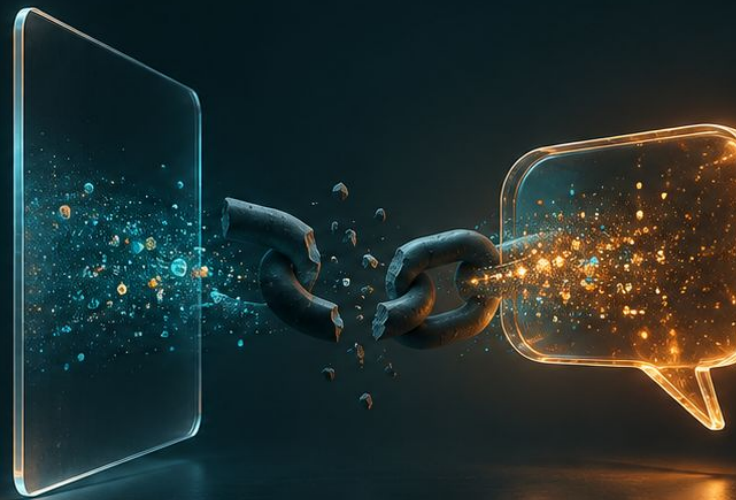


AI is not only changing the route to your store



AI is changing expectations of your store

Before we talk about what comes next, we need to go down the rabbit hole briefly.

Under the hood

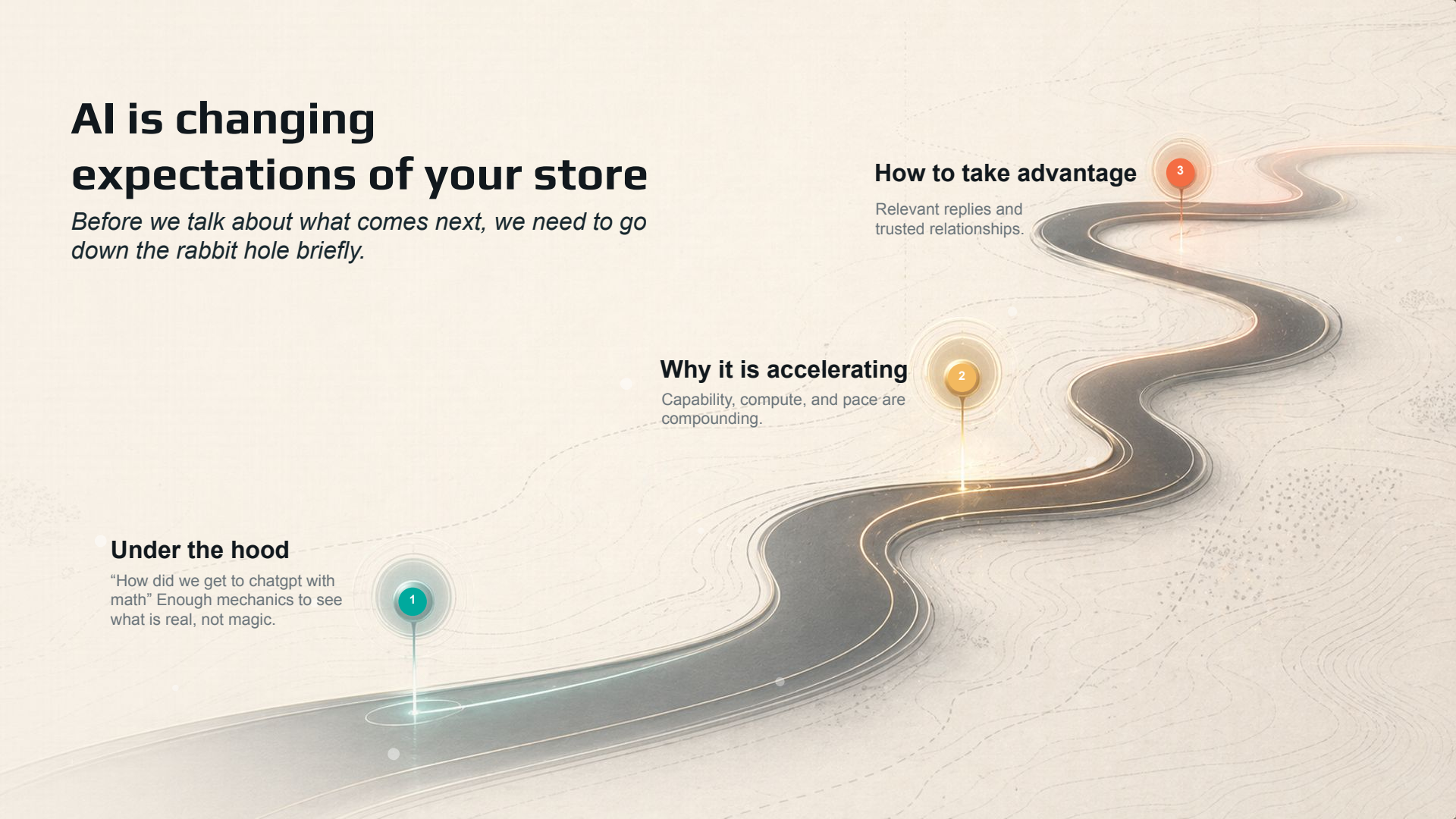
"How did we get to chatgpt with math" Enough mechanics to see what is real, not magic.

Why it is accelerating

Capability, compute, and pace are compounding.

How to take advantage

Relevant replies and trusted relationships.



When we say “AI” we mean a few things...

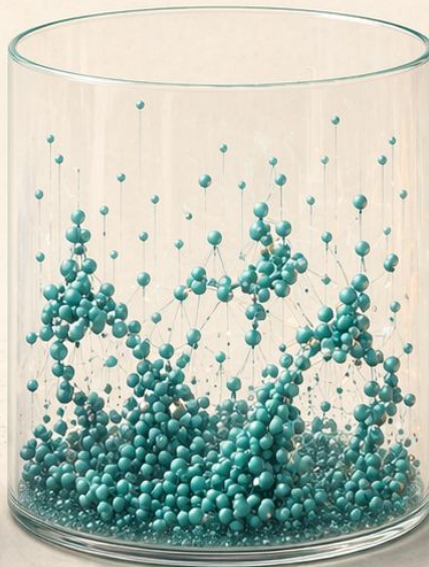
Supervised



Predict labels

Learns from examples where humans already know the answer.

Unsupervised



Find structure

Finds similarity, clusters, and hidden patterns in messy data.

Generative



Create outputs

Produces text, images, code, plans, and actions.

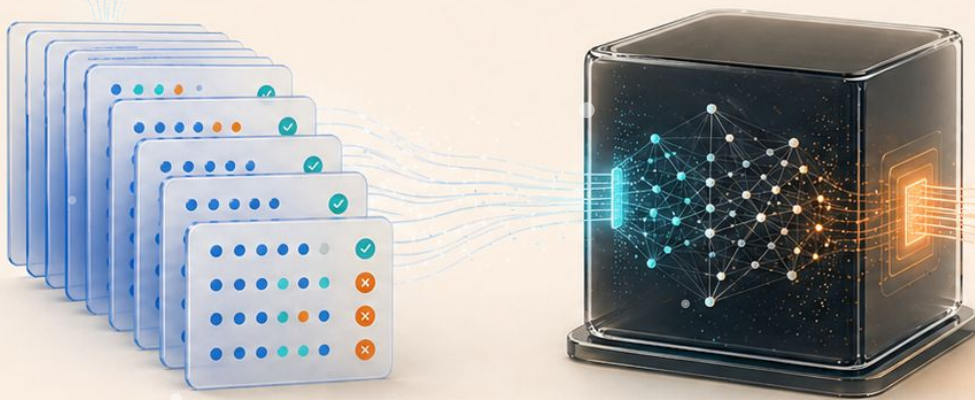
Supervised learning

Known Organized Data

“[kingdom] Hello, we believe you are related to the prince, thus we owe \$98,...”

“[PayFailure] Your payment id 391 was rejected, click here to recieve”

...



Known Organized Data

“[Goggle] Your email was compromised...”

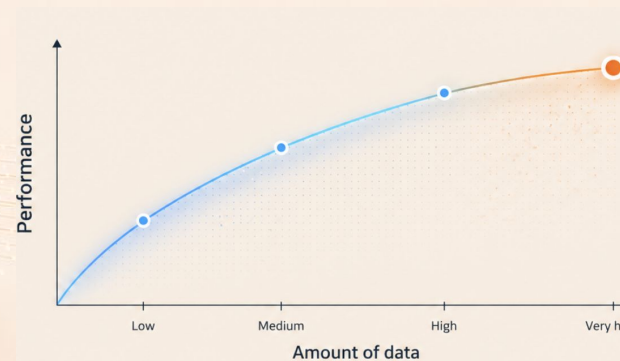
“[Urban Science] Reminder for Dealer Performance Lab”

...

+ Known Outputs

SPAM

SPAM



= Predicted Outputs

99% SPAM

100% IMPORTANT

Unsupervised Learning

Raw associative data...

calls, clicks, pages, emails, watch time,
ratings, searches,...

Hide & Predict the missing piece

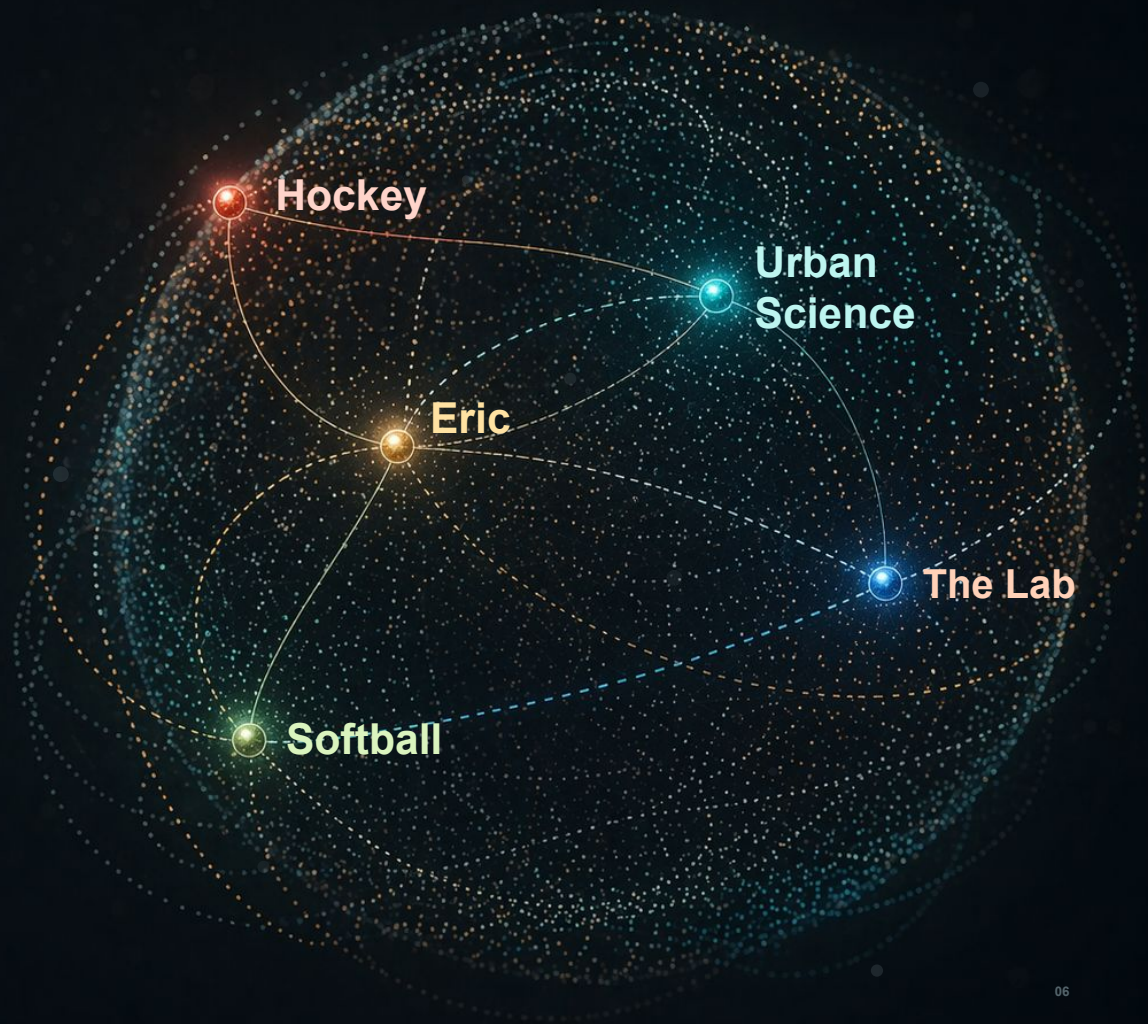
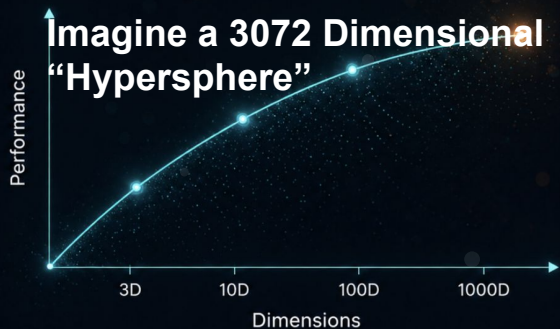
missing word / next click / next action

Learned Meaning

similar intents group nearby

**Related things
land closer together.**

3D →
4D
5D
6D
7D
...



You use this every day

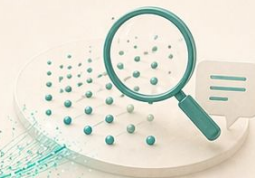
Google Translate

meaning across languages



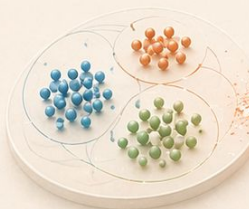
Semantic search

question -> answer



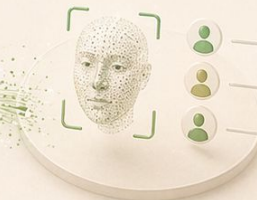
Dynamic Pricing

similar shoppers group



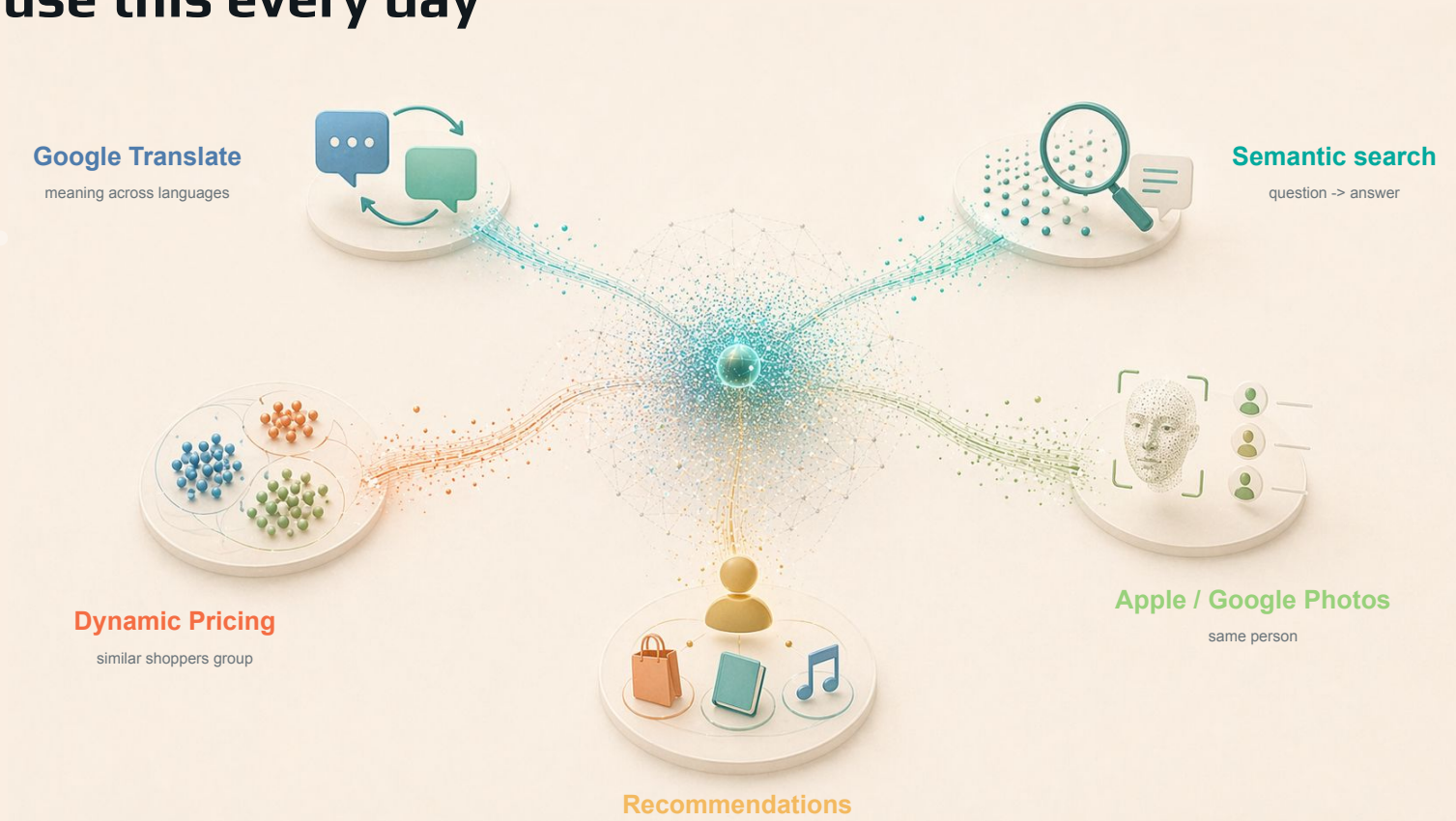
Apple / Google Photos

same person

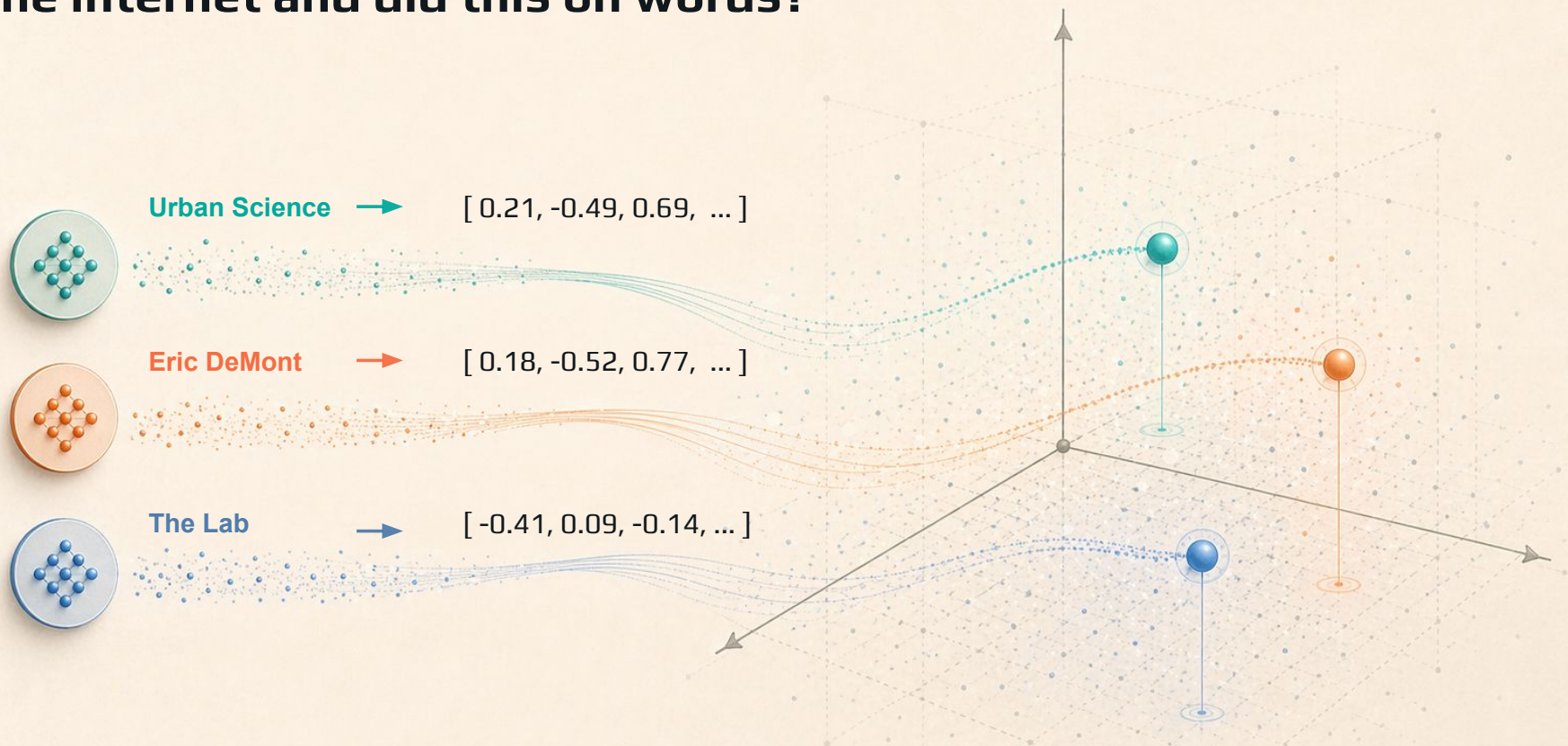


Recommendations

Netflix recommended section



Now, what if you downloaded the internet and did this on words?



Now you can do math on words!!

king - man + woman



queen

dog - cat + kitten

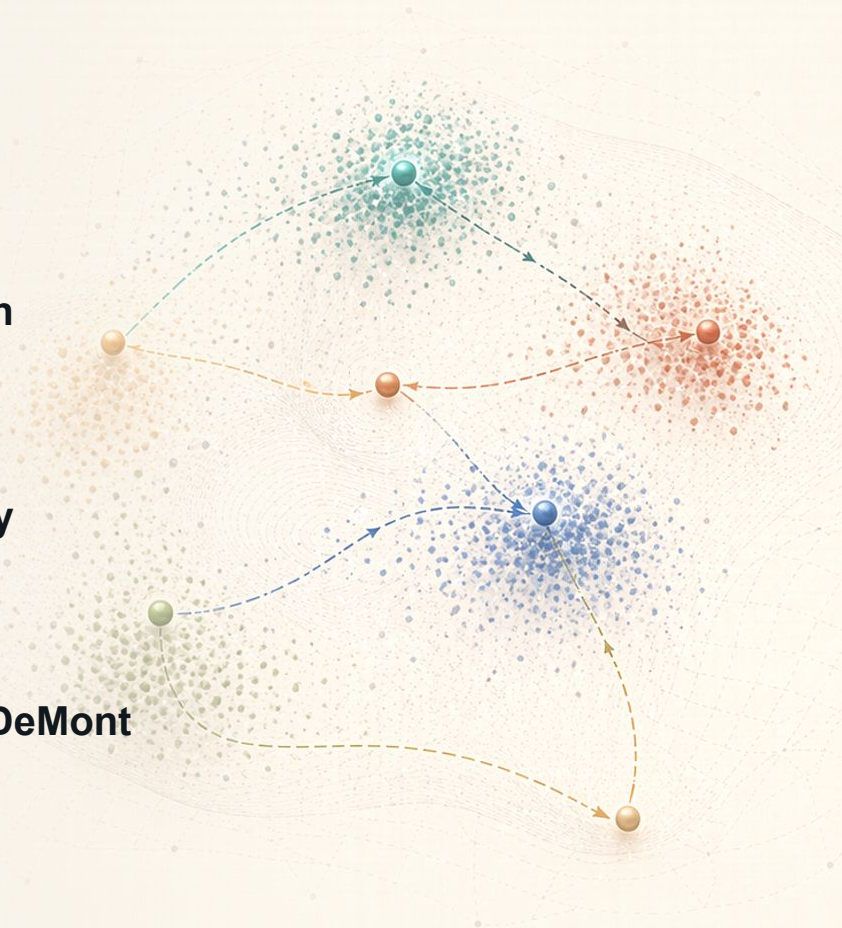


puppy

Gretzky - Hockey + Softball



Eric DeMont

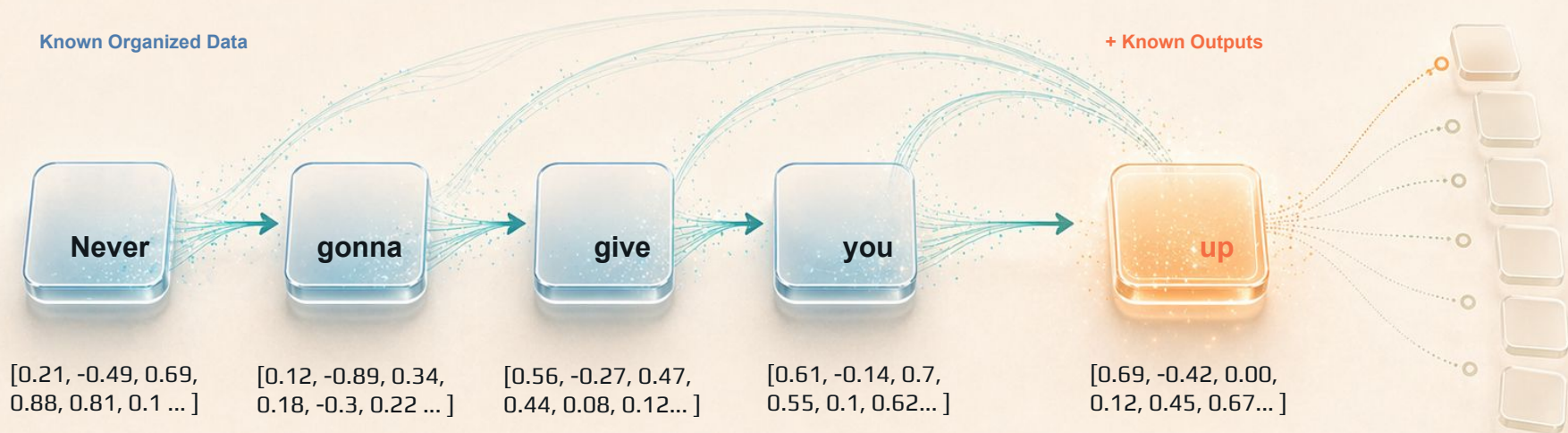


**If math can
describe a path
through meaning...**

**Can we predict the
next word?**



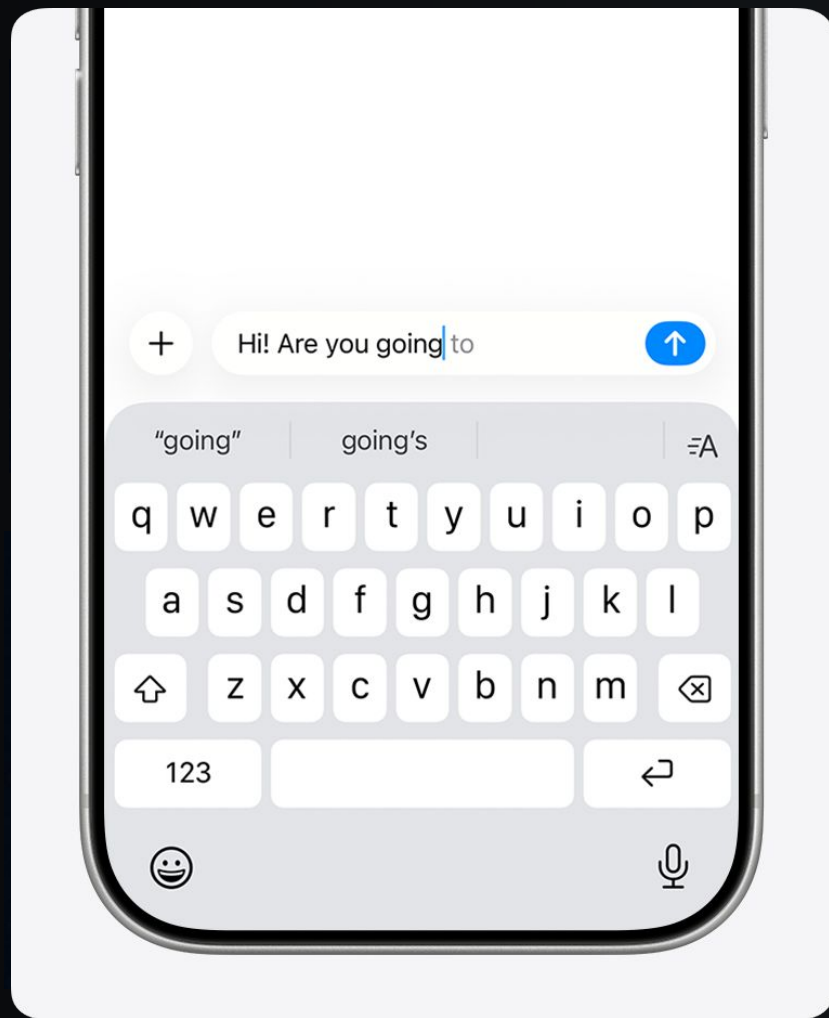
Wait, what if you could predict the trajectory of a sentence?



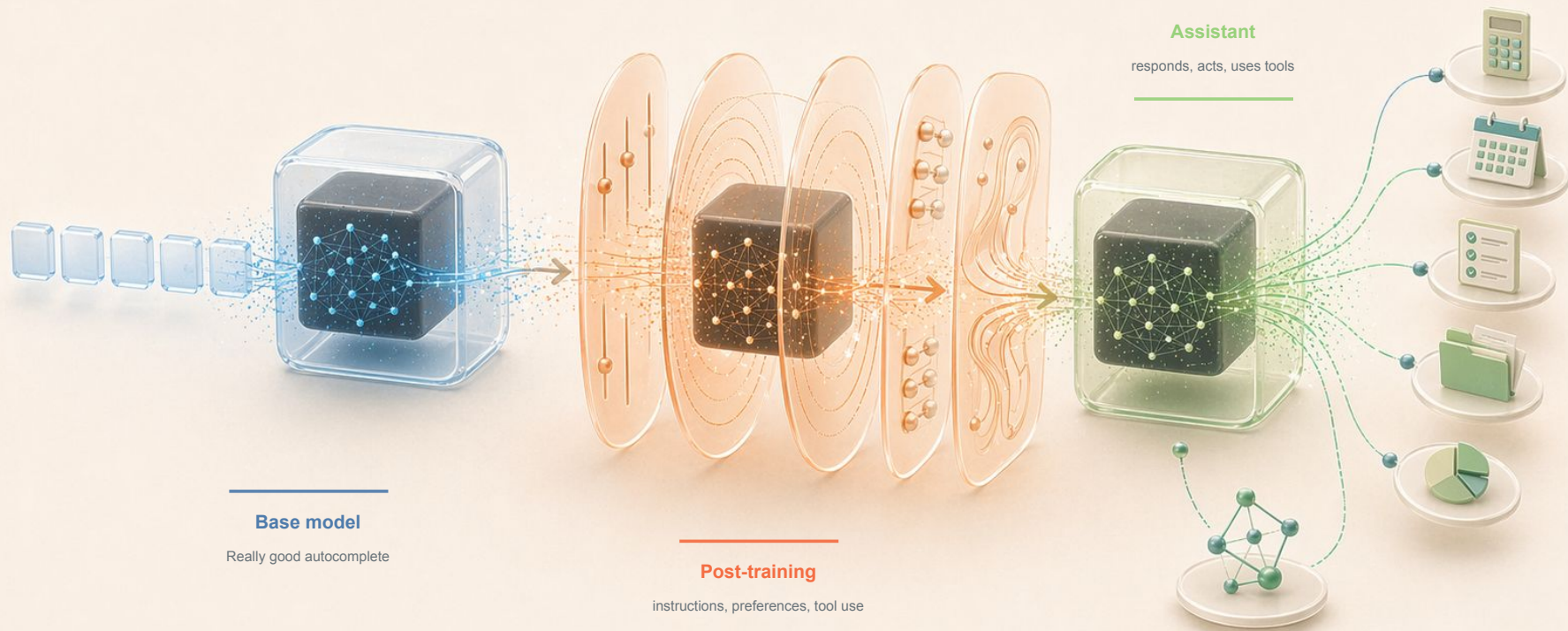
Abilities emerge from scale



- Trillions of data points
- More parameters tracking more patterns
- Massive Compute



From autocomplete to assistants



Tasks Agents are Capable of Doing

Time it takes an Expert to finish



Tasks Agents are Capable of Doing

Time it takes an Expert to finish

Balance the books
Audit the monthly close out
Reconcile history; brief a salesperson
Summarize a lead conversation
Count words in passage
Answer question

'20

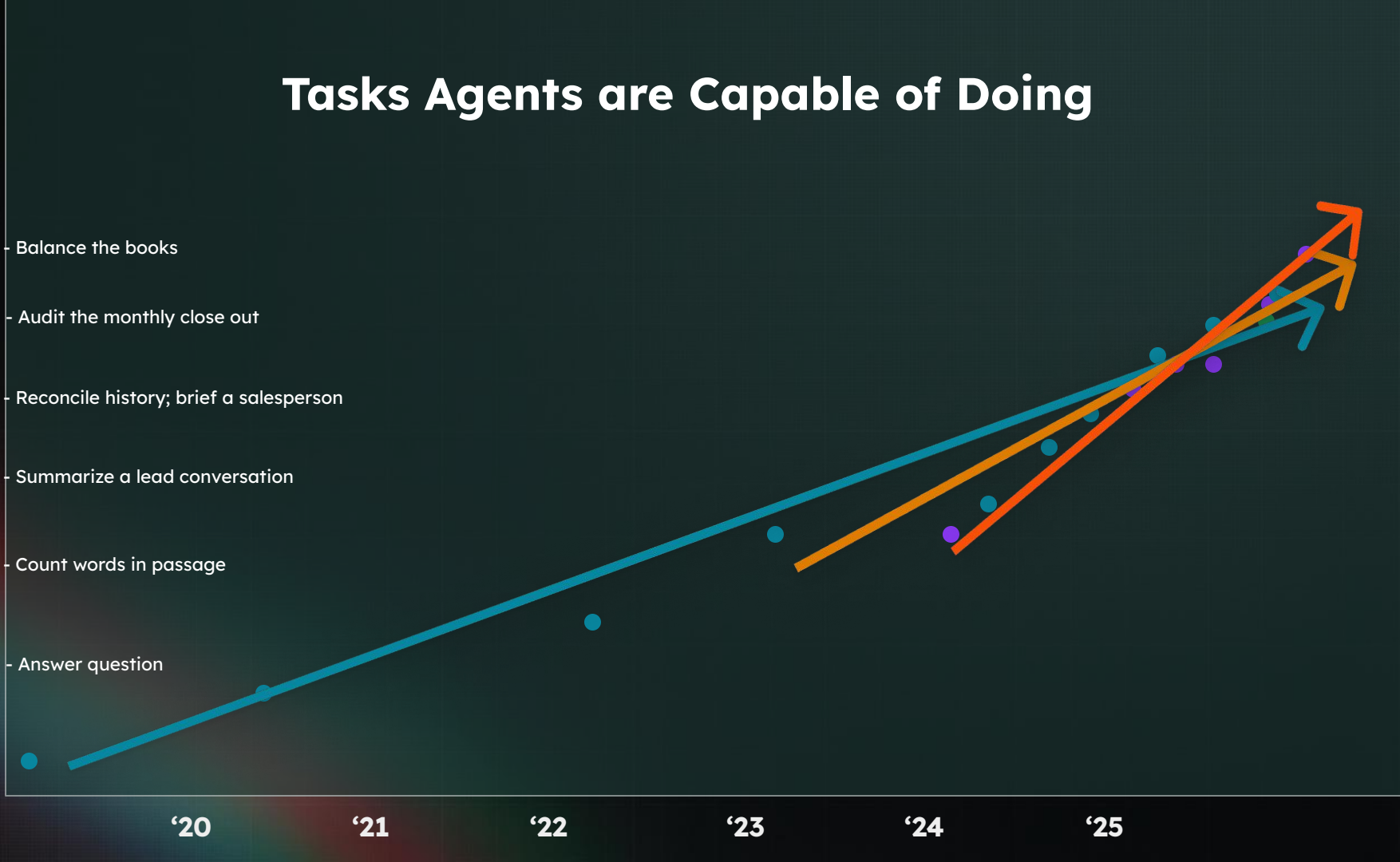
'21

'22

'23

'24

'25



Tasks Agents are Capable of Doing IS DOUBLING EVERY 90 DAYS

Time it takes an Expert to finish

Balance the books

Audit the monthly close out

Reconcile history; brief a salesperson

Interview a client

'20

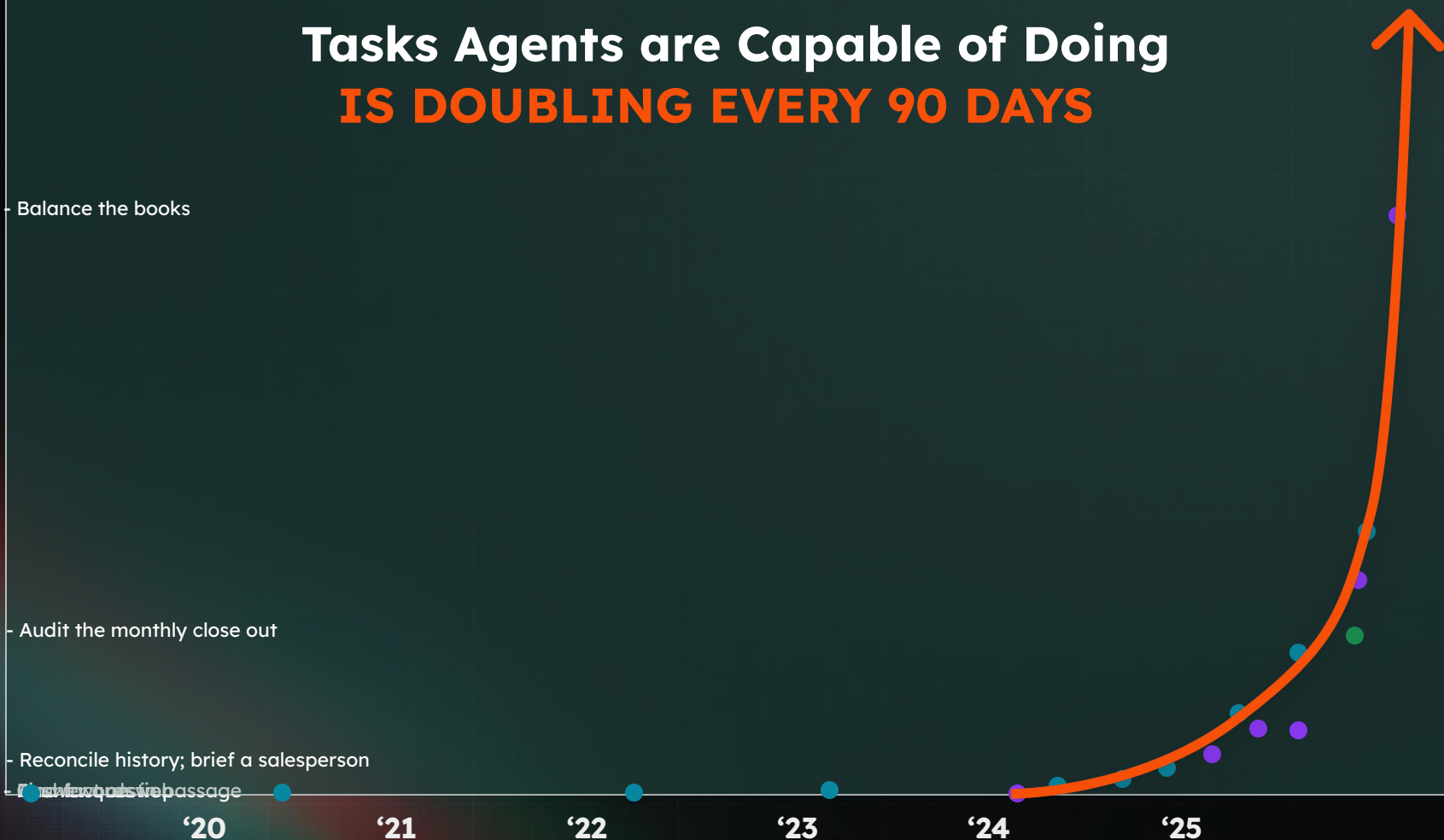
'21

'22

'23

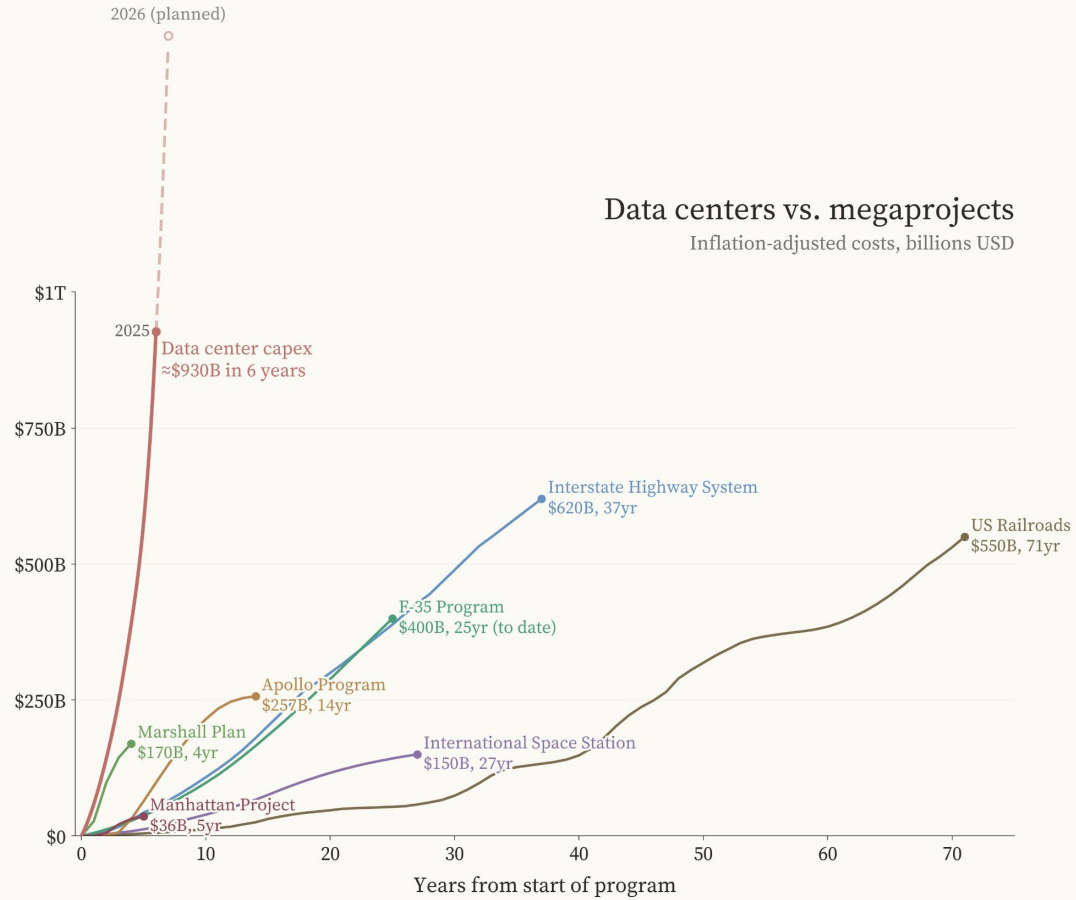
'24

'25



Data centers vs. megaprojects

Inflation-adjusted costs, billions USD



Sources: Company reports, Epoch AI · FHWA · NASA · CRS · GAO · Brookings

AI capex = estimated data-centre share of global reported capex at the big-5 US hyperscalers (Amazon, Microsoft, Alphabet, Meta, Oracle; Epoch AI + Platformonomics). Assuming DC share scales from ≈55% in 2020 to ≈80% by 2026. Excludes Chinese hyperscalers. All costs in 2024 dollars.

The frontier moves faster than your change management

Company A



Company B



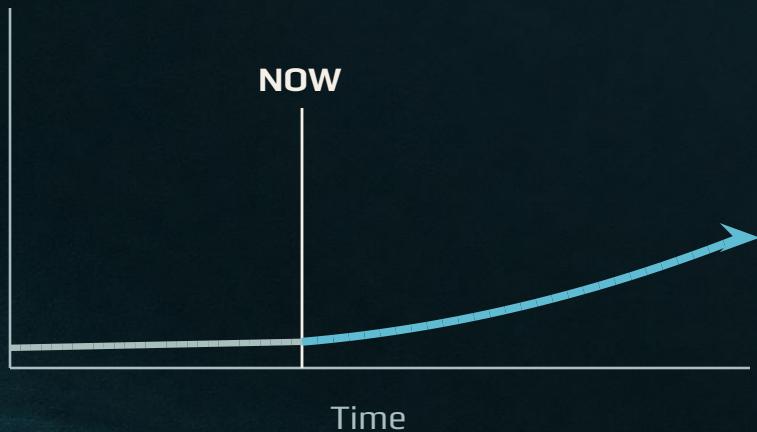
Illustrative choices, not measured company results. People still direct, evaluate and supervise.

The frontier moves faster than your change management

Company A

Enables humans with AI

Add tools to the existing process



Company B



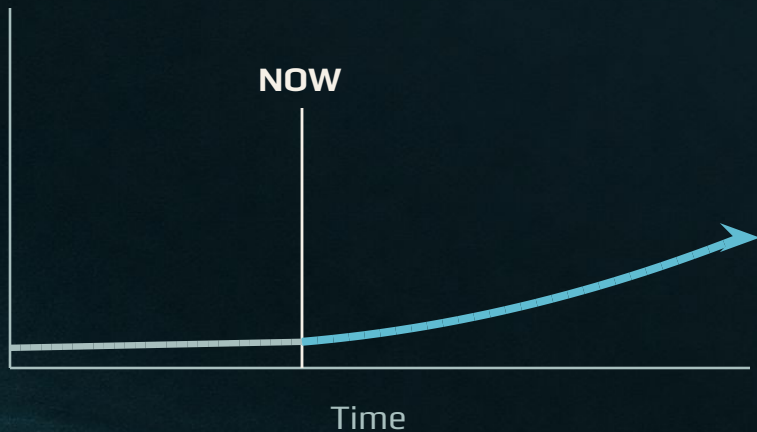
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The frontier moves faster than your change management

Company A

Enables humans with AI

Add tools to the existing process



Company B

Enables AI with humans

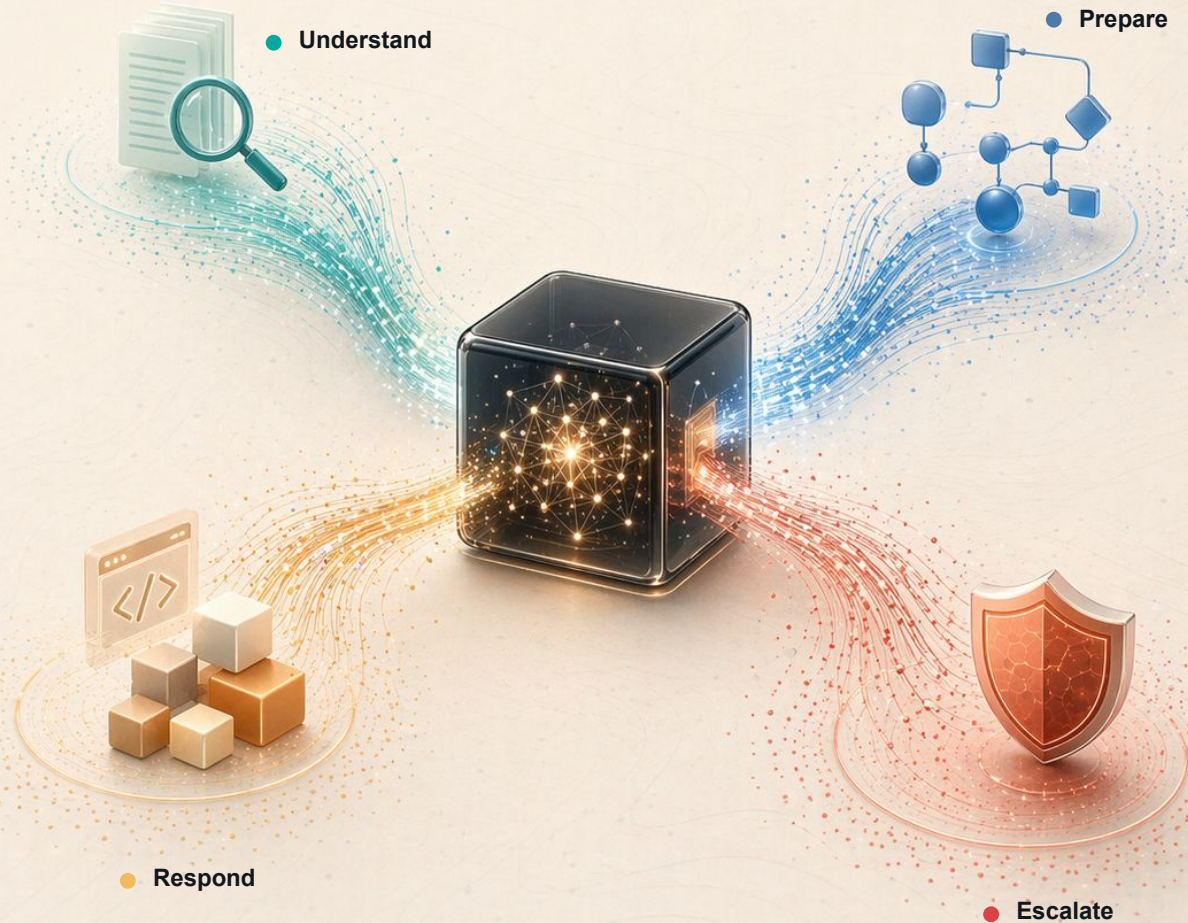
Connect data. Redesign the work.



Illustrative choices, not measured company results. People still direct, evaluate and supervise.

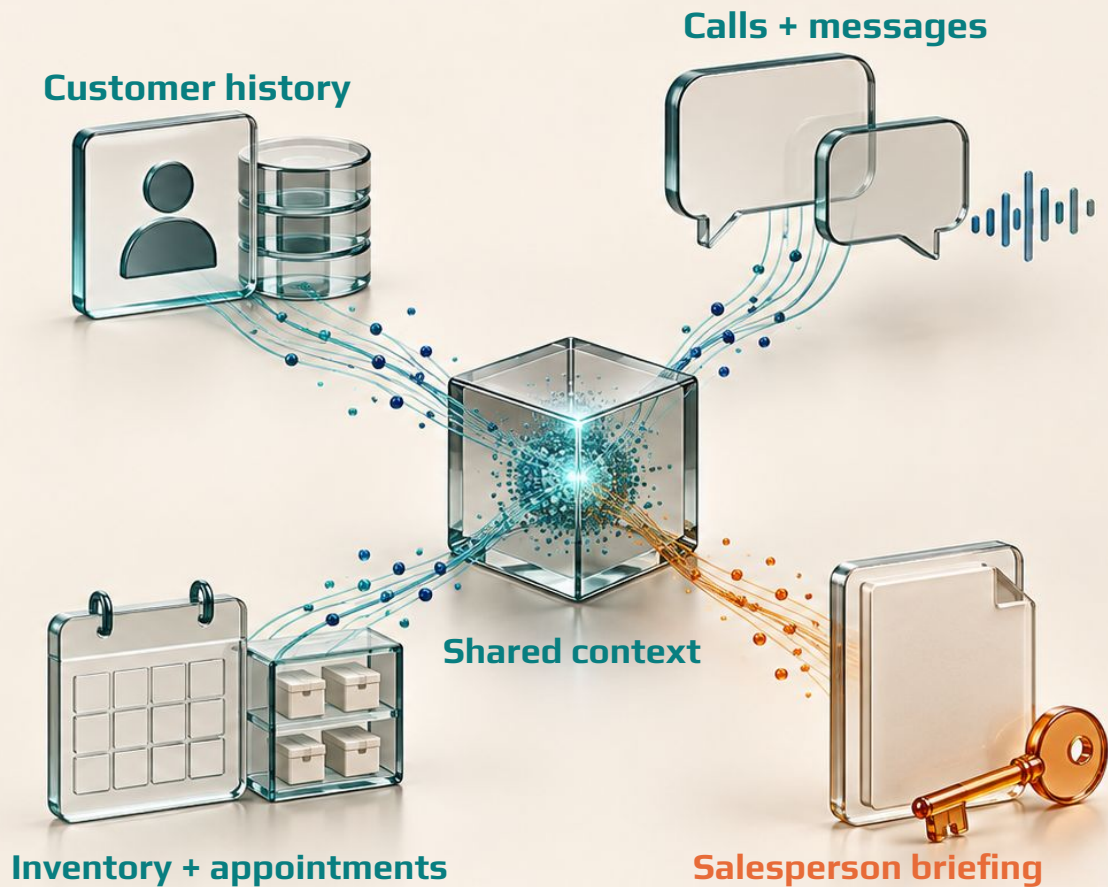
To take Advantage?

Stop thinking about what AI can answer...
Start thinking about what AI can do...
And how you can get it *to do more!*



Without data, AI is blind.

If the AI has fragmented data, the AI sees fragments. Integrated AI sees the customer.



How you become Company B

Choose a job

Give AI a goal worth accomplishing.

Connect the data

History, conversations, inventory, appointments...

Enable action

Tools, permissions, and clear human handoffs.

Own the improvement

Assign a leader. Train the team.
Review real outcomes.

The next move is yours

You don't have to build the next model. But you do have to build the store that can take advantage of it.

Under the hood

AI learns patterns and uses them to predict.

1

Why it is accelerating

"Scaling Laws" are holding.
More Data + Parameters = Better Agents

2

How to take advantage

Connected context and
prepared people

3