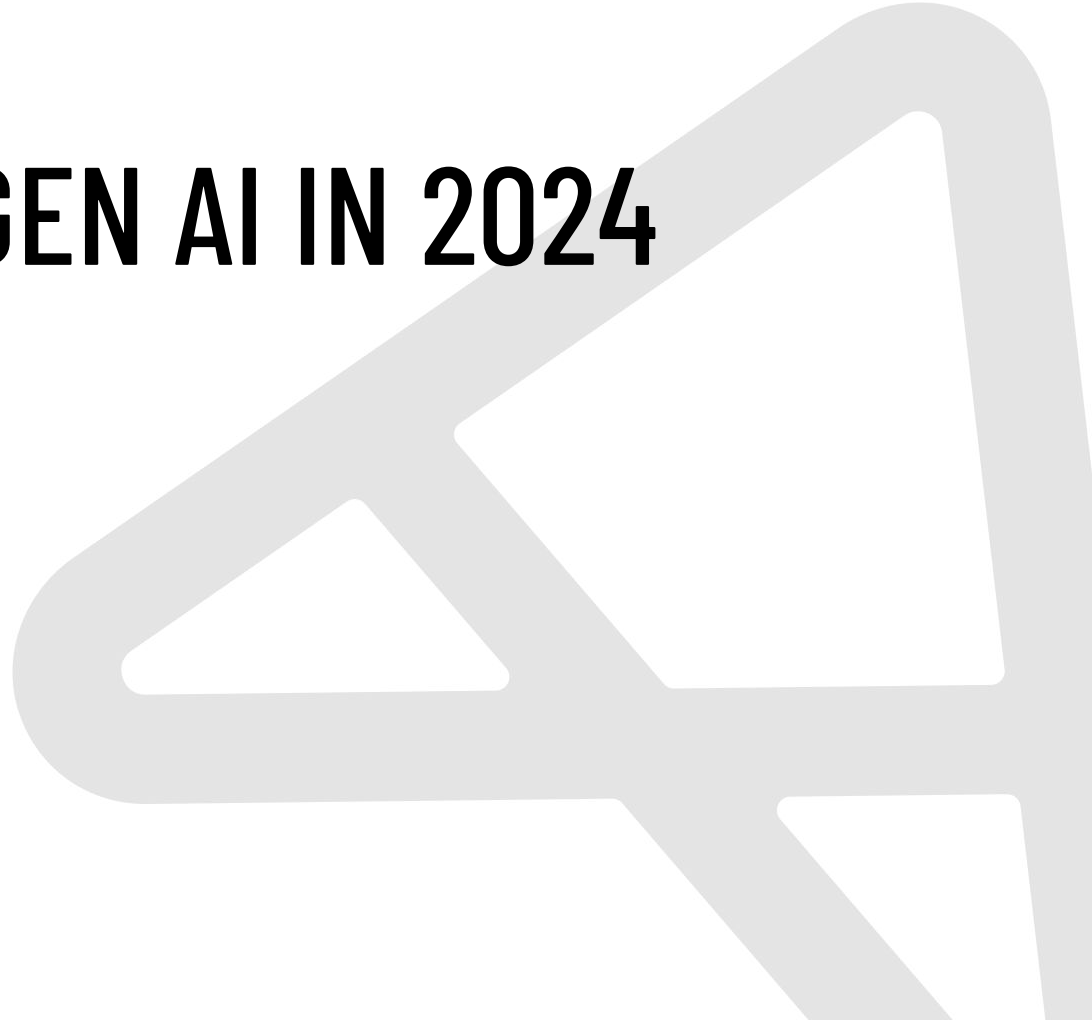


InnoLead + High Alpha Innovation

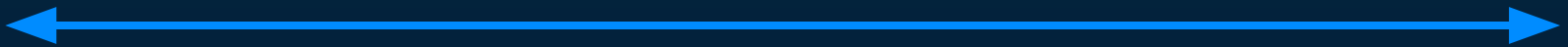
WINNING WITH GEN AI IN 2024

11.14.2023



SURVEY //

**MY ORGANIZATION IS
EXPERIMENTING WITH GENERATIVE
AI AT THE APPROPRIATE PACE**



STRONGLY DISAGREE

STRONGLY AGREE

OODA LOOP //

1. OBSERVE
2. ORIENT
3. DECIDE
4. ACT

OBSERVE / ORIENT //

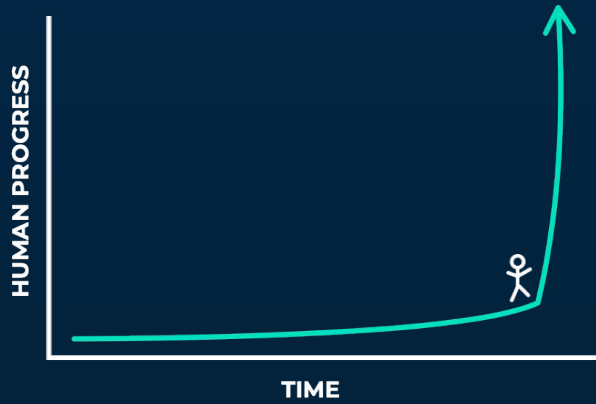
GENERATIVE AI IS A CLASSICALLY DISRUPTIVE TECHNOLOGY

- Makes the difficult/expensive accessible/affordable
- Will create massive opportunities

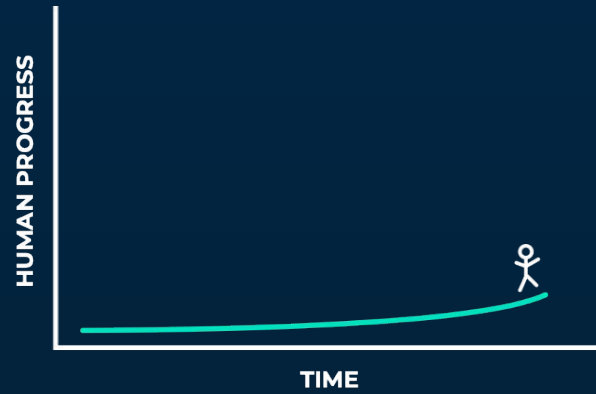
GENERATIVE AI ALSO HAS CHARACTERISTICS THAT MAKE IT UNIQUE

- Improving *exponentially*
- Corporations have advantages!

What's actually about to happen



What it feels like in the moment



SURVEY //

IF YOUR ORGANIZATION HAS STARTED DEPLOYING GENERATIVE AI, WHAT ARE THE AREA(S) OF FOCUS?

1. OPTIMIZING OUR EXISTING OPERATIONS
2. IMPROVING THE EXPERIENCE FOR OUR CUSTOMERS
3. BUILDING NEW BUSINESSES
4. OTHER (PLEASE COMMENT IN THE CHAT)

DECIDE //



Steven Sinofsky

@stevesi

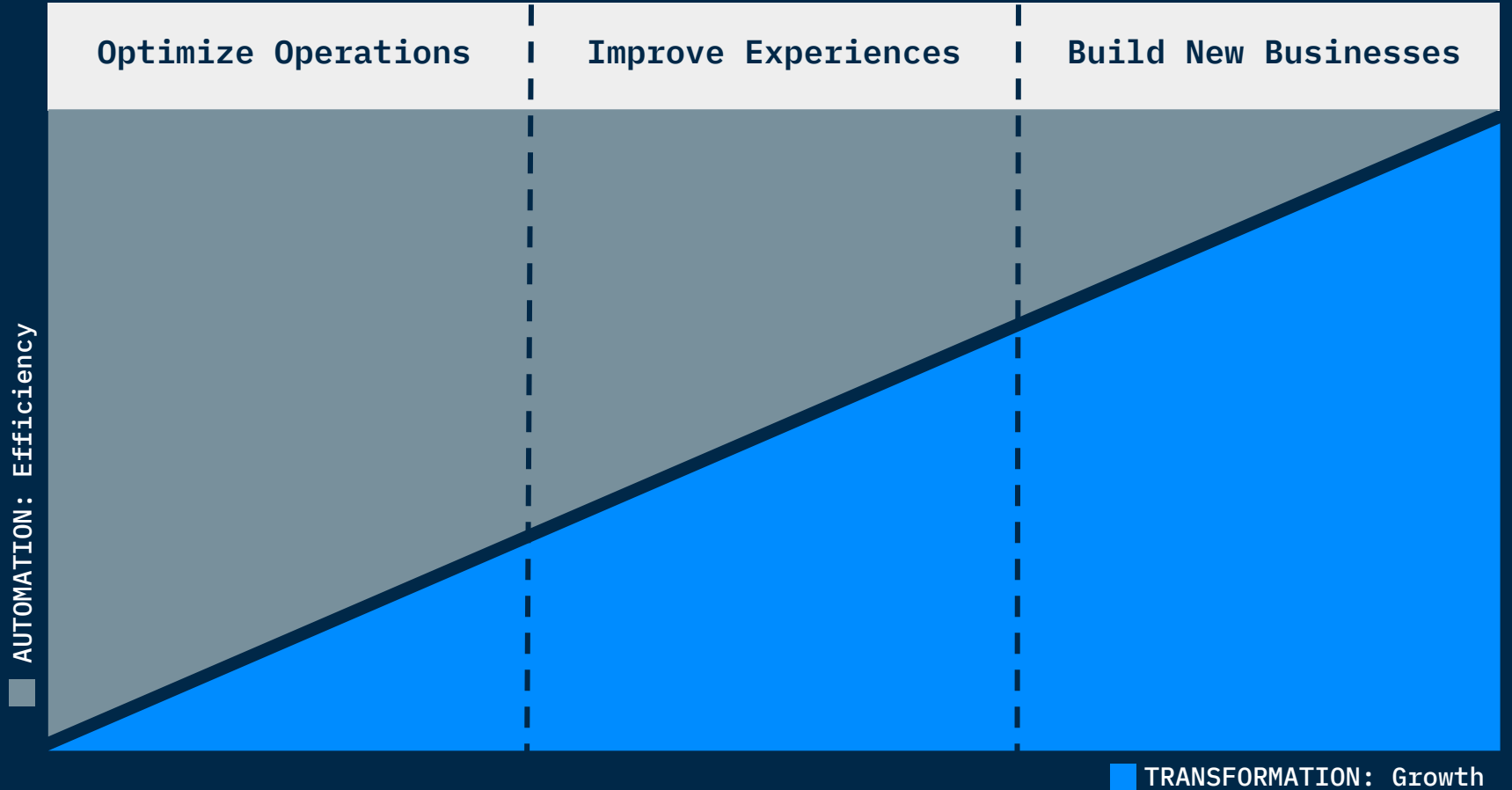


If you're an incumbent and believe AI is the next platform shift then the question is not "how do you infuse AI into every level of the stack". Instead it is "how do we build a new stack that starts with AI".

The biggest mistake is treating disruptive tech as an ingredient.

10/28/23, 2:50 AM

WHERE TO APPLY GENERATIVE AI?



SURVEY //

THE USE OF GENERATIVE AI IS OFFICIALLY APPROVED.

1. NEVER
2. RARELY
3. SOMETIMES
4. OFTEN
5. ALWAYS

ACT //

MORE EXPERIMENTS: FAST, CHEAP, AND WEIRD

1. **Fast:** Days, not months
2. **Cheap:** Capped/Leveraged where possible
3. **Weird:** Challenging existing beliefs

Action creates data, data creates knowledge, knowledge compounds.

SO MORE ACTION.

In the face of an unknown future, the best way to maximize returns and minimize risk is to run as many experiments as possible, at the lowest possible cost per experiment.

EXAMPLES //

ALPINE

STEALTHCO

THREE THINGS TO WIN WITH GEN AI IN 2024 //

01

OBSERVE / ORIENT:

**UNDERSTAND
AND ALIGN**

02

DECIDE:

**BUILD NEW
BUSINESSES**

03

ACT:

**FAST, CHEAP,
WEIRD
EXPERIMENTS**



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