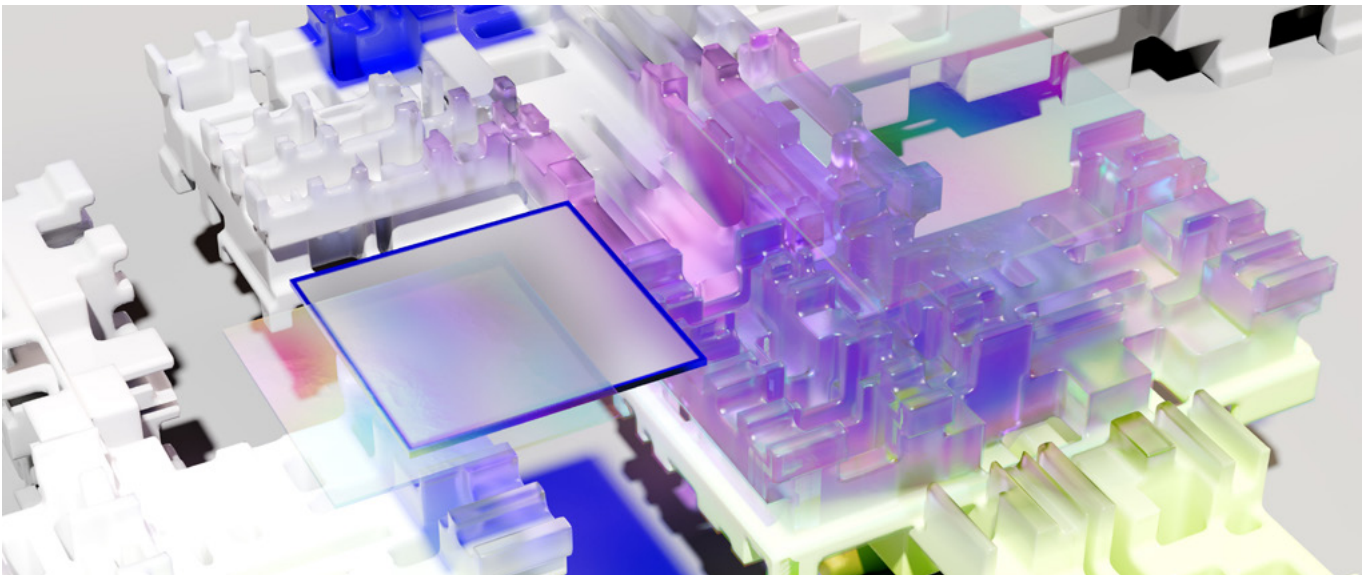


## OPPORTUNITY #11

What if machines could brainstorm ideas?

# AI AT THE WHITE BOARD

Advanced machine intelligence identifies the innovations and business ideas that are most likely to succeed reducing volatility in venture funding and increasing innovation and growth.



### MEGATREND

Future Humanity

### TRENDS

Artificial Intelligence  
HumanXMachine  
Ideation, IP & Entrepreneurship

### SECTORS AFFECTED

Cyber & Information Security  
Data Science, AI & Machine Learning  
Education  
Financial Services & Investment  
Health & Healthcare  
Immersive Technologies  
Insurance & Reinsurance  
Professional Services



## WHY IT MATTERS TODAY

From healthcare, financial services and manufacturing to entertainment, energy and transport, Artificial Intelligence (AI) provides enormous opportunities. The biggest gains by 2030 are expected to come from product and service enhancements with increased personalisation, attractiveness and affordability over time.<sup>306</sup>

The AI market, including software, hardware and services, is expected to be worth \$900 billion by 2026, with a compound annual growth rate (CAGR) of 19%. The category of AI applications, development and deployment currently has the third highest year-on-year growth, following IT and business services.<sup>307</sup>

Funding, whether from venture capital, public funding, donations or even social impact funds, drive innovation and scale up start-ups. There are over 1,150 unicorns (privately owned start-up companies valued at over \$1 billion) in the world and at least 47 countries have one unicorn. The United States (612), China (174) and India (65) have the highest numbers of unicorns.<sup>308</sup> However, funding – and entrepreneurship – goes through peaks and troughs depending on the overall economic conditions. For example, in the third quarter of 2022, venture funding suffered an approximately 50% year-on-year drop amid fears of a recession and wider market turmoil.<sup>309</sup>

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## THE OPPORTUNITY

From small companies to major industries, selecting an idea to take to market can be an existential choice. For governments too, identifying a policy or service or how best to deploy funds is a challenge with society-wide implications. Technology can increasingly help with rapid prototyping and testing – but even that is a waste of resources if the end product, service or policy fails to draw demand or deliver value. Sometimes even the ideas themselves result in less change than originally thought.

Advances in machine intelligence and quantum computing can enhance predictive modelling of innovative products, services and business models with a high degree of accuracy. Algorithms can integrate billions of data points, allowing innovators and entrepreneurs to explore various approaches and product or service designs before taking an idea forward. Many more ideas can be explored this way than through traditional start-up and product development approaches.

The simulated results offer investors, regulators and other stakeholders transparent and detailed overviews of the likelihood of success and any potential risks. This could also mean some products can be fast-tracked for regulatory approval. Predictive modelling, for example, could help to identify pharmaceutical or financial products that offer significant immediate societal benefit during a time of crisis. Greater reliance on predictive modelling can help to reduce volatility in venture funding and increase innovation and growth.

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## BENEFITS

More efficient and effective allocation of time and capital with a rise in innovation, growth and entrepreneurial energy deployed to more new product ideas.

## RISKS

Advanced machine intelligence missing possible 'long-tail' success stories, such as 3M's Post-Its or durable fashion trends including Levi's or Birkenstocks. Dependency on machines for ideas starts to limit human-sourced idea generation that cannot be captured through technology.



There are

# OVER 1,150 UNICORNS

in the world and at least 47 countries have one unicorn.

**The United States, China and India** have the highest numbers of unicorns



**CHINA**  
**(174)**



**INDIA**  
**(65)**



**UNITED STATES**  
**(612)**

**OTHERS**  
**(299)**

