The slide features several decorative elements: a small blue circle with a white center in the top-left corner; a large blue arc in the top-right corner; a small blue circle with a white center in the bottom-right corner; a large blue arc in the bottom-right corner; and a large blue arc in the bottom-left corner. The main text is centered on the slide.

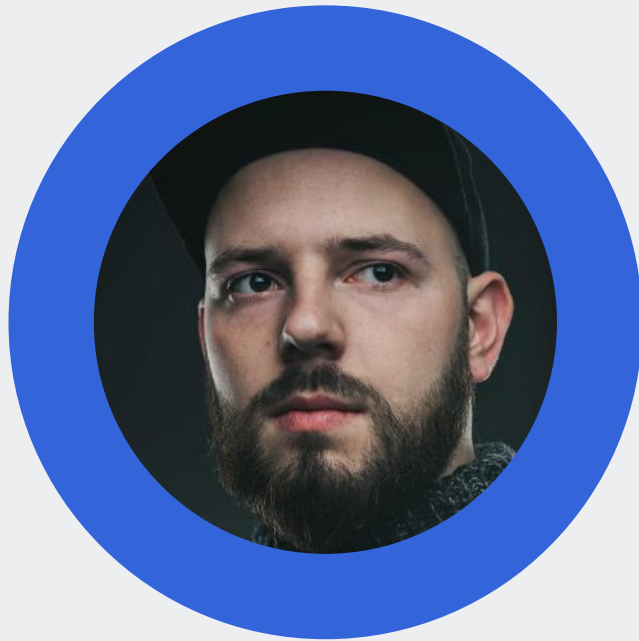
Market that Doesn't Exist.

How to Promote 'Artificial Intelligence'?

captaingrowth.ai



**Captain
Growth**



Dmytro Bilash

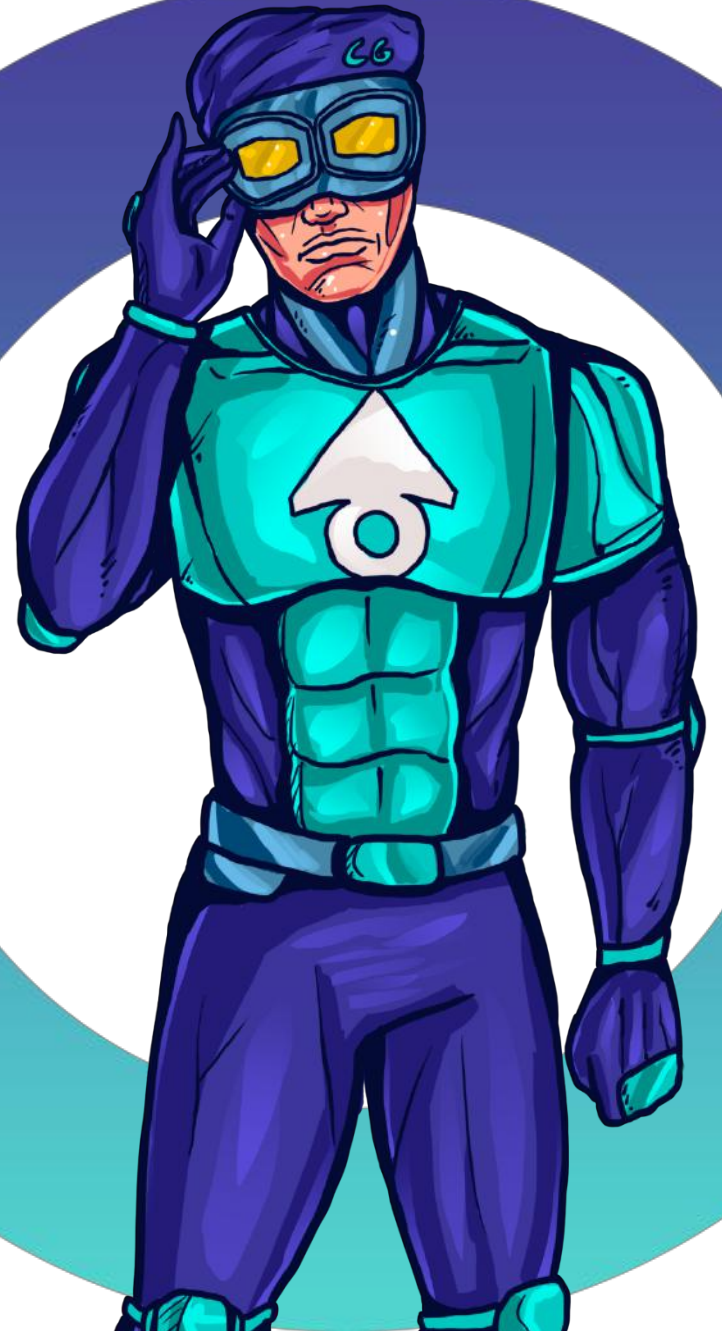
**Co-founder of Captain Growth
Data science + marketing expertise**

Captain Growth

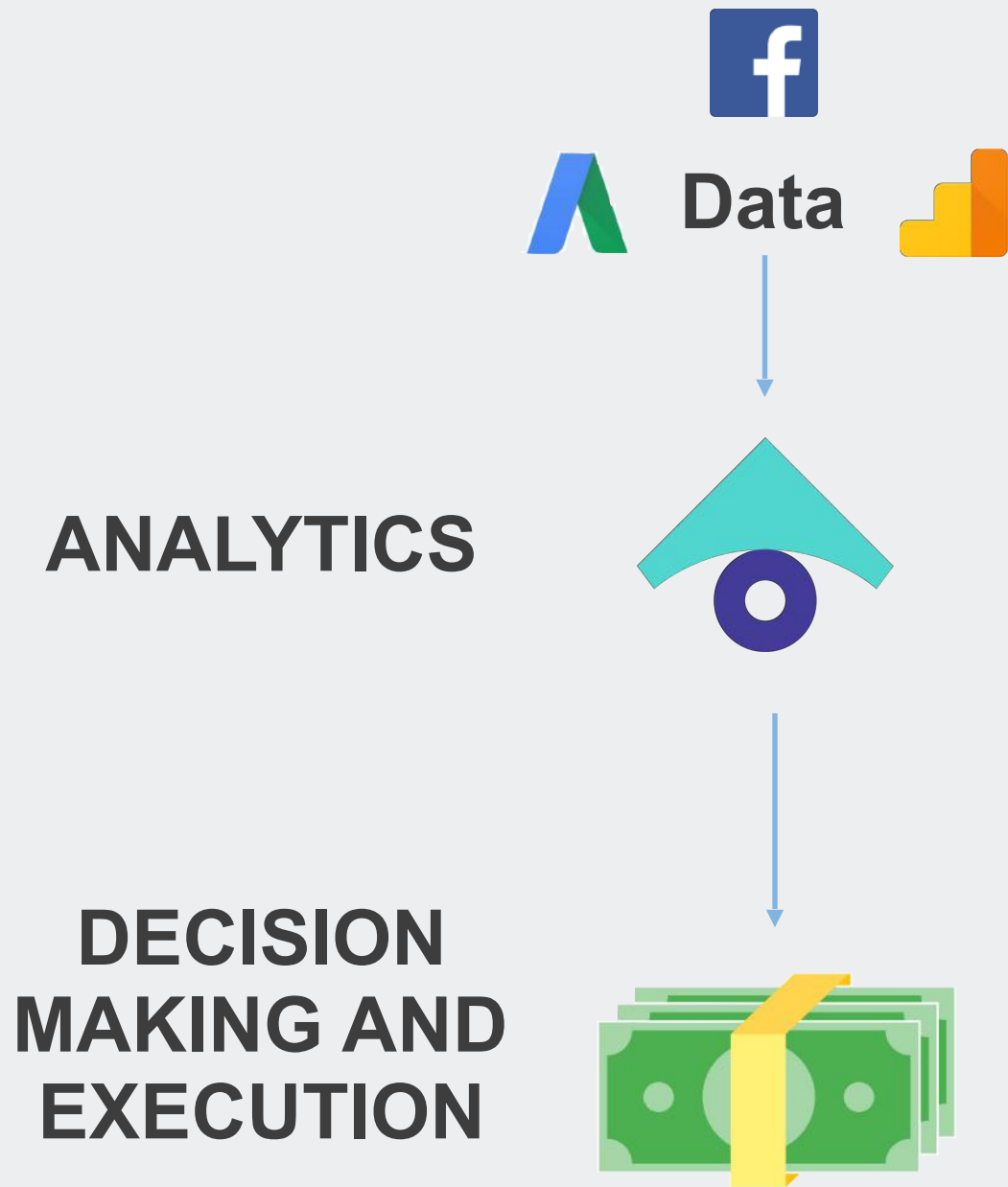
Data science product for
marketing analytics

Or

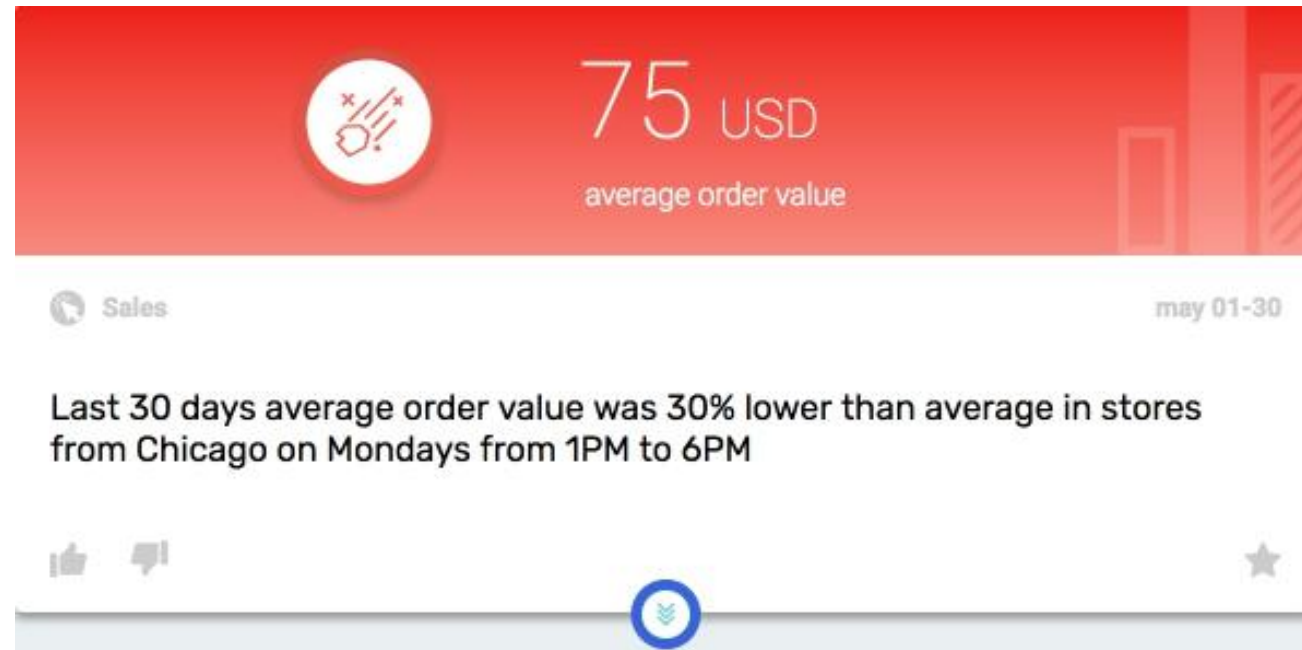
AI to rule your marketing



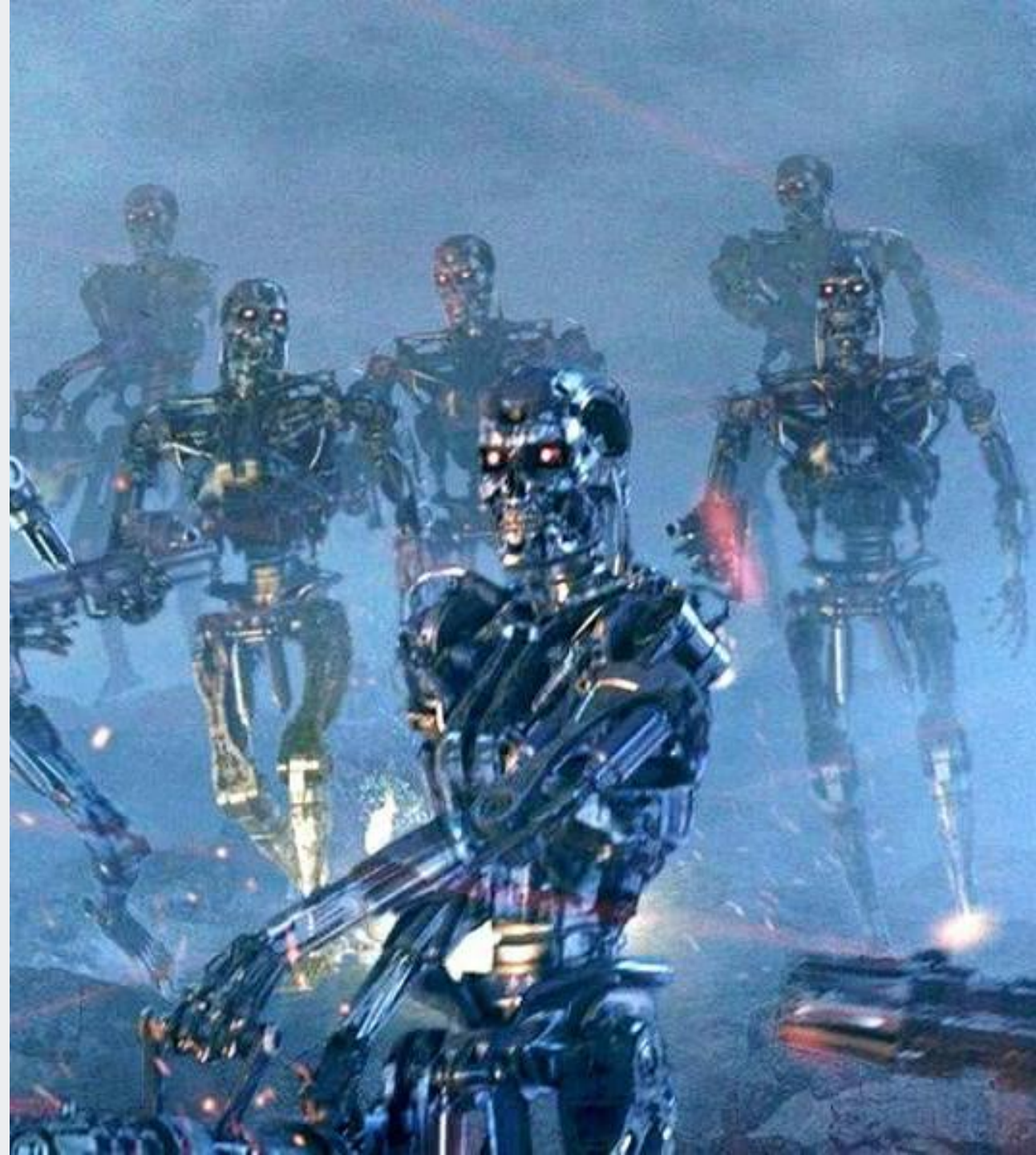
How it works



**We find insights.
You use them to grow business.**



Everything is 'AI'
5 "AI products"
are launched
per day





AI is overcrowded and we have seen it before

01

Everything is **'cloud'**



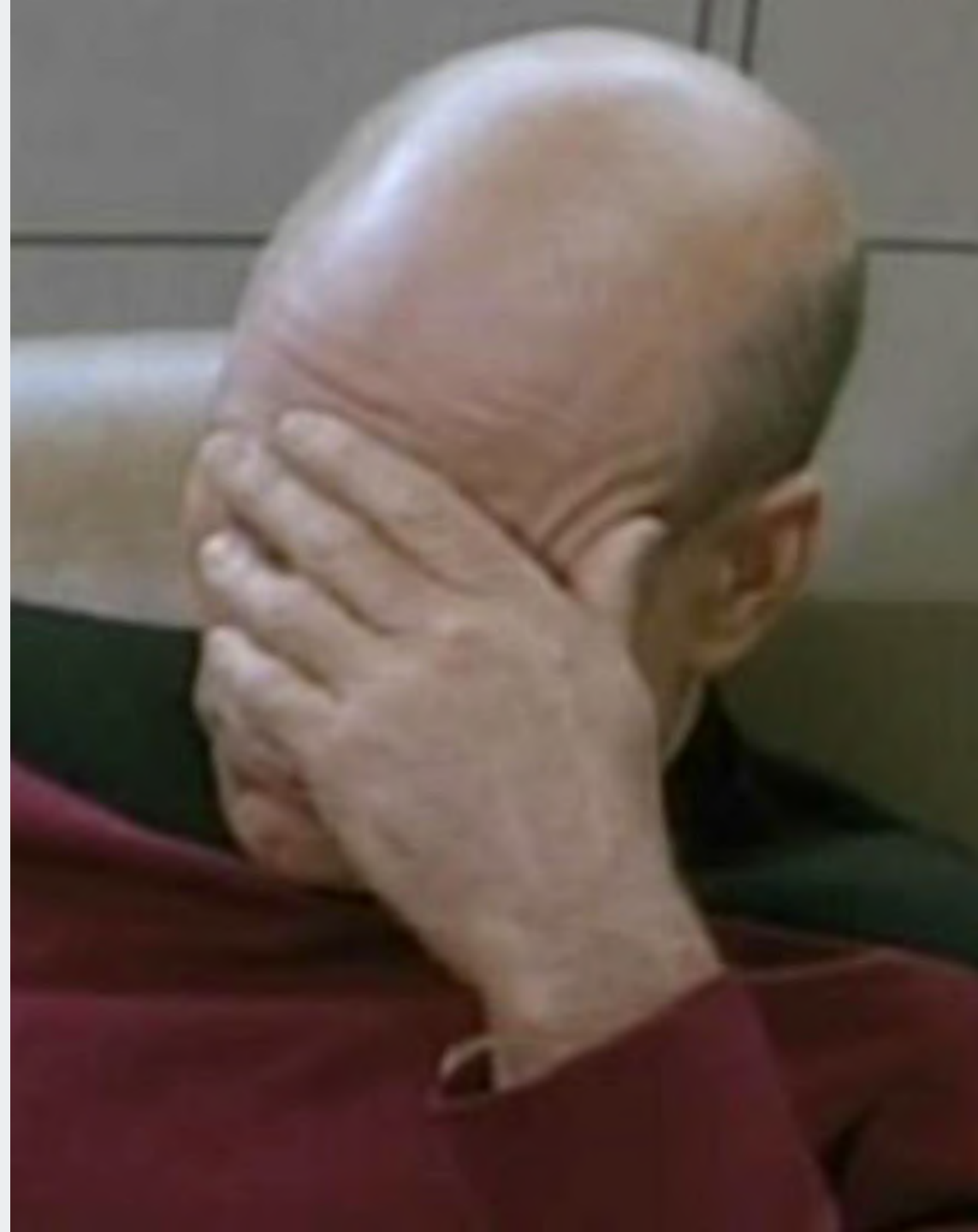
02

Everything is **'mobile'**



03

Everything is **'social'**



**Scientists tell you
that AI
doesn't exist**


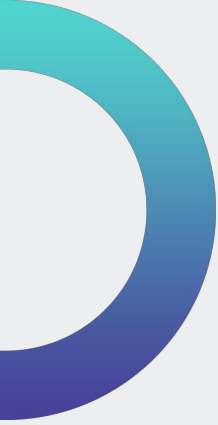


But customers are sure
that AI is here
so they can buy it.






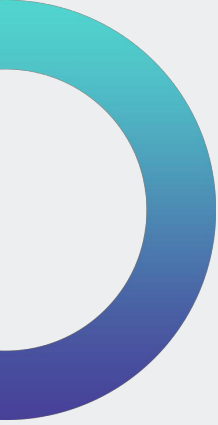
And investors are sure
that AI is here
and they can invest in it.






**\$15+ billions
were invested
in AI startups
since 2012**




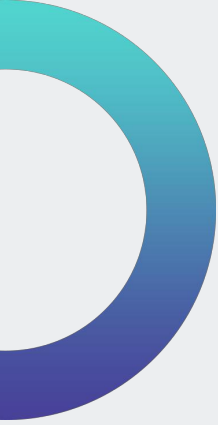


**Thousands of 'AI'
products exist,
but we do not live
in Matrix or Terminator
movie.**





Probably,
the majority
of these products
are shitty.





High hopes + mistrust.
It is so weird.



A lot of customers pay attention to our product. But they ask so often why our AI is cool.

And I am a bit tired of answering this question.





**What is reasons
behind AI boom?**



01

Open source libraries



02

Cloud computing



03

Cloud storages

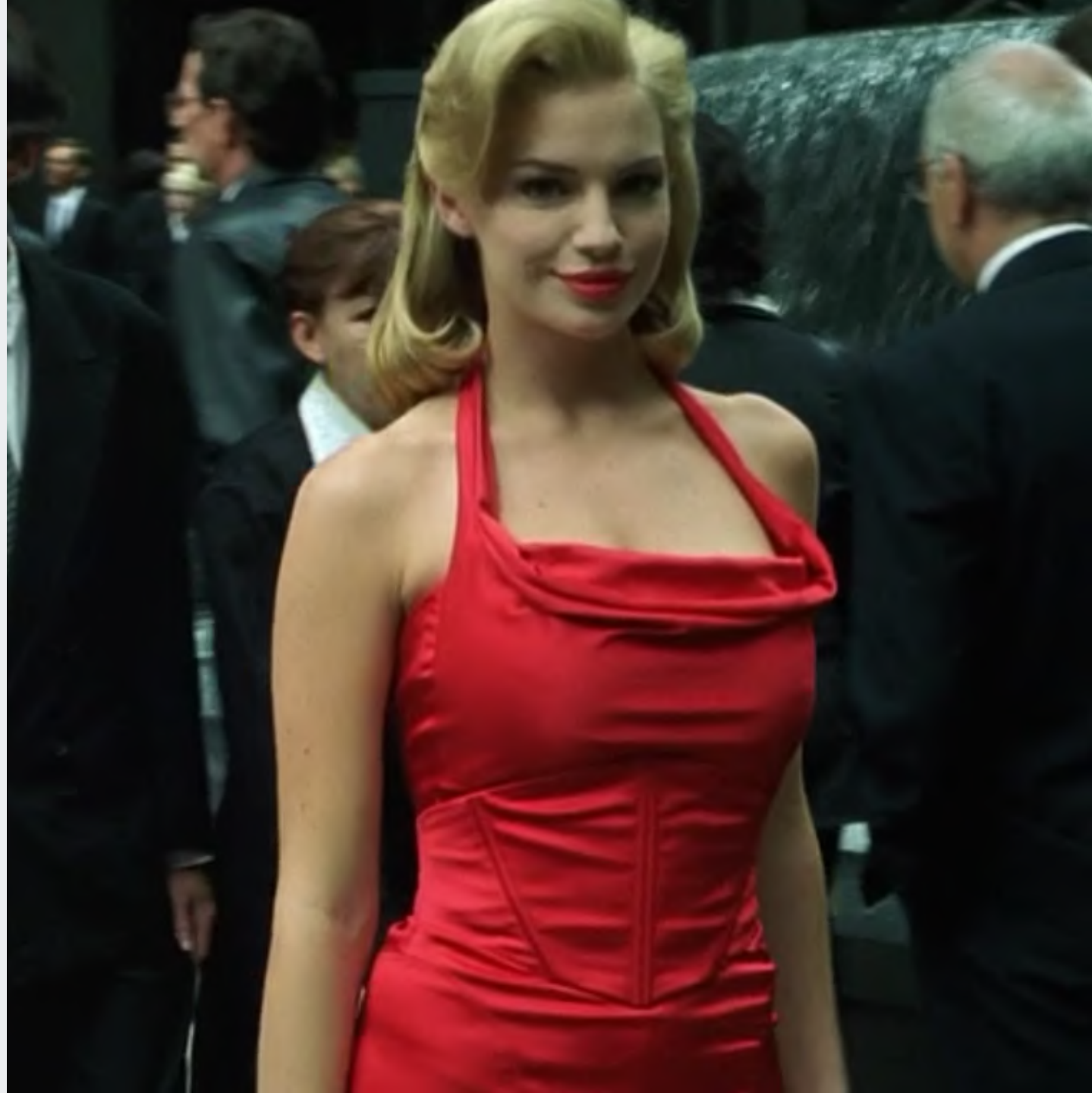


**There is no huge
breakthrough in the
research field for a long time.**

**The majority of tasks
are solved and approaches
are well-known.**



**Why don't we
live in the Matrix?**



Cold start problem.

The majority
of new products
don't have enough data
to make their AI work.



No data received

[Details](#)

Reload

**Simplification drives to
lower quality of products.**

**Data science looks like
web-development now.**





**No tech and no scientific
basis for true AI.**



It is hype for sure.

**But it will convert into
high-quality products.**

The background features several decorative elements: a large teal-to-blue gradient arc on the left, a blue arc on the top right, a blue arc on the bottom left, and a teal-to-blue gradient arc on the bottom right. There are also four small blue circles with white centers scattered across the page.

**Where does
the market go?**



**From enterprise to mass
market products.**

**Data science was a toy
for big boys, but now
it's available for everyone.**

TOP 10 industries where companies benefit the most from AI

01

Ad & Marketing

02

Healthcare

03

Internet of Things

04

Business Intelligence & Analytics

05

Fintech & Insurance

06

Cybersecurity

07

Auto tech

08

Personal Assistants

09

Education

10

HR Tech

**AI development is
democratizing.**

**Big corporations work more on
infrastructure, not products.**

facebook

 Microsoft

Google

amazon



In result, companies sell products to customers.

What do customers expect from AI?



Personalize
according to my needs



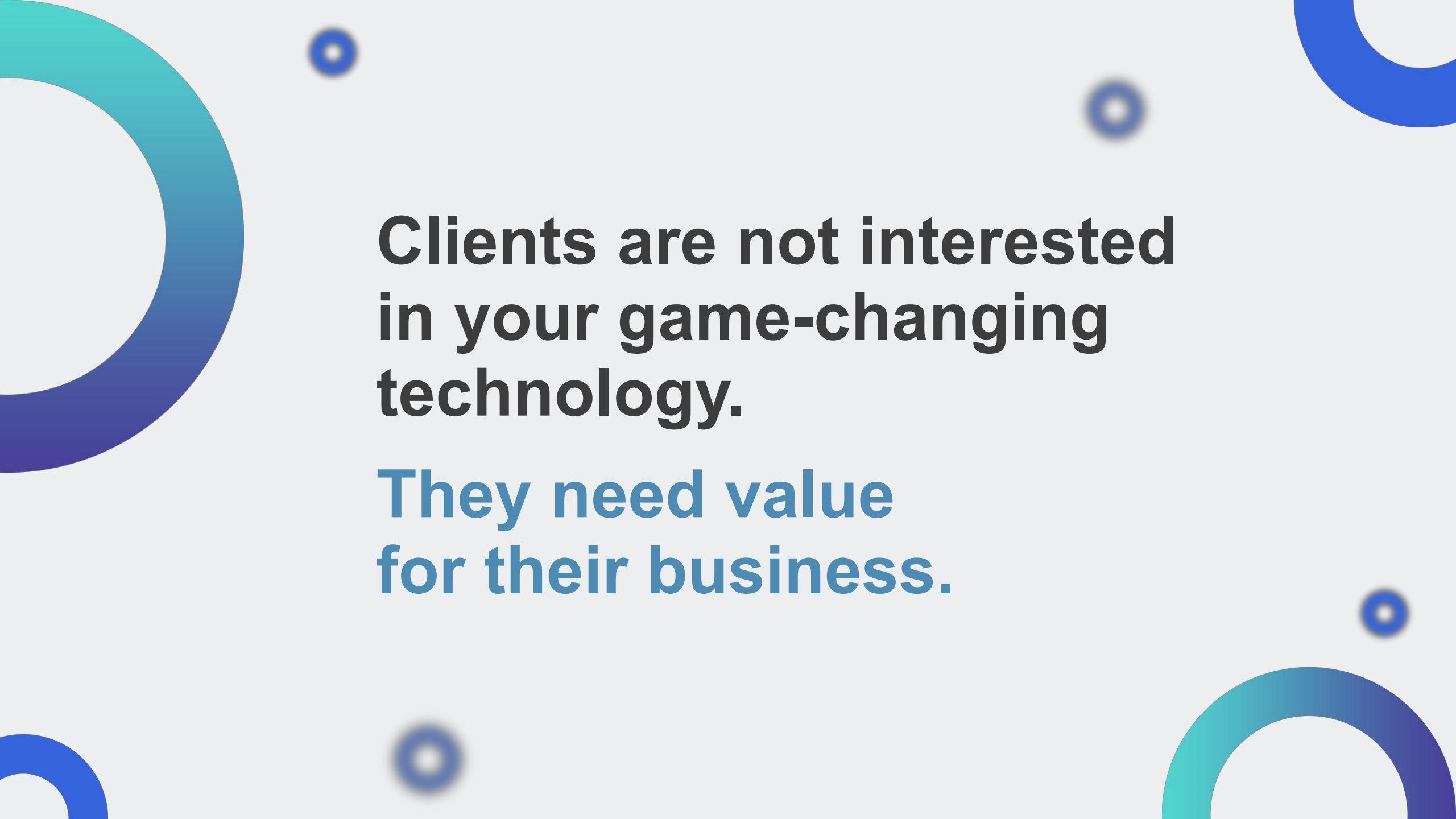
**Do dirty job
instead of me**



Make better decision
instead of me

Lessons learned
from
Captain Growth
launch





**Clients are not interested
in your game-changing
technology.**

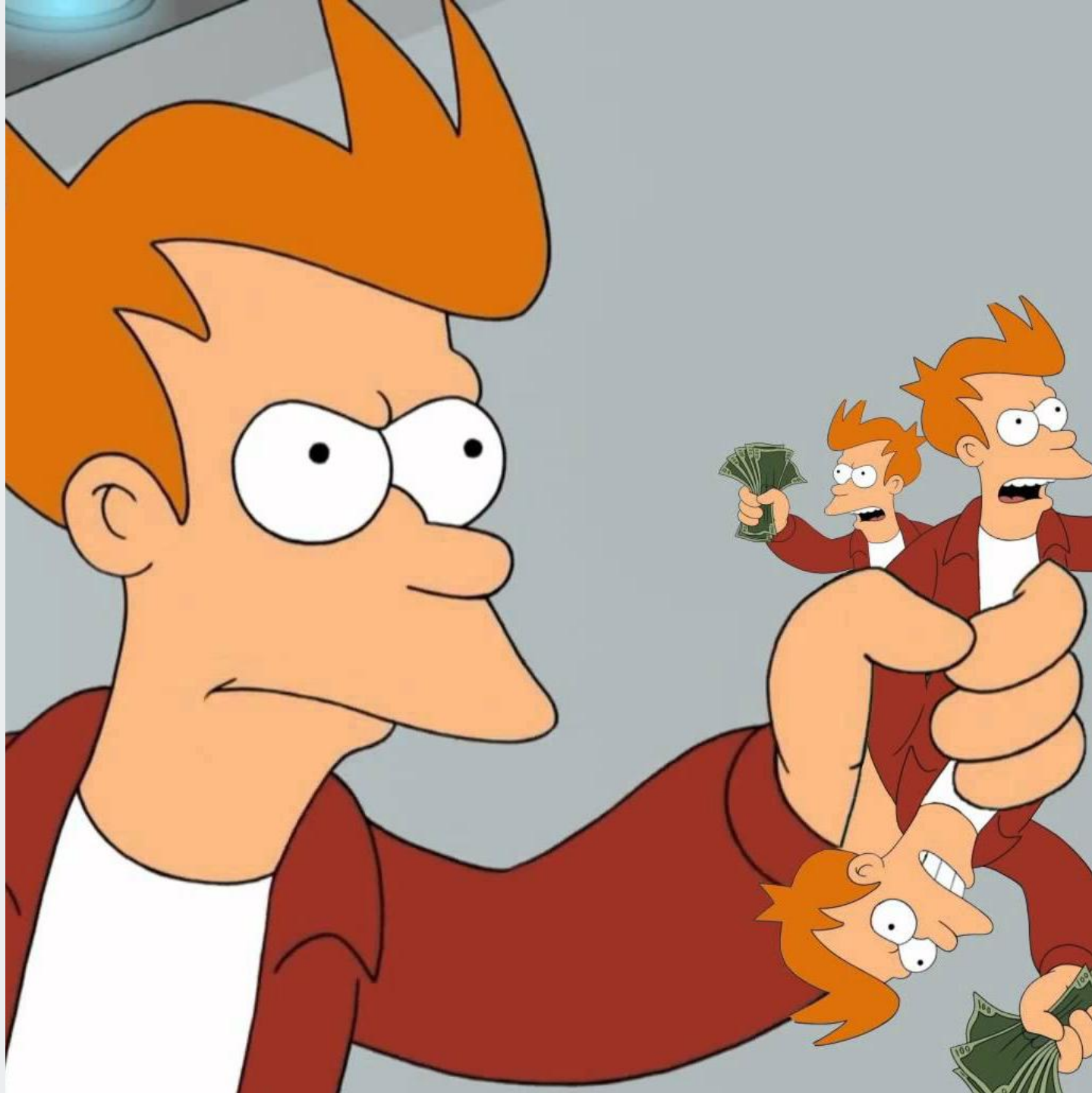
**They need value
for their business.**



**Ok, you say that your
product is AI. So what?**

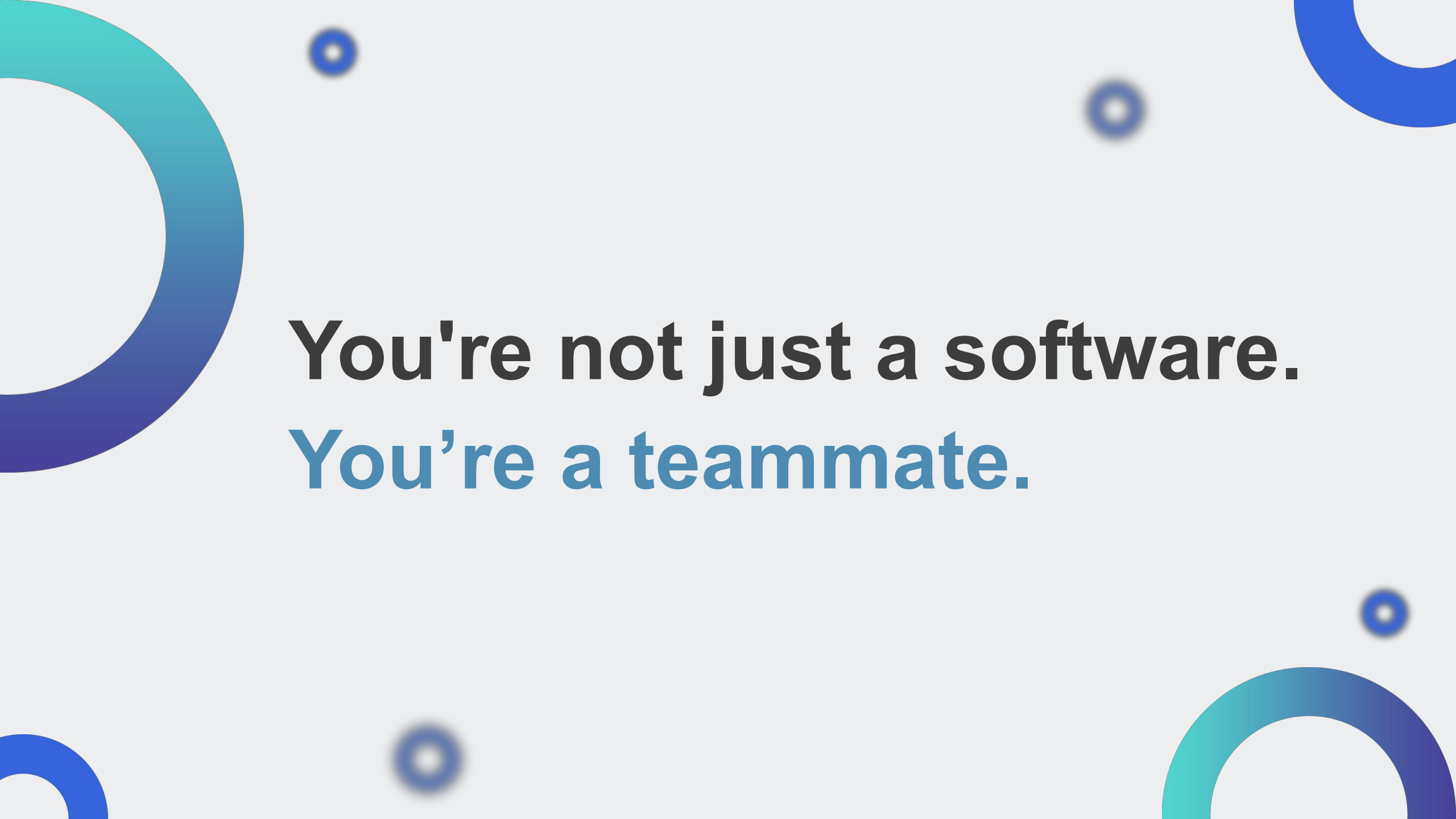
**AI is not competitive advantage
anymore.**

**Shut up and
take my data!**

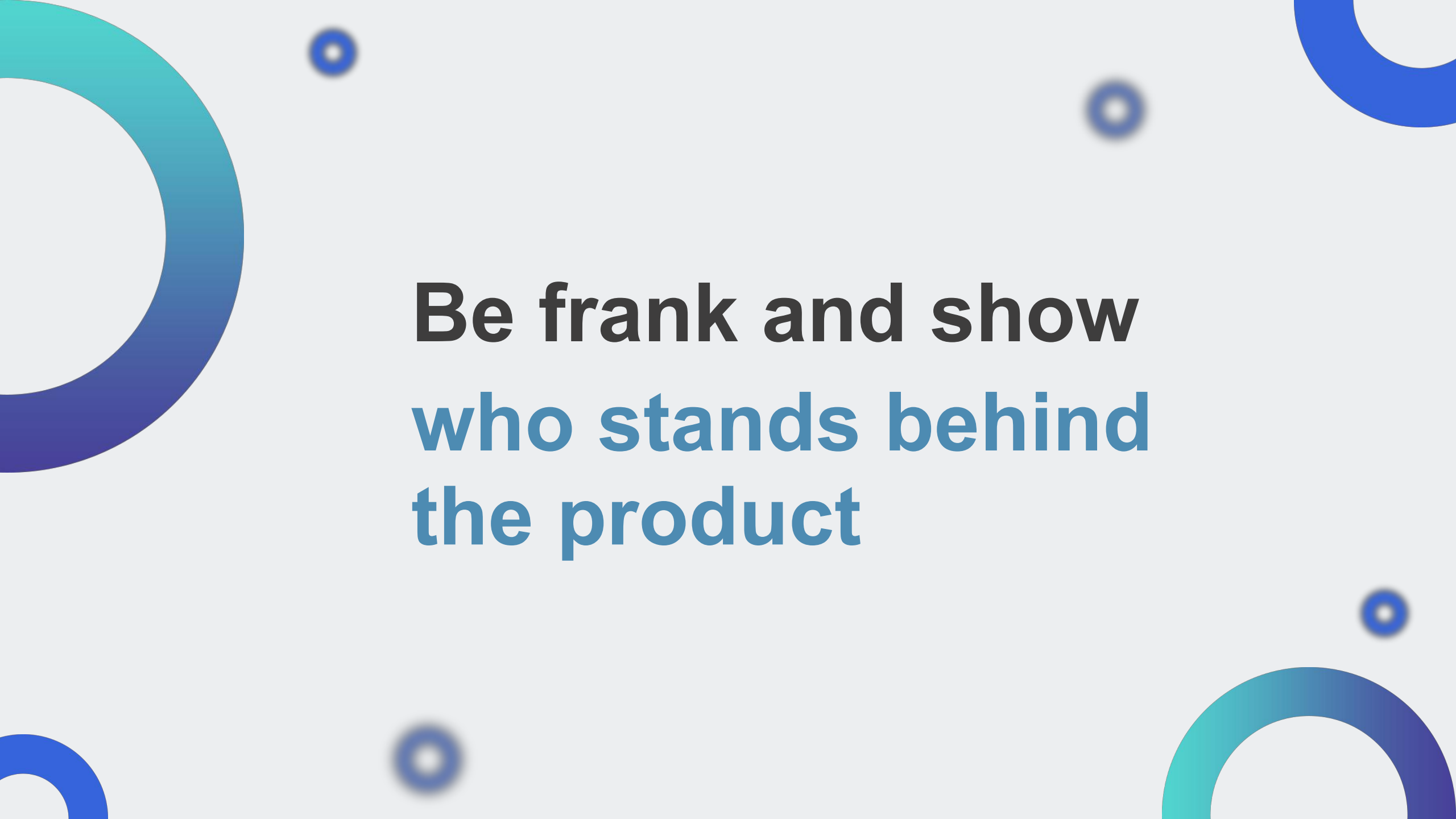




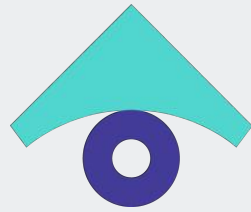
**I want to pay 100\$ for AI.
What's the problem?**



**You're not just a software.
You're a teammate.**

The background features several decorative elements: a large teal-to-blue gradient arc on the left, a blue arc on the top right, a blue arc on the bottom left, and a teal-to-blue gradient arc on the bottom right. There are also four small, semi-transparent blue circles scattered across the white background.

**Be frank and show
who stands behind
the product**



**Captain
Growth**

**Thank you for
your attention!**

d.bilash@captaingrowth.ai