



Growth Opportunities with AI

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Scope of the Document

- This document delves into the **vast growth opportunities that AI offers businesses**
- The prolific **development of AI tools** and **diverse applications** across industries is taking off
- AI's transformative capabilities are **reshaping various sectors** and **business practices**
- AI's potential to **spark innovation and enhance efficiency** will open doors to **new markets and redefine industries**
- **80% of big company CEOs are taking action in the realm of AI**, indicating their strong awareness of the potential benefits

Agenda



GDP Impact of AI

Industry Leaders Forecasts for the GDP Impact of AI		
Company	Global GDP Increase by 2030	% of Global GDP by 2030
Goldman Sachs	\$6.6 trillion	7%
JP Morgan	\$4.5 trillion	5%
McKinsey	\$15.7 trillion	14%

- The global generative AI market is predicted to reach \$190 billion market value in 2025
- The consensus is AI will have a multi-trillion \$ impact on Global GDP by 2030

GDP Impact – AI Propels Economic Expansion



Increased Productivity

AI powered automation is automating tasks that were previously done by humans, freeing up workers to focus on more creative and strategic work



Improved Decision Making

AI is being used to make better decisions about resource allocation, risk management, and customer service



New Products and Services

AI is being used to develop new products and services that meet the needs of customers and businesses

Identifying Real Opportunities



Impacted Industries: Healthcare, finance, manufacturing, retail

AI can revolutionize processes ranging from diagnostics to customer engagement



Efficiency and Innovation: Incorporating AI can lead to efficiency gains and innovative breakthroughs

Ex. AI-powered supply chain optimization reduces costs and streamlines operations, while AI-driven personalized marketing enhances customer engagement and loyalty



Emerging Growth Sectors: Industries such as renewable energy, telemedicine, and autonomous vehicles stand out as sectors that will experience accelerated growth through AI integration

AI's ability to optimize resource utilization, provide remote healthcare, and enhance transportation safety, positions these sectors for long-term expansion

AI Opportunities by Industry

Many sources came to the consensus that the AI will have the have the greatest GDP impact in...

Healthcare

- Personalized medicine, drug discovery, medical imaging

Manufacturing

- Product design, supply chain management, quality control

Financial services

- Fraud detection, risk assessment, wealth management

Retail

- Personalization, inventory management, pricing

- **The impact of AI on different industries will vary depending on several factors, such as the level of adoption of AI technology, the regulatory environment, and the skills of the workforce**

AI Opportunities by Industry

...However, these sectors are also forecasted to have significant impact from AI

Logistics and transportation

- Route optimization, traffic management, vehicle management

Energy

- Renewable energy, energy efficiency, power grid management

Agriculture

- Crop yield prediction, disease detection, livestock management

Construction

- Design optimization, safety, productivity

Media and entertainment

- Content creation, personalization, advertising

Tourism and hospitality

- Personalization, pricing, customer service

Telecommunications

- Network optimization, security, customer service

Utilities

- Demand forecasting, leak detection, maintenance



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**What steps must a CEO
take to capitalize on
these opportunities?**

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Success Factors for Businesses

- **Value of Customer-Centric Solutions:** prioritize crafting unique, customer-centric solutions that address real needs, rather than solely chasing technological advances
- **Alignment with Core Goals:** AI should enhance, not replace, your business's mission, creating seamless integration for both the company and its clientele
- **Essential Elements for Success:** must be a fusion of innovation and adaptation by embracing agility, continuously evolving strategies, and integrating AI as a strategic enabler

- **Responsible AI Practices:** Uphold transparency, fairness, and accountability, fostering trust with customers and stakeholders
- **Developing AI-Specific Principles:** Craft AI-specific principles that guide its application within your business's unique context
- **Balancing Innovation and Fundamentals:** While advancing with AI, don't lose sight of your business's foundational strengths

- **AI isn't just a technology; it's a tool for amplifying your business's capabilities, enriching customer experiences and driving sustainable growth**

Preparing Your Business

- In today's rapidly changing business landscape, preparing your organization to be “future ready” is crucial
- AI has the potential to be a powerful catalyst for business transformation and innovation, enabling companies to stay competitive and relevant in an evolving market

AI as a Catalyst for Transformation and Innovation

- Driving innovation: by automating tasks, freeing up human resources for more creative and strategic endeavors.
- This can lead to the development of new products, services, and business models that cater to customer demands
- Enhancing Customer Experiences: chatbots, personalized recommendations, and predictive analytics can offer customers more tailored experiences, fostering loyalty and engagement
- Data-Driven Decision Making: AI can analyze vast amounts of data to provide insights that support informed decision-making, helping businesses stay ahead of market trends and customer preferences

- **AI integration goes beyond adoption; it involves reshaping the core processes, strategies, and culture of the organization to leverage AI's capabilities fully**

Mainstream Strategy for Implementation

1. Understand your business and value proposition

- Determine your unique value proposition, the problems and unmet needs of your customers
- Determine how AI can help you to better address your customer needs
- Up front, develop standards and policies so AI aligns with your company values

2. Identify opportunities for AI

- Look for areas where AI can automate tasks, improve efficiency, or generate new insights, Pilot the solution with customers
- Brainstorm ideas for how AI can be used to enhance your value proposition

3. Pilot the solution with a small group of customers

- Design use cases empowered by AI to enhance customer value
- Get feedback from customers on the solution and iterate as needed
- Validate the solution is meeting their needs and is feasible to implement on a larger scale

4. Bring the solution to a wider audience

- Rollout to a broader audience
- Get feedback from the larger group and improve the solution over time
- Use AI to continuously learn and improve the solution

5. Measure the results

- Track the impact of the solution on your business, such as increased sales, improved customer satisfaction, or reduced costs
- Use the results to make further improvements to the solution

- **The following slides will showcase the considerations that align with the mainstream strategy**

CEO Checklist in AI Integration

- ✓ **Set the vision for AI:** Clearly articulate their vision for AI and how it will contribute to the organization achieving its mission and goals
 - This vision should be aligned with the organization's overall strategy and communicated to employees and stakeholders
- ✓ **Create internal AI Governance:** Develop policies, standards and controls for building and monitoring AI applications to promote fairness, trust, accuracy and other key company values
- ✓ **Allocate Resources:** Allocate the necessary resources to support AI integration including funding for research and development, as well as training for employees
- ✓ **Create a culture of innovation and continuous learning:** Create an environment where employees are encouraged to experiment and learn about AI
- ✓ **Manage the risks of AI:** Mitigate the risks of AI, such as job losses, skill gaps, ethical concerns and security breaches. Integrate these processes and controls into everyday operations.
- ✓ **Communicate effectively:** Communicate effectively about AI with employees and stakeholders including communicating the benefits and risks of AI, as well as the vision

CEO Checklist in AI Integration

- ✓ **Create cross-functional teams:** This will help ensure that AI is integrated into all aspects of the organization and that it is aligned with the organization's overall goals
- ✓ **Invest in employee training:** To ensure that their employees have the skills they need to use AI effectively, this training should cover the basics of AI, as well as the specific applications of AI in the organization
- ✓ **Be open to partnering with new companies:** The AI ecosystem is constantly changing, so CEOs need to be open to partnering with new companies, technology players, and players in their supply chain
- ✓ **Set clear goals and objectives:** Define KPI's and targets and incentives to ensure that AI is used in a way that is aligned with the organization's overall strategy
- ✓ **Measure the results:** This will help to identify what is working and what is not, and to make the necessary adjustments
- ✓ **Continuously learn and adapt:** Stay up-to-date on the latest AI trends and technologies and be open to new ideas

AI Implementation at Netflix

- **Personalized Content Suggestions:** Netflix's AI analyzes user preferences, tailoring content recommendations for improved engagement and user satisfaction.
- **Smart Content Creation:** AI-driven insights guide Netflix's original content creation, reducing risks and enhancing viewer appeal.

Impact on Growth and GDP

- **Global Audience:** Personalized content attracts a global viewer base, expanding Netflix's influence.
- **Retention Boost:** AI-powered suggestions improve user retention, positively impacting revenue and growth.
- **Economic Contribution:** Netflix's success generates jobs and indirectly contributes to the GDP.

Timeline of AI Integration

- **Early Adoption:** AI used for content recommendations since the early 2000s.
- **Ongoing Evolution:** Refinement of AI algorithms for more precise content suggestions.
- **Continuous Innovation:** Netflix invests in AI R&D to improve user experience and maintain competitiveness.

Future Plans

- **Enhanced Personalization:** Further AI refinement for more tailored content recommendations.
- **Content Innovation:** AI-integrated content creation aligning with viewer preferences.

Business Example: Netflix

- Netflix serves as a prime example of a company that has experienced significant growth and innovation through AI integration
- The streaming platform has strategically leveraged AI to enhance its user experience and overall business success
- Netflix's use of AI has not only revolutionized the entertainment industry but also contributed to its own growth and economic impact
- Netflix essentially created a whole new industry which many other competitors such as Hulu, Max, and Peacock followed

Key Takeaways

- AI has the potential to positively **transform businesses** in many ways, from **improving customer service to automating tasks to developing new products**
- When using AI make sure that it is **aligned with the organization's mission, used responsibly**, and that the **CEO is engaged to leverage AI as a competitive advantage**
- AI is a major **strategic opportunity** for organizations, and it is up to **CEOs to take the lead** in making sure that their organizations are prepared to maximize its value

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CEOs must be proactive and responsible in their approach to AI to seize the strategic opportunities it presents.

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