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Wie künstliche Intelligenz uns beibringt, grösser zu denken

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www.bettermind.me

1. KI &
Business Impact

Wie künstliche Intelligenz uns beibringt, grösser zu denken

2. Innovation &
Change Prozesse

3. Ethik & Verantwortung

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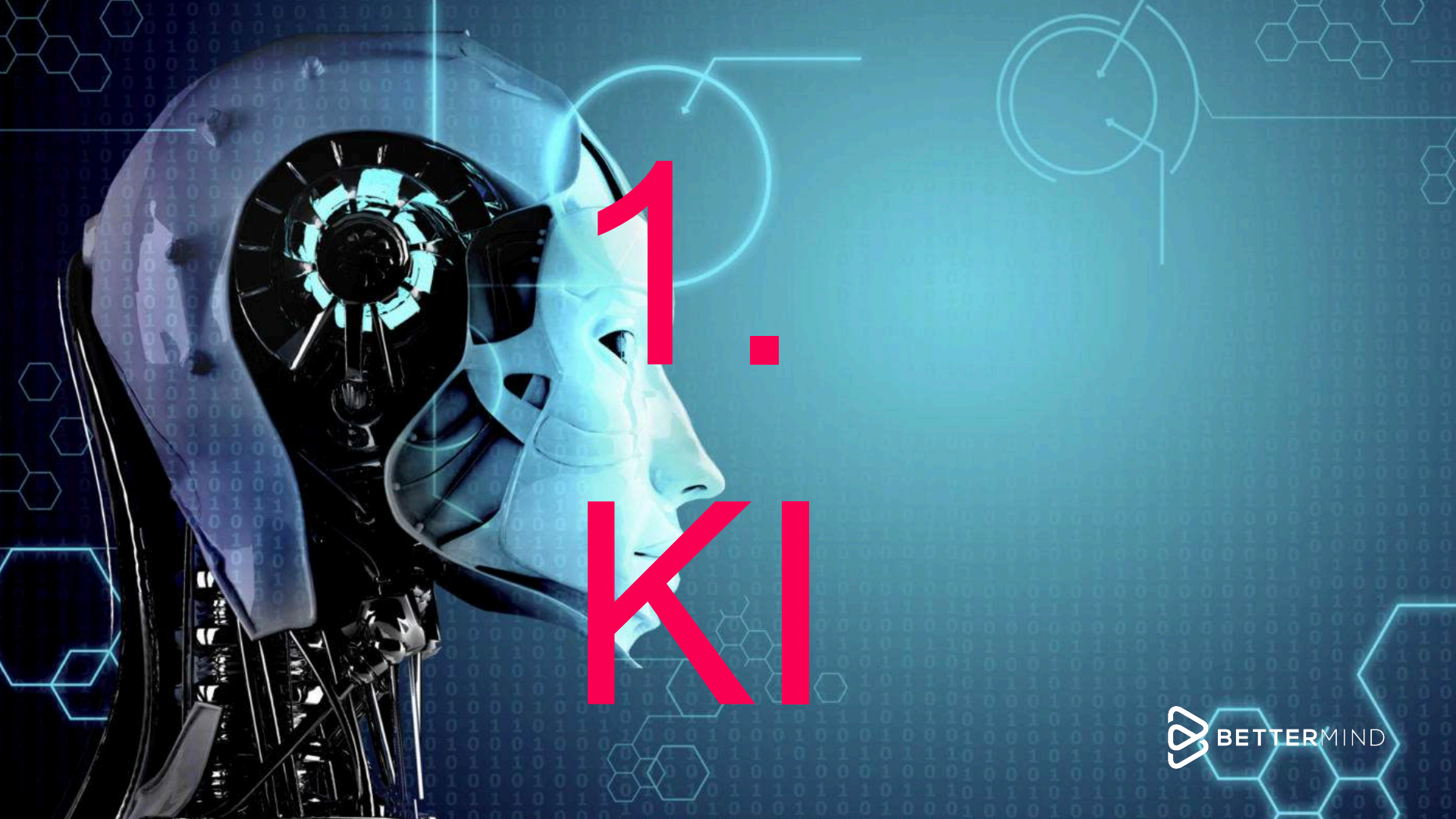

1.

KI

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15,7 Bi $ bis 2030

Source: PWC, Sizing the prize. What's the real value of AI for your business and how can you capitalise? (2017)

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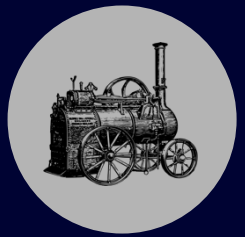
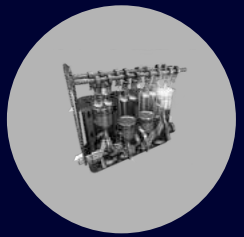
General Purpose Technology

1712

Dampf-
maschine

1802

Elektrizität

1807

Verbrennungs-
motor

1876

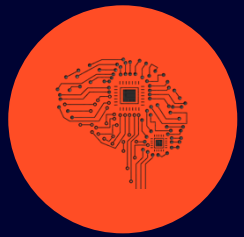
Telefon
Netzwerke

1938

Computer

1973

Internet

2012

Künstliche
Intelligenz

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KI: Comupter Systeme, die ihre Umgebung wahrnehmen können, denken, lernen und handeln entsprechend ihrer Wahrnehmung und Ziele.

Source: PWC, Sizing the prize. What's the real value of AI for your business and how can you capitalise? (2017)

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KI und der Mensch

	Mensch involviert	Mensch nicht involviert
Hardwired Systeme	Assistierende Intelligenz	Automatisierung
Adaptive Systeme	Erhöhende Intelligenz	Autonome Intelligenz

Source: PWC, Sizing the prize, What's the real value of AI for your business and how can you capitalise? (2017)

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Business Impact

Produkt Verbesserung	Prozess Auto-matisierung	Ressourcen-allokation & Simulation	Nachfrage stimulieren	Kreativität / Strategie
AI	AI	AI	AI	AI

Kognitiver Assistent

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KI Glossar

Large scale Machine Learning	Design of learning algorithms, as well as scaling existing algorithms, to work with extreamly large data sets
Deep Learning	Model composed of inputs such as image or audio and several hidden layers of sub-models that serve as input for the next layer and ultimately an output or activation function
Natural Language Processing/NLP	Algorithms that process human language input and convert it into understandable representations
Algorithmic Game Theory and Computation Social Choice	Systems that adress the economic and social computing dimensions of AI, such as how systems can handle potentially misaligned incentives, including self interested human participants or firms and the automated AI based agents representing them

Source: PWC, Sizing the prize, What's the real value of AI for your business and how can you capitalise? (2017)

2. Innovation & Change

„A true sign of intelligence is not knowledge but imagination“

Albert Einstein

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1000 x

Wissenschaft sagt für das 21. Jahrhundert einen 1000 fachen Entwicklungssprung im Vergleich zum Vorjahrhundert voraus

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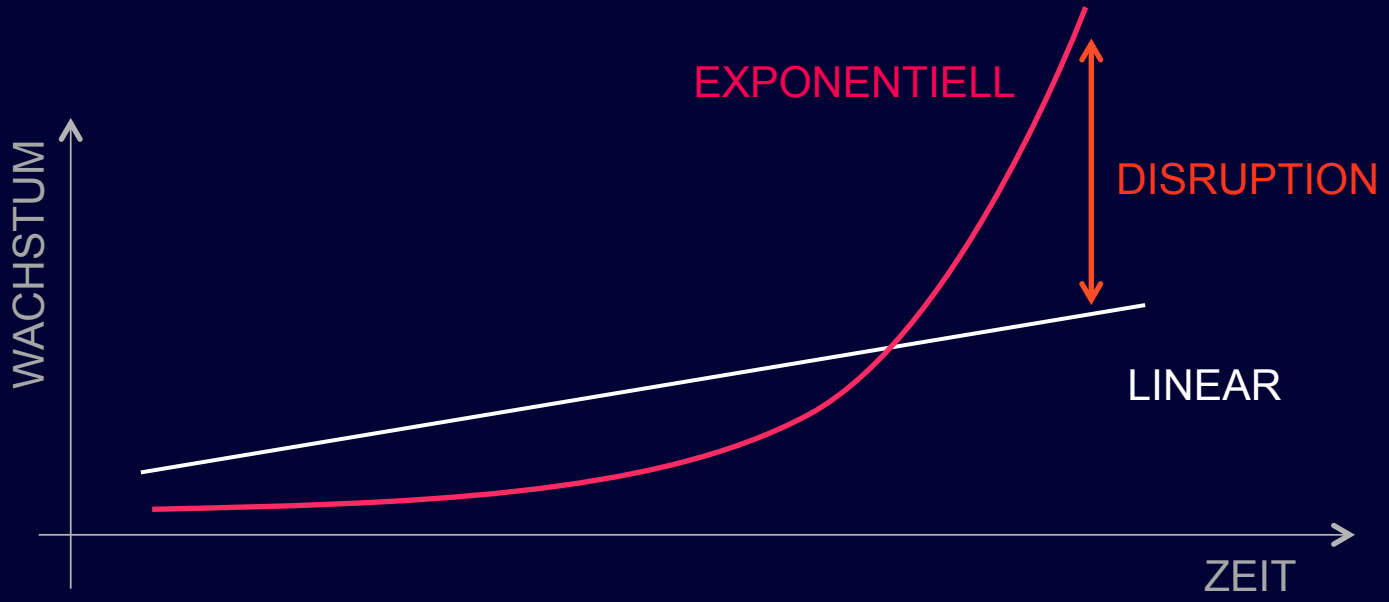
Exponentielle Entwicklung verstehen



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Exponentielle Entwicklung verstehen

1. Beschleunigende Wachstumserträge
2. Start: ambitioniert und unsicher
3. Wachstum: mutig und geduldig
4. Expansion: 10x und wertgetrieben

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F... CHANGE

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Entwicklungsprozess

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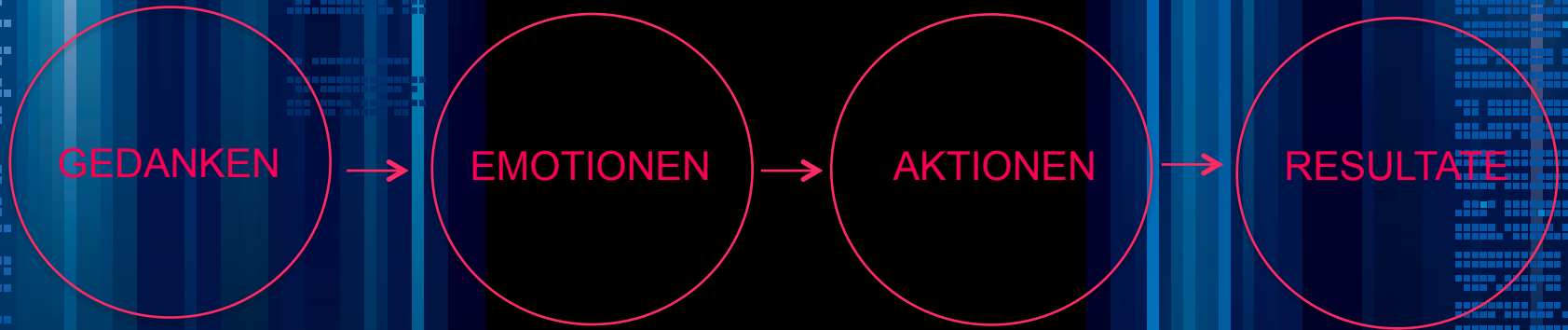
Sequenz menschlichen Verhaltens



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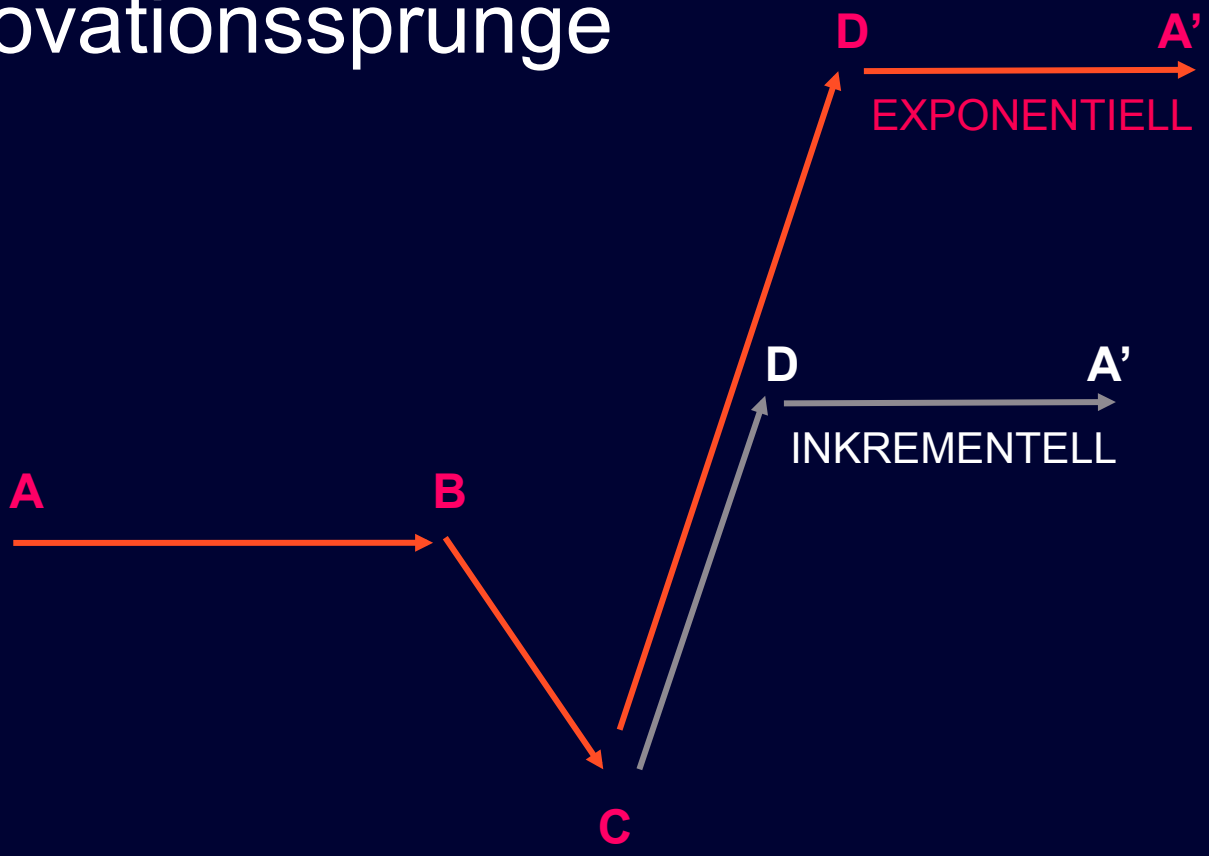
Innovationssprünge



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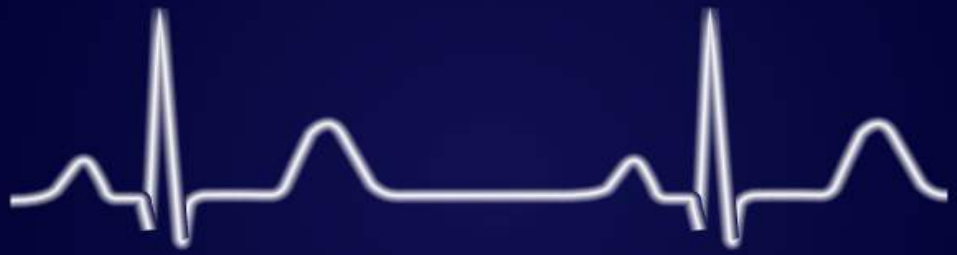
3. Grösser denken



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Wahrnehmung ist
Projektion
HUMAN
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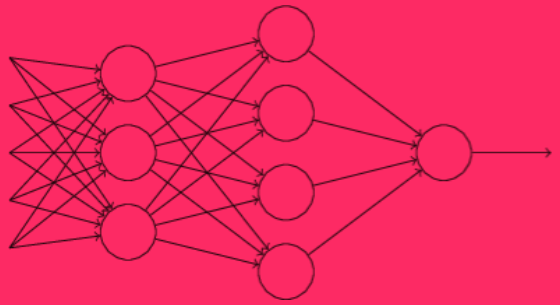
“x”



= Wort

Concept Credit: Blaise Agüera y Arcas

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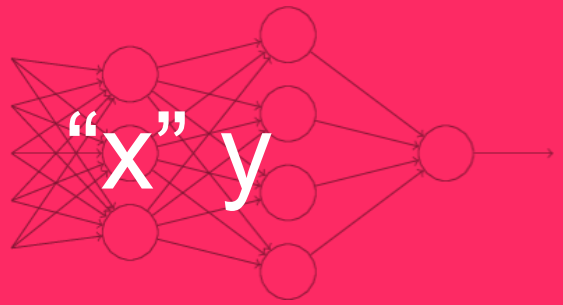
bekannt



“x” bekannt

= z Wort

= unbekannt

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„Rejection is Motivation“

Philip Inghelbrecht, Founder Shazam

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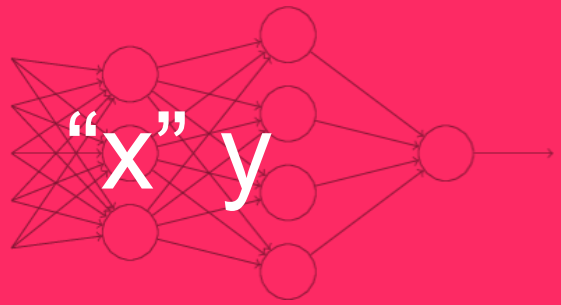
unbekannt



“x” bekannt

= z Wort

= bekannt

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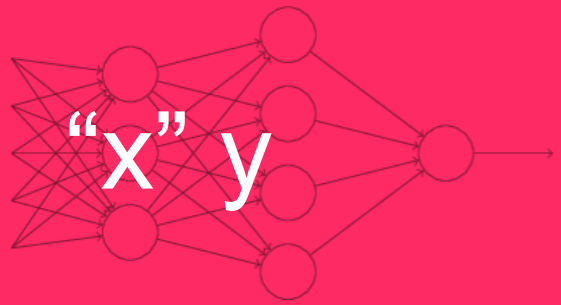
Virgin
Virgin
VIRGIN GALACTIC



= z Wort

bekannt “x” unbekannt = bekannt

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Bedeutung im Business

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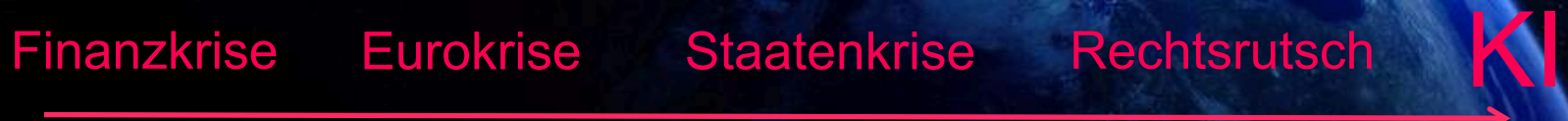
Weil die Menschen uns brauchen



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DANKE FÜR IHREN BEITRAG!

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