

ARTIFICIAL INTELLIGENCE

DIFFERENTIATED RESEARCH

Thought Pieces

- Artificial Intelligence: The Third Epoch of Technology
- Retake on Double Take: Could AI Rock the Music Industry
- Synthetic Data: Fuel for the AI World
- Ethical Dilemmas of Artificial Intelligence
- Retake on Double Take: Investing in Generative AI and Shrinking Machine Learning

External Partnering / Podcasts

- Shrinking Machine Learning
- A Conversation with ChatGPT
- Investing in Generative AI
- AI: How Themes Help Shape Our Investment Approach
- Could AI Rock the Music Industry
- Reddit and the AI Turf War

Events

- AI: A Live Investment Conversation, in person for Newton clients and prospects
- Thematic Offsite: AI, hosted by investors across multi-dimensional research

Company Meetings

- Threat intelligence analytics
- Platform/hardware power ML/data
- Customer engagement analytics
- AI/robotics-enabled textile recycling
- AI-based advanced analytics provider
- AI-enhanced learning application
- HC platform coronary artery disease, non-invasive AI driven solutions
- Mobile attribution, marketing analytics, optimize UA

Investigative Research

- Threat of AI to music labels
- Company-specific commercial opportunity: data analytics stack
- Company-specific customer churn risk
- Company-specific use cases for development of deep learning models

MICRO THEME: BIG DATA & AI

Artificial Intelligence (AI) has the potential to transform society with the same force as the internet and smartphones have over the last two decades. A new approach to AI called deep learning is enabling some of the original promises of AI to become more common place, pushing up penetration rates while at the same time continuing to expand the range of possible AI applications.

WHY IT MATTERS

- AI could contribute up to \$15.7 trillion to the global economy in 2030 – with \$6.6 trillion from increased productivity and \$9.1 trillion from consumption-side effects, equating to an incremental 1.2% incremental GDP growth per year¹.
- 80% of unstructured data is never analyzed². We believe that big data and AI offer solutions to unlocking this untapped resource.
- Big Data & AI are two of the three key technologies empowering the Internet of Things (IoT).
- AI and IoT merge to create AIoT: what we consider to be a smart, connected network of devices that seamlessly communicate over powerful 5G networks unleashing the power of data better and faster than ever, empowering: wearables, smart home, smart city, and smart industry.
- The commercialization of AI has the potential to increase productivity across industries by automating routine tasks and freeing up mindshare for creative tasks.
- A foundation of AI capabilities creates a range of new product capabilities for the enterprise and consumer, defining a potential new category of software companies.
- Existing enterprise and consumer products carry a new risk of disruption, creating the potential for the displacement of incumbents across markets.
- Expanded AI usage may likely drive an increasing need for storage and compute resources, setting up a positive environment for hardware providers.

RELEVANT SIGNPOSTS

- Datacenter footprints and CapEx from public cloud players
- Parameter counts for state of the art (SoTA) models
- SoTA model performance on industry standard benchmark tests
- AI-incorporated features on traditional platform software offerings
- Integrations with open-source models from research organizations such as OpenAI, Meta, and Google

NATURAL LANGUAGE PROCESSING

Key Industries

- Data Processing Services
- Computer Peripherals
- Packaged Software
- Information Tech Svcs
- Computer Processing Hard
- Electronic Components
- Computer Communications
- Aerospace & Defense
- Semiconductors
- Electronic Production Equip



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