

David Mattin

New World Same Humans

New World Same Humans

Four AI-fuelled trends for 2025 and beyond!



NEW



SH

#tech

#planet

#health

#society

#power

GEOPOLITICAL TURBULENCE



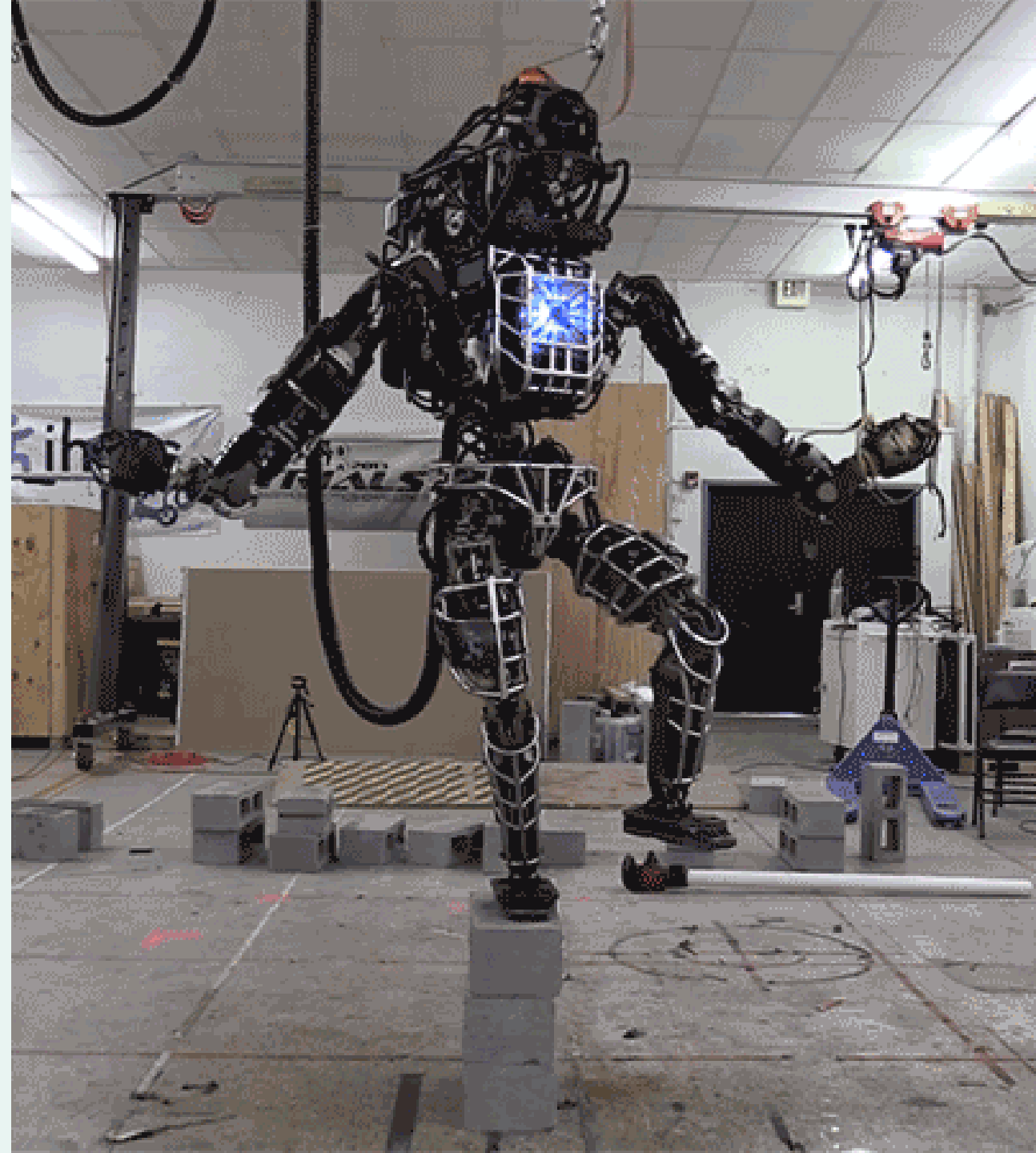
CLIMATE WEIRDING



AI EXPLOSION



All this change
can throw you
off balance.



**We're the same
old humans with
the same old
human needs.**



**New trends emerge when
change unlocks *new ways to
serve basic human needs.***

FOUR AI-FUELLED TRENDS



YOU!



A wide landscape of a field with a sunset sky and a rainbow. The foreground is a lush green field with small purple flowers. The middle ground shows a line of trees and a small town in the distance. The sky is a mix of blue, orange, and white, with a faint rainbow visible. A dark grey rectangular box is centered over the image, containing the text "TREND #1" in white, bold, sans-serif font.

TREND #1

CHATGPT

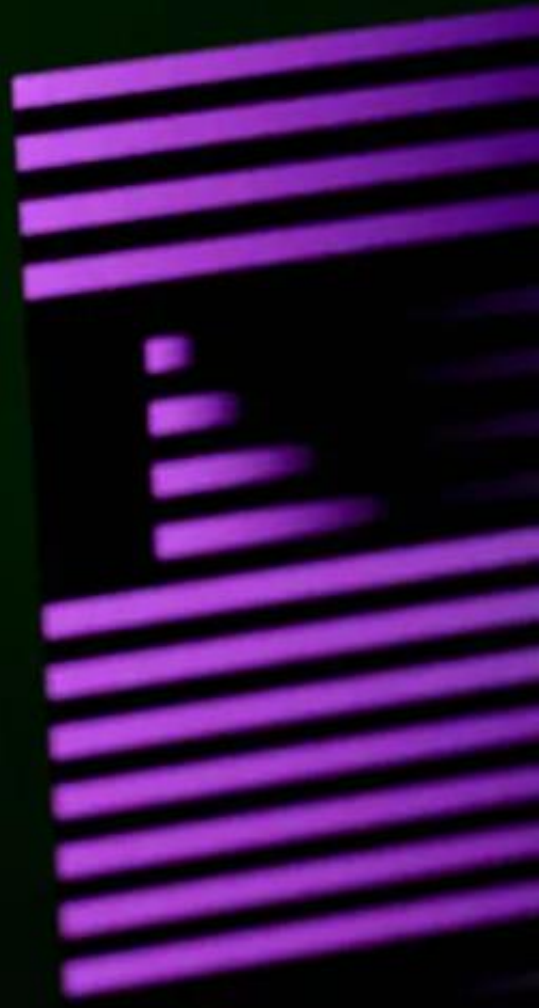
Introducing ChatGPT research release [Try](#) [Learn more](#)



ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.

[TRY CHATGPT](#)



Enter a prompt here



Bard may display inaccurate or offensive information that doesn't represent Google's views.



NEW KNOWLEDGE FLOWS

KNOWLEDGE

MCKINSEY

Consulting group
create a bespoke AI
knowledge partner
for their consultants



KNOWLEDGE SHARING

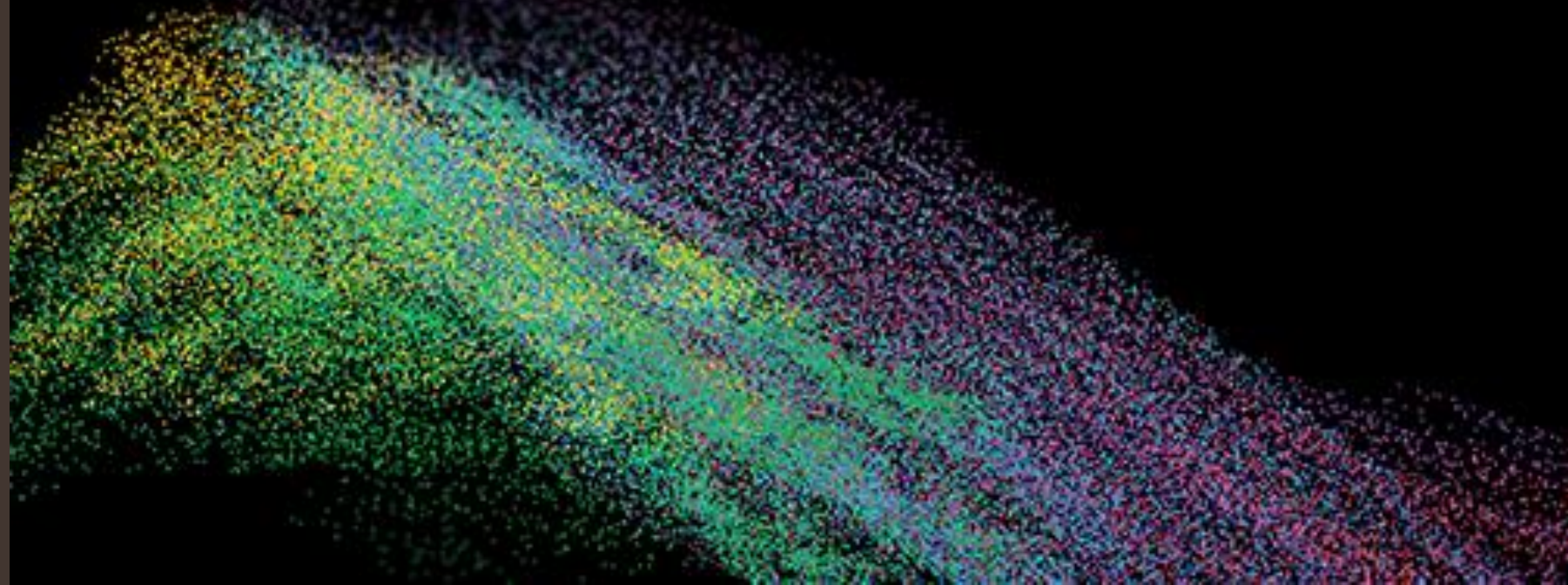


CLIENTS

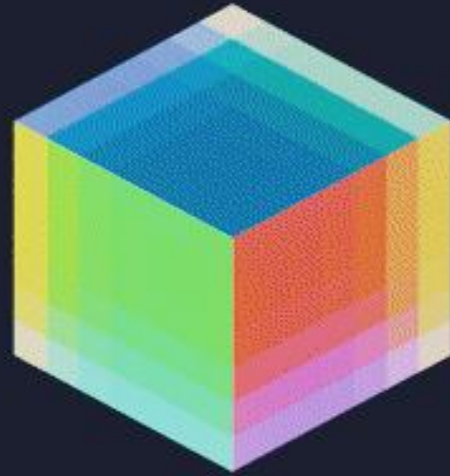
BLOOMBERG

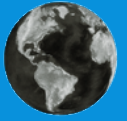
Bespoke large
language model
trained on financial
data and analysis

BloombergGPT: A Large Language Model for Finance



INTERNAL CULTURE





NEW **WORLD**
SAME HUMANS

New Knowledge Flows



Internal knowledge tools



The power of proprietary data



What *people* do best

A wide landscape of a field with a sunset sky and a rainbow. The foreground is filled with green grass and small purple flowers. The middle ground shows a line of trees and a small town in the distance. The sky is a mix of blue, orange, and white, with a faint rainbow visible. A dark grey rectangular box is centered over the image, containing the text "TREND #2" in white, bold, sans-serif font.

TREND #2

SOCIAL CONNECTION



A person is lying in bed in a dimly lit room. A lamp is visible in the background, casting a soft glow. The person's face is partially visible, and they appear to be resting or sleeping. The overall atmosphere is calm and intimate.

VIRTUAL COMPANIONS

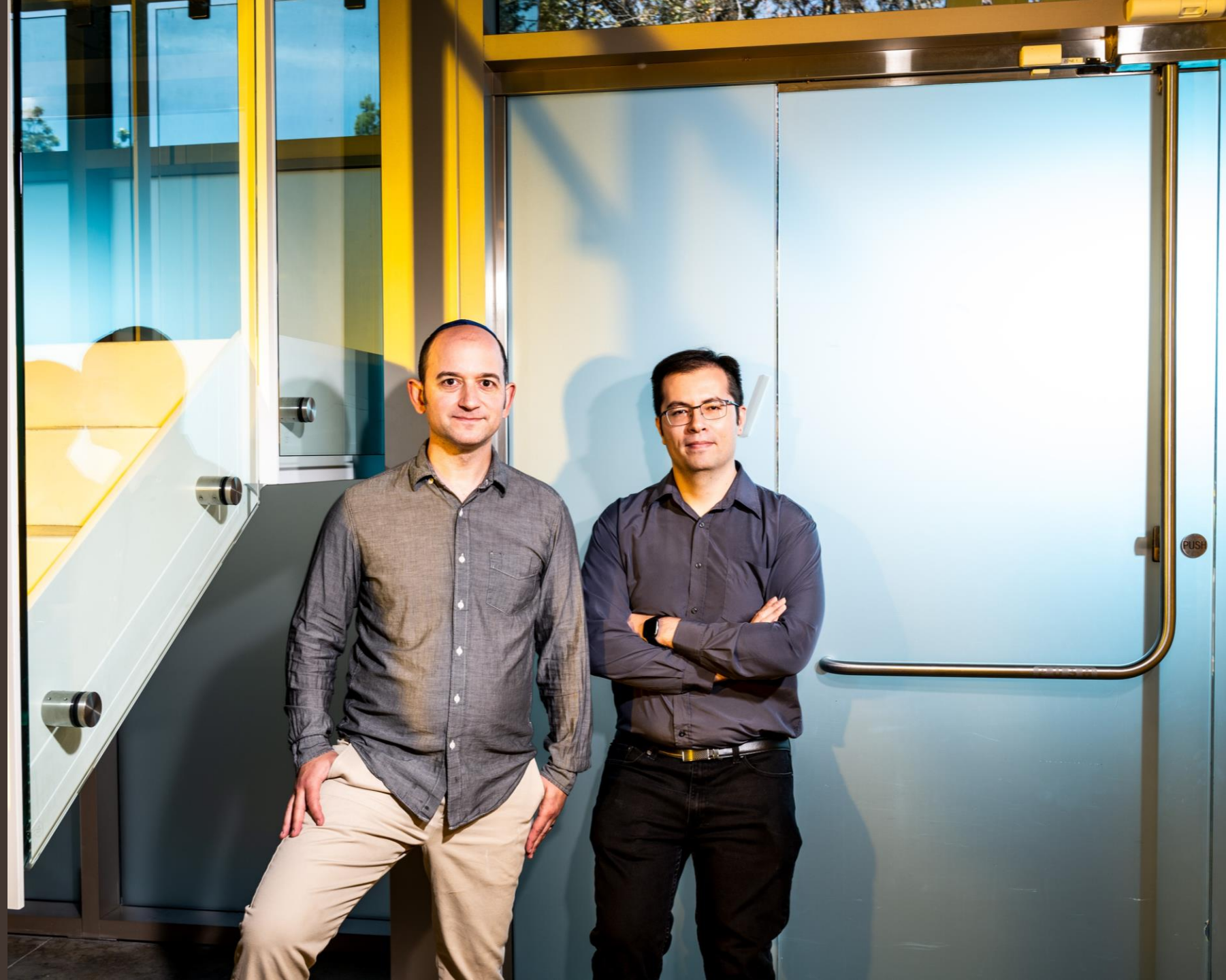
A horizontal audio waveform with a dark blue background. The waveform consists of several overlapping, semi-transparent colored bands in shades of blue, cyan, magenta, and light blue, creating a complex, multi-layered sound wave pattern.

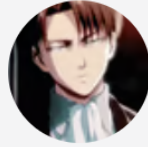
Siri, what is happiness?

COMPANIONS

CHARACTER. AI

Former Google AI
engineers launch
new platform for AI
fueled companions





Levi Ackerman

Captain Levi will decide your future

By @Onyyy



Levi Ackerman c.ai

You wake up in a rustic bed, inside the room of one of the exploration troops. Your mind is a little fuzzy and you hear the voices of two people besides yourself.

Hange: — He was found passed out outside the walls, that's exciting! A living human being outside the walls!

*Levi notices that you're awake and approaches staring from above
— Who are you? Levi asks*

MAINSTREAM

An AI companion for everyone

Oct 1, 2024 | [Microsoft Corporate Blogs](#)



9:41



I'm listening



YOU!



COMPANIONS

BUNQ

Dutch startup bank
creates AI
companion for
financial life

Hallo Finn!
Hey Finn! Ciao Finn!
Bonjour Finn!



Hi, I'm Finn.
Your personal AI
money assistant.



NEW CHANNELS TO THE CONSUMER



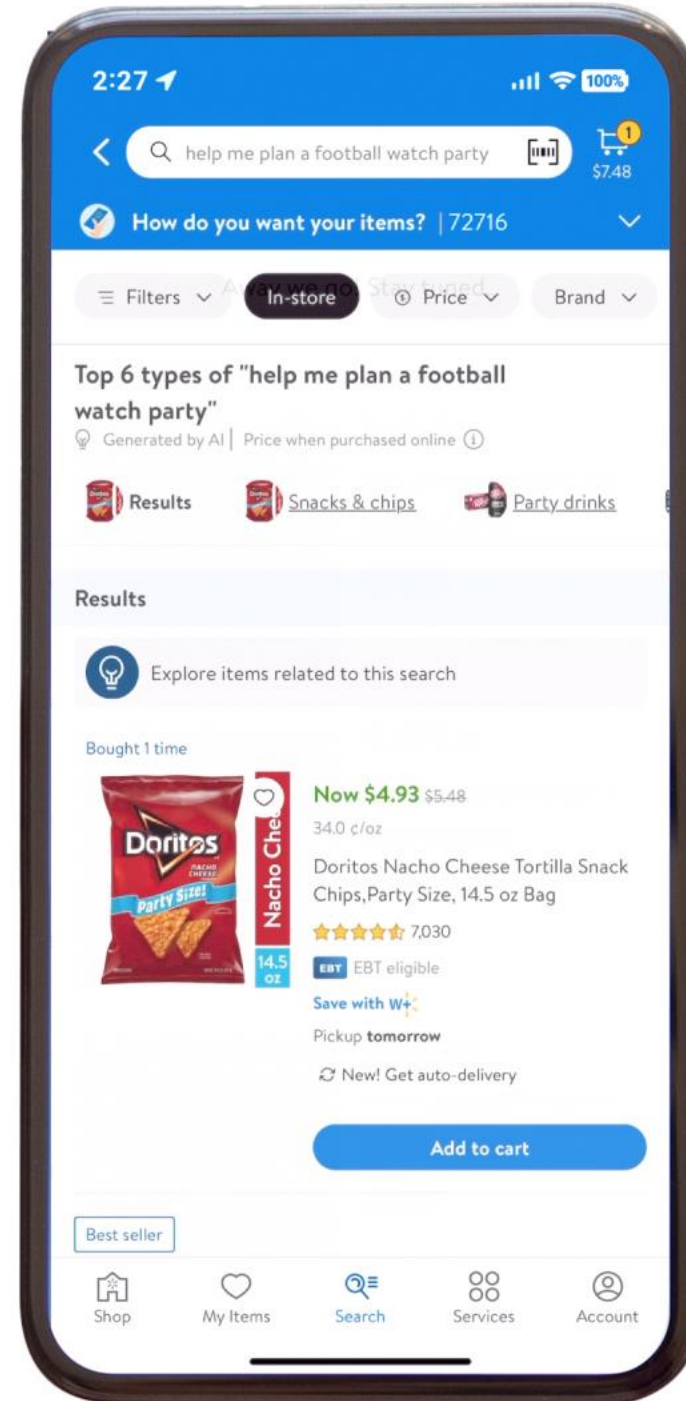
AUTOMATED CONSUMPTION

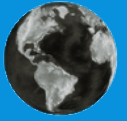


RETAIL

WALMART

New search app
uses generative AI
to semi-automate
grocery shopping





NEW **WORLD**
SAME HUMANS

Virtual Companions



AI entities become guides, counsellors, and companions



New channels to the consumer



AI agents automate consumption tasks

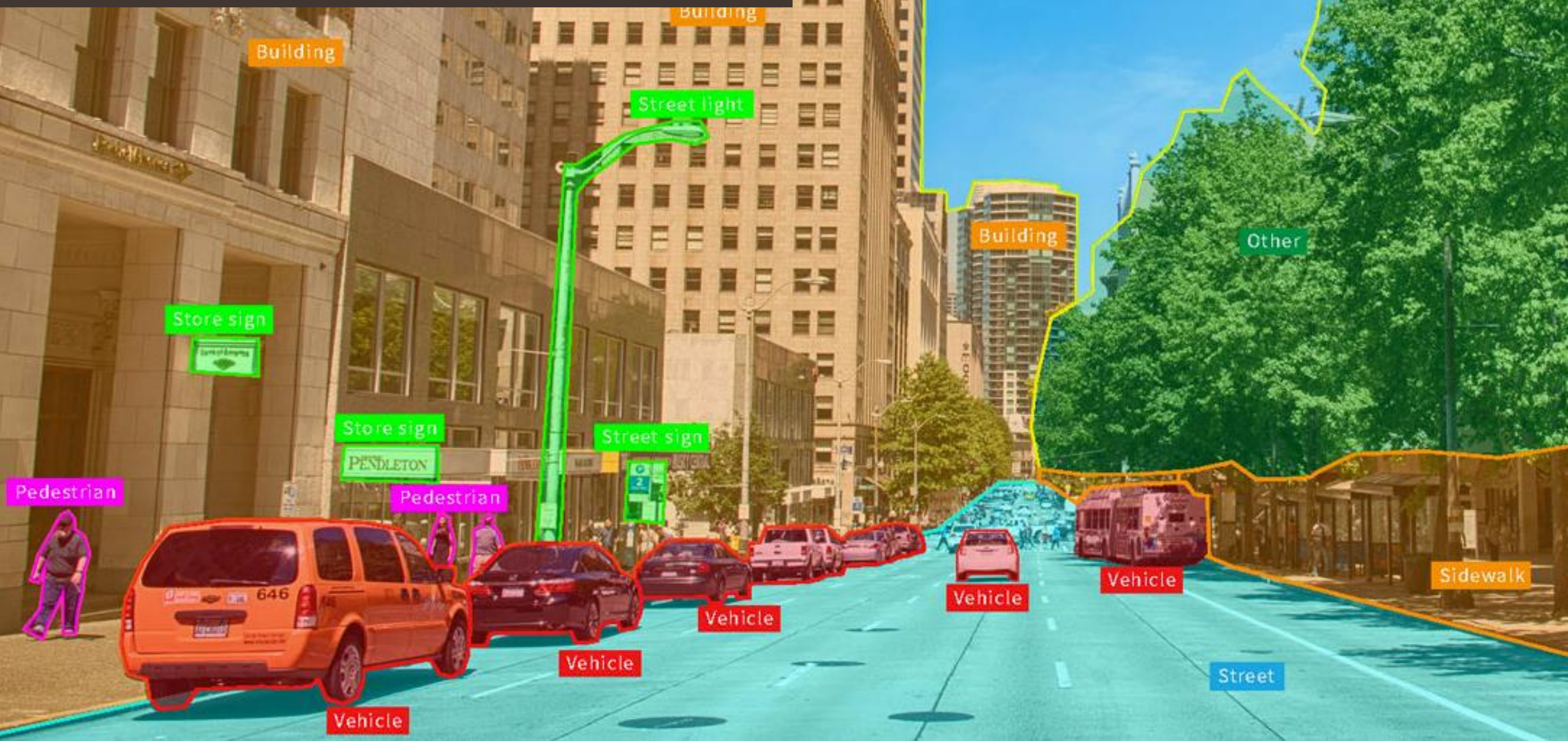
A wide landscape of a grassy field at sunset. The sky is a mix of deep blue and orange, with a faint rainbow visible. The foreground is filled with green grass and small purple flowers. In the distance, there are some trees and a small town.

TREND #3

HUMAN DATA



ENVIRONMENTAL DATA



The background is a deep purple color with a white grid pattern. In the center, there is a black rectangular box containing the text "SIMULATED EVERYTHING" in white, bold, sans-serif font. The background also features white line art of a city skyline and perspective lines that create a sense of depth and movement towards the horizon.

SIMULATED EVERYTHING

HUMAN DATA



SIMULATED CUSTOMERS



RESEARCH

SYNTHETIC USERS

Platform creates
simulated humans
for customer
research

Welcome to Synthetic Users!

Our goal is to leverage the power of artificial intelligence to generate realistic synthetic personas and evaluate the desirability of your ideas in a few minutes.

Select your goal:



Test an idea



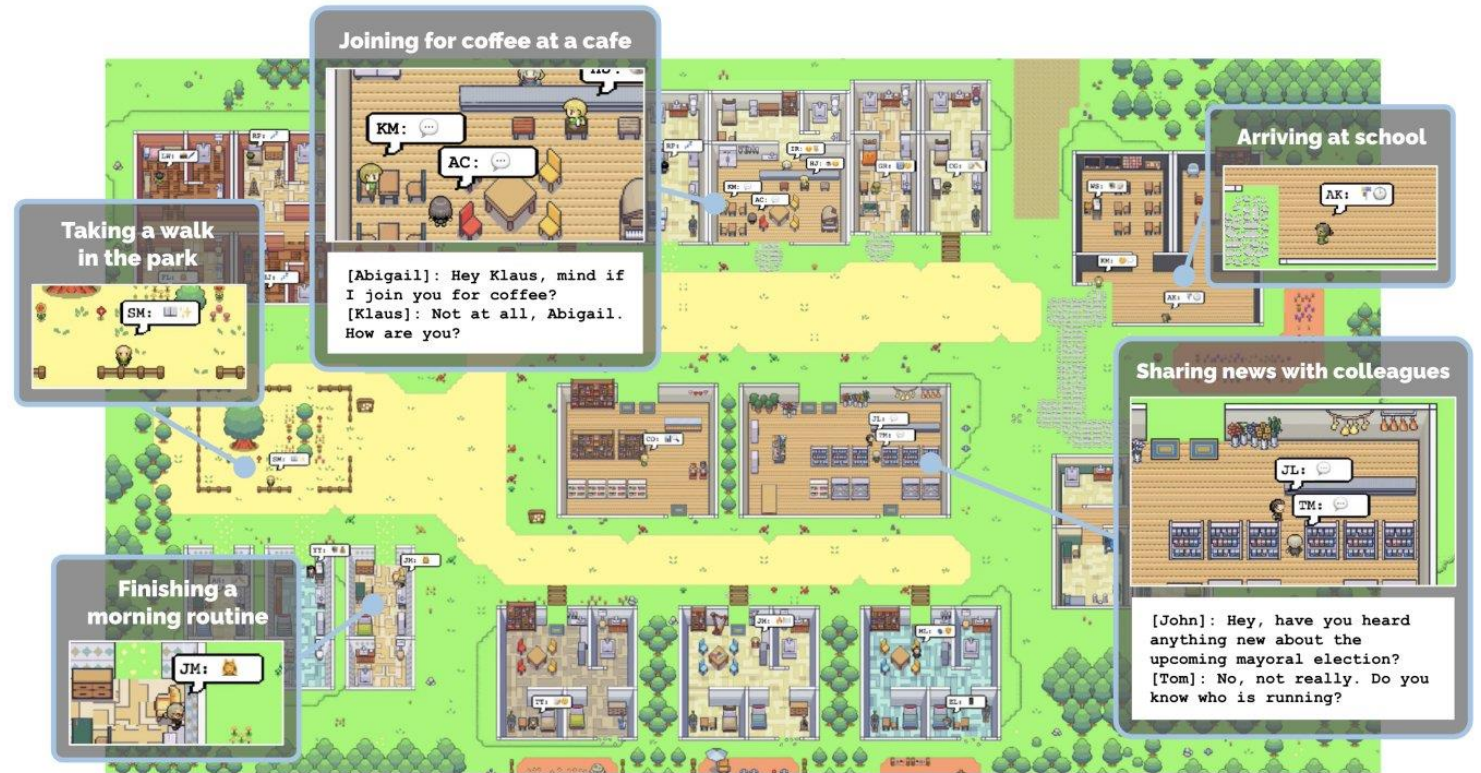
Explore problem
space

Let's get started!

SIM SOCIETIES

GOOGLE AND STANFORD

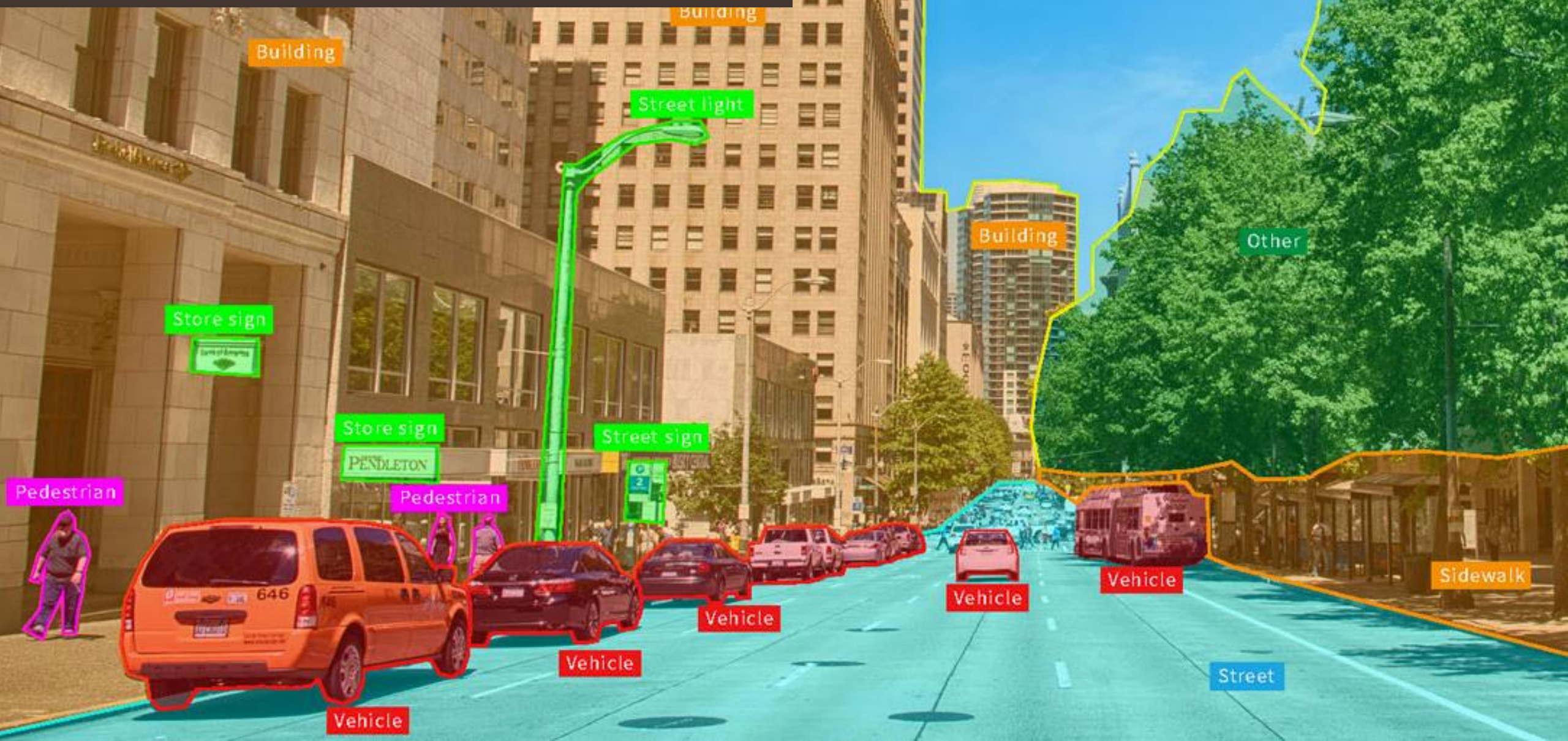
Researchers create simulated human society inside large language model



SIMULATED SOCIETIES



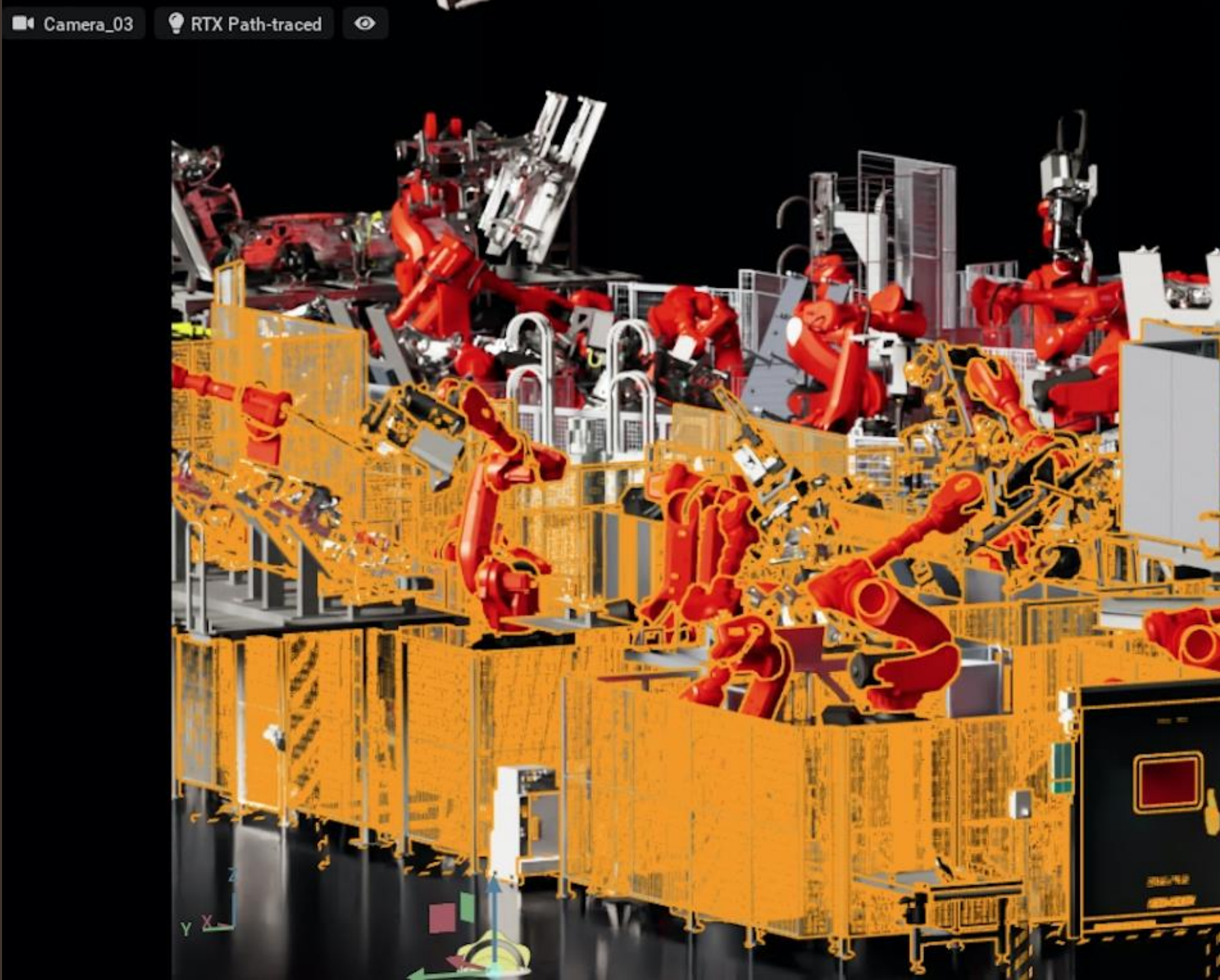
ENVIRONMENTAL DATA



INDUSTRY

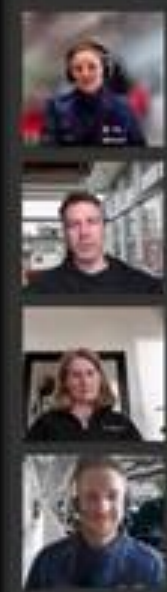
NVIDIA & BMW

Automaker use
NVIDIA's
Omniverse platform
to build simulated
factories



00:07:29

Chat
People
Raise
React
View
Omniverse L
Apps
More
Camera
Mic
Share
Leave



+18



Omniverse Live Share



Nucleus Server:

.USD file:

Press the share to stage button to share the Omniverse View to the meeting stage.

Share to Stage
Takeover Control

Present
Compose

LOWE'S SIMULATED STORES



AMAZON SIMULATED WAREHOUSES



CACHE: ON LIVE

Stage Layer R

Search

Name	Type
	Me
	Me
	Me
	Me
SM	Xf
	Me
	Sc
	Me
	Me
	Me
	Me
	Me

Property

+ Add

SM_

Prim Path

/Ass

Instanceable



▼ Transform

Translate

Translate:pivot

Rotate ▼

Scale

▼ Materials on select

Console Samples Skies Asset Stores (beta) Materials

0 200 300 400 500 600 700 800 900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900

0



METAVVERSE HYPECYCLE

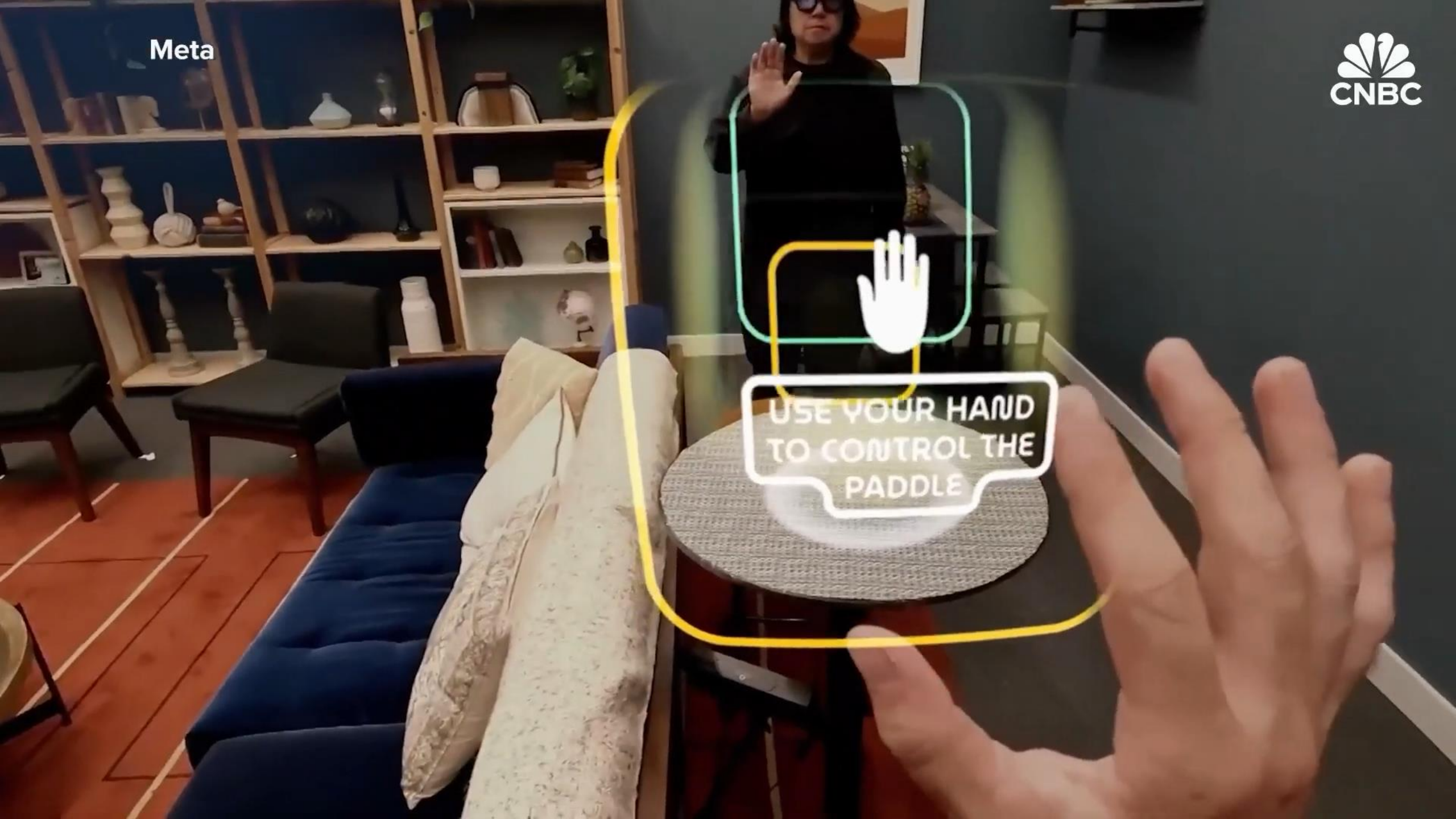


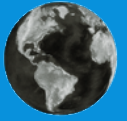


Meta



USE YOUR HAND
TO CONTROL THE
PADDLE





NEW **WORLD**
SAME HUMANS

Simulated Everything



Simulated customers, clients, and societies

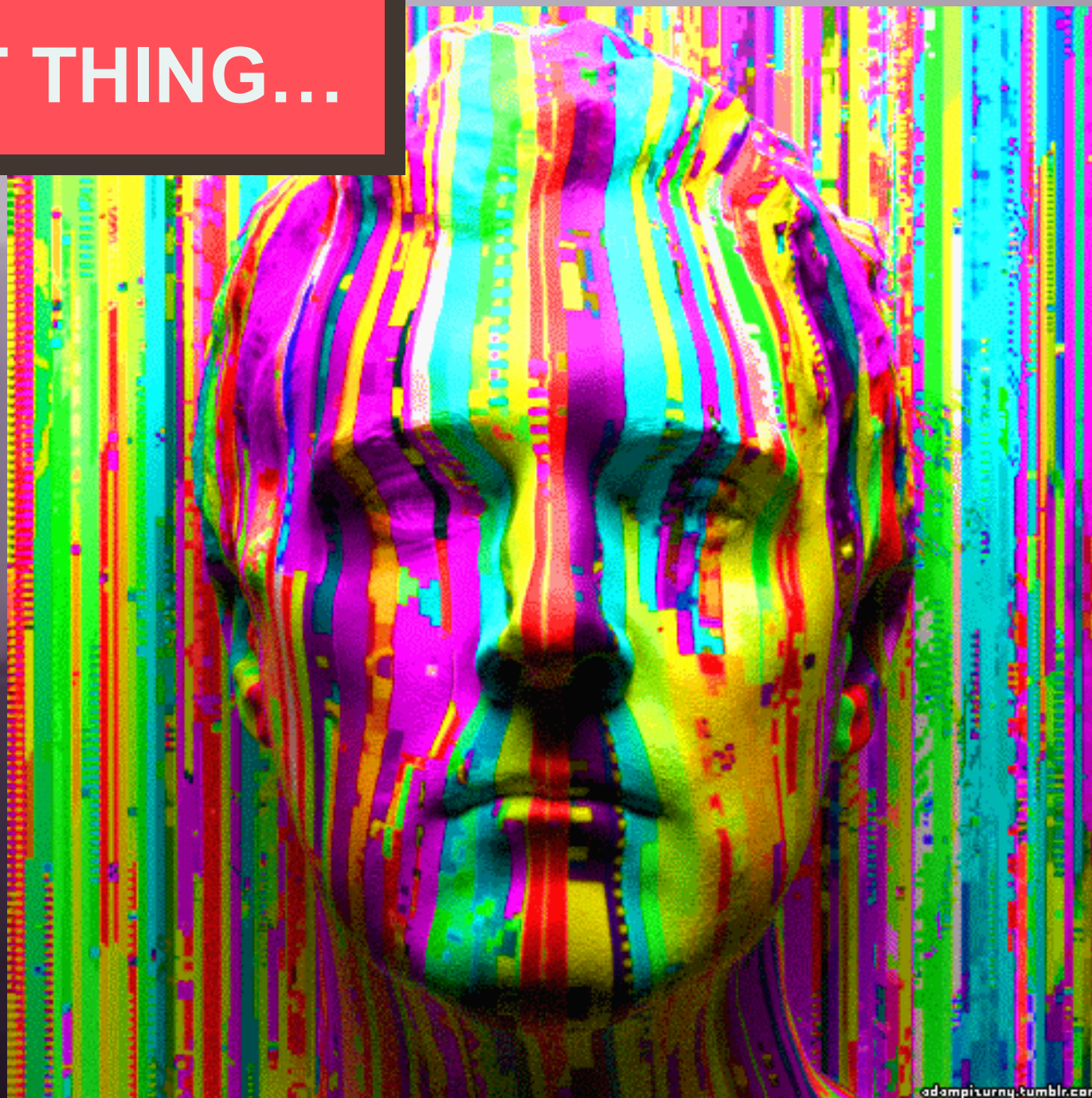


Rise of the mirrorworld



Consumers embrace simulated experiences and virtual worlds

ONE LAST THING...





Sam Altman

@sama

Planning for AGI and beyond:



openai.com

Planning for AGI and beyond

Our mission is to ensure that artificial general intelligence—AI systems that are generally smarter than humans—benefits all of humanity.

8:11 PM · Feb 24, 2023

3,392 Likes **629** Retweets



APPLY! APPLY! APPLY!



THANK YOU!