



# DISRUPT

20  
22



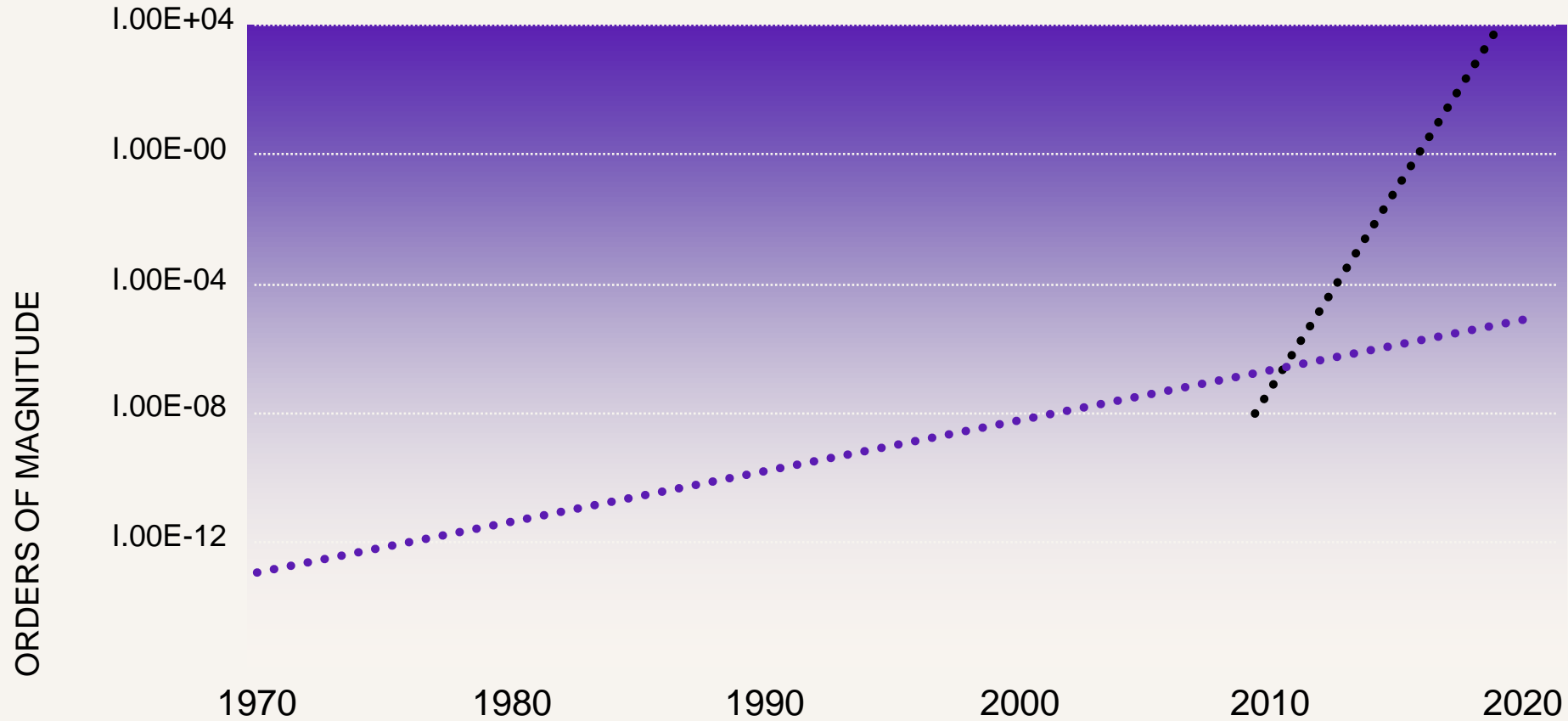
HOSTED BY



# AI COMPUTING POWER



AI Processing speed (petaflops/s-days)



**AI COMPUTE**

10x growth  
every year

**MOORE'S LAW**

2x growth  
every 2 years



# MULTIPLE BREAKTHROUGHS

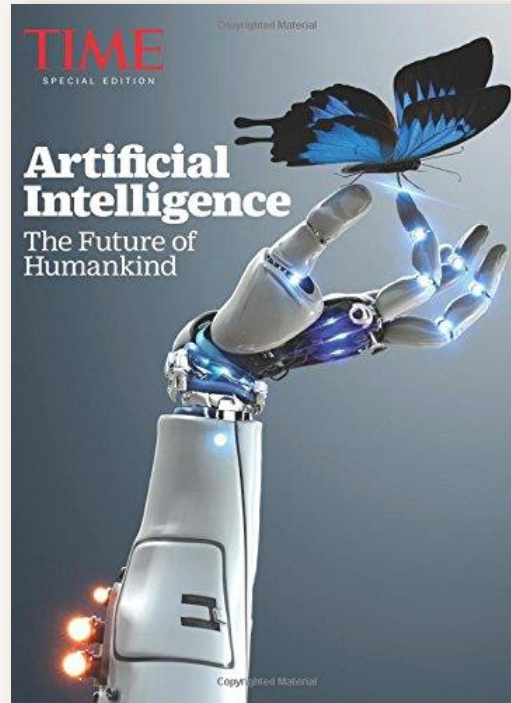


A robot wrote this entire article. Are you scared yet, human?

*GPT-3*

We asked GPT-3, OpenAI's powerful new language generator, to write an essay for us from scratch. The assignment? To convince us robots come in peace

- For more about GPT-3 and how this essay was written and edited, please read our editor's note below



# THE FUTURE ~~HAS~~ HAD ARRIVED



# ALEXA v1.0



# ALEXA v1.0



Light Ring  
Volume Ring  
7-Microphone Array

2.5" Woofer

0.8" Tweeter



# OUR VIRTIAL PA's



# DEMOCRATISATION OF SPEECH RECOGNITION

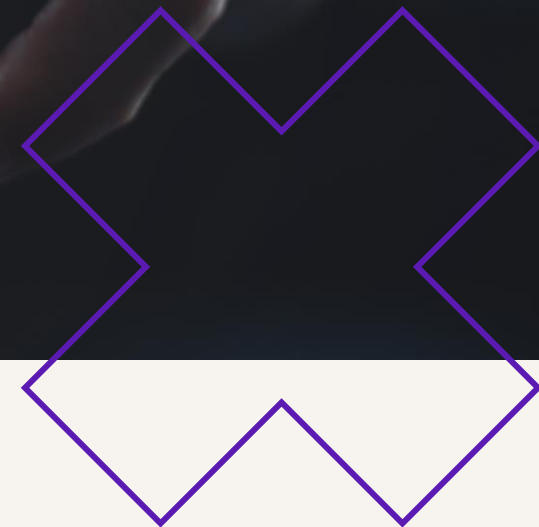




# MILLIONS OF CONVERSATIONS A DAY



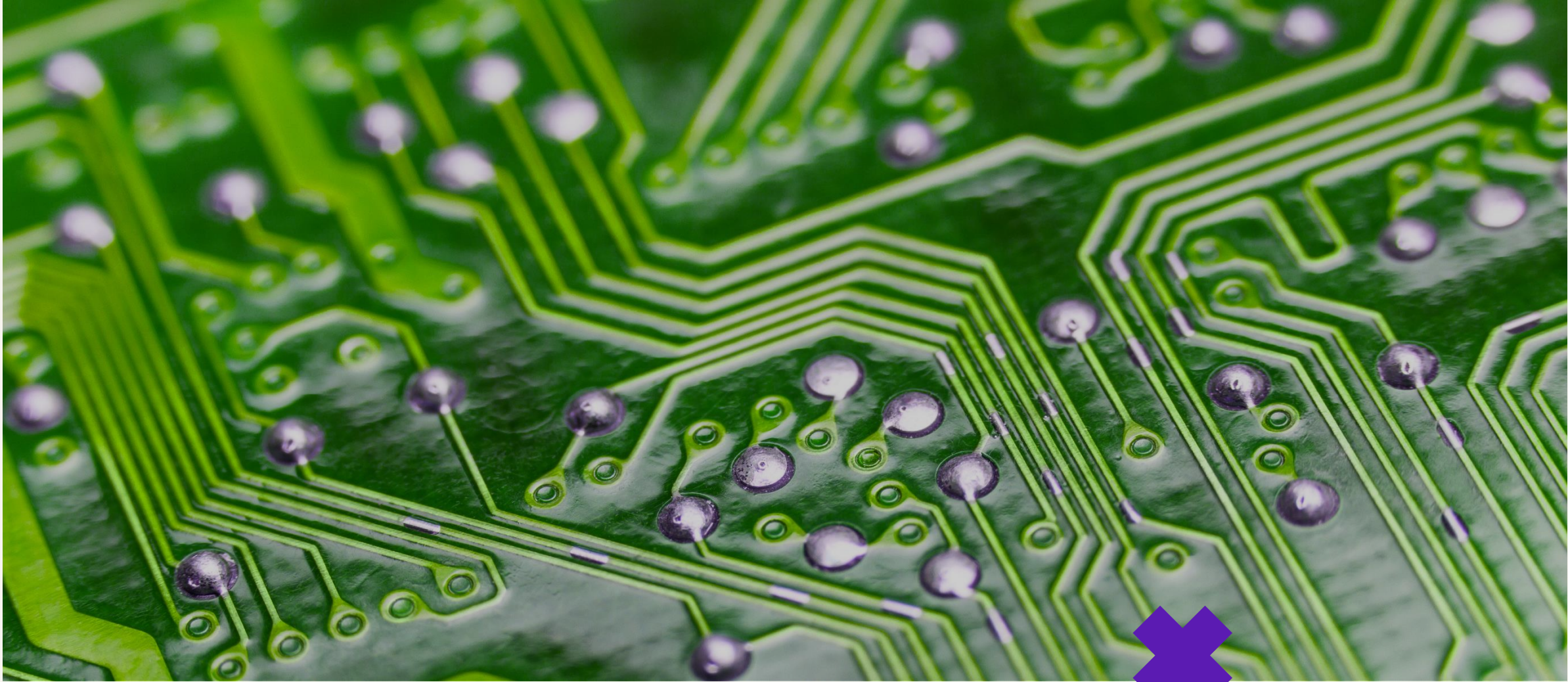
# FIRST AI WAVE = VOICE/CHAT BOTS



# SECOND AI WAVE = COACHES



# TECHNOLOGY IS NO LONGER A BARRIER



# BARRIER = AMBITION AND EXECUTION





# 3 THINGS

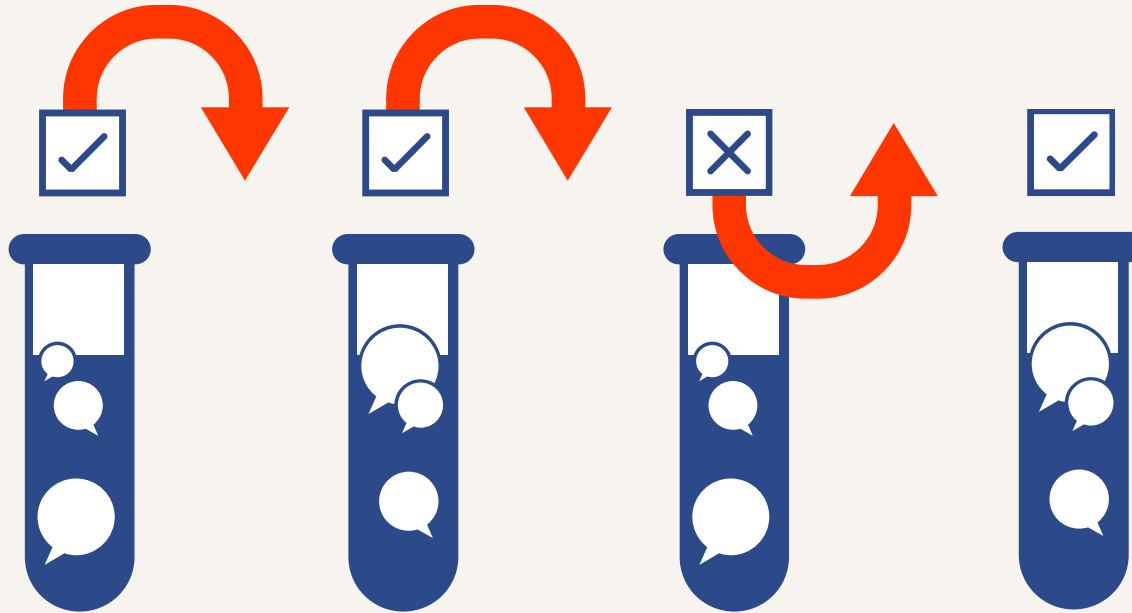
Barry Webb

Technology Strategy

# WHAT DON'T YOU KNOW?



You already know  
what you already know



Hypothesise  
and test

Learn, then  
adapt your plan



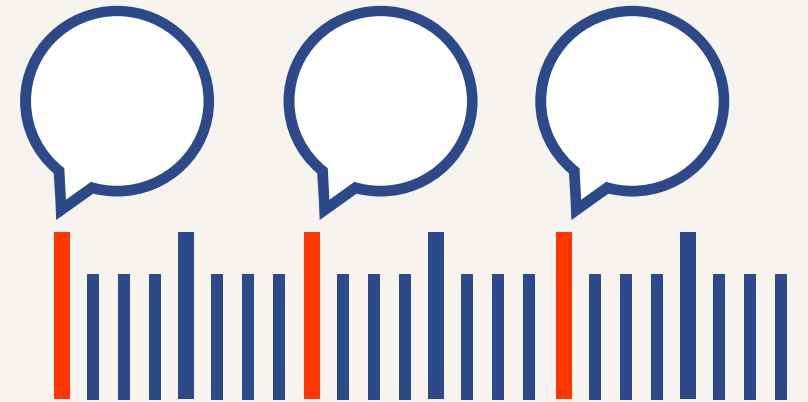
# INCREMENTAL STEPS



MVP is key



First, you need data



Cadence is critical

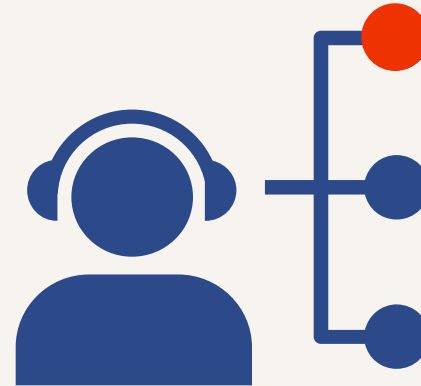




# PEOPLE FIRST



Design for customers



Team over tech



Organise yourselves  
for ongoing value



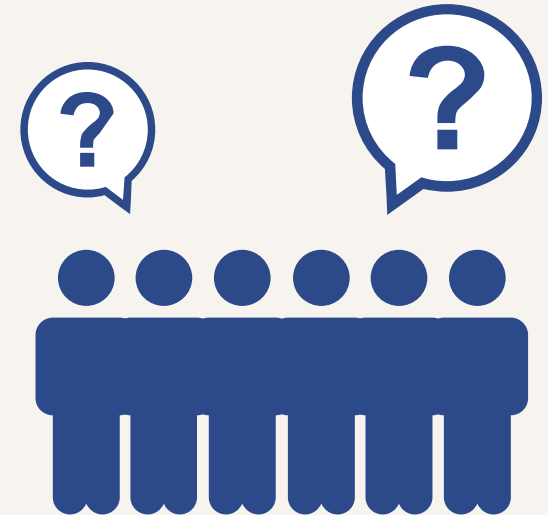
# WHICH 3 THINGS?



What don't you know?



MVP is key



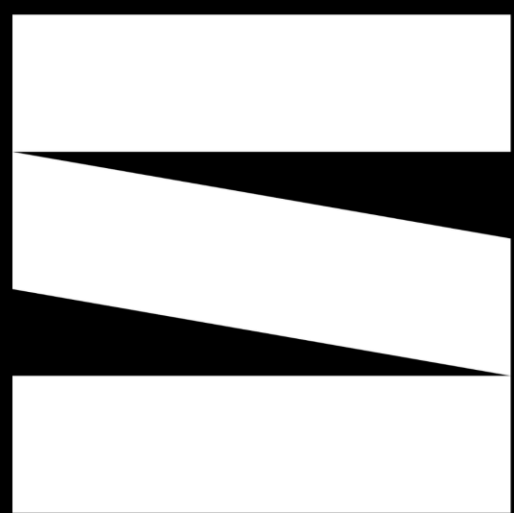
People first





Google +  SABIO +  twilio





# CONSOLE

