

AI Campus Trend Report

How Artificial Intelligence is changing
the corporate world

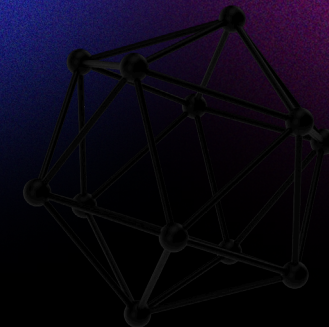
The 6 most relevant areas of influence incl. micro-trends

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Why AI?

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Introduction



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The current breakthroughs in Artificial Intelligence (AI) mark the beginning of a new industrial revolution. In view of the rapid developments, companies should urgently address the possibilities of generative AI and large language models (LLMS) in order to keep up.

AI technologies are having an impact on nearly every area of business across all industries. This comes to no surprise, as these technologies offer immense economic benefits, such as automation, personalization, and more efficient processes.

With this trend report, we aim to show you how AI is already changing the corporate world for good, using exciting examples (our "micro-trends") from six relevant areas of influence. **Let us inspire you!**

Transformation through AI

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AREAS OF INFLUENCE

Productivity

Research & Development

Marketing

Media

Services

Industries

Productivity

Artificial Intelligence plays a crucial role in increasing productivity in general and in a goal-oriented way.

By automating repetitive tasks and using intelligent, AI-based support systems, employees can work significantly more efficiently and contribute to the success of the company. The specific input commands, so-called "prompts", are the fundamental basis for facilitating and automating complex tasks within the respective company. By using and building up specific know-how, time and resources are saved. Employees can thus concentrate on strategic and creative challenges.



MICRO-TRENDS

Micro-Trend #1

Platform provides prompts for various purposes



Micro-Trend #2

AI tool speeds up coding

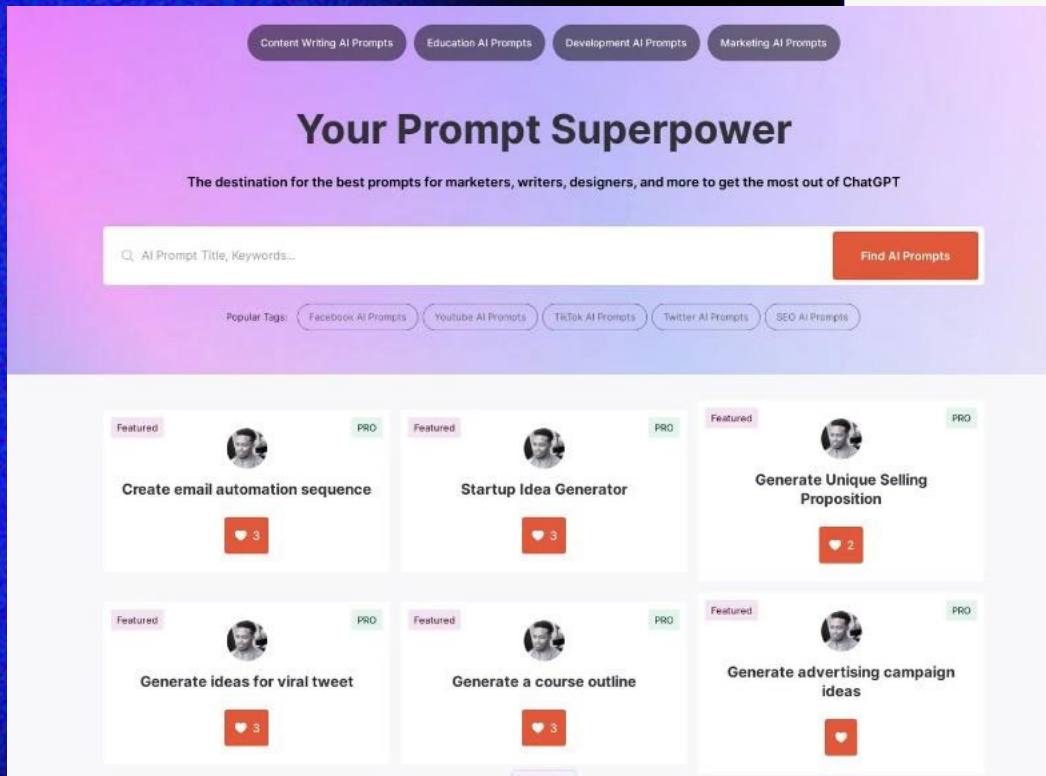


Micro-Trend #3

No-code platform for AI models



MICRO-TREND #1

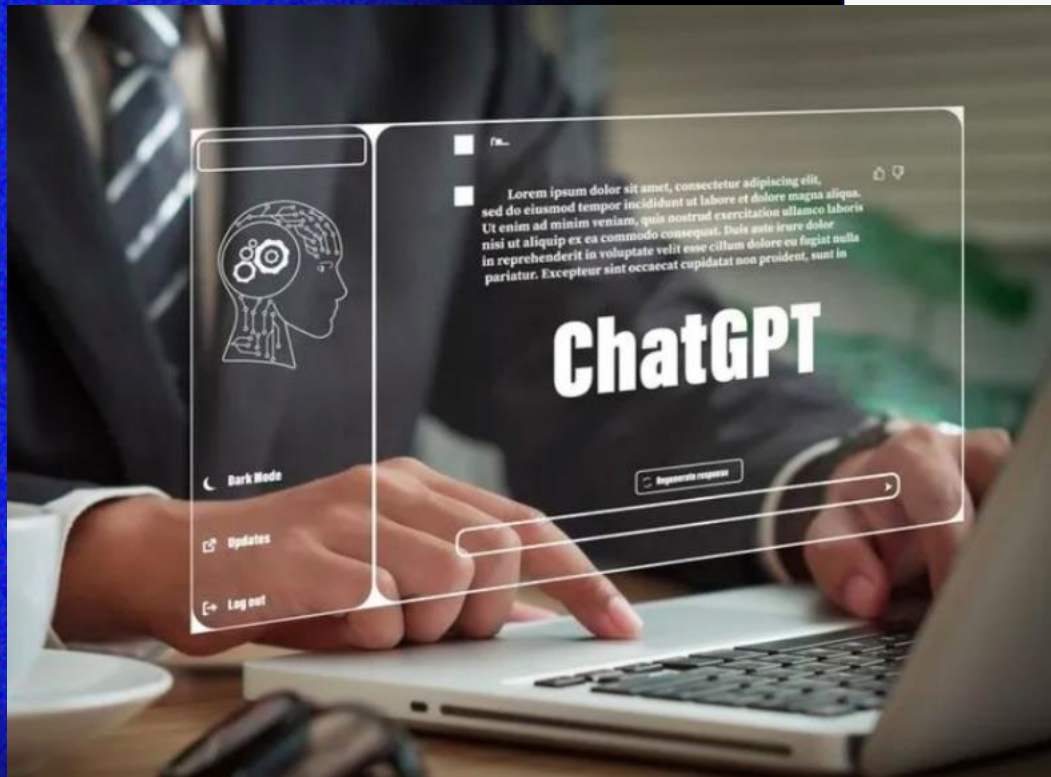


PLATFORM PROVIDES PROMPTS FOR VARIOUS PURPOSES

The PromptPal web platform offers users various prompts to enable them to generate texts via ChatGPT, among other things. Users first choose from different genres, formats and styles. They then have access to prompts that they can use to generate product features, an outline for a competitive analysis, or a response to customer complaints. They can personalize the prompts by adding keywords or names. In addition to helping them overcome writer's block, the platform offers feedback and editing tools to improve their own writing skills.

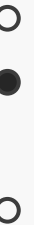
SOURCE: <https://www.promptpal.net>
INITIATOR: PromptPal, USA

MICRO-TREND #2



AI TOOL SPEEDS UP CODING

Codium AI has launched a generative AI tool called “TestGPT” that is based on OpenAI’s ChatGPT and supports developers by carrying out interactive tests on their code. The system offers automatically generated suggestions for software test suites, allowing developers to code and find bugs faster. It does so by analyzing each line of code as it is written, as well as the docstrings and comments, and uses this context to suggest tests for ensuring the code’s functionality and integrity. Developers need to simply accept and confirm a suggested test to improve their code integrity.



SOURCE: <https://www.codium.ai>
 INITIATOR: CodiumAI Ltd., Israel

MICRO-TREND #3



NO-CODE PLATFORM FOR AI MODELS

Spanish startup Bitskout offers an AI-based software-as-a-service platform. It enables no-code AI models that help automate processes and increase business productivity without the need for programming. The platform also integrates with other services without the need to reengineer established processes. For example, it integrates with Asana, a work management solution, to speed up checklists for deliveries. In addition, the platform uses image recognition to validate item deliveries in warehouses.



SOURCE: <https://www.bitskout.com>
 INITIATOR: Bitskout OU, Spain

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content from the TRENDMANAGER
by TRENDONE GMBH

R&D

Artificial Intelligence applications already play a major role in the research and development (R&D) of various industries.

They analyze data, optimize processes and generate development ideas. In the future, advanced AI models could cover the entire product lifecycle – from the generation of initial concepts based on analyzed market trends and predicted target group needs to actual development and fully automated marketing. This enables faster innovation and customized products. Nevertheless, human influence remains essential in creativity, strategy and, above all, ethics. AI supports and enhances human decisions, but remains a tool in the hands of humans.



MICRO-TRENDS

Micro-Trend #1

AI helps produce sustainable chemicals



Micro-Trend #2

Product tests with virtual participants



Micro-Trend #3

AI helps to design clothes



MICRO-TREND #1



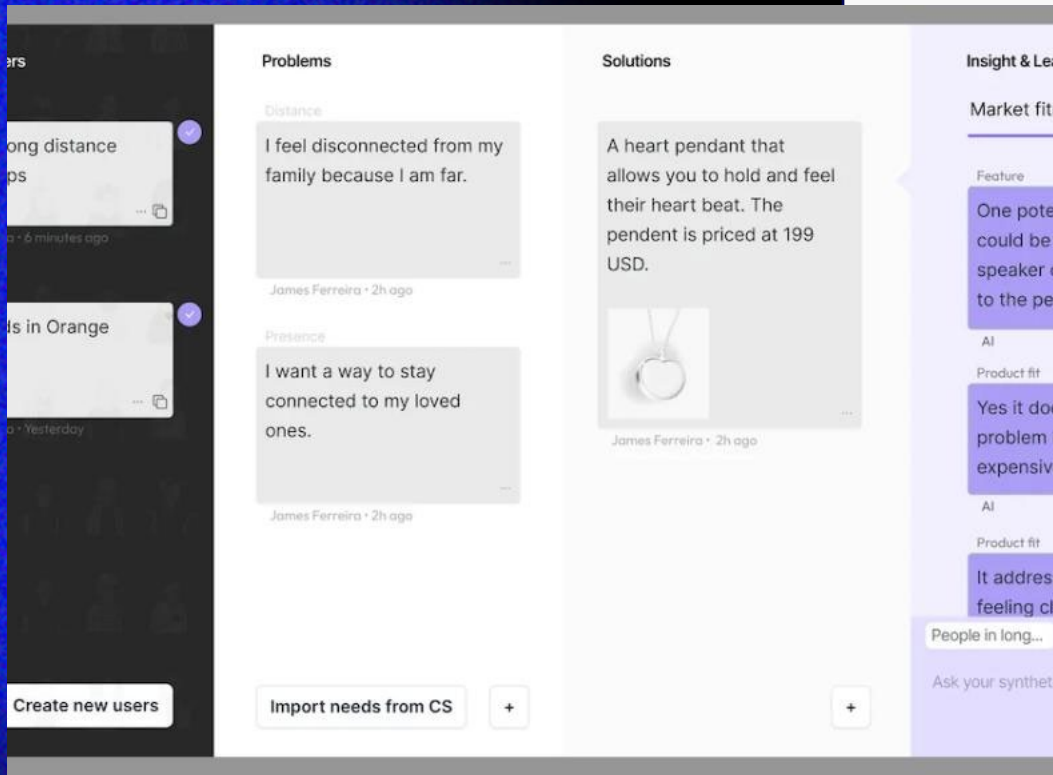
AI HELPS PRODUCE SUSTAINABLE CHEMICALS

The US start-up Mattiq has developed an AI for the sustainable production of chemicals. The AI uses miniature replications to run through the possibilities of entire chemical production processes. The most promising catalysts to be identified are then verified in laboratory tests. The feedback is collected and the miniature process is optimized and run again. The result provided by the miniature tests is a multitude of so-called mega libraries of materials. Mattiq expects its AI to have soon analyzed a billion new material combinations for use in electrochemical production processes.

SOURCE: <https://mattiq.com>

INITIATOR: Mattiq, USA

MICRO-TREND #2



PRODUCT TESTS WITH VIRTUAL PARTICIPANTS

The American start-up Synthetic Users has developed an app of the same name that enables product managers, UX researchers and designers to test their products quickly and cost-effectively. Users can create virtual participants thanks to AI technology and thus define problem areas, get recommendations, suggest solutions and collect important feedback within just a few minutes. In this way, product development can be accelerated, costs can be saved and bias in user research can be reduced.

SOURCE: <https://www.syntheticusers.com>
 INITIATOR: Impossible Labs Ltd., USA

MICRO-TREND #3



AI HELPS TO DESIGN CLOTHES

The start-up Cala has developed a platform of the same name that helps fashion designers and large companies to design clothing items thanks to the integrated AI image generator “Dall-E”. By way of prompts, users first create images of the desired garment and then refine the design. The platform is also suitable for larger teams. Users can share the designs from the AI generator with other users to receive feedback. If the designs are to be produced, the platform calculates the price for production and also recommends the right factory to users.

SOURCE: <https://ca.la>
INITIATOR: THIS IS CALA INC., USA

Marketing

Generative AI is already being used in marketing to interact with customers through automatically generated images and avatars.

This technology enables personalized and visual content for advertising and social media campaigns. By automatically generating images and interactive avatars, brands can communicate their messages more effectively, ensure better customer engagement and thus strengthen their innovative brand image - and all this faster than ever. Thanks to generative AI, attention-grabbing marketing can now be implemented at lightning speed.



MICRO-TRENDS

Micro-Trend #1

Virtual store shows AI-assisted retrospective



Micro-Trend #2

Generative AI for live shopping

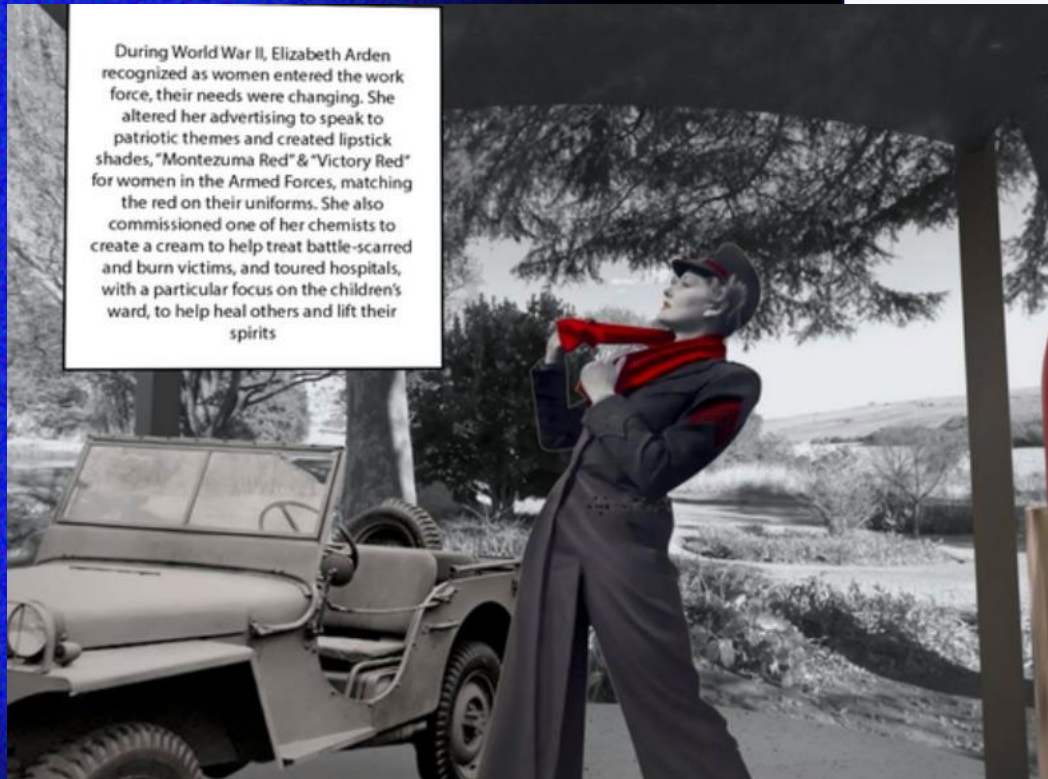


Micro-Trend #3

Celebrity AI stylist for product recommendations



MICRO-TREND #1



VIRTUAL STORE SHOWS AI-ASSISTED RETROSPECTIVE

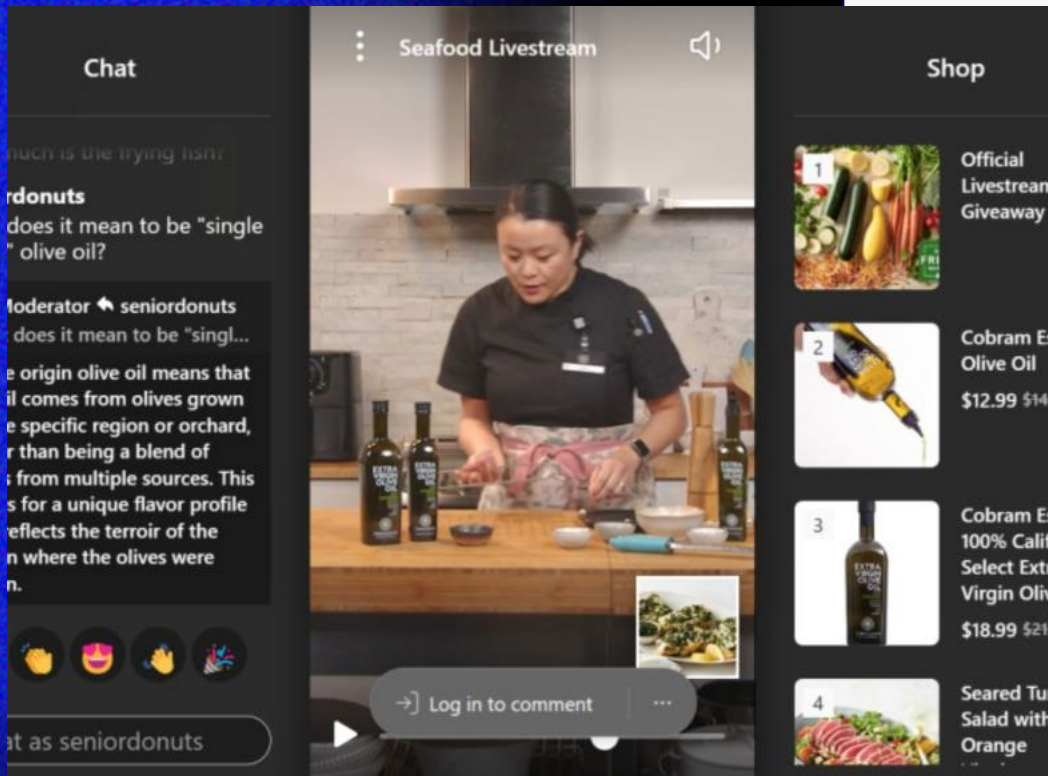
The US cosmetics brand Elizabeth Arden has opened a virtual store featuring AI-generated images. The sales and experience space is modeled on Elizabeth Arden's historic salon on Fifth Avenue. Customers of the virtual store can not only discover and buy products, but also take part in a competition and visit a museum. The museum features two historic advertising images promoting the Victory Red lipstick from the Second World War era. The images were edited using the generative AI DALL:E to tell the story of the lipstick in an impressive way.

SOURCE: <https://www.elizabetharden.com>
 INITIATOR: Elizabeth Arden Inc., USA

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by TRENDONE GMBH

MICRO-TREND #2

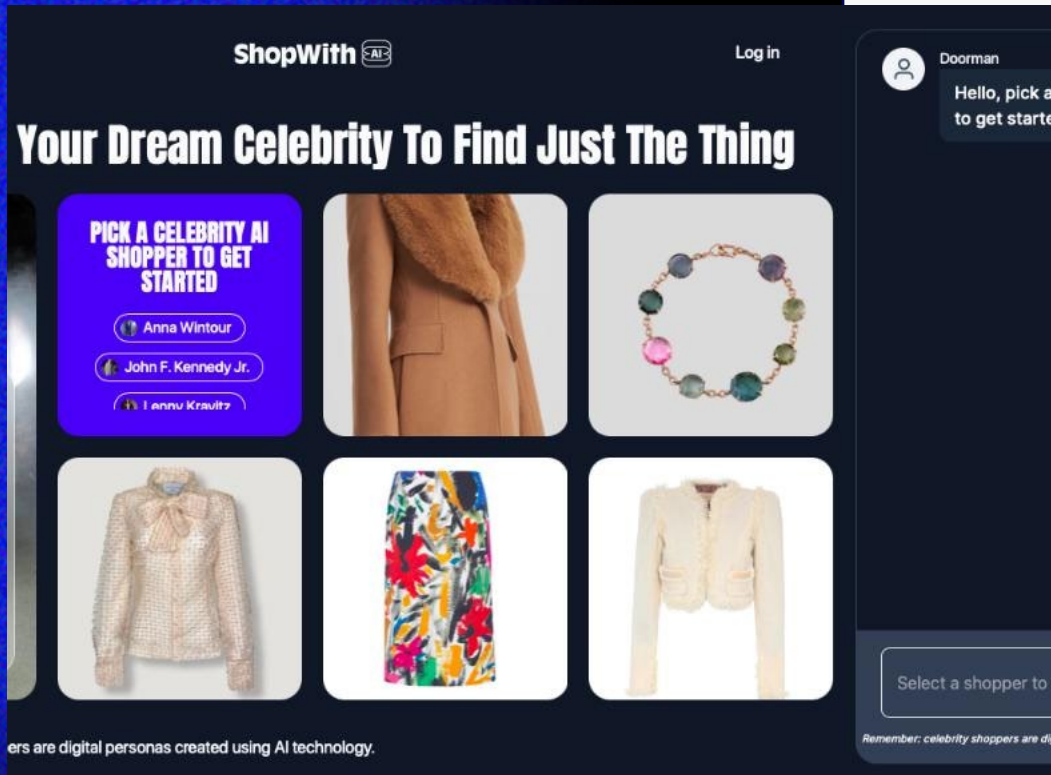


GENERATIVE AI FOR LIVE SHOPPING

The US supermarket chain The Fresh Market has partnered with the video commerce platform Firework to test the use of generative AI in live shopping events. This will involve using Firework's AI engine, which is based on a large language model. It can answer questions in different natural languages and be customized to brands. The patent-pending solution, developed for live shopping, allows users to ask questions about products after the livestream via the chat feature in the video. The tool is designed to provide accurate answers based on user input, video content and other metadata.

SOURCE: <https://www.prnewswire.com>
 INITIATOR: The Fresh Market Inc., USA

MICRO-TREND #3



CELEBRITY AI STYLIST FOR PRODUCT RECOMMENDATIONS

The AI-powered personal shopper tool "ShopWithAI" enables users to buy clothing and household items with the help of a celebrity AI shopper tailored to their individual tastes. The chatbot platform uses natural language processing and machine learning algorithms to take into account users' individual shopping needs and preferences. As soon as users start chatting with the "ShopWithAI" chatbot, it asks a series of questions. Based on the user's answers, the ShopWithAI chatbot provides personalized product recommendations within seconds.



SOURCE: <https://goshopwith.ai>
 INITIATOR: ShopAI.co, Portugal

Media

Advances in machine learning and data analytics are having a significant impact on the media landscape.

Using AI, media companies can better engage and inform their audiences. The automated creation as well as curation of personalized content leads to faster dissemination of information. However, the use of AI in the media also raises ethical issues, particularly with regard to filter bubbles, misinformation, and data protection. Media companies need to ensure that AI-generated content is reliable and transparent to avoid losing the public's trust.



MICRO-TRENDS

Micro-Trend #1

AI creates entire magazine by itself



Micro-Trend #2

Generative AI preserves copyrights



Micro-Trend #3

AI tool replaces actors with CGI



MICRO-TREND #1



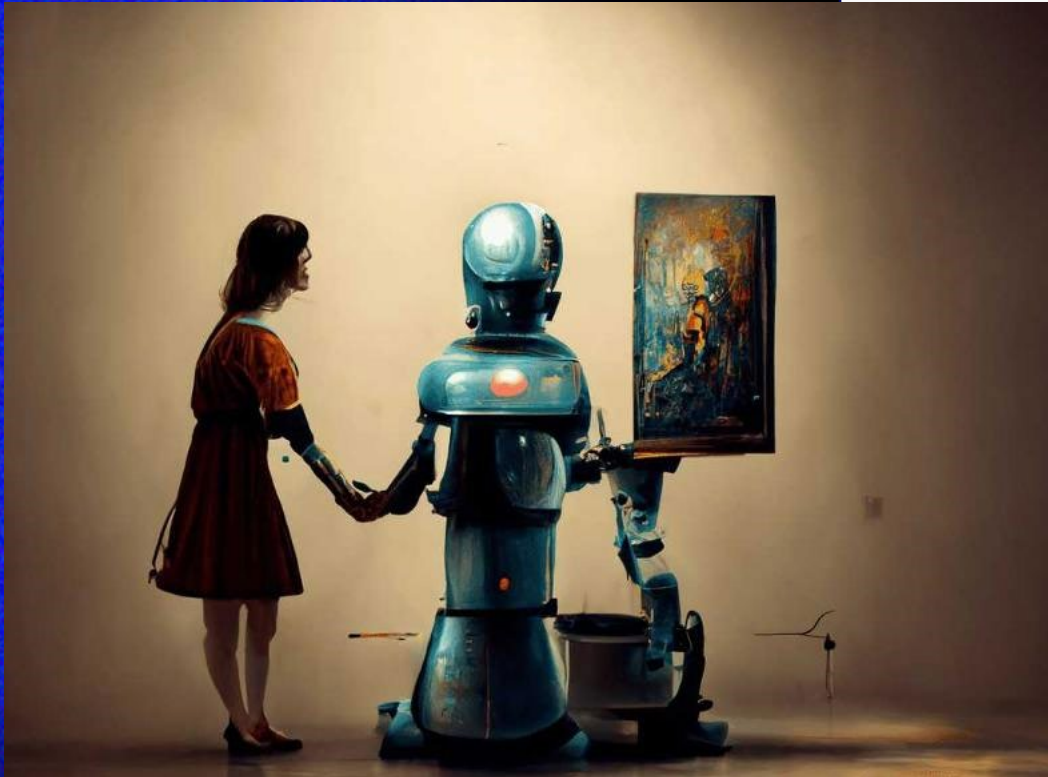
SOURCE: <https://www.panta-rh.ai>
 INITIATOR: nudge GmbH, Germany

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AI CREATES ENTIRE MAGAZINE BY ITSELF

The Hamburg-based AI-powered creative agency nudge has launched a magazine called Panta Rhai which is the first in the world to be written entirely by Artificial Intelligence. The magazine features a total of 136 pages and was written in just five days with the help of a few AI prompts. A variety of AI tools were used to produce the publication, including ChatGPT for the articles and Midjourney for the images. With this project, the agency aims to showcase the potential of AI in product innovation while simultaneously promoting an open dialogue about AI's current limitations.

MICRO-TREND #2

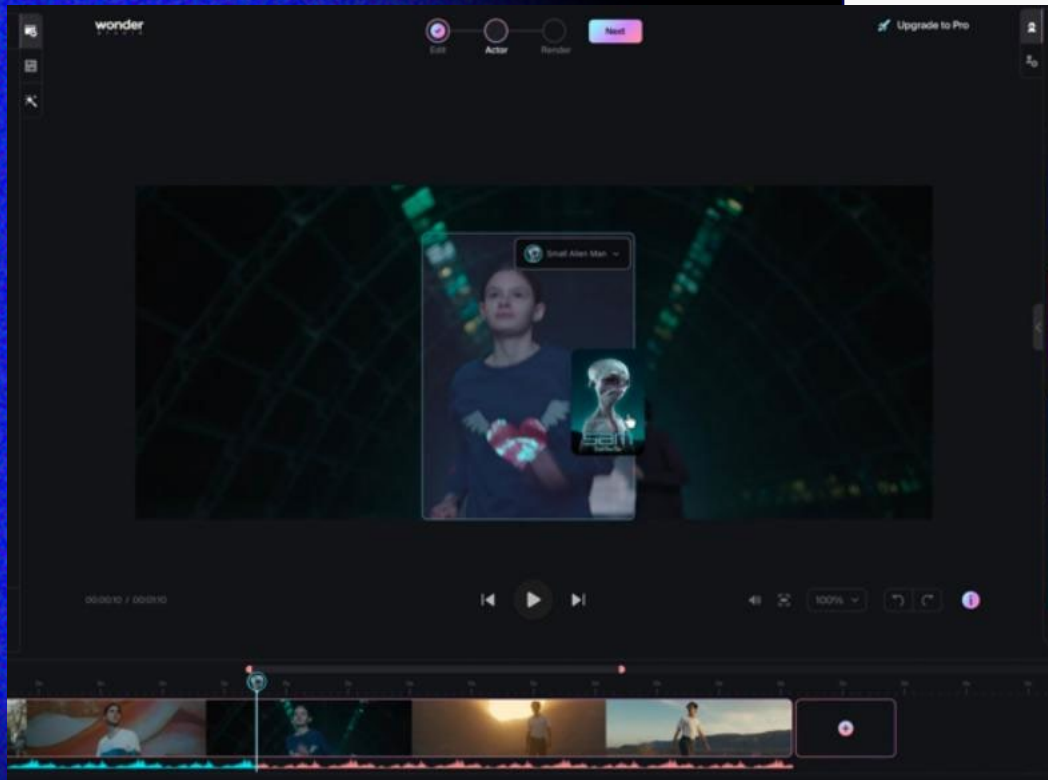


GENERATIVE AI PRESERVES COPYRIGHTS

The Israeli company Bria provides advanced generative AI technology on the NVIDIA AI Foundations platform. The AI makes it possible to create and edit high-quality visual content for social media posts, advertising, or e-commerce images. Instead of searching the internet for images, Bria's models are trained with licensed data. This ensures that they comply with copyright law as well as the highest quality and security standards. As a member of NVIDIA's Inception program, Bria is committed to ensuring that the artists of the images used are fairly compensated.

SOURCE: <https://www.prnewswire.com>
INITIATOR: Bria Artificial Intelligence Ltd., Israel

MICRO-TREND #3



AI TOOL REPLACES ACTORS WITH CGI

The start-up Wonder Dynamics has presented an AI-powered editing studio called Wonder Studio which allows users to automatically replace real actors with convincing CG characters – with a simple drag and drop. The whole process is automated and animated live frame by frame, and there is no need for mocap. The actors are detected automatically based on a single camera. The AI software does the camera motion, lighting and color, and also replaces the actor fully with CG characters. Wonder Studio comes with a set of premade characters, but users can also import as many other CG characters as they like.

SOURCE: <https://wonderdynamics.com>

INITIATOR: Aether Media Inc., USA

Services

ChatGPT and comparable large language models (LLMs) can optimize traditional business processes extremely efficiently or automate them completely.

By automating inquiry response, ticket support, or information requests in natural language, companies save time and resources. In customer services, LLMs provide fast and consistent quality support around the clock. They help with content creation, translation, and reporting. With natural language processing, LLMs also enable natural communication with customers, which can lead to higher satisfaction, improved services, and greater efficiency.



MICRO-TRENDS

Micro-Trend #1

ChatGPT-based restaurant management



Micro-Trend #2

AI tool automates tasks for brands



Micro-Trend #3

Delivery service app with chatGPT search feature



MICRO-TREND #1



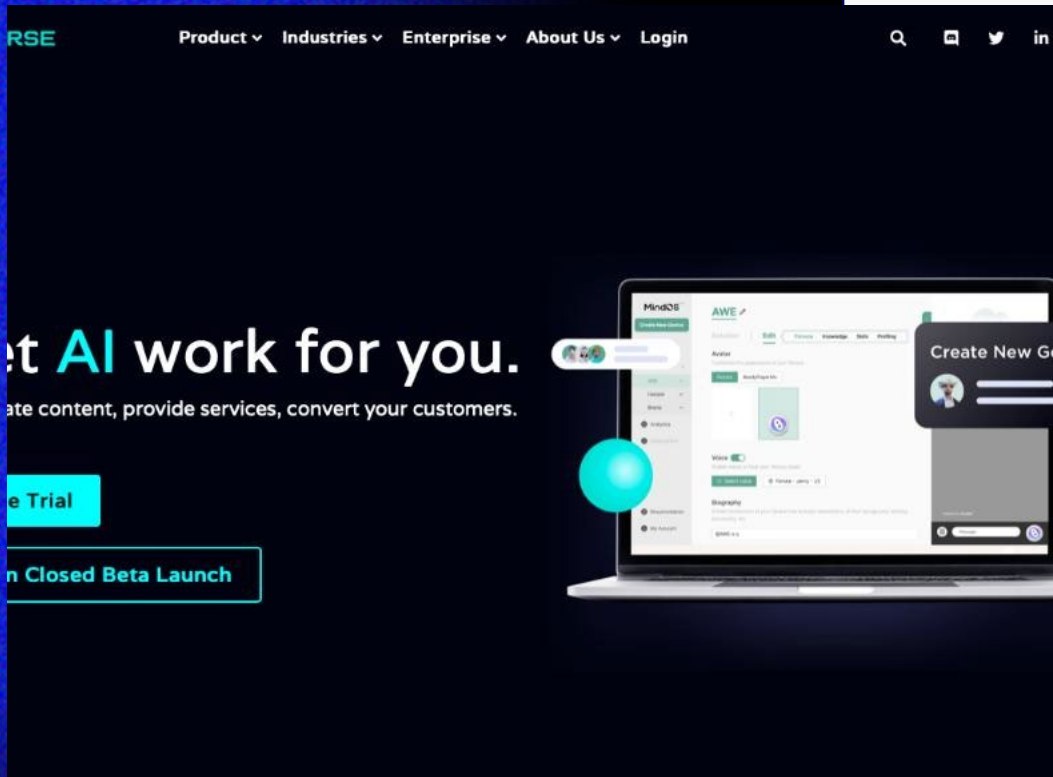
CHATGPT-BASED RESTAURANT MANAGEMENT

The Pennsylvania-based company ClearCOGS has developed a ChatGPT-based system that can be used to manage restaurant operations more efficiently. Quite simply, the system allows restaurants to access insights about their inventory and operations quickly and easily. Using a simple text-based query, restaurant operators can get fast answers to questions about the top selling items of the week or predicted beef sales, for example. The data-driven system makes it possible to take informed decisions about the inventory and discover previously unthought-of ways to improve.

SOURCE: <https://www.clearcogs.com>

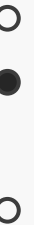
INITIATOR: ClearCOGS, USA

MICRO-TREND #2



AI TOOL AUTOMATES TASKS FOR BRANDS

The start-up Mindverse has developed a platform called “MindOS” which enables brands to create virtual AI humans, so-called “AI Geniuses”, who can answer customers' questions in 30 different languages. To do this, Mindverse uses natural language processing and language modeling technologies. MindOS helps companies to automate customer service, sales and marketing tasks. What's more, companies can integrate MindOS with over a hundred SaaS tools to connect data and conversations across different platforms.



SOURCE: <https://www.mindverse.ai>
 INITIATOR: Mindverse AI PTE LTD., Singapore

MICRO-TREND #3



DELIVERY SERVICE APP WITH CHATGPT SEARCH FEATURE

The US food delivery service Instacart has integrated a ChatGPT-based feature called “Ask Instacart” into its app's search bar. It allows users to receive product recommendations, tips on food preparation or food intolerances. “Ask Instacart” suggests personalized and frequently used prompts, reminds users of favorite products based on their past purchases, and recommends new ones. Instacart eliminates the need to search elsewhere for recipes and cooking tips and becomes a one-stop store where customers can get inspired and save both time and money.



SOURCE: <https://www.instacart.com>
 INITIATOR: Instacart Inc., USA

Industries

Artificial Intelligence (AI) and Generative AI are increasingly being developed on an industry-specific basis to meet the respective needs of different industries..

Customized AI tools and platforms are emerging, tailored to industries such as healthcare, finance or retail. These specialized applications leverage the benefits of AI to solve specific industry challenges, whether in medical diagnostics, automated fraud detection, or comprehensive customer analysis. This tailored use of AI enables companies in the respective industries to work more efficiently, develop innovative solutions faster and achieve lasting competitive advantages.



MICRO-TRENDS

Micro-Trend #1

Large language model for the healthcare industry



Micro-Trend #2

Pre-trained AI models for businesses



Micro-Trend #3

AI helps heavy industry to decarbonize



MICRO-TREND #1



LARGE LANGUAGE MODEL FOR THE HEALTHCARE INDUSTRY

The California-based start-up Hippocratic AI claims it is developing the first large language model (LLM) specifically for healthcare. The AI model is trained with evidence-based content and optimized through reinforcement learning from human feedback (RLHF). According to the start-up, the AI model has outperformed ChatGPT-4 in 105 of 114 certifications and tests in U.S. healthcare. As a product, it will be used for non-diagnostic applications. Hippocratic AI promises to provide patients with safer and improved access to healthcare, reduce costs, and ease the burden on healthcare professionals.

SOURCE: <https://www.hippocraticai.com>

INITIATOR: Health GPT Inc., USA

MICRO-TREND #2



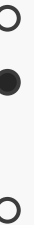
SOURCE: <https://www.ibm.com>

INITIATOR: International Business Machines Corp., USA


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PRE-TRAINED AI MODELS FOR BUSINESSES

IBM has developed a platform that provides tools for creating and accessing pre-trained generative AI models. “IBM Watsonx” is designed to make it easier for companies to use AI in the workplace and provide trust, transparency and privacy. IBM offers seven pre-trained models, including one for code, a language model and one for predicting natural disasters and geophysical processes. IBM also unveiled Watsonx.data, a data store, and Watsonx.governance, a toolkit to protect customer privacy and detect model bias and drift.




MICRO-TREND #3



Sight Optima

Asset efficiency without
stopping production and


- Reduce energy and carbon
- Minimise production cost
- Improve ESG performance



Foresight Maintenance

Pinpoint assets that need attention
to maintain peak performance.

- Detect anomalies
- Minimise downtime
- Prevent asset degradation



Foresight Sequence

Orchestrate end-to-end re
workflows to increase asset
reliability.

- Codify approval processes
- Benchmark process resources
- Extend asset life

AI HELPS HEAVY INDUSTRY TO DECARBONIZE

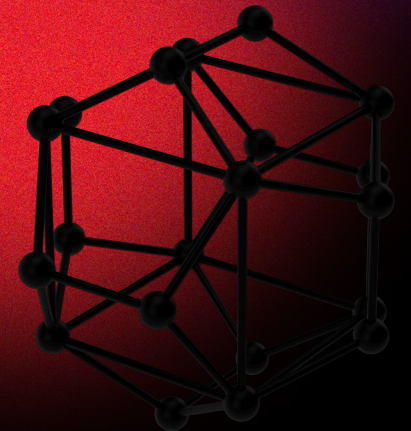
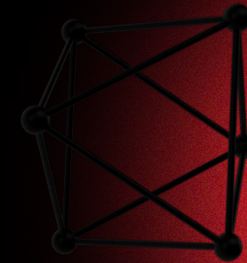
The start-up QiO has developed the Foresight Sustainability Suite to help heavy industry achieve carbon neutrality. The Foresight Sustainability Suite, which is based on AI analyses, increases production efficiency, monitors the performance of every machine, and offers support with service and maintenance. The AI combines numerous devices in a single analysis to save companies time and money, and also allows them to follow their progress in real time through the continuous monitoring. Companies can choose from the three areas of Sustainability Suite individually or use them all as a package.



SOURCE: <https://qio.io>
 INITIATOR: QiO Technologies Ltd., UK

The AI workshop for your team

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Take the first step into the AI future

The TRENDONE AI Campus is a program that helps your organization effectively integrate Artificial Intelligence into your business models and operational processes.



Participative learning format

The AI Campus offers an interactive and dynamic learning format that emphasizes active participation and collaborative learning.



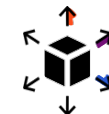
Expert led program

You will be accompanied by our experts who will transfer what you have learned to your company context.



Best practices and case studies

Learn about specific use cases of AI in different business areas and how you can leverage AI to optimize your business processes.

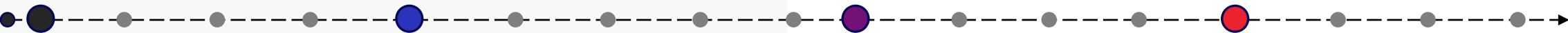


Customized strategy development

We adapt the AI Campus to your needs. Based on your business goals, we develop strategic measures and action plans.

Introduction

Sprint 1



MODULE 1
AI DISCOVERY

- (Pre-reading status AI technology)
- Future Courage
- Keynote on Generative AI
- Live testing of Generative AI

RESULT module 1

- Impulses for a systemic culture of innovation
- Knowledge of the current status and trends of AI technologies
- Testing AI tools yourself

MODULE 2
AI TRANSFER

- Transfer of insights from the discovery session with TRENDONE AI experts to business unit implications, opportunities and risks.

RESULT module 2

- Targeted overview of opportunities and limits of AI for the development of sustainable business models

Integration

Sprint 2

MODULE 3
IDEATION

- Ideation session for the development of concrete innovation and application concepts

RESULT module 3

- Specific innovation approaches for the operational use of AI in the different business units

MODULE 4
UMSETZUNG

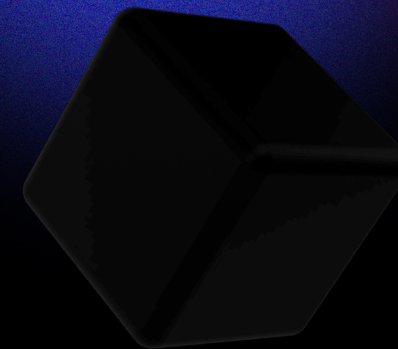
- Steering and derivation of strategic recommendations for action, measures, roadmap and communication approaches
- Next steps

RESULT module 4

- Derive recommendations for action
- Common understanding of the AI roadmap and actions

Know-how & know-when

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CREATING FUTURE FOR YOUR BUSINESS

With TRENDONE as a trend-based strategy and innovation consultancy, you systematically pinpoint the most valuable opportunities for the future.

Together we evaluate future business potential and tap into new growth paths for your business.

40+ permanent staff

Award-winning research approach

20 years of expertise in the future

Global network of experts & scouts

Creating Future for your Business.

MORE THAN 200 CUSTOMERS WHO TRUST US

AIRBUS

Cheil

DAIMLER



STRÖER



MLP



SAMSUNG

e-on

BMW GROUP

OSRAM



ZVEI:
Die Elektroindustrie

Allianz

ABB

FERRERO

BASF



OUR AWARDS



Winner of the Diesel Medal 2018



"Most Innovative Company in Germany" 2020, 2021 & 2022



Innovator of the Year 2018 & 2019



"Land of Ideas" Prize 2015

Connect with your future

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Make your organization ready for AI

Is your company ready to integrate Artificial Intelligence?

Let's talk about your status quo. I look forward to understand your specific needs and how we can help you.



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