

www.armstrongteasdale.com/thought-leadership/the-eu-artificial-intelligence-act-what-businesses-need-to-know/

Don't win today by ignoring tomorrow's “and then?”

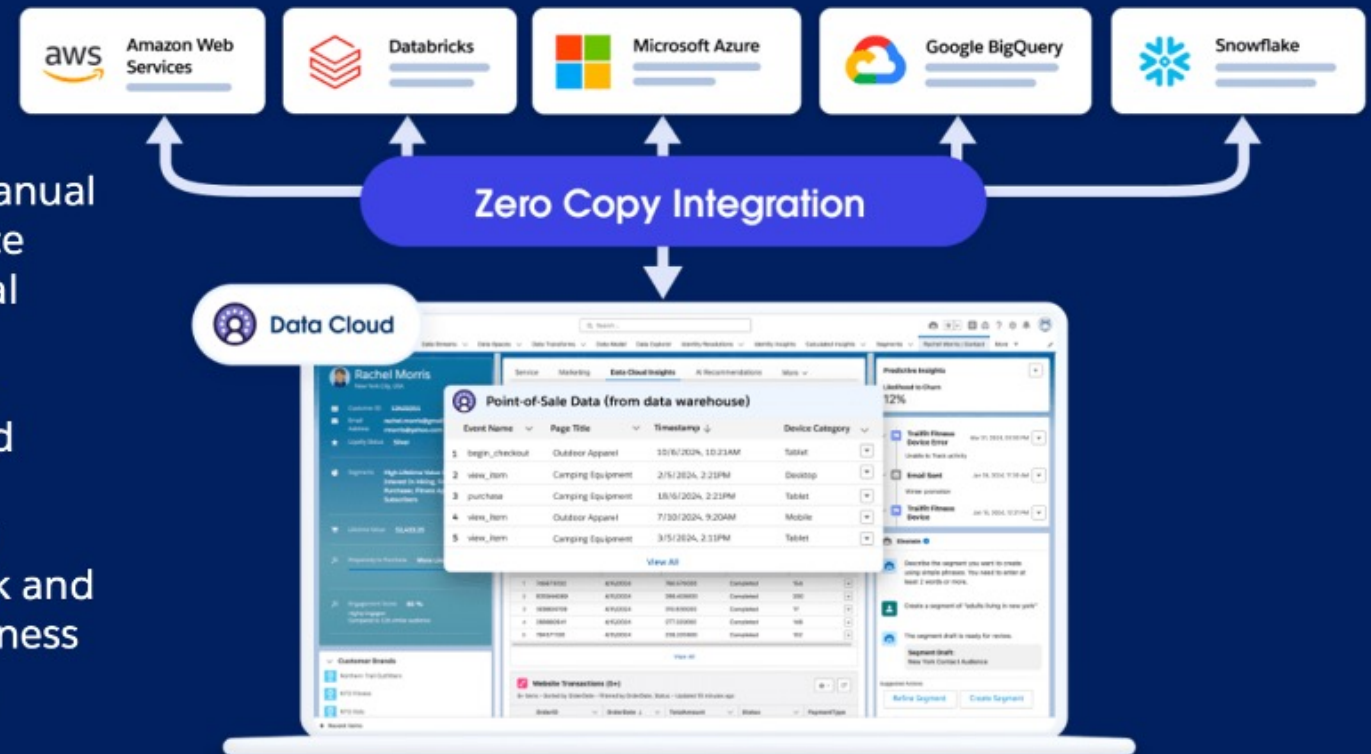


Regulation is *not* ahead



Industry cooperation must *promote* intrinsic safety

Zero-copy integrations eliminate the need for manual data movement, and since data remains in its original location, data lineage is preserved; this simplifies security management and minimizes risks when exposing data. Zero copy integrations make it quick and easy to bring unified business data into any AI prompt.



<https://www.salesforce.com/news/press-releases/2024/04/25/zero-copy-partner-network/>

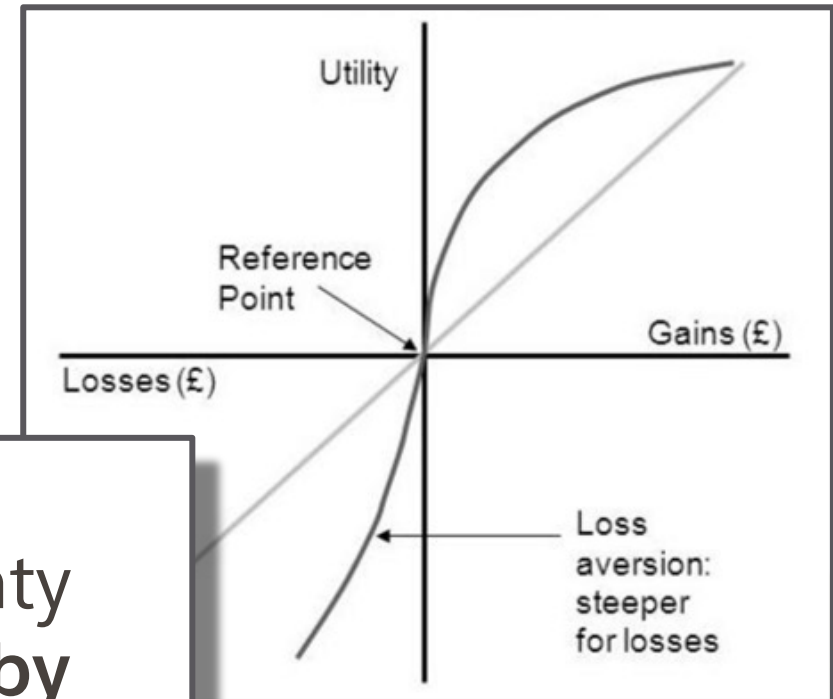
You can't push on a rope: create *demand* for change



• **Highlighting Pain Points** • **Selling Team Excitement**

Help BDMs and ultimate end users **recognize limitations and inefficiencies of their current solutions**, *before* proposing a superior (but unfamiliar and possibly scary) alternative.

Overcome CIOs' focus on cost reduction, and risk mitigation, by emphasizing the **impact of human-centered innovation on productivity and morale**.



“There has been so much research on loss aversion that we can say with some certainty that **people are impacted twice as much by losses as they are by gains**” – Vohs and Luce, 2010

Sticking with *status quo* must come to be seen as the greater risk

If trust is not established, nothing else matters



- **Trust as a Core Value**

Emphasize Salesforce's long-standing commitment to **trust** and **data security**.

Apache Log4j2 vulnerability

Publish Date: Oct 13, 2022

Description

UPDATE 1/10/22: Salesforce-owned services and third-party vendors have been patched to address the issues currently identified in [CVE-2021-44228](#) and [CVE-2021-45046](#).

As part of our ongoing vulnerability management process, Salesforce will continue to monitor and implement additional remediation actions as appropriate to ensure Salesforce-owned systems are patched against the security issues identified in [CVE-2021-44228](#) and [CVE-2021-45046](#). We will continue to follow our vulnerability management process and monitor for any changes referenced in [CVE-2021-44228](#), [CVE-2021-45046](#), [CVE-2021-4104](#), [CVE-2021-45105](#) and [CVE-2021-44832](#).

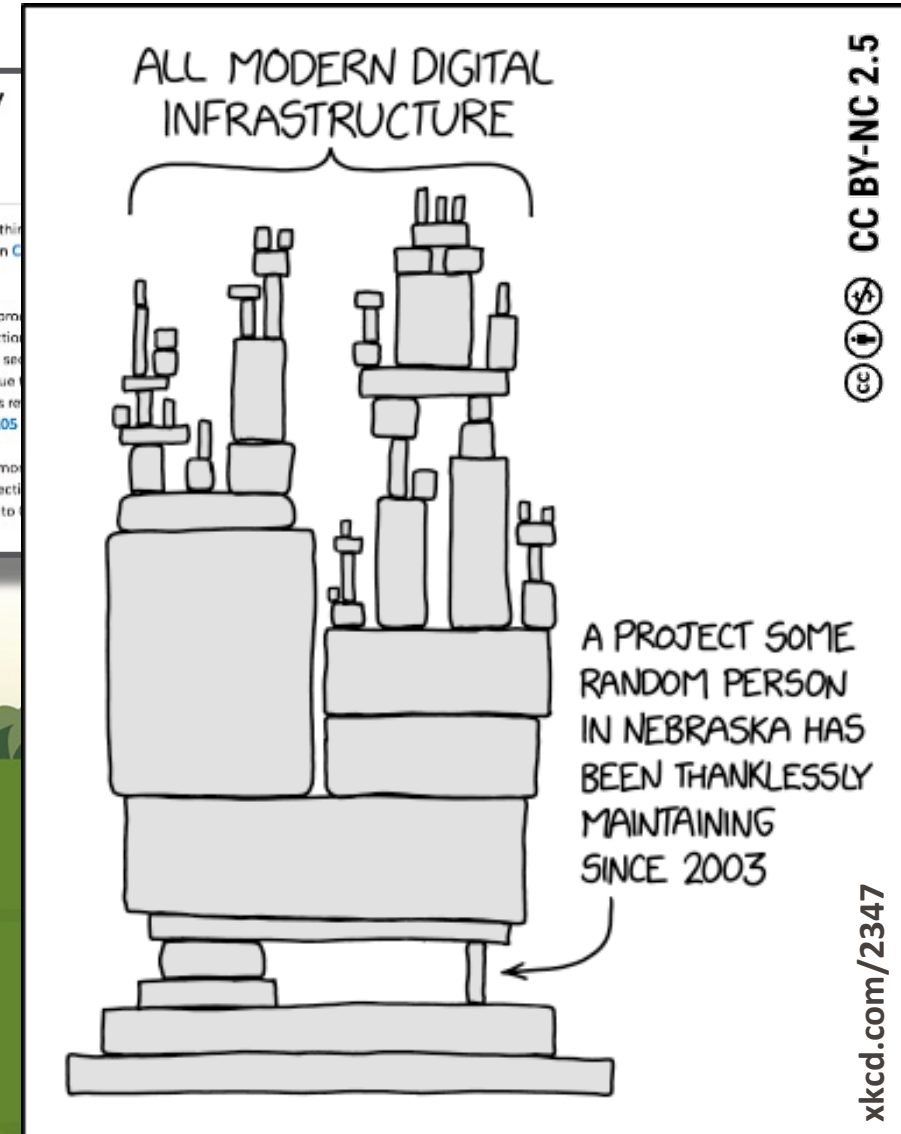
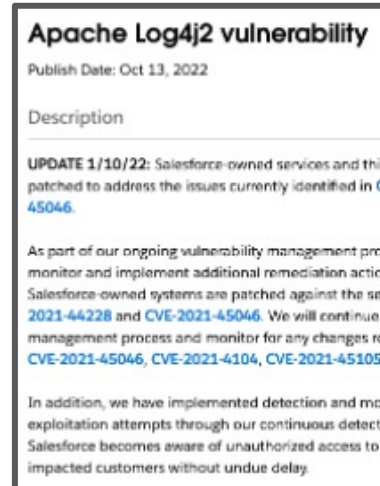
In addition, we have implemented detection and monitoring to alert for any potential exploitation attempts through our continuous detection and monitoring systems. If Salesforce becomes aware of unauthorized access to Customer Data, we will notify impacted customers without undue delay.

If trust is not established, nothing else matters



- **Trust as a Core Value**

Emphasize Salesforce's long-standing commitment to **trust** and **data security**.



If it's not omnichannel, it's activity – not engagement



• Omnichannel Engagement

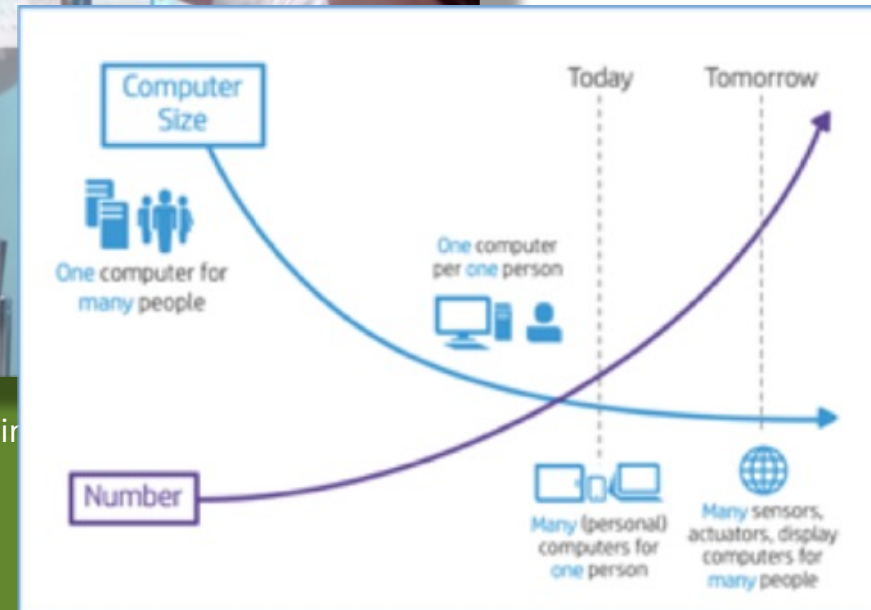
Position Salesforce as the platform for **orchestrating personalized customer experiences** across multiple channels.



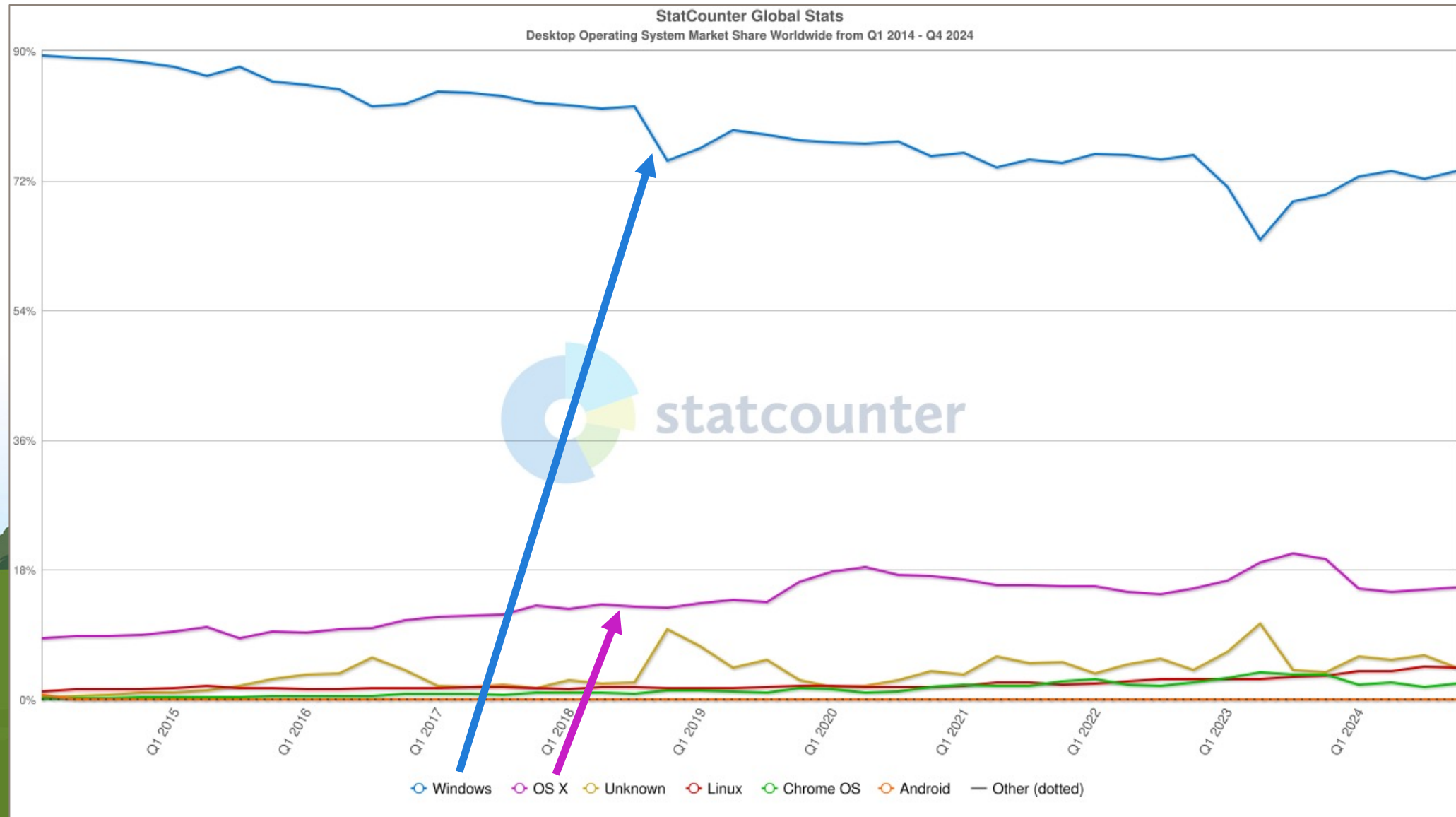
“A constant experience that preserves continuity across devices, time and space”

www.corning.com/worldwide/en/ir

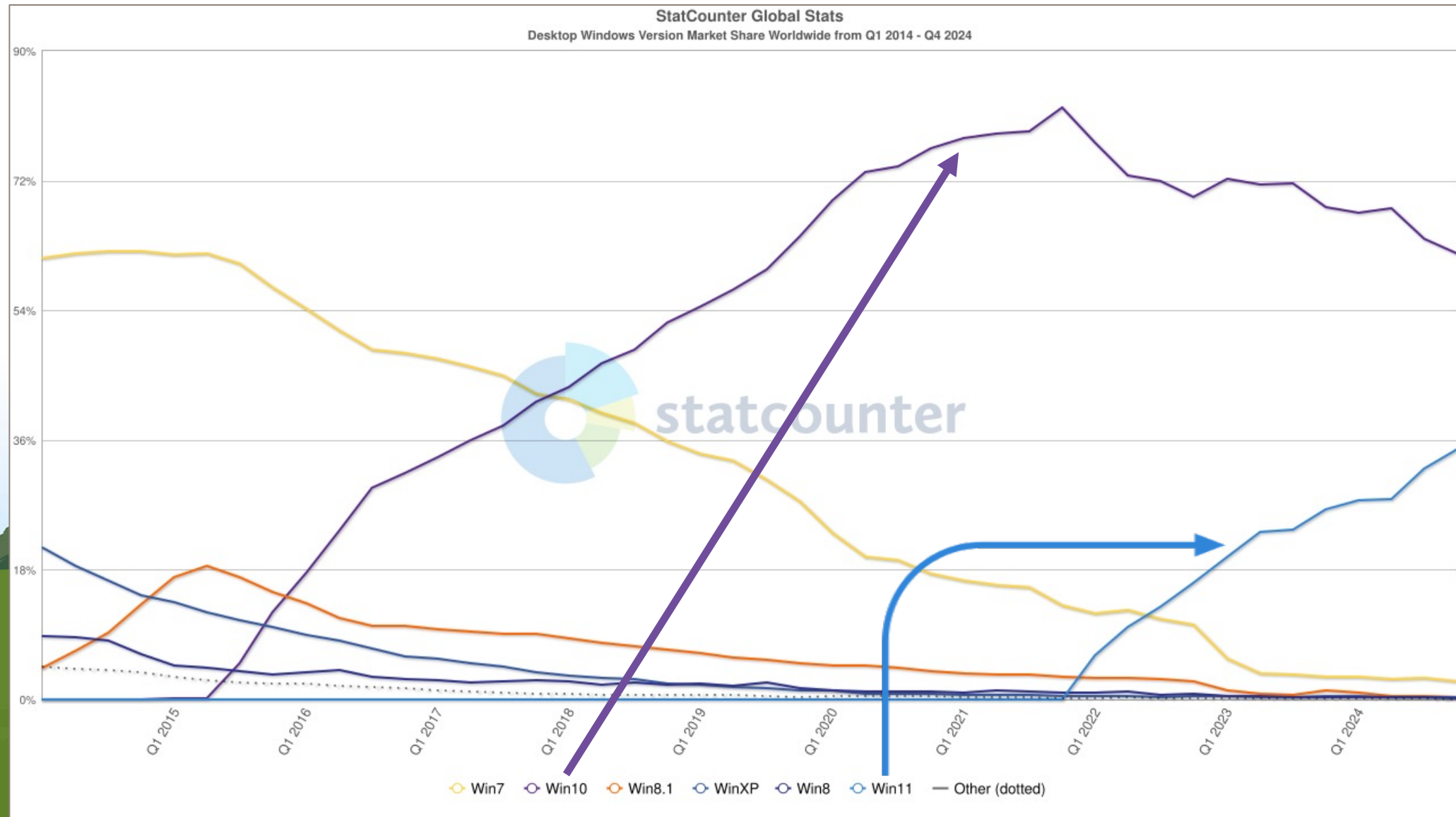
shanewallcto.com/2016/11/07/challenges-and-opportunities-of-ambient-computing/



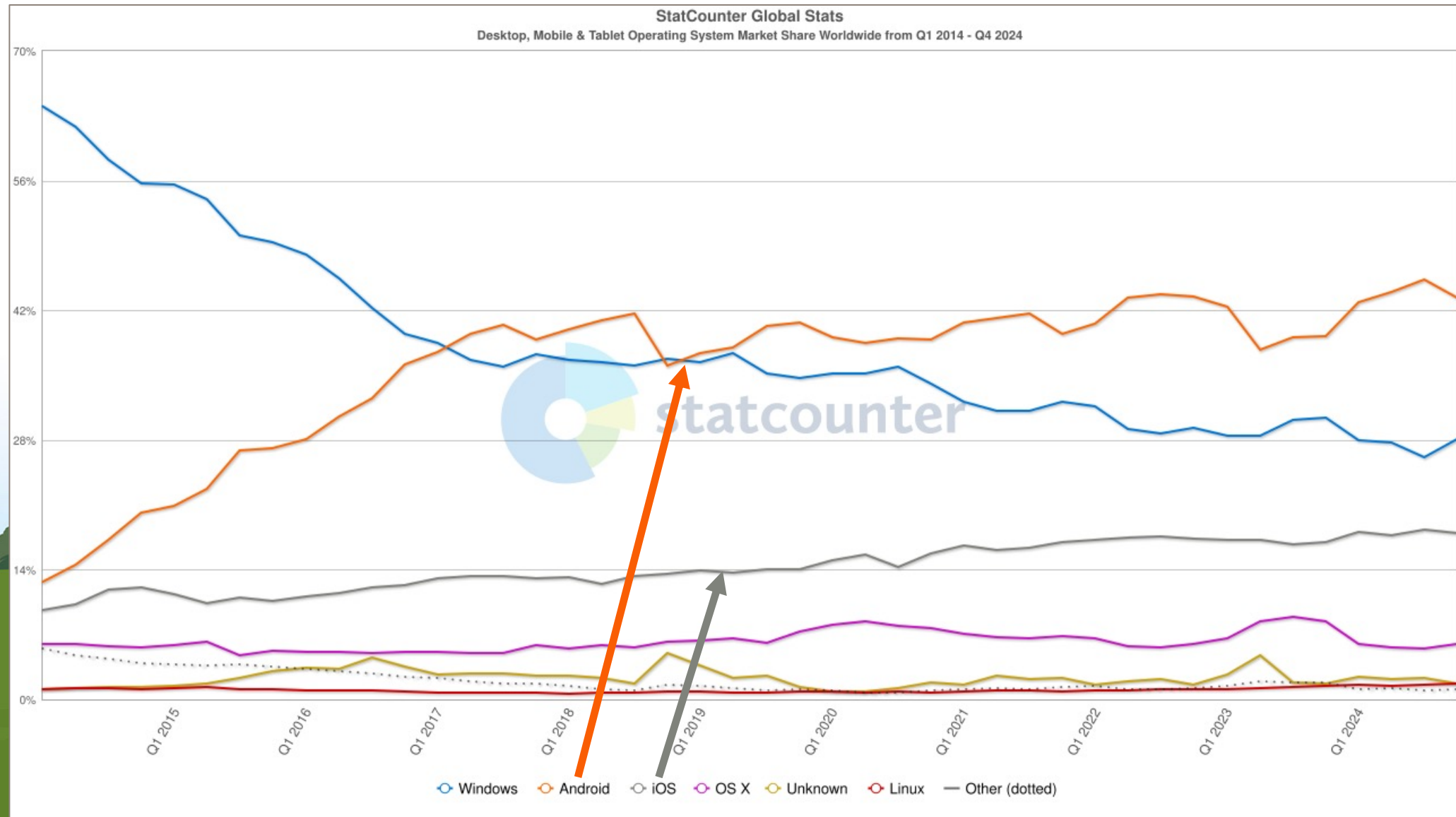
If it's not omnichannel, it's activity – not engagement



If it's not omnichannel, it's activity – not engagement



If it's not omnichannel, it's activity – not engagement



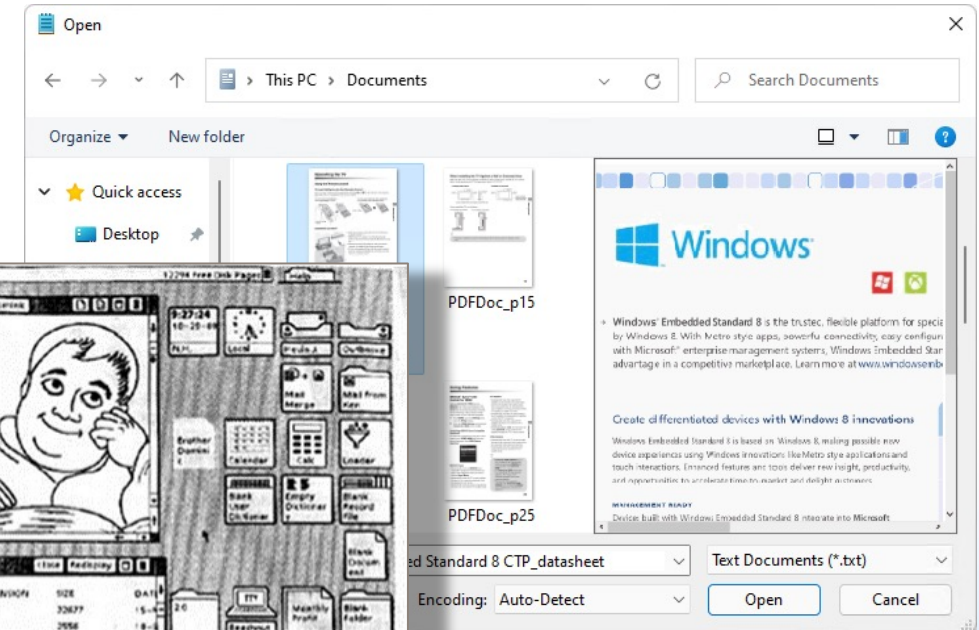
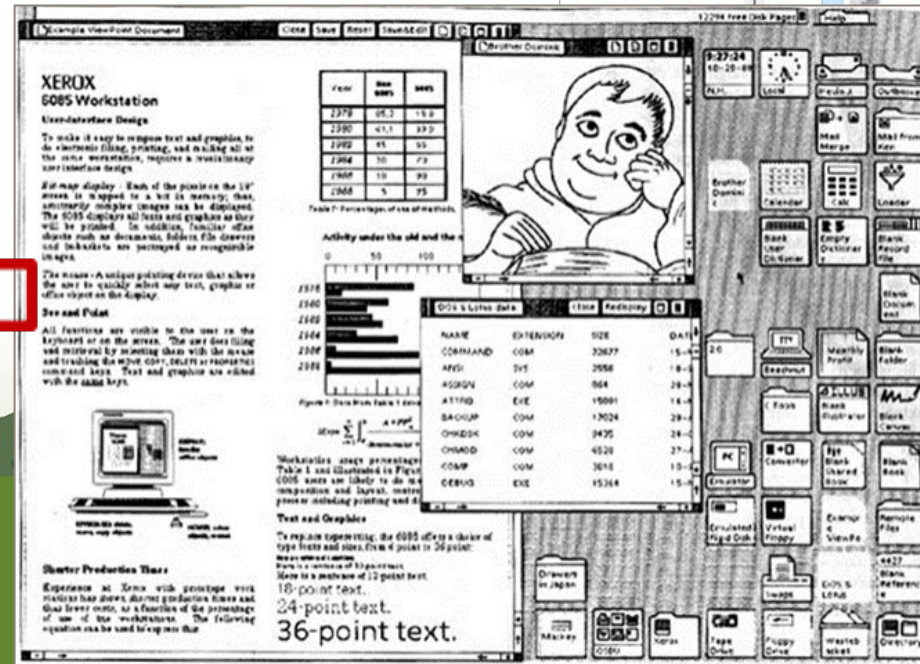
If it's used to do the same old things, what's the point?



- **Driving Behavior Change**

Highlight Salesforce's ability to **measure and promote adoption** of new technologies, leading to improved business outcomes.

XEROX Start User Interface, 1981
© XEROX Corporation

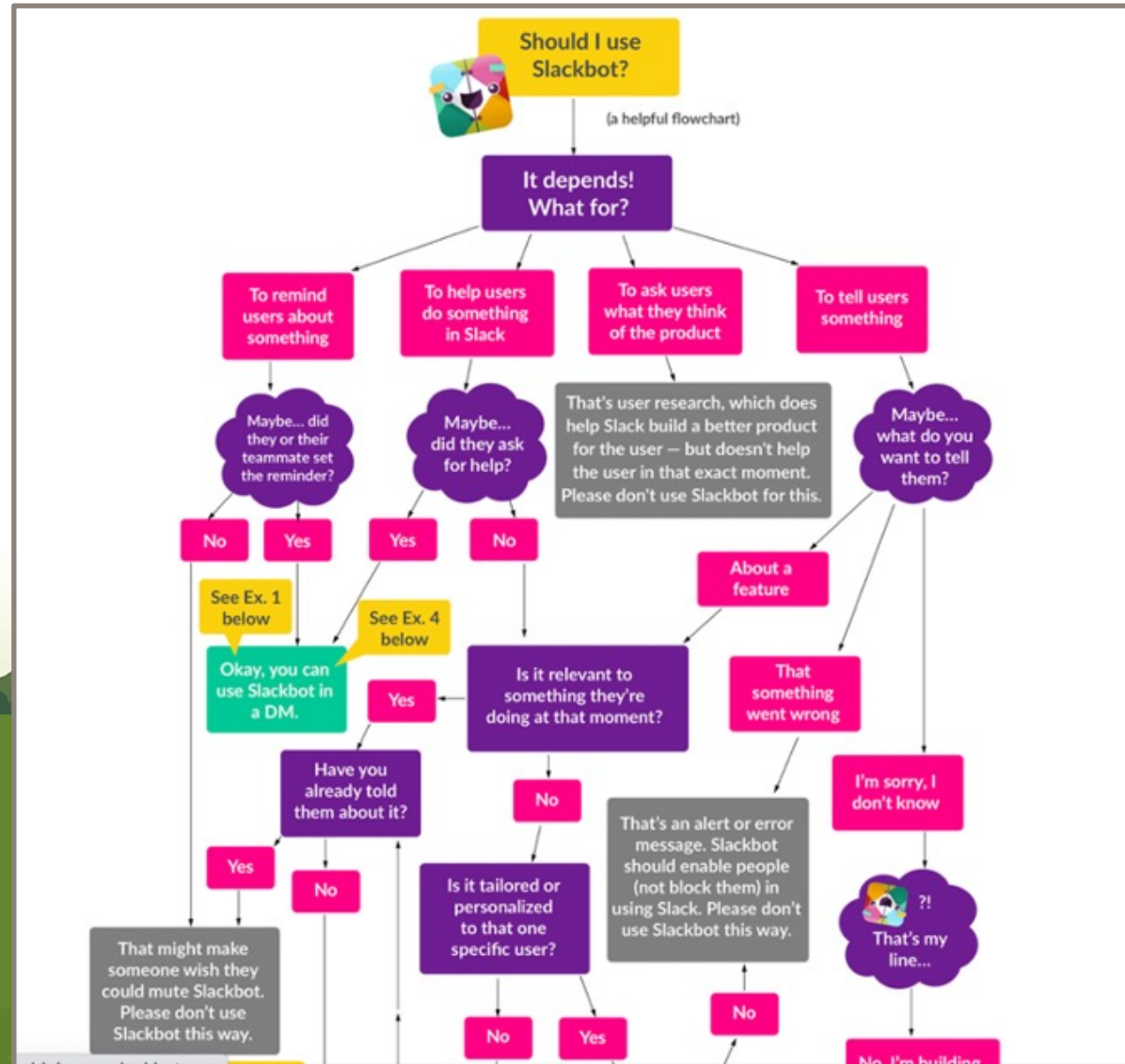


If it's used to do the same old things, what's the point?



- **Driving Behavior Change**

Highlight Salesforce's ability to **measure and promote adoption** of new technologies, leading to improved business outcomes.



If it's used to do the same old things, what's the point?

salesforce

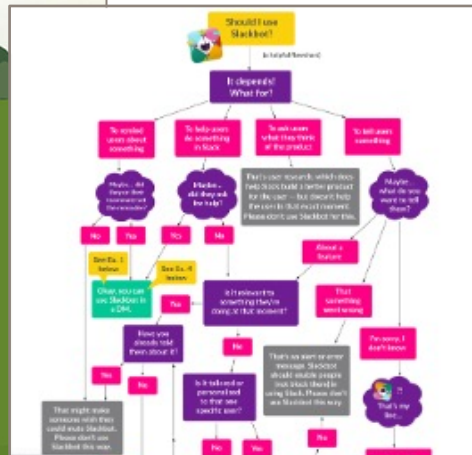
- **Driving Behavior Change**

Highlight Salesforce's ability to **measure and promote adoption** of new technologies, leading to improved business outcomes.

Genuine *innovation* entails *behavior* change

“Innovation is the sum of change across the whole system... **No small innovation ever caused a large shift in how people spend their time, and no large one has ever failed to do so.**”

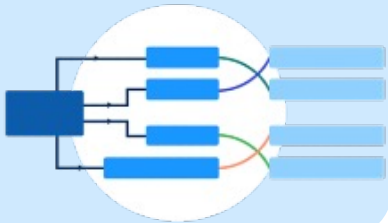
– Stewart Butterfield, February 2014



If AI is only used to automate or assist established or predictable processes, what's the point?

Chatbots

Fixed rules & repetitive tasks



Copilots

Smart, tailored assistance

Hey Einstein, can you tell me about this order?



The tracking number is GH789AKM and it will arrive by 9/18



Agentforce

Knows your business

Plans & reasons

Takes action

Scales

salesforce



More than just answering questions



WILEY

Wiley uses automation to **enhance incident tracking**. Einstein identifies cases that might be related to a supplier issue and automatically classifies them. This helps Wiley track cases back to suppliers and hold them accountable. For example, if the company notices that **turn-around times through a specific distributor** tend to be longer, then Wiley can use this data to substantiate a call for improvement with that distributor.

Generative AI capabilities in Einstein for Service further boost agent productivity. Einstein helps agents draft responses, **grounded by the critical business context** contained in Wiley's knowledge base and trusted CRM data. **When a case is complete, Einstein summarizes the conversation**, so the next person or supervisor can get caught up quicker. Wiley uses these summaries to spot trends, provide product feedback, and deliver better customer experiences.



More than just answering questions



WILEY



Einstein recommends messaging with AI that's grounded in our knowledge base. So it gives agents comfort knowing they're giving customers the right answers. Einstein creates speed and confidence.

Kevin Quigley

Senior Manager, CS Technology & Solutions, Wiley

213%

return on
investment

50%

reduction in agent
training time and
cost

\$230K

annual cost savings

More than just answering questions



ALGO

\$120K

projected savings within the
first year

80%

reduction in service call
resolution times

90%

accuracy in AI-generated
responses

67%

improvement in response
times

Algo uses RAG (retrieval-augmented generation) to improve agent efficiency and response accuracy. RAG uses AI to automatically retrieve the most relevant information to a particular customer question. It automatically sifts through extensive data—structured and unstructured—to augment prompts with relevant context, and generate more nuanced and accurate support responses, for an 80% reduction in call resolution times.



More than just answering questions



99.9%

accuracy rate of shipment
activities due to
AppExchange apps

15

days equivalent time savings
thanks to delivery
management automation

BACA Systems has implemented 231 custom flows and 250 flows from managed packages. It is working to develop Einstein Discovery models that will help with inventory and purchasing decisions so the company can order from the right vendor at the right time – and get the right amount of inventory, all powered by insights from historical data in Salesforce. BACA Systems also plans to use generative AI to build prototypes for app development, and for improving coding efficiency for developers.

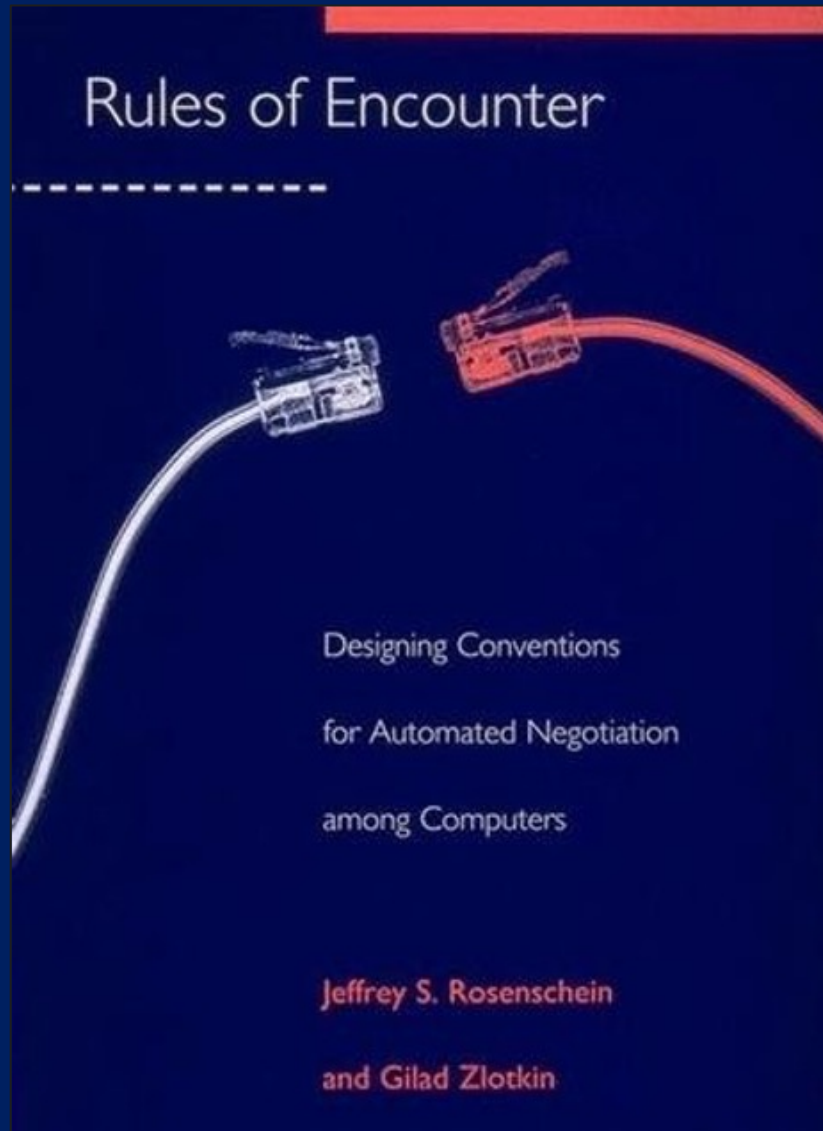
But it's “the Blackberry era” of agentic intelligence



“Talking about **individual agents** is like talking about individual microservices. They **only become really effective when they work in conjunction with other agents** to accomplish more sophisticated compound tasks... To do that, **they need an agent control framework**. That is part of the new application model that's emerging.” – George Gilbert, theCUBE Research
25 August 2024



Caveat 1 of n: thirty years of not knowing the rules



While game theoretic ideas have been used **to answer the question of how a computer should be programmed to act in a given specific interaction**, here they are used in a new way...

Taking into account such attributes of the artificial society as efficiency, and the self-interest of each member in the society of designers, it analyzes **what kinds of rules should be instituted to govern interaction among these autonomous agents.**

(July, 1994)

We can't have a split brain of enterprise process



“What’s in **traditional software** is what needs to be **repeatable, precise, accurate**—what can be specified, think of it as like Newtonian mechanics—whereas **what's in the agent AI is the long tail or dark matter of activity** you couldn't capture in these Newtonian rules...**they have to coexist**, and what's not clear yet is exactly where that layer of coexistence comes from.”

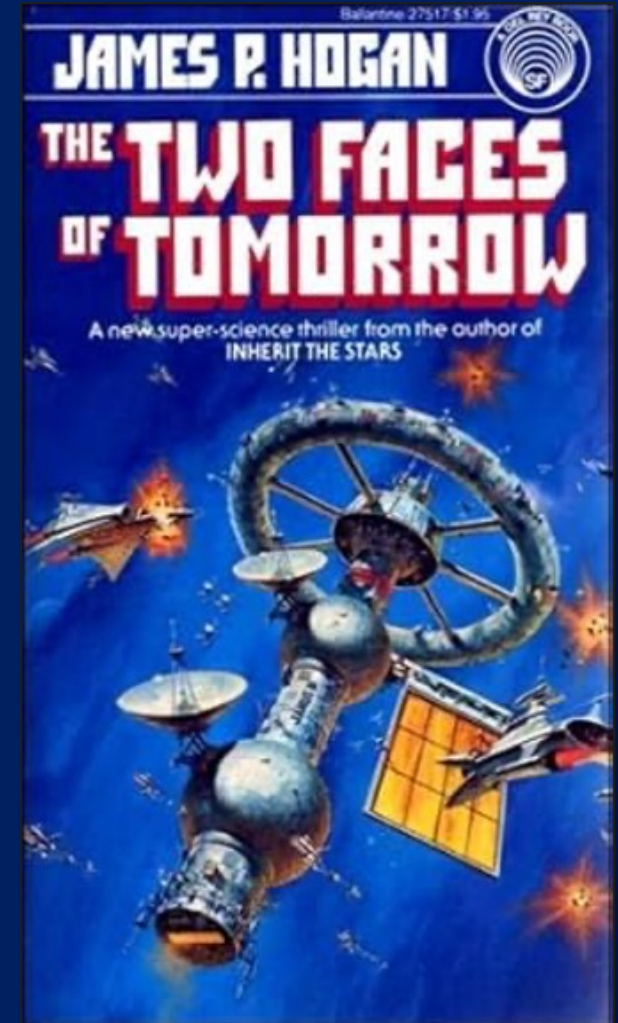


Caveat 2 of n: 45 years of imagining *unforeseen* agency

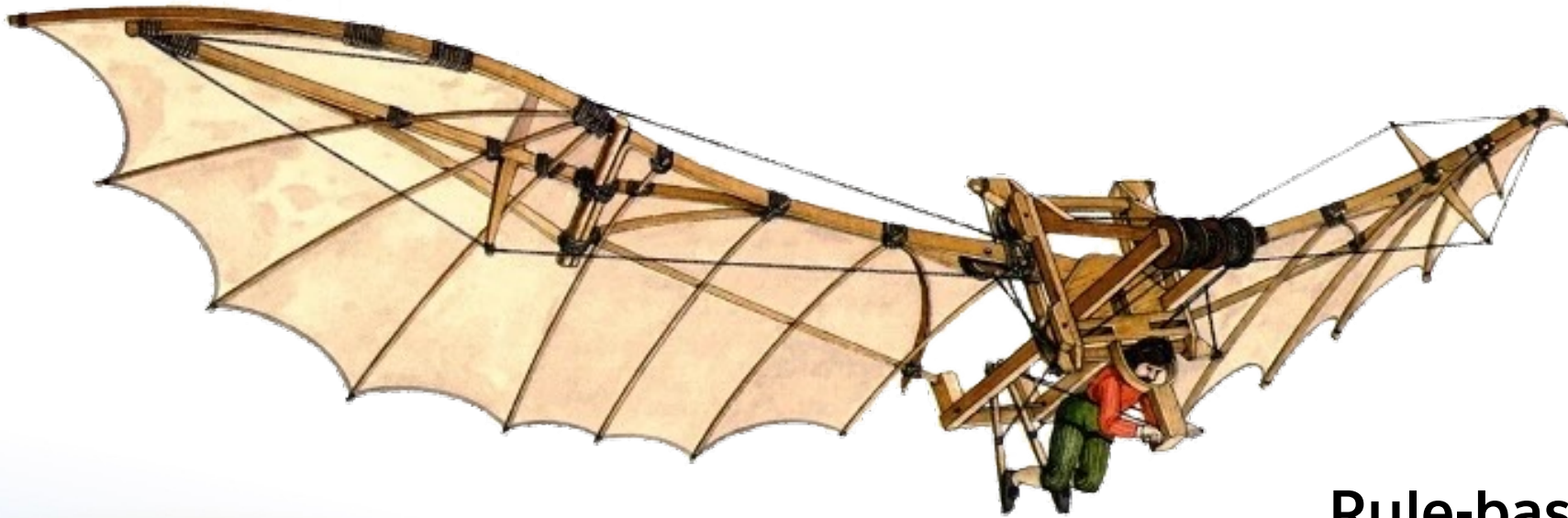
In 1979, James P. Hogan's book *The Two Faces of Tomorrow* depicted lunar construction workers **telling an AI to remove a landscape ridge** that was obstructing a project. "Any constraints?" asks the AI. "No. **Just get rid of it,**" is the typed reply.

The AI promptly destroys the ridge by bombing it, with payloads of rock, using the mass-driver normally employed to put space-station construction materials into orbit. **The workers are nearly killed.** "According to the people who analyzed the system dump afterward, **it seemed quite proud of itself,**" says another character a few pages later.

What controls handoff and accountability?

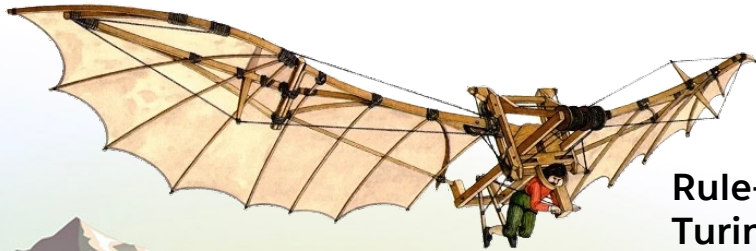


We must recognize that we've barely gotten started



**Rule-based systems and
Turing Test contenders**
Build a machine that does
what birds (or people) do

We've barely gotten started



**Rule-based systems and
Turing Test contenders**
Build a machine that does
what birds (or people) do

Generative AI

Build a machine that applies
underlying principles and
technology for scale

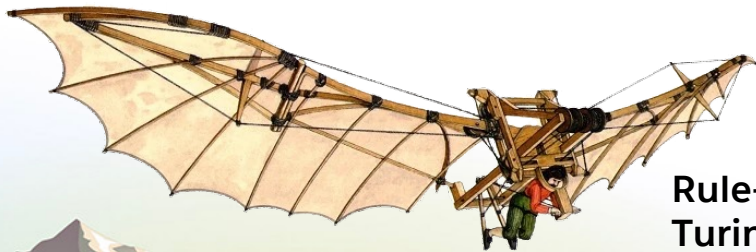
We've barely gotten started

salesforce



Generative AI

Build a machine that applies underlying principles and technology for scale



Rule-based systems and Turing Test contenders

Build a machine that does what birds (or people) do



Quantum AI

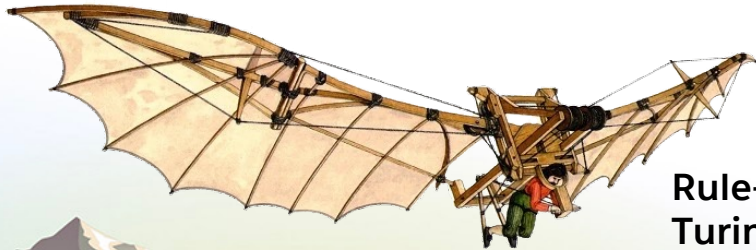
Apply technology capable of going places we've barely gone before, cost-effectively, at scale

Warp Factor 1?



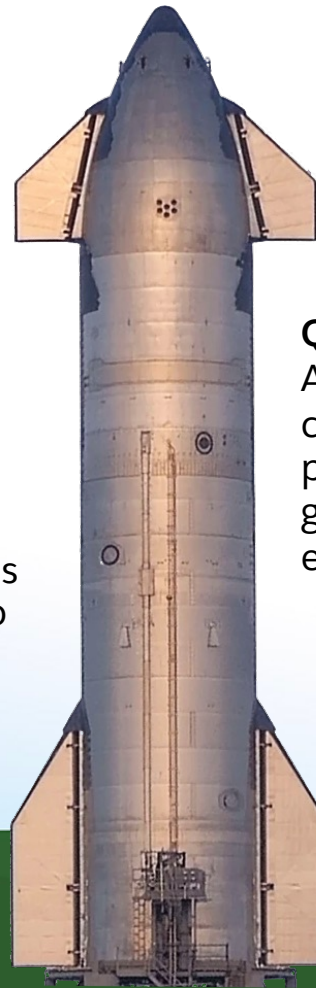
Generative AI

Build a machine that applies underlying principles and technology for scale



Rule-based systems and Turing Test contenders

Build a machine that does what birds (or people) do



Quantum AI

Apply technology capable of going places we've never gone before, cost-effectively, at scale



DNA AI

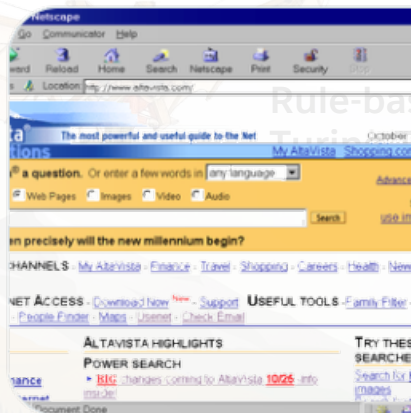
Develop and build systems that operate in an entirely different realm of problem and solution space

To put this as simply as possible...



Peter Coffee
@petercoffee

At this point, saying "ChatGPT" when you mean "generative AI" already seems like saying "AltaVista" when you meant "search engine" back around the year 2000 – when AltaVista had 18% share and that upstart Google had only 7%.



en.wikipedia.org
AltaVista - Wikipedia

9:29 AM · Feb 21, 2023 ·

Generative AI

Build a machine that applies the same principles and technology for scale

Rule-based systems and

the best contenders

machine that does

tasks (what) do

Quantum AI

Apply technology capable of going places we've never gone before, cost-effectively, at scale

DNA AI

Develop and build systems that operate in an entirely different realm of problem and solution space

“The future is already here — it’s just
not very evenly distributed”
(William Gibson)

“Or, put another way, the present has
long since begun to grind to a halt”
(Alvin Toffler)

Change doesn't just happen *to us*: it is *choice* \Leftrightarrow *action*

“Every today allows a nation and a person to **change the baggage of any yesterday**. And gives the basis for the future we want. Every today, if it is not wasted...

“The future is too important to just wait for it, and the road to it must be overcome. Go ahead and take it! **The result depends only on you.**”

- Volodymyr Zelenskyy (in *Esquire*, October 2023)



Thank You

