



THE ROLE OF AI IN BUILDING ANTI-FRAGILE BUSINESSES THROUGH THEORY AND WITHOUT PRACTICE

WARNING

THIS IS A BORING PRESENTATION BECAUSE IT IS THEORETICAL

BUT...

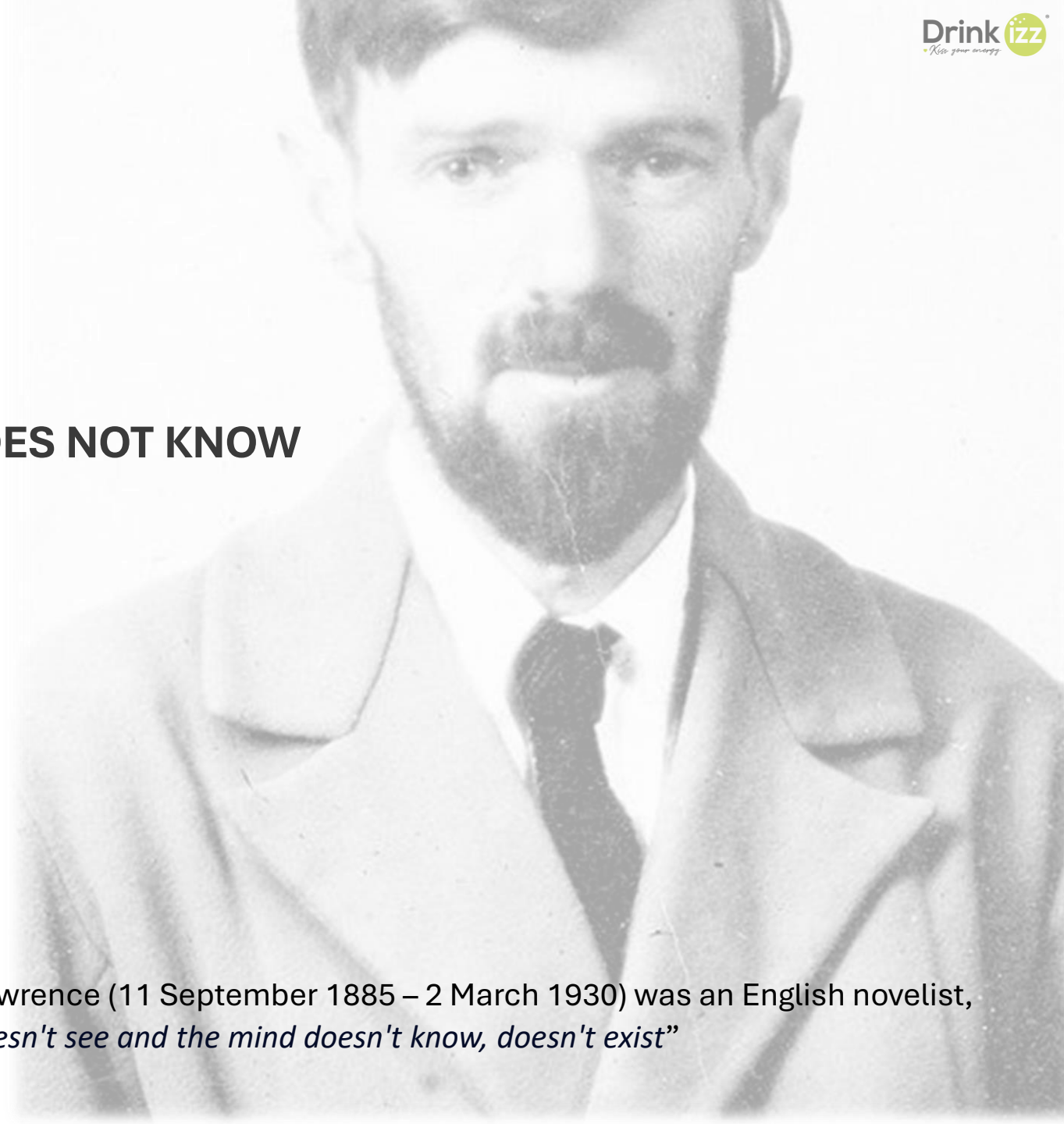
Practical
knowledge



THE **EYE** CANNOT SEE WHAT THE **MIND** DOES NOT KNOW



Theoretical
knowledge



David Herbert Lawrence (11 September 1885 – 2 March 1930) was an English novelist,
“What the eye doesn't see and the mind doesn't know, doesn't exist”

THEN...



**WHAT YOU SEE HERE IS NOT JUST A CAN
BUT A REPOSITORY OF KNOWLEDGE**

ANTI-FRAGILE...



HAZARDS & CRISIS THAT IMPACT THE BUSINESS

ANTI-FRAGILE BUSINESS

DRINKIZZ: THE ANTI-FRAGILE SOCIETY BY NECESSITY

Here are some examples of crises that require Drinkizz to be anti-fragile to survive:

- ✓ Created in 2019 just before the Covid-19 crisis, which significantly impacted the distribution market
- ✓ We worked for several months to achieve a stable recipe for our drink because we are the only ones offering an Organic Natural Energy drink, which requires a very innovative process in the factory
- ✓ We have to spend a lot of time explaining the health value of our drink in a market crowded with poor-quality beverages and a lot of misinformation
- ✓ The global financial crisis and wars impact our manufacturing and logistics chain
- ✓ With limited resources to start, we built our IT with No-Code and AI

- CREATED JUST BEFORE COVID-19 CRISIS
- MONTHS TO STABILIZE OUR UNIQUE ORGANIC NATURAL ENERGY DRINK RECIPE
- EDUCATING MARKET ON HEALTH BENEFITS AMID MISINFORMATION
- IMPACT OF GLOBAL FINANCIAL CRISIS AND WARS ON MANUFACTURING AND LOGISTICS



CHALLENGES IN THE MODERN WORLD

The modern world is aggressive and evolves quickly. We are in hyper-competition with data management and AI. As a result, systems are becoming increasingly complex, posing two fundamental problems that you must manage in your career:

- ✓ (1) how to understand and master this complexity, make it transparent, allow its control, and explanation...
- ✓ (2) how to ensure the adaptation of complex systems to shocks, uncertainties, and the need for changes without disrupting everything

- **CLARIFY AND MASTER THE COMPLEXITY**
- **ENSURE ADAPTATION OF COMPLEX SYSTEMS TO SHOCKS**



BUILDING INTELLIGENT AND RESILIENT SYSTEMS

To achieve this, it is necessary to build intelligent systems that are resilient to shocks, that is, anti-fragile

You need to establish a set of principles to follow regardless of the system to be built, the use cases, and application contexts. These are universal meta-rules for succeeding in the aggressive modern world with AI. It is a sort of magical recipe that I will now present to you

However, be aware that understanding it requires significant expertise in the analysis of complex systems, a discipline you will need to learn to master your career with AI

- **BASED ON UNIVERSAL PRINCIPLES FOR ANTI-FRAGILITY**
- **AND ROBUST FOR YOUR CAREER CONSIDERING AI**



**So, HOW SHOULD
YOU PROCEED?**

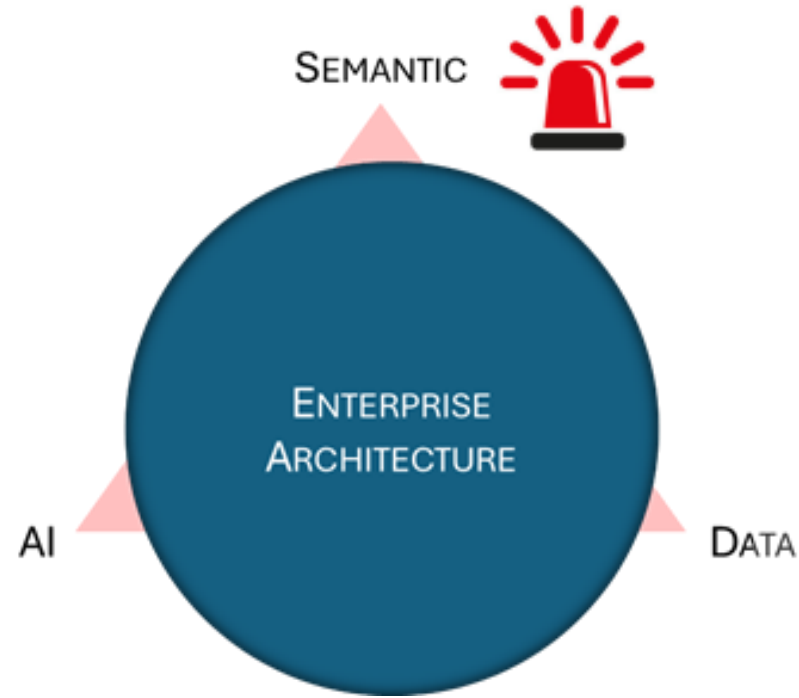
FIRST: MASTERING DATA AND AI

The first sphere involves mastering large-scale data management and AI. You need to master AI tools, which we present in our "AI by Drinkizz" sessions with examples like ChatGPT assistants

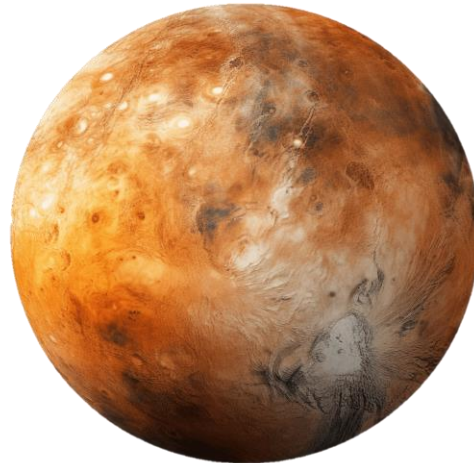
You also need to master data management, which we cover with NoCode tools for databases such as Knack

Additionally, there is a third area of competence for semantic management. For example, you must build a glossary of terms used by AI and data to ensure proper functioning. If you have three different data tables to store information about your business concept "client" and too many ways to name it in AI prompts, you won't get good results. You need to build a common semantics across your entire system. At Drinkizz, for example, we have a business glossary of our important terms, which is an ontology

- MASTER AI TOOLS (E.G., CHATGPT)
- MANAGE DATA WITH NOCODE TOOLS (E.G., KNACK)
- BUILD A COMMON SEMANTIC SYSTEM (ONTOLOGY)



**YOU KNOW THAT PLANETS ARE ROUND, BUT
DO YOU KNOW WHY?**



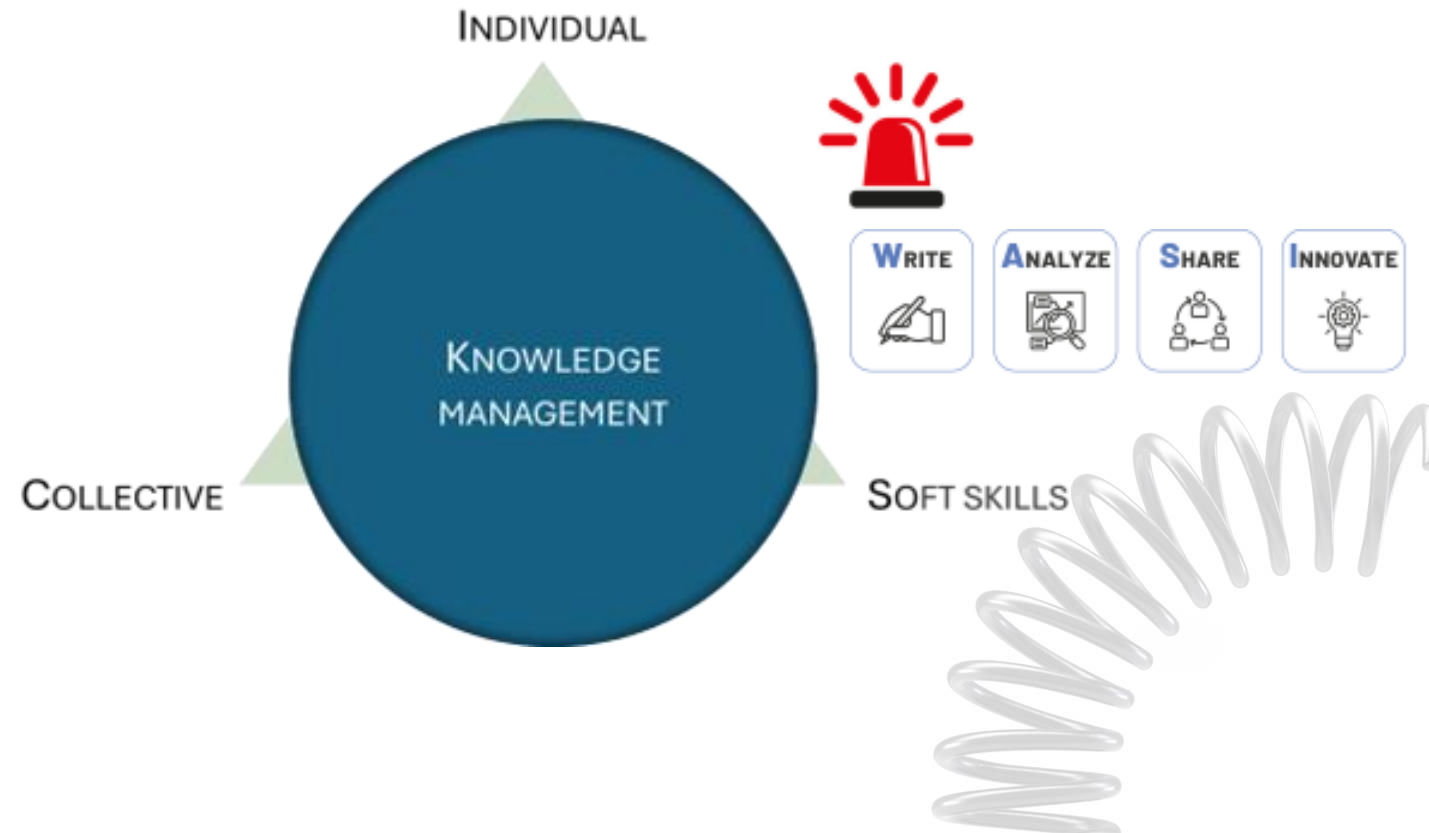
SECOND: MASTERING KNOWLEDGE

The second sphere concerns knowledge management. Without good knowledge management, it is impossible to properly train AI systems or correctly analyze their responses. The better your knowledge is formalized, the more you will maintain control and power over AI.

This sphere suggests that personal knowledge management efforts are necessary. Instead of spending time absorbing fragmented content from TikTok videos or various social networks, you should write and read more. For example, you know that planets are round, but do you know why? Knowledge is like a thread you can pull to learn more.

The same applies to collective knowledge in a company; there needs to be more exchange and sharing of practices to train AI. To achieve this, each of us must improve our soft skills through the WASI effect: Write, Analyze, Share, Innovate. We discuss this regularly in our "AI by Drinkizz" sessions, and it is crucial for you to reduce social media usage and focus on reading, writing, and analysis.

- PERSONAL KNOWLEDGE MANAGEMENT
- COLLECTIVE KNOWLEDGE MANAGEMENT
- SOFT SKILLS





**DO YOU FEEL LIKE YOU'RE LIVING
IN A RAT RACE?**

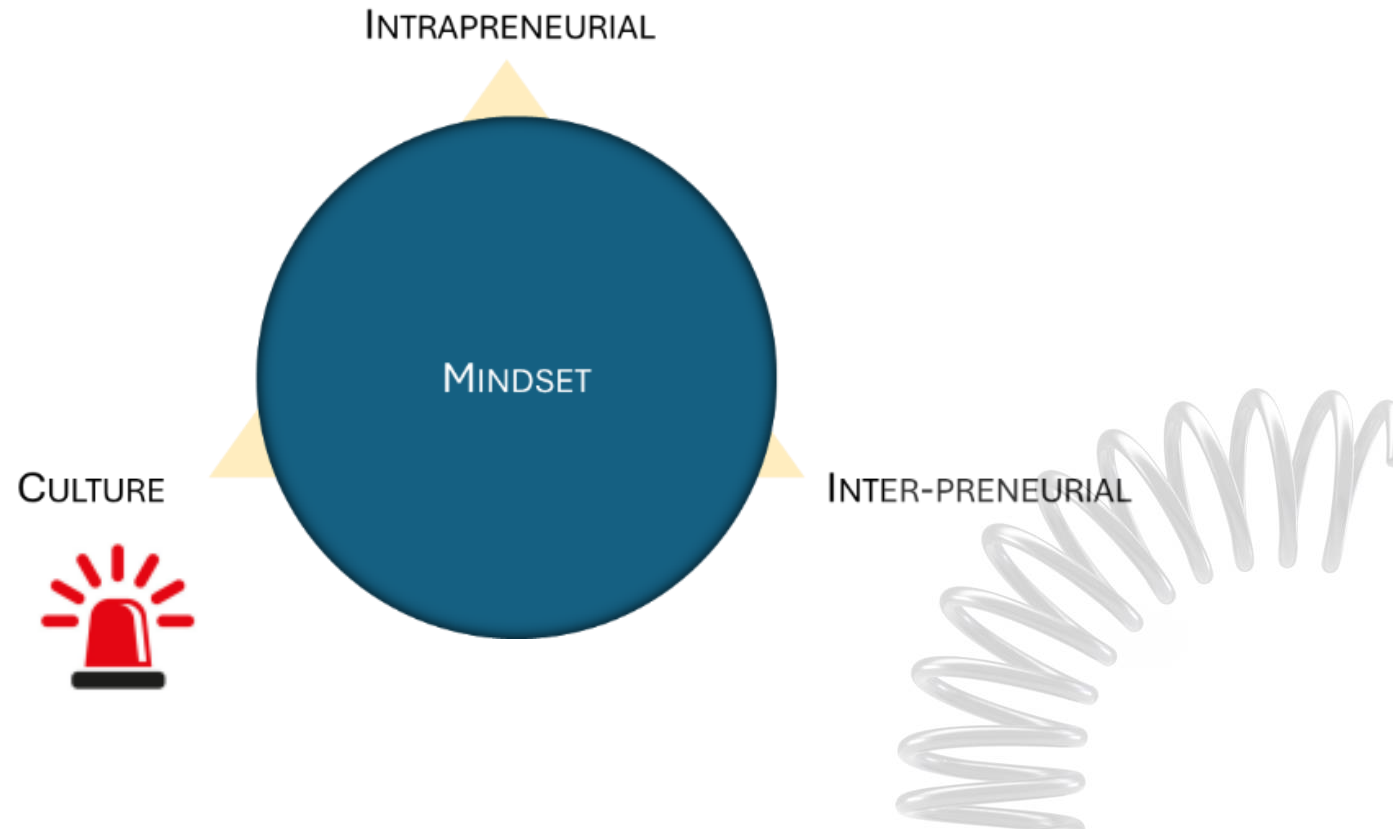
THIRD: CULTIVATING THE RIGHT MINDSET

Finally, the third sphere focuses on your mindset. You need to ask yourself how to act to withstand the massive arrival of AI. As I mentioned in a previous session, the consulting firm McKinsey estimates that 70% of current jobs will disappear due to the impact of AI coupled with robotics. So, how will you live with a reduced salary or no salary at all? Only 30% of current workers will continue to live on their salaries, but what about the others? It is certain that passive workers, trapped in a daily rat race, will be the first losers.

It is better to cultivate a work culture of effort and initiative, such as intrapreneurship, solopreneurship with an "inter-preneurial" approach, or even directly as an entrepreneur.

AI will force us to be more active and less passive in the business world. You will need coaching if you fear taking initiatives, and it is a matter of professional survival for you. There will no longer be a comfortable place in work where job security is considered lasting

- EMBRACE INTRAPRENEURSHIP, INTERPRENEURSHIP, OR ENTREPRENEURSHIP
- SEEK COACHING IF YOU FEAR TAKING INITIATIVES





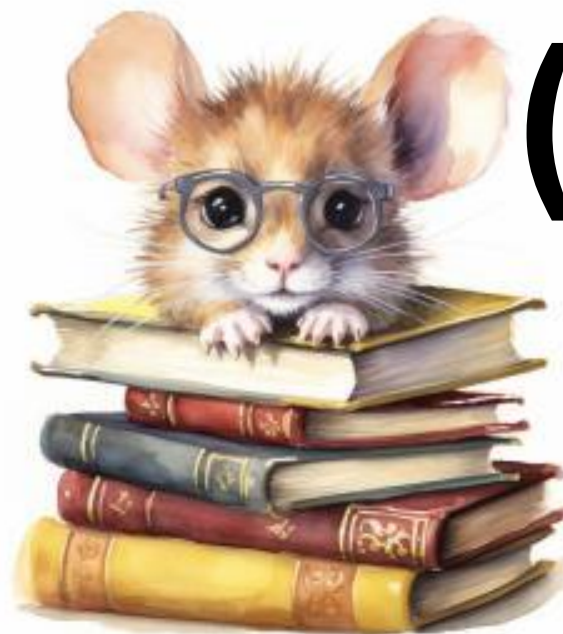
+ AI = AI



+

AI

=



(AI)

WRITE



ANALYZE



SHARE



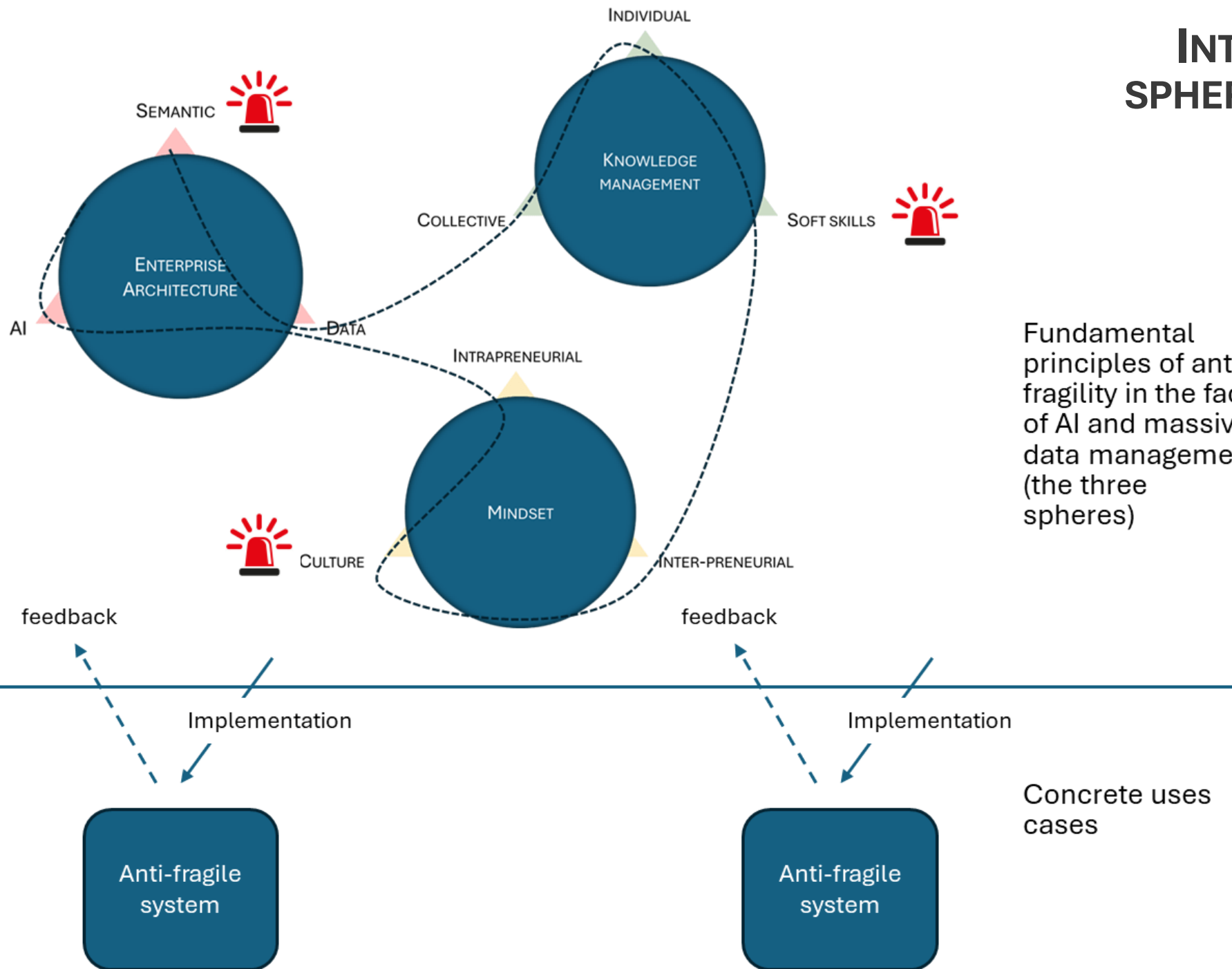
INNOVATE



+



INTERCONNECTED SPHERES OF EXPERTISE



Fundamental principles of anti-fragility in the face of AI and massive data management (the three spheres)

Concrete uses cases

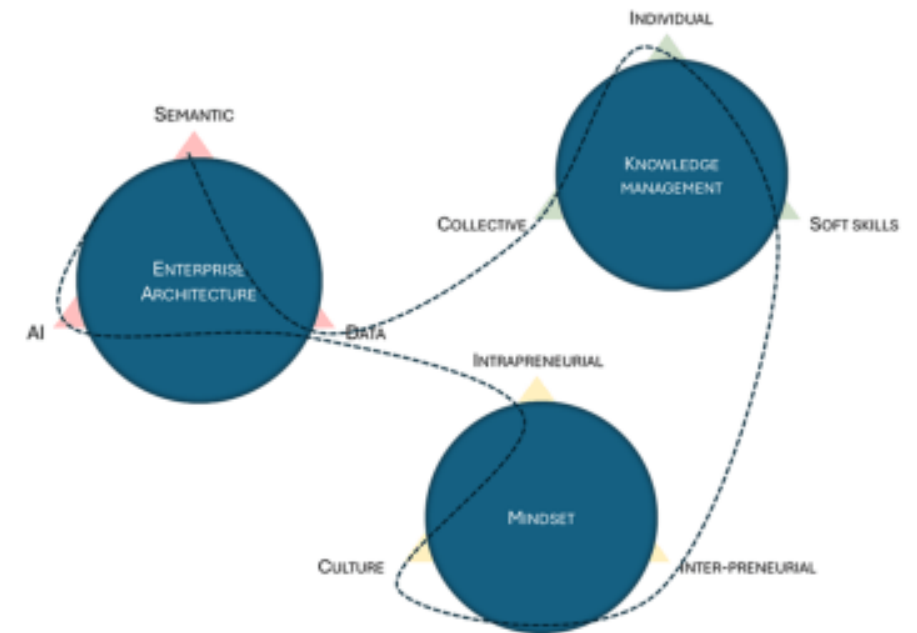
DRINKIZZ'S APPROACH FOR ANTI-FRAGILITY

At Drinkizz, we are trying to implement these three spheres to support our activity and growth. We aim to make Drinkizz anti-fragile to face any uncertainties that arise. You already know that we use AI and data management on a large scale, but we have not yet presented our semantic management. We will do so soon in a future "AI by Drinkizz" session.

For knowledge management, we extensively document our know-how, especially to share it with our community. For a beverage company, we have an exceptional corpus of documents on the organic, natural, and energy approach. The more we document our knowledge, the stronger our knowledge management sphere becomes, which then supports our No-Code and AI systems.

Finally, as a start-up, our teams members work with a positive culture towards the use of AI and data management. Even though it is not easy every day, we are all "intrapreneurs" at every level of the organization

1. EXTENSIVE USE OF AI AND DATA MANAGEMENT
2. DOCUMENTING KNOWLEDGE FOR COMMUNITY
3. POSITIVE CULTURE AND INTRAPRENEURSHIP



LEARN MORE AND ENGAGE

CREATE A WORKING GROUP AND PROPOSE AN "ASK ME ANYTHING" SESSION



AI NEWS

THE RAPID ADVANCEMENT TOWARDS ARTIFICIAL GENERAL INTELLIGENCE (AGI) BY LEOPOLD ASCHENBRENNER (1/3)

SITUATIONAL AWARENESS - THE DECADE AHEAD: [HTTPS://SITUATIONAL-AWARENESS.AI/WP-CONTENT/UPLOADS/2024/06/SITUATIONALAWARENESS.PDF](https://situational-awareness.ai/wp-content/uploads/2024/06/situationalawareness.pdf)

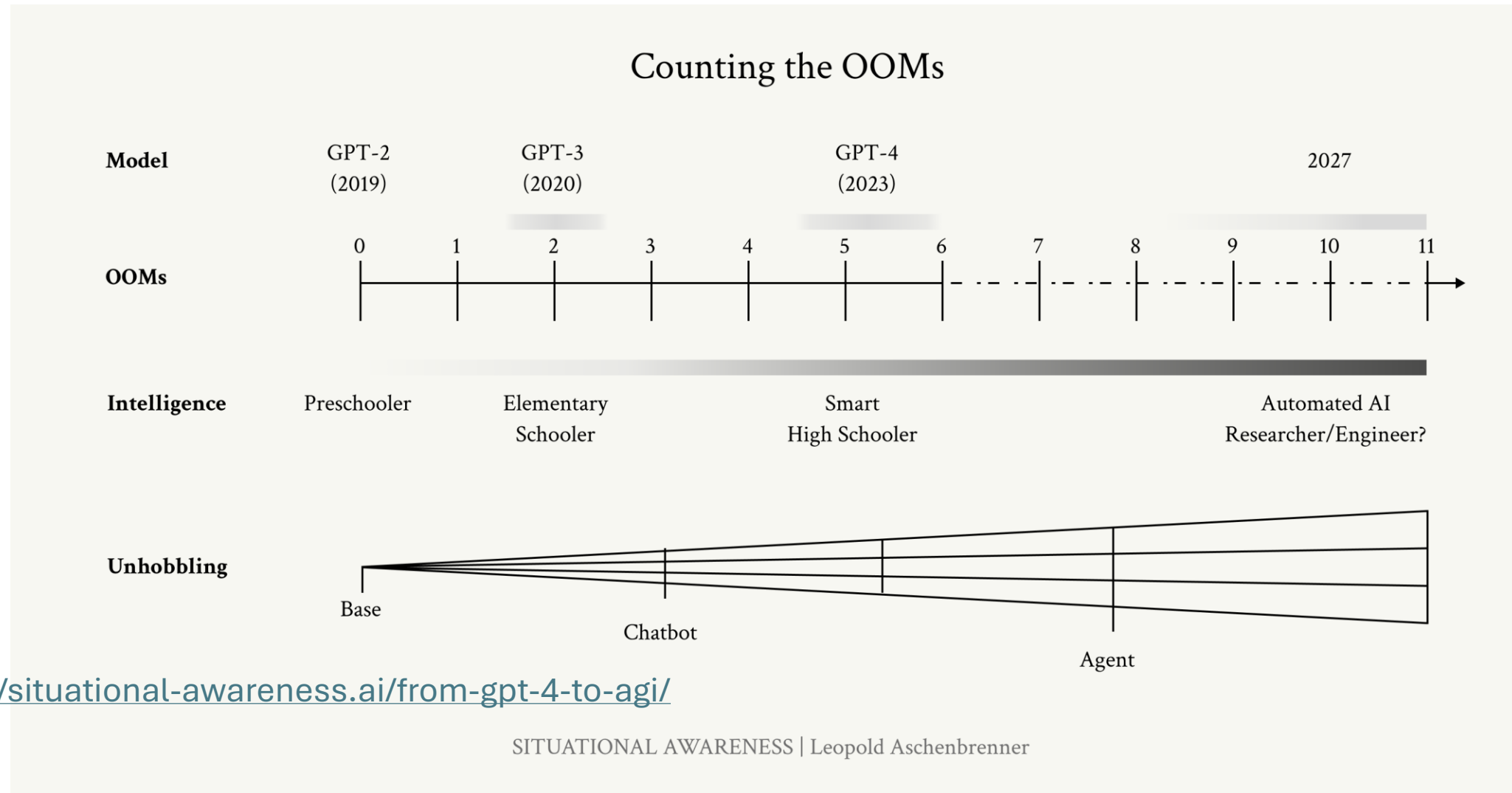
FOR THE AUTHOR, THE AGI WILL SURPASS HUMAN INTELLIGENCE AND BASES HIS PRODUCTION ON SEVERAL KEY DATA POINTS AND TRENDS:

1. PROGRESSION FROM GPT-2 TO GPT-4
2. ORDERS OF MAGNITUDE (OOMS) IN COMPUTE POWER
3. ALGORITHMIC EFFICIENCIES AND INNOVATIONS
4. BENCHMARK ACHIEVEMENTS
5. HISTORICAL TRENDS AND PREDICTIONS

THE RAPID ADVANCEMENT TOWARDS ARTIFICIAL GENERAL INTELLIGENCE (AGI) BY LEOPOLD ASCHENBRENNER (2/3)

SITUATIONAL AWARENESS - THE DECADE AHEAD: <https://situational-awareness.ai/wp-content/uploads/2024/06/situationalawareness.pdf>

“The below image summarizes the progression of AI models from GPT-2 to a potential future model by 2027, highlighting their increasing capabilities in terms of orders of magnitude (OOMs) in compute power and corresponding intelligence levels.”



<https://situational-awareness.ai/from-gpt-4-to-agi/>

THE RAPID ADVANCEMENT TOWARDS ARTIFICIAL GENERAL INTELLIGENCE (AGI) BY LEOPOLD ASCHENBRENNER (3/3)
SITUATIONAL AWARENESS - THE DECADE AHEAD: [HTTPS://SITUATIONAL-AWARENESS.AI/WP-CONTENT/UPLOADS/2024/06/SITUATIONALAWARENESS.PDF](https://situational-awareness.ai/wp-content/uploads/2024/06/situationalawareness.pdf)

AGI (ARTIFICIAL GENERAL INTELLIGENCE) IS EXPECTED TO BRING TRANSFORMATIVE CHANGES ACROSS VARIOUS DOMAINS

1. 2027 PREDICTION: THE MODEL COULD REACH 11 OOMS, POTENTIALLY BECOMING AN AUTOMATED AI RESEARCHER OR ENGINEER.
2. AUTOMATION OF COMPLEX TASKS
3. WHILE AGI MAY DISPLACE SOME JOBS AND WILL ALSO CREATE NEW JOB CATEGORIES THAT DO NOT CURRENTLY EXIST. THESE COULD INCLUDE ROLES IN AI OVERSIGHT, ETHICAL COMPLIANCE, AND NEW SECTORS EMERGING FROM AGI-DRIVEN INNOVATIONS.
4. ENHANCEMENTS IN HEALTHCARE
5. PERSONALIZED EDUCATION AND MORE

THE ARTICLE SAYS BY ADOPTING THE BELOW STRATEGIES, SOCIETY CAN BETTER PREPARE FOR THE TRANSFORMATIVE CHANGES THAT AGI WILL BRING, ENSURING THAT ITS BENEFITS ARE MAXIMIZED WHILE MITIGATING POTENTIAL RISKS.

1. EDUCATION AND SKILL DEVELOPMENT
2. ETHICAL AND REGULATORY FRAMEWORKS
3. ECONOMIC POLICIES
4. PUBLIC AWARENESS AND ENGAGEMENT
5. RESEARCH AND DEVELOPMENT FOCUS

G7 2024 - A VERY SPECIAL GUEST WHO IS THE POPE

[HTTPS://WWW.PRESSDEMOCRAT.COM/ARTICLE/NEWS/POPE-FRANCIS-WILL-BE-THE-FIRST-PONTIFF-TO-ADDRESS-A-G7-VENUE-HES-RAISING/](https://www.pressdemocrat.com/article/news/pope-francis-will-be-the-first-pontiff-to-address-a-g7-venue-hes-raising/)

G7: CANADA, FRANCE, GERMANY, ITALY, JAPAN, THE UNITED KINGDOM AND THE UNITED STATES



“WARNING THAT SUCH POWERFUL TECHNOLOGY (AI) RISKS TURNING HUMAN RELATIONS THEMSELVES INTO MERE ALGORITHMS.”

The leaders vowed to better coordinate the governance and regulatory frameworks surrounding AI to keep it “human-centered.” At the same time, they acknowledged the potential impacts on the labor markets of machines taking the place of human workers and on the justice system of algorithms predicting recidivism.



AI-generated image: a fake image of Pope Francis wearing a white puffer jacket.

Pablo Xavier; annotation by NPR

AI REGULATIONS FOR GOOD

<https://www.soumu.go.jp/hiroshimaaiprocess/en/index.html>



About the Hiroshima AI Process

Given that the rapid development and spread of generative AI had been an important issue for the international community as a whole, the Hiroshima AI Process was launched in May 2023, following the Leaders' direction at the G7 Hiroshima Summit, with the objective of discussing the opportunities and risks of the technology.

After continuous discussions including at an interim minister-level meeting in September and a multi-stakeholder high-level meeting at IGF Kyoto 2023 in October, "the Hiroshima AI Process Comprehensive Policy Framework", the first international framework that includes guiding principles and code of conduct aimed at promoting the safe, secure and trustworthy advanced AI systems, was successfully agreed upon at the G7 Digital & Tech Ministers' Meeting in December 2023 and was endorsed by the G7 Leaders in the same month.

It is expected that the Hiroshima AI Process will be gathering broader support from a diverse range of actors, including governments beyond the G7 including developing and emerging economies, private sector, academia, and civil society, and will facilitate building up inclusive global governance on AI for the common good of the world, and thus enable people around the world to benefit from safe, secure and trustworthy AI.

<https://artificialintelligenceact.eu/>



EU Artificial Intelligence Act

The Act - Implementation - Context - About us - Newsletter - EN

The EU Artificial Intelligence Act

Up-to-date developments and analyses of the EU AI Act

AI Act Explorer

Browse the full AI Act text online. Search within the Act for parts which are relevant to you.

Compliance Checker

Discover how the AI Act will affect you in 10 minutes by answering a series of straightforward questions.

<https://www.whitehouse.gov/briefing-room/presidential-actions/2023/10/30/executive-order-on-the-safe-secure-and-trustworthy-development-and-use-of-artificial-intelligence/>



THE WHITE HOUSE

Administration - Priorities - The Record - Briefing Room - Español - MENU

OCTOBER 30, 2023

Executive Order on the Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence

BRIEFING ROOM - PRESIDENTIAL ACTIONS

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1. Purpose. Artificial intelligence (AI) holds extraordinary potential for both promise and peril. Responsible AI use has the potential to help solve urgent challenges while making our world more prosperous, productive, innovative, and secure. At the same time, irresponsible use could exacerbate societal harms such as fraud, discrimination, bias, and

NEXT SESSION ANNOUNCEMENT

AI BY DRINKIZZ #6 SCHEDULED FOR JUNE 26, 2024, AT 9 AM CEST (2 PM VIETNAM TIME)



Vinci Savitri D.

How to Scale Your Business with AI on Data Modeling



From the upcoming session you will learn how AI can enhance your business understanding and accelerate the data models creation.

THANK YOU!

DRINKIZZ x WETA
PRESENT

MASTERING NO-CODE AND AI

Master the fundamentals of No-code and AI with a hands-on **4-hour course** designed to help you launch and scale your business.

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[YouTube](https://www.youtube.com/channel/UC4W4W4W4W4W4W4W4W4W4W4W)

Drinkizz

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Food and Beverage Services

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