



Applying AI in Construction

Alice Leung, Jake Olsen,
Sean McGuire

MONDAY, MARCH 18, 2024
1:30PM – 3:00PM

Please let us know what you thought of this session



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Applying AI in Construction

Sean McGuire, MCAA
Alice Leung, Brick & Mortar
Jake Olsen, GTP Software

Applying AI in Construction



Sean McGuire, MCAA



Alice Leung, Brick & Mortar



Jake Olsen, GTP Software

Artificial Intelligence may not
put you out of business....

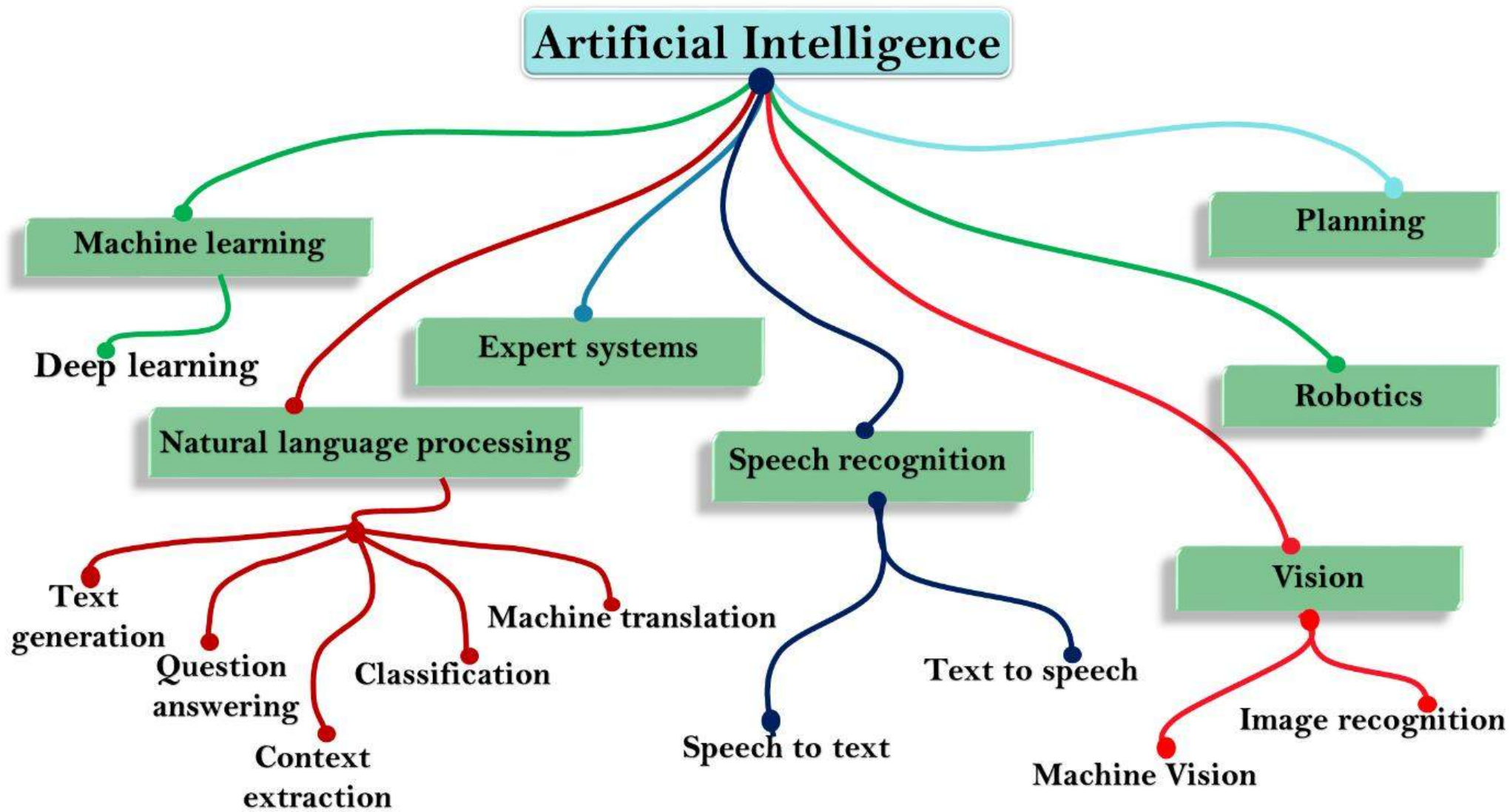
*... but a contractor using AI just
might.*



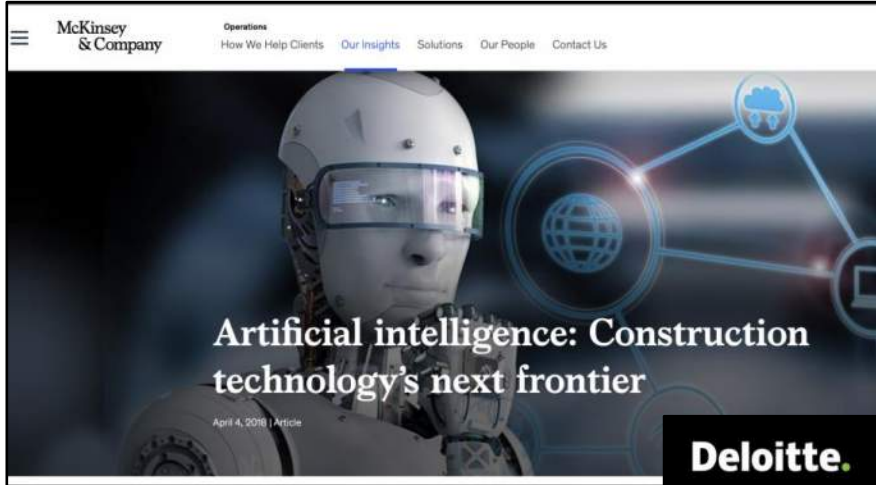


Outline

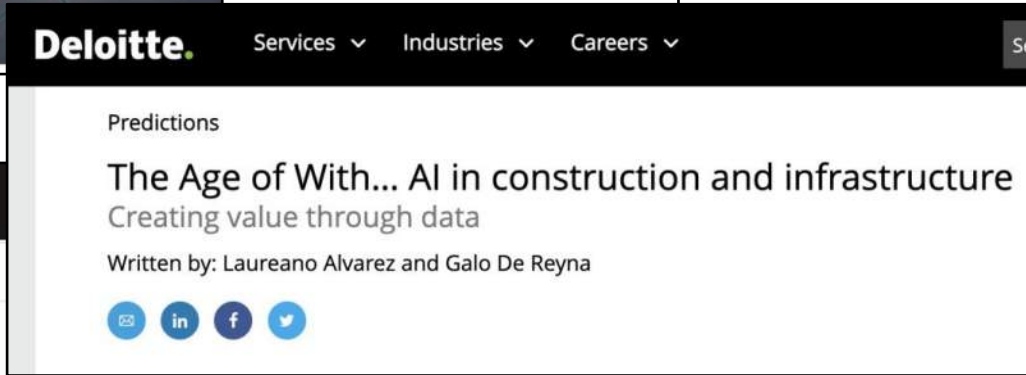
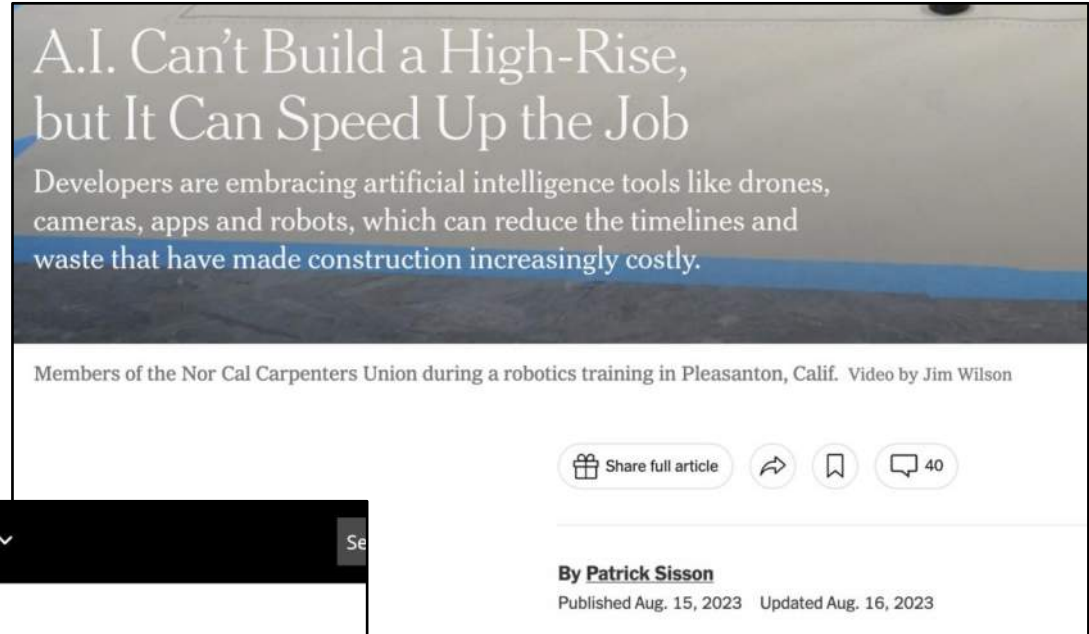
- Overview of AI
- Why this is important to you
- Off the shelf AI Tools you can use today as a mechanical contractor
- Construction specific stuff
- Cool/crazy stuff
- Bloopers
- The future



Why this is important



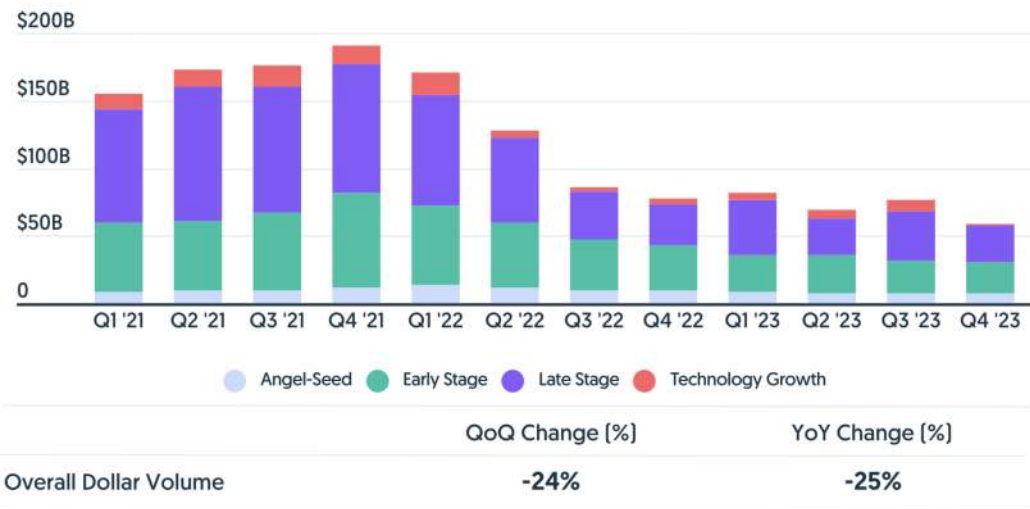
New York Times



General Venture Capital Funding Trends: Slow 12 Months



Global Venture Dollar Volume Through Q4 2023



crunchbase

Global Early-Stage Investment Through Q4 2023

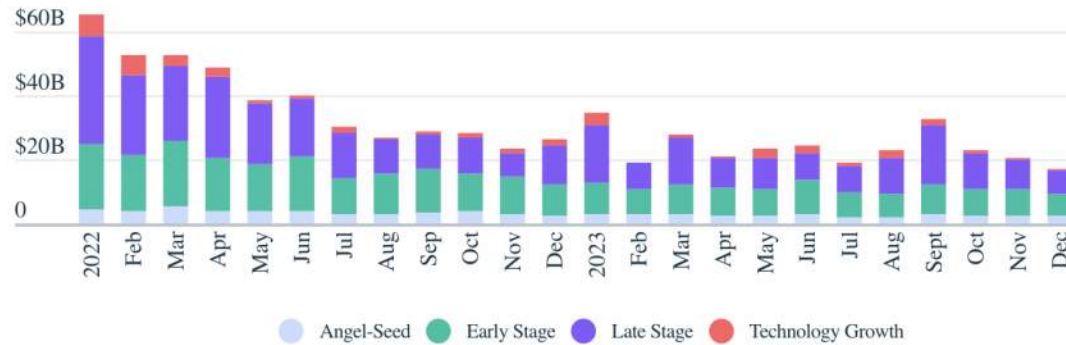


crunchbase

AI Funding is a large portion of funding in Feb 2024, more than 20%



Global Funding By Stage Through February 2024



crunchbase

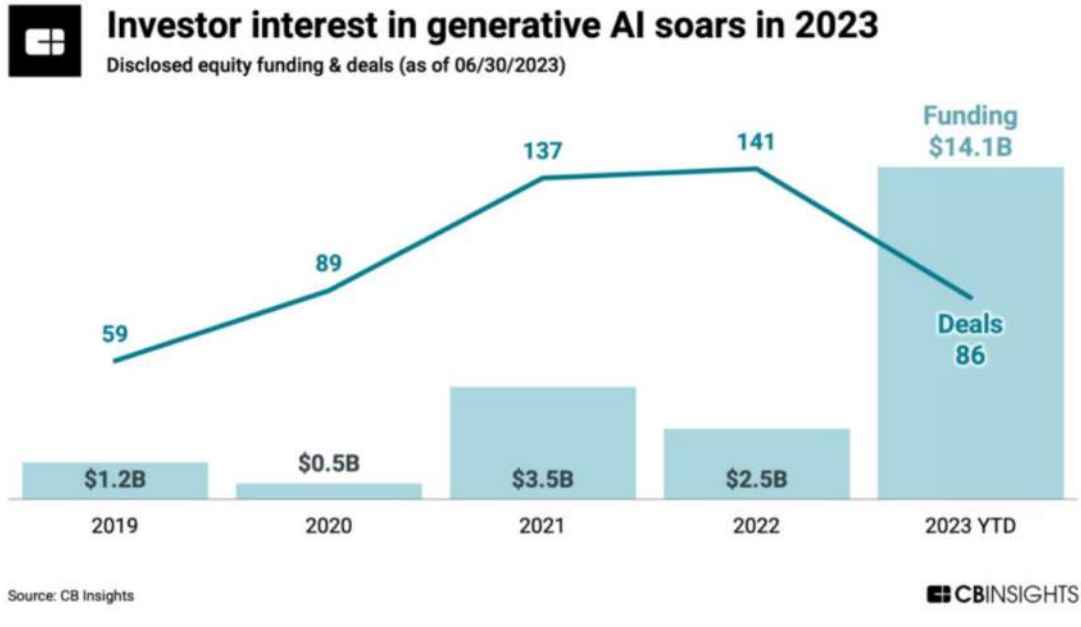
Global Monthly Funding To AI Companies



crunchbase



Funding for Generative AI Companies



Where is all the money going in generative AI?

Distribution of generative AI funding, Q3'22 – Q2'23



Source: CB Insights. Based on an analysis of 210+ generative AI companies building cross-industry enterprise solutions; excludes deals to industry-specific companies and model developers such as OpenAI. *Includes 1 deal in motion capture animation and 1 deal in synthetic anonymization with undisclosed funding.

CBINSIGHTS



LLM

LARGE LANGUAGE MODEL

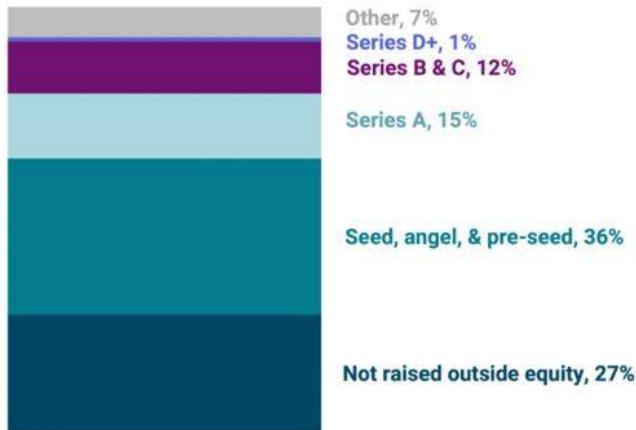


Funding for Generative AI Companies



78% of genAI startups are early-stage or haven't raised any equity funding

Percent of companies by latest disclosed round (as of 6/30/23)



Source: CB Insights



Generative AI infrastructure attracts the bulk of funding

Disclosed equity funding and deals to generative AI categories, from Q3'22 to Q2'23

Funding Deals



Source: CB Insights





Another McKinsey Chart: Generative AI

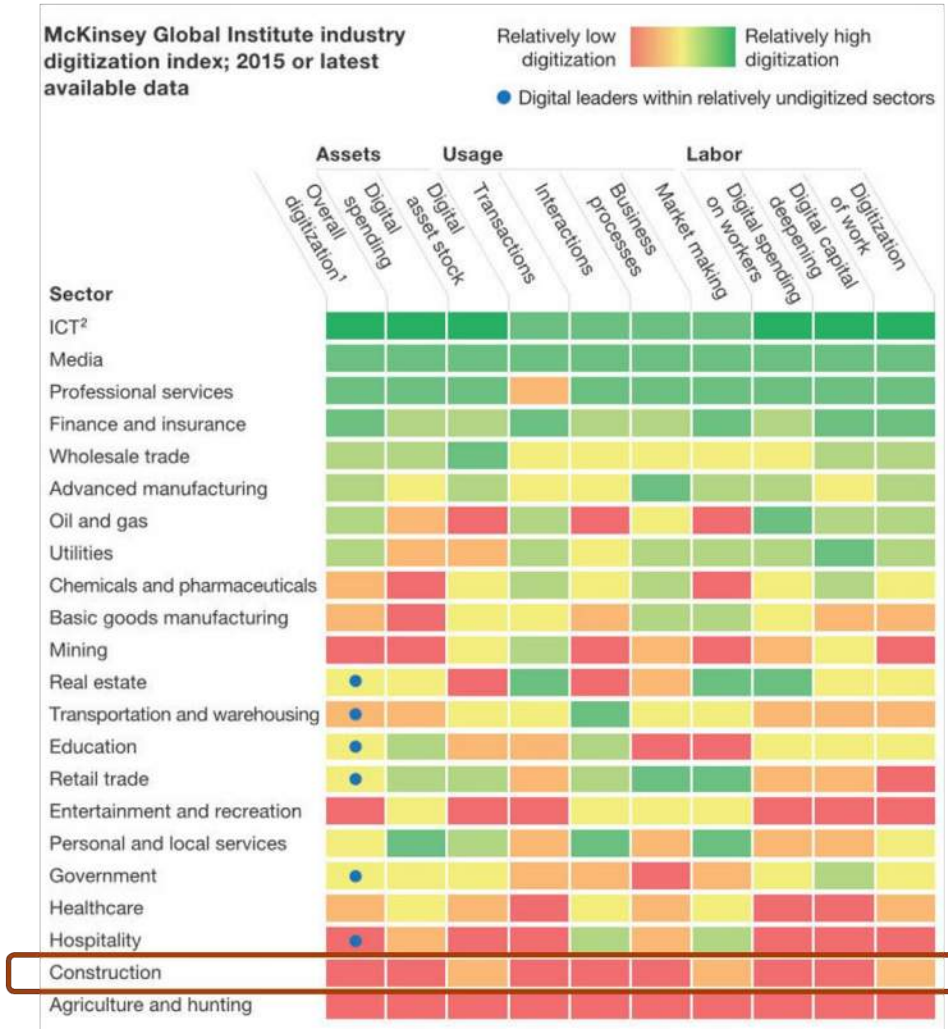
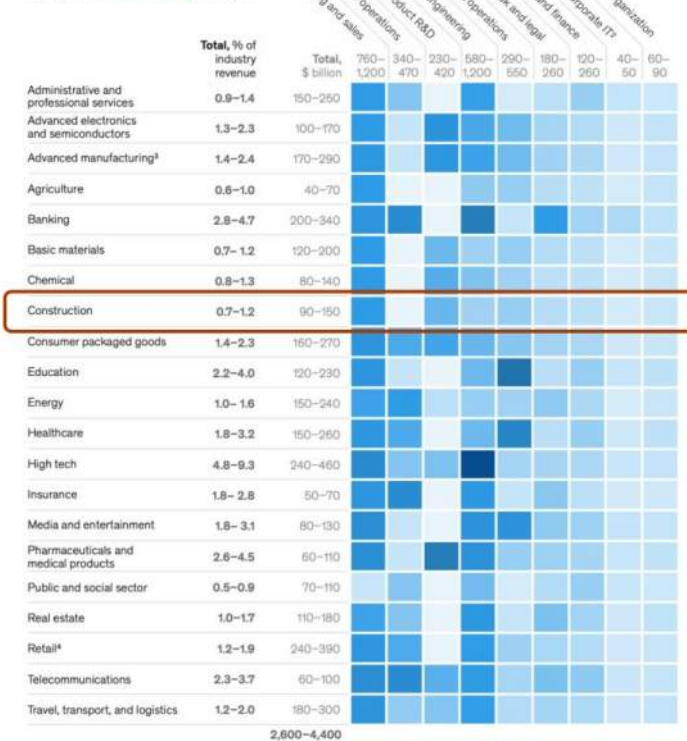


Exhibit 4

Generative AI use cases will have different impacts on business functions across industries.

Generative AI productivity impact by business functions¹

Low impact High impact



Note: Figures may not sum to 100%, because of rounding.
¹Excludes implementation costs (e.g. training, licenses).
²Excluding software engineering.
³Includes aerospace, defense, and auto manufacturing.
⁴Including auto retail.
 Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Iqvia, a McKinsey database; McKinsey analysis.

McKinsey & Company



Sort based on highest impact to least impact



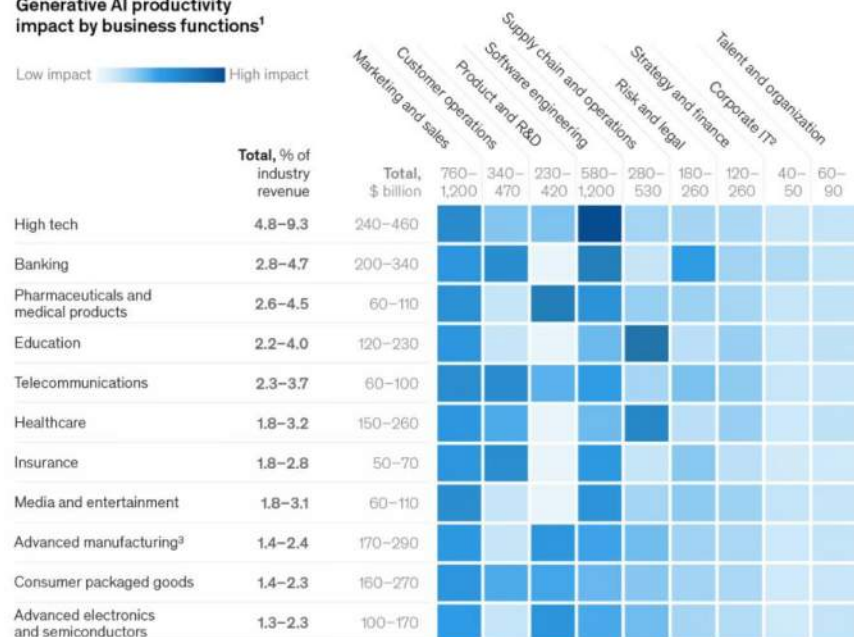
Exhibit 4

Generative AI use cases will have different impacts on business functions across industries.

< Prev 01 - 02 Next >

Generative AI productivity impact by business functions¹

Low impact High impact



Note: Figures may not sum to 100%, because of rounding. ¹Excludes implementation costs (eg, training, licenses). ²Excluding software engineering. ³Includes aerospace, defense, and auto manufacturing. ⁴Including auto retail.
Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

McKinsey & Company

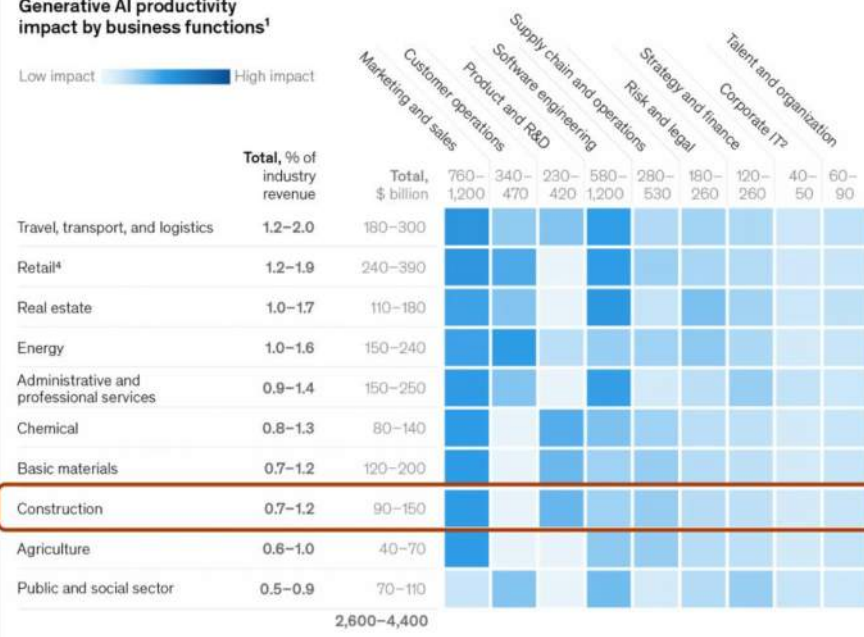
Exhibit 4

Generative AI use cases will have different impacts on business functions across industries.

< Prev 02 - 02 Next >

Generative AI productivity impact by business functions¹

Low impact High impact

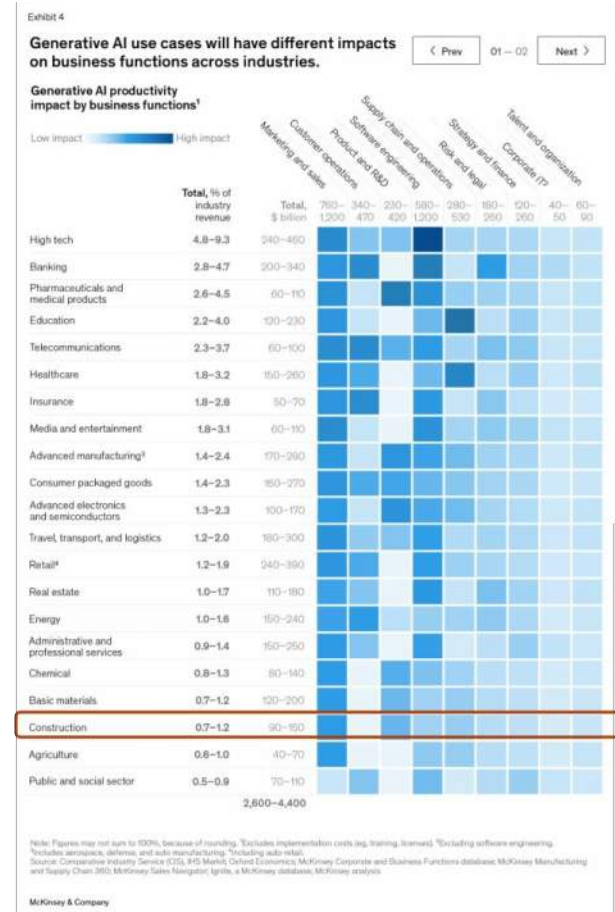
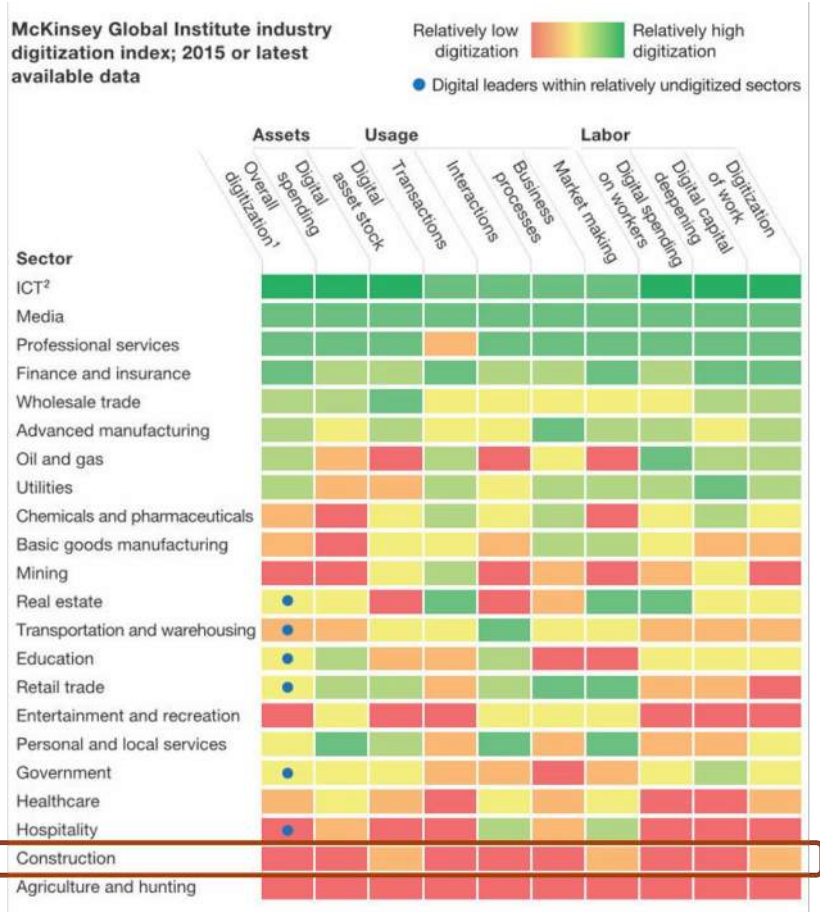


Note: Figures may not sum to 100%, because of rounding. ¹Excludes implementation costs (eg, training, licenses). ²Excluding software engineering. ³Includes aerospace, defense, and auto manufacturing. ⁴Including auto retail.
Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

McKinsey & Company



Digitization vs Generative AI

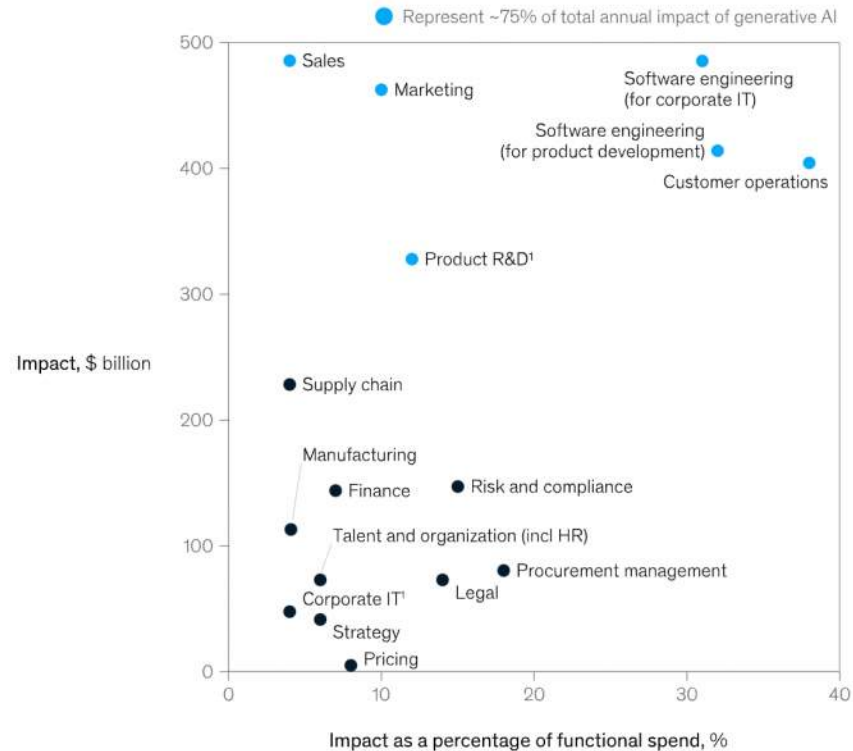


GenAI mostly impacting sales and marketing



Exhibit 3

Using generative AI in just a few functions could drive most of the technology's impact across potential corporate use cases.



Note: Impact is averaged.

[†]Excluding software engineering.

Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis.

McKinsey & Company



GenAI not very applicable to physical work



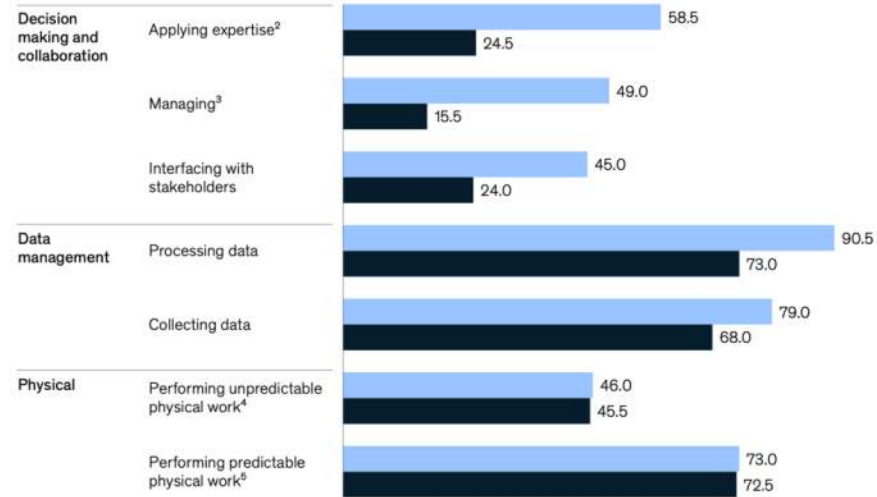
Exhibit 10

Generative AI could have the biggest impact on collaboration and the application of expertise, activities that previously had a lower potential for automation.

Overall technical automation potential, comparison in midpoint scenarios, % in 2023

■ With generative AI
■ Without generative AI¹

Activity groups



Note: Figures may not sum, because of rounding.

¹Previous assessment of work automation before the rise of generative AI.

²Applying expertise to decision making, planning, and creative tasks.

³Managing and developing people.

⁴Performing physical activities and operating machinery in unpredictable environments.

⁵Performing physical activities and operating machinery in predictable environments.

Source: McKinsey Global Institute analysis

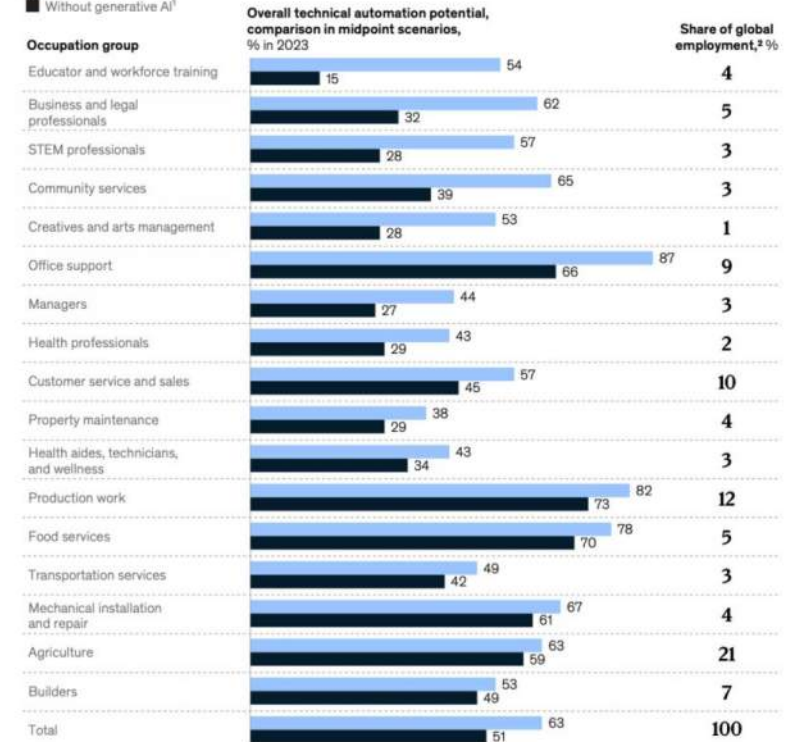
McKinsey & Company

Exhibit 11

Advances in technical capabilities could have the most impact on activities performed by educators, professionals, and creatives.

Impact of generative AI on technical automation potential in midpoint scenario, 2023

■ With generative AI
■ Without generative AI¹



Note: Figures may not sum, because of rounding.

¹Previous assessment of work automation before the rise of generative AI.

²Includes data from 47 countries, representing about 80% of employment across the world.

Source: McKinsey Global Institute analysis

McKinsey & Company



How GenAI is impacting construction industry directly



LLM demands are growing

Training Compute (FLOPs)

Year

Deep Learning: 10x every 18 months!

Moore's Law: 2x every 18 months!

Data Center Construction Gap

Deep Learning Era

Large Scale Era

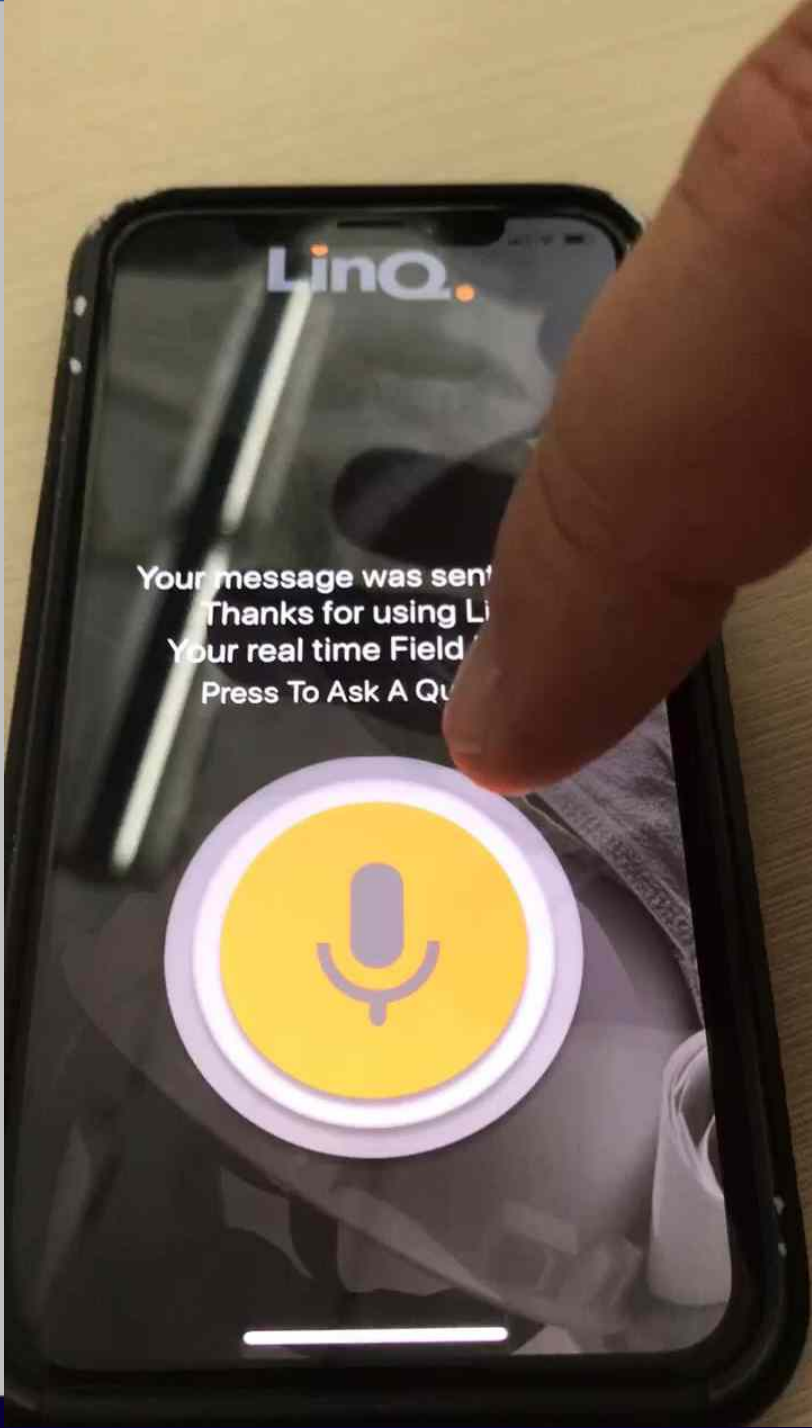
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

RAY SUMMIT 23

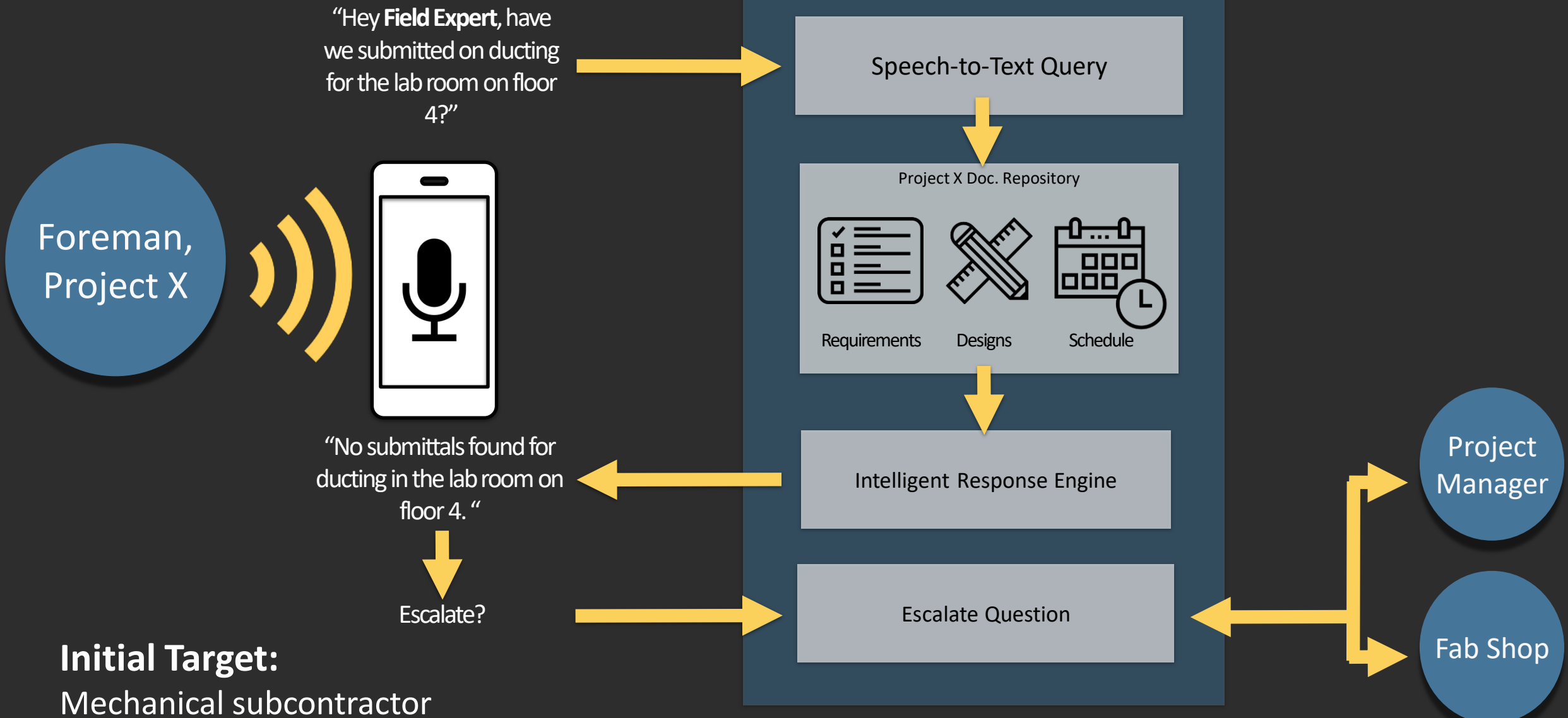
MCAA 24



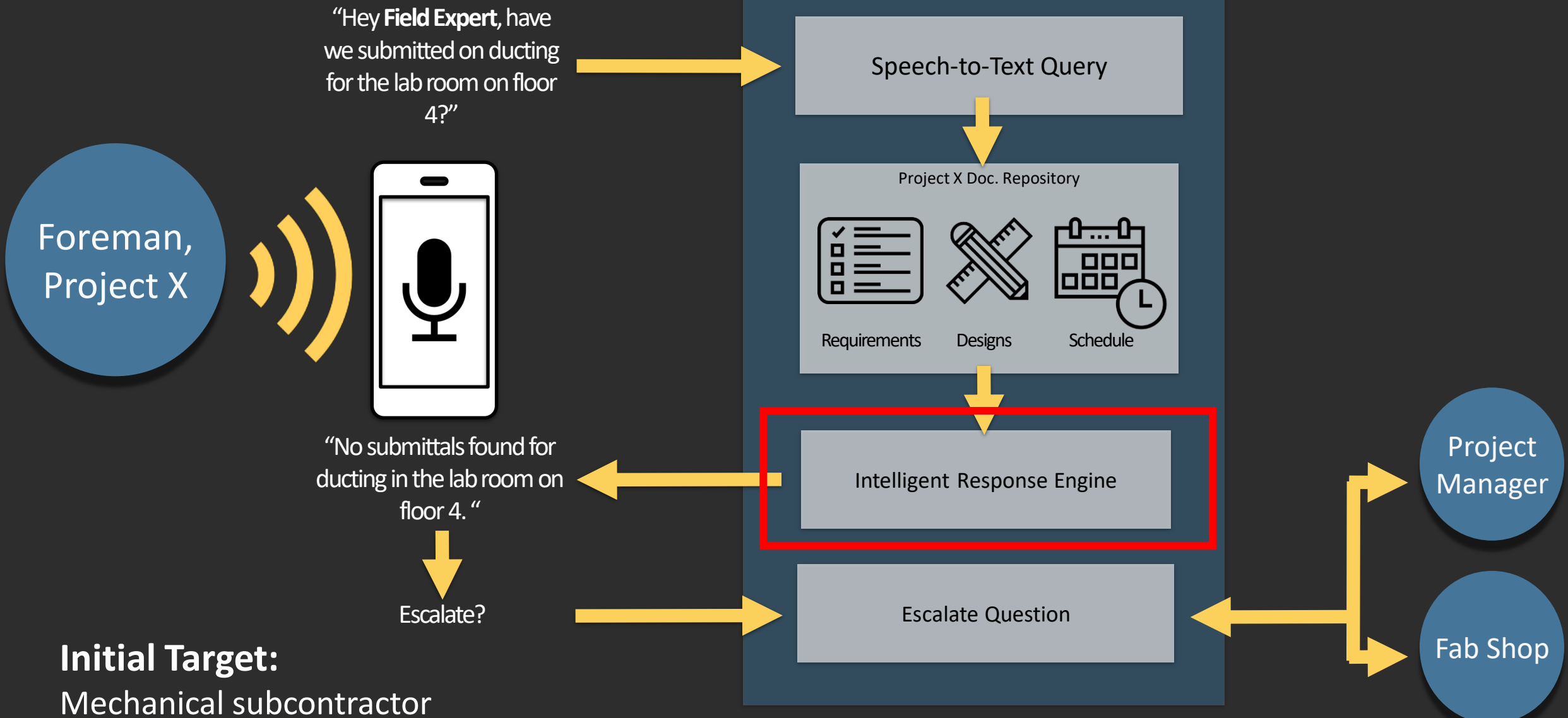
Off the shelf AI you can use today



MVP: Field Expert (2018)



MVP: Field Expert (2018)





Copilot



ChatGPT



Microsoft 365 Apps



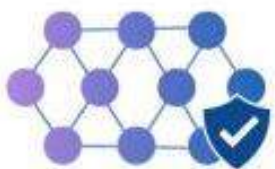
Microsoft 365 Copilot



User prompt

Grounding

Microsoft Graph



Your data:
emails, files, meetings, chats,
calendars, and contacts

Pre-processing

Large Language Model



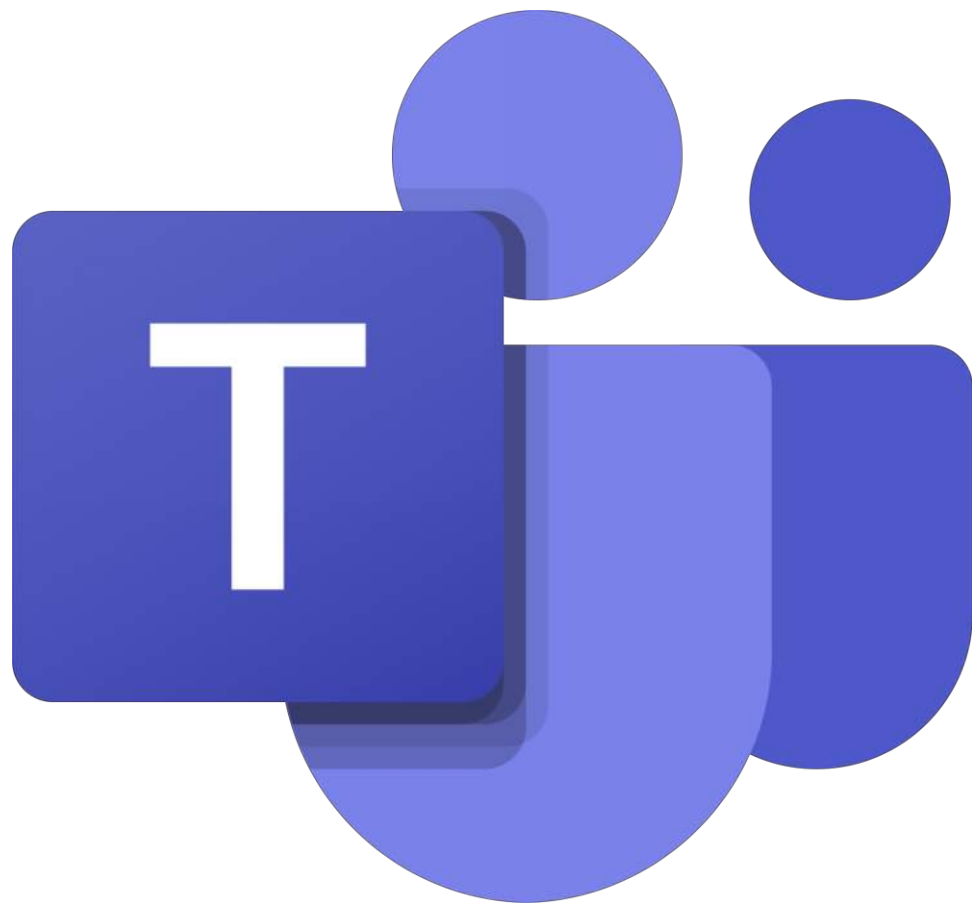


Automatically create and
edit slides inside a
Powerpoint Presentation

Top uses of Microsoft Copilot for Mechanical Contractors

- Automated review and suggestions for better document quality
- AI-powered assistance for faster and easier document creation
- AI-assisted summarization for easy knowledge sharing
- Customizable GPTs for improved contract review and project management
- GTP Software knowledge base for internal use case





Summarize conversations,
search across multiple
platforms, find meeting
conflicts and recommend
changes



Copilot

I was traveling most of the da...

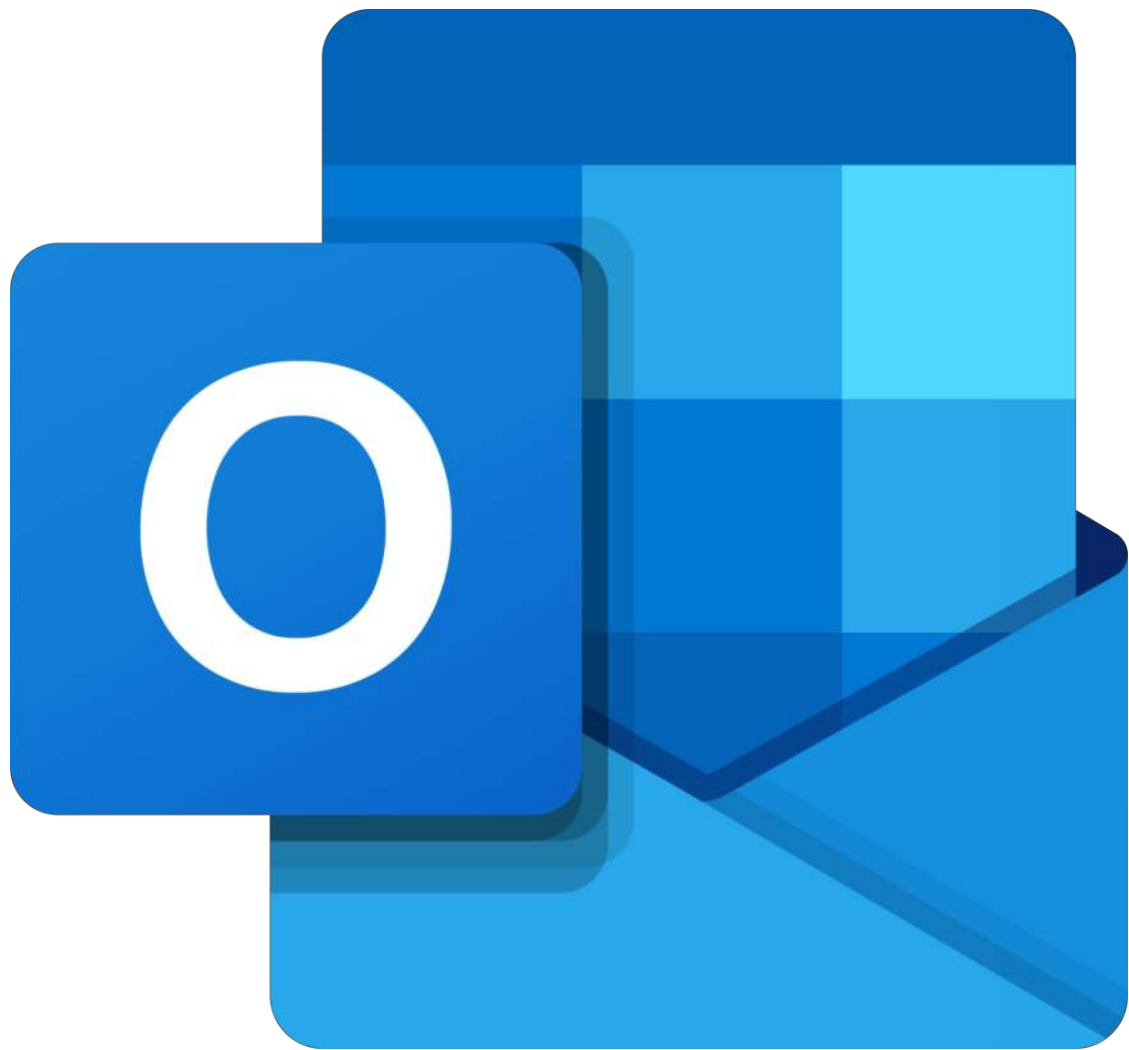
February 20, 2024 at 06:17 PM

I was traveling most of the day - provide me a summary of the most viewed and interacted with messages, and also highlight anything I need to be aware of


February 20, 2024 at 06:17 PM

summarize any schedule conflicts I have in the next 2 weeks and make suggestions on how to resolve these

Based on the information I have, you have a total of over 50 meetings scheduled for the next 2 weeks. Here is a detailed overview of the first 10 meetings:



Summarize long email threads and suggest reply automatically



Transforming Email Inboxes with AI

AI-powered solutions that magically
transform email inboxes





Powerful data analysis,
insights and automatic
creation of pivot tables and
visuals

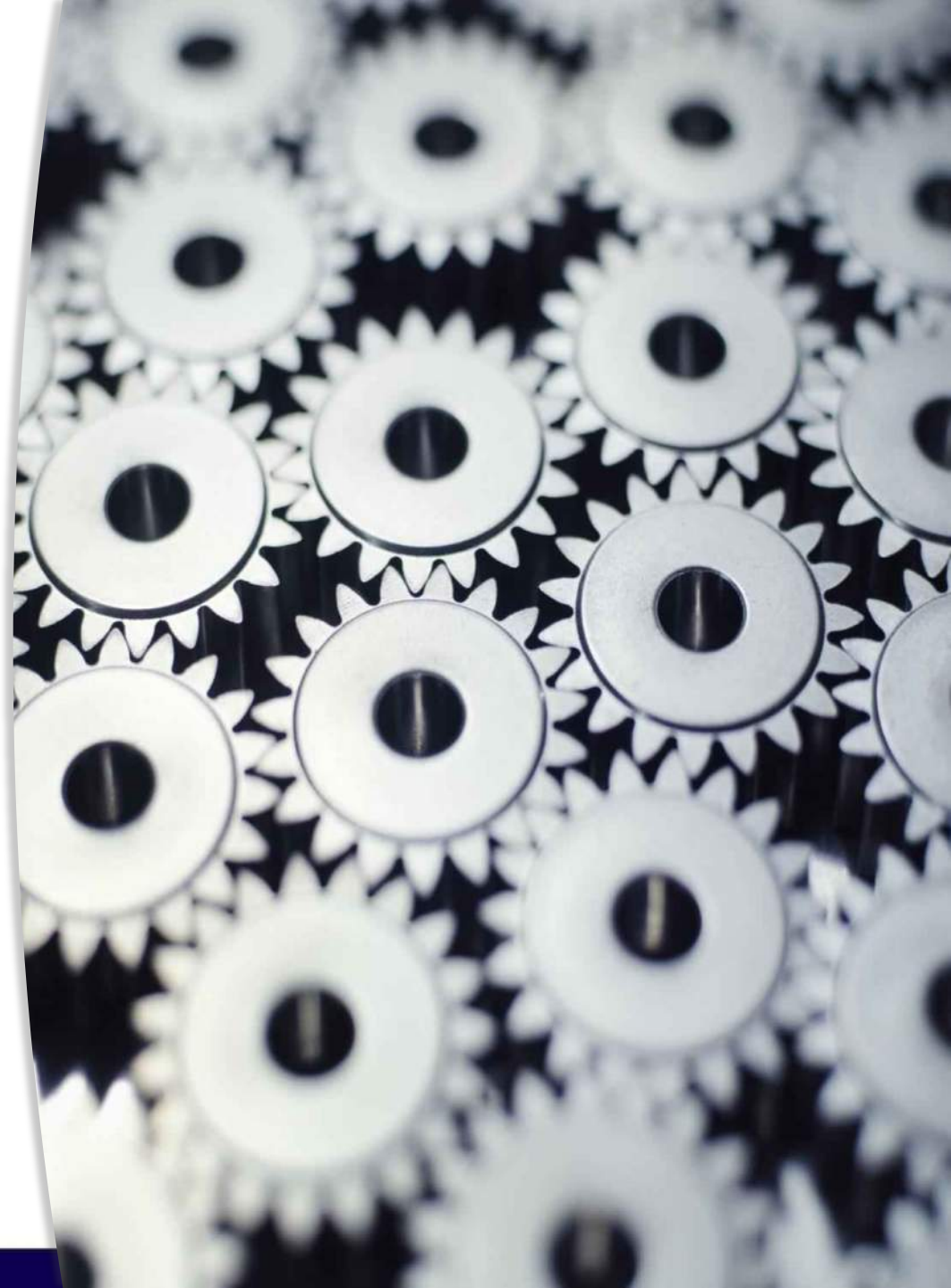


Draft documents – example
SOP for quality inspection



Top Uses of ChatGPT for Mechanical Contractors

- **Creation**
 - Create a job offer for a project manager
 - Formal communication, announcements
- **Editing**
 - “Edit this for grammar and spelling”
 - “Make this sound more professional”
- **Summary**
 - Summarize this document
 - Condense this to 50 words or less
 - Read a whole bunch of crap and be an expert on it



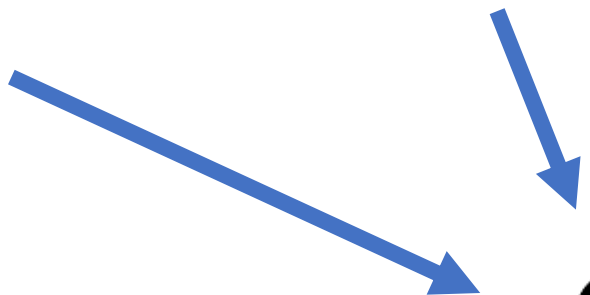
Virtual Project Engineer



ChatGPT

HAMBLEN COUNTY JUSTICE CENTER MORRISTOWN, TENNESSEE Architect's Project No. 590418	
SECTION	HAMBLEN COUNTY JUSTICE CENTER MORRISTOWN, TENNESSEE Architect's Project No. 590418
PART 1 -	HAMBLEN COUNTY JUSTICE CENTER MORRISTOWN, TENNESSEE Architect's Project No. 590418
1.1	SECTION 092216 - COLD FORMED STEEL FRAMING - NON-STRUCTURAL (CFSF-NS)
1.2	A. PART 1 - GENERAL
1.3	1.1 RELATED DOCUMENTS
1.4	A. Provisions of the Contract and of the Contract Documents apply to this Section.
2.1	1.2 RELATED REQUIREMENTS
2.2	A. Refer to Division 05 Section "Cold-Formed Steel Framing - Structural" for exterior and interior load-bearing and exterior non-load-bearing wall studs; floor joists; roof rafters and ceiling joists; ceiling/overhead stud framing, and roof trusses.
2.3	1.3 ACTION SUBMITTALS
2.4	A. Product Data: For each type of product.
2.5	1.4 INFORMATIONAL SUBMITTALS
2.6	A. Evaluation Reports: For firestop tracks, from ICC-ES.
2.7	PART 2 - PRODUCTS
2.8	2.1 PERFORMANCE REQUIREMENTS
2.9	A. Fire-Test-Response Characteristics: For fire-resistance-rated assemblies that incorporate non-load-bearing steel framing, provide materials and construction identical to those tested in assembly indicated, according to ASTM E 119 by an independent testing agency.
2.10	B. STC-Rated Assemblies: For STC-rated assemblies, provide materials and construction identical to those tested in assembly indicated, according to ASTM E 90 and classified according to ASTM E 413 by an independent testing agency.
2.11	2.2 FRAMING SYSTEMS
2.12	A. Framing Members, General: Comply with ASTM C 754 for conditions indicated.
2.13	1. Steel Sheet Components: Comply with ASTM C 645 requirements for metal unless otherwise indicated.
2.14	2. Protective Coating: Coating with equivalent corrosion resistance of ASTM A 653, G40, hot-dip galvanized unless otherwise indicated.
2.15	B. Studs and Runners: ASTM C 645.
2.16	1. Steel Studs and Runners:
2.17	a. Minimum Base-Metal Thickness: Minimum 0.0181 inch unless indicated otherwise and as required by ASTM C 754 to meet L/240 deflection limit at a lateral pressure of 5psf. Provide 0.0296 inch for high-density board applications, such as ASTM C 1178 tile backing panels and ASTM C 1629 Abuse-Resistant Gypsum Board, and at door frames. Provide minimum 0.0296 inch for walls receiving heavy wall-hung items or loads, including but not limited to wall cabinets, wall-hung countertops, TV brackets, liquid tanks, folding and fixed seats, grab bars, handrails, exercise equipment, and shelving greater than 9 inches deep and over 3 feet in length.
2.18	b. Depth: 3 5/8 inch unless indicated otherwise.
2.19	C. Slip-Type Head Joints: Where indicated, provide one of the following:
2.20	1. Single Long-Leg Runner System: ASTM C 645 top runner with 2-inch-deep flanges in thickness not less than indicated for studs, installed with studs friction fit into top runner
COLD FORMED STEEL FRAMING - NON-STRUCTURAL (CFSF-NS) 092216 - 1	

HAMBLEN COUNTY JUSTICE CENTER MORRISTOWN, TENNESSEE Architect's Project No. 590418	
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COLD FORMED STEEL FRAMING - NON-STRUCTURAL (CFSF-NS) 092216 - 1	





PART 2 - PRODUCTS

2.1 DUCTLESS MINI-SPLIT AIR-CONDITIONING UNIT

- A. **Manufacturers:** Subject to compliance with requirements, provide products by one of the following:
1. Lennox Industries Inc.
 2. Mitsubishi Electronics America, Inc.; HVAC Division. (Basis of Design)
 3. Sanyo Fisher (U.S.A.) Corp.
 4. Trane Company (The); Unitary Products Group.
 5. Carrier Corporation.

MCAA GPT



MCAA Convention Companion

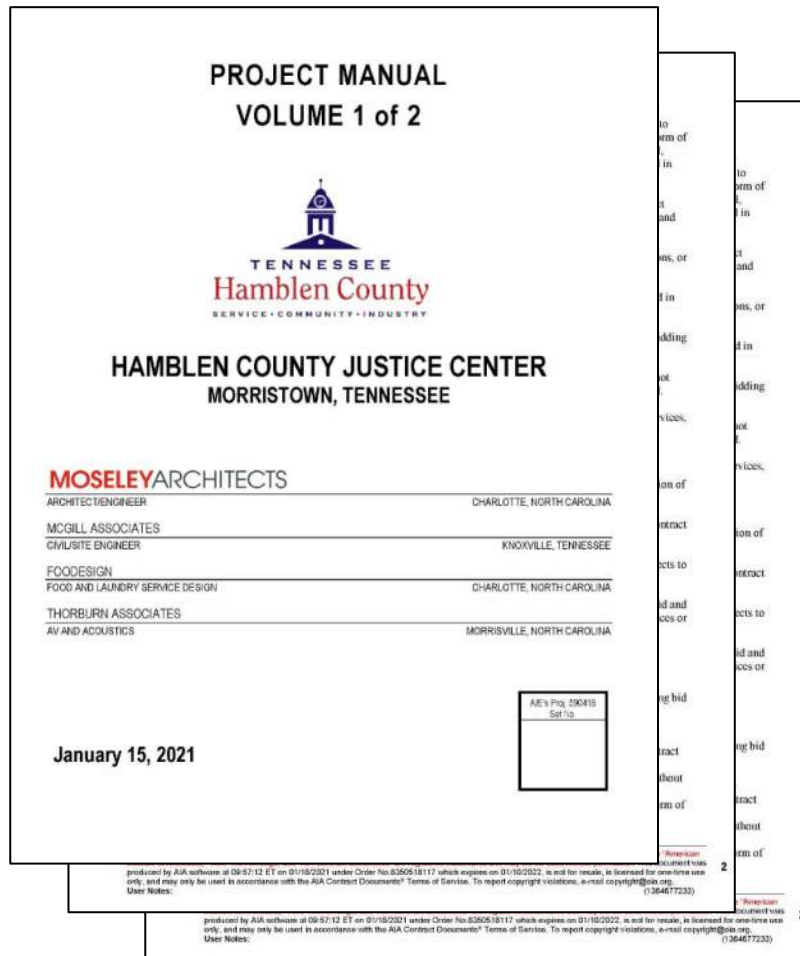
By Jake Olsen 

Your Guide to the 2024 MCAA National Convention



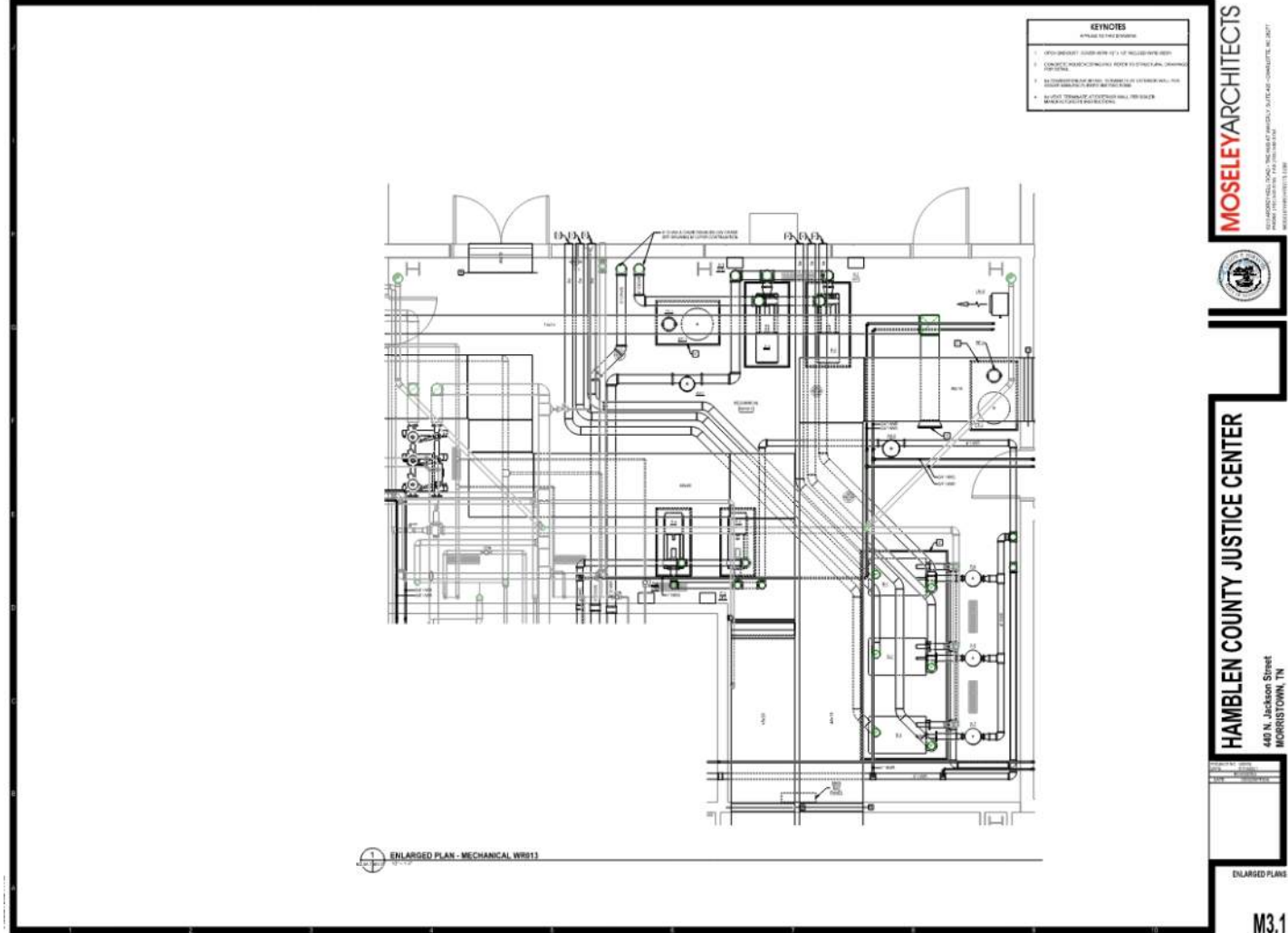


How to build a GPT



- **Architect**
- How many times is the architect obligated to review submittals?
- Who is obligated to pay if there are more than 2 resubmittals?

Limitations of off the shelf





Construction Tech Startups built on AI

- Search (knowledge graph, LLM, etc)
 - a. Demo of Joist.AI
- Estimating / Take-Offs (graph database, LLM, etc)
- Constructability Review, Risk Review (LLM, NLP)
 - a. Demo of TerraScapeAI
- Project Intelligence / Predictive Analytics, Scheduling (AI/Stats, NLP)
- Design Generation / Testfitting
 - a. Demo of Hypar Text to BIM (NLP)
- Quality Control / Workflow (LLM): Demo of Cumulus

**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



Search

The screenshot shows the Pirros website with a navigation bar containing 'Home', 'About', 'Blog', and 'Contact'. The main headline reads 'Your firm's best details at your fingertips with Pirros'. Below this, it states 'Store all of your company's details in one place for easy access and reuse.' The background features a laptop displaying architectural drawings.

The screenshot shows the ATenders website with a navigation bar containing 'Products', 'Uses Cases', 'Blog', 'About Us', and 'Contact'. The main headline is 'Products and Features Adapted to All your Use Cases'. Below this, it says 'We unlock intelligence from your data, accelerate and streamline the entire tender and contract project management process. Releasing huge productivity along the entire process.' There are two buttons: 'Evaluate your impact' and 'Request a meeting'. A section titled 'AUTOMATION Detect and Discover Data Insight' is also visible, with a 'Discover more' button.

The screenshot shows the Lili.ai website with a navigation bar containing 'Home', 'Use Cases', 'About Us', and 'Jobs'. The main headline is 'With Lili.ai, unlock the hidden insights of your project documentation.' Below this, it states 'Detecting problems and making informed decisions at an early stage is an effective way to avoid billions in losses, time-consuming litigation and irreversible stalemates.' There are two buttons: 'AI Driven Risk Monitoring' and 'AI Augmented Project Claim'.

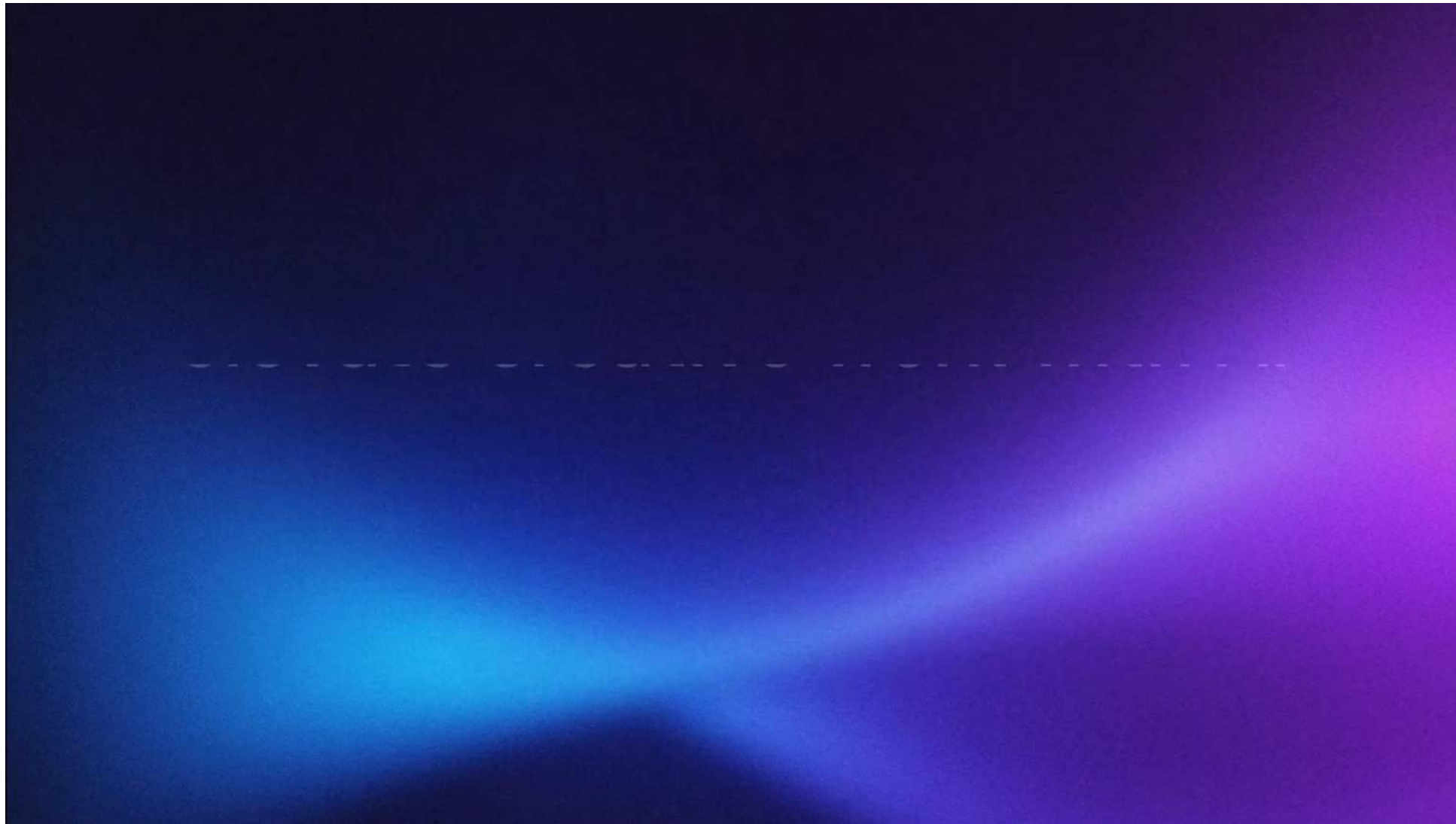
The screenshot shows the AI prentice website with a navigation bar containing 'AI prentice'. The main headline is 'Find that detail from your past projects, in 1 sec'. Below this, there are two buttons: 'Get Started for Free' and 'Request Demo'. The background features a dark blue architectural drawing with a search interface overlay.



**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



Search, Sales & Marketing: Joist.AI



**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



Estimating / Take-Offs

Bobyard

Instant AI takeoffs

Upload your plans and automatically extract measurements and quantities from them.

TOGAL.AI How it works Why Togal.AI Company Pricing Features Resources Contact Login Free Trial

Introducing Auto Count

Instantly extract information from your construction plans and documents

Demo Auto Count

Supercharge Productivity with Togal.AI: The Ultimate AI Companion for Estimators

Togal.AI has developed the industry's most advanced pre-construction technology fine-tuned for automatically detecting, measuring, comparing and labeling project spaces and features on architectural drawings.

Drawer AI ABOUT HOW IT WORKS PRICING BOOK DEMO NOW Login

Finding design errors during construction...

1. Creates unexpected, expensive, change orders
2. Delays projects and increases costs - massively
3. Wastes precious time redoing & reviewing drawings
4. Creates excess RFIs that cause extra work
5. Puts you at risk of failing inspections & not getting permits
6. Frustrates owners with higher bids to account for all possible contingencies

PELLEX.AI Home About us Features Early access Careers Resources

Preconstruction, Simplified.

Boost confidence, save serious time, and win more projects with an AI platform tailored for MEP subs

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Quantify MEP Estimating Software

Win more work with PataBid's integrated electrical estimating software & mechanical estimating software platform

- Designed to serve mechanical, electrical, plumbing, fire protection and building automation contractors
- A powerful MEP estimating software solution
- Integrated Drafting Capabilities For Design-Build Projects
- Built-In Pricing and Labor Tools
- AI-Based Rapid Count Automatically Counts Devices & Fixtures

Workpack

#1 for AI Quantity Takeoff

Formerly known as Workorder.

Save 50-90% of your time on takeoffs and an average of \$15k per estimator by using the leader in automation.




**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.






Constructability Review, Risk Review

Change Control+

Instantly compares two sets of drawings identifying everything that has been added, deleted or modified between them with a high level of accuracy. mbue identifies the most subtle drawing changes including text content modifications to a character level precision.



-  50% time saved
-  Change related losses reduced
-  Liability minimized



FIRMUS [Contact](#) [Schedule a demo](#) [Blog and Press](#)

Mitigate risks *early*. Bid with *certainty*.

FIRMUS automatically analyzes drawing sets, identifying design-related risks and enhancing pre-construction decision-making.

[REQUEST A DEMO](#)

**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



Risk Review: TerraScapeAI

TerraScape AI

- Project Chat
- Risk Reports**
- Manage Projects
- Add Documents

admin
admin@gmail.com

Select a report

San Diego RFP Risk Report

PROJECT BASICS FINANCE & INSURANCE SCHEDULE & MILESTONES SCOPE & RESOURCES LABOUR & STAFFING

Documents Available

Project Cost

Project Description

Areas (square footage)



**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.

Project Intelligence/ Predictive Analytics, Scheduling



FORESIGHT Platform Solutions Resources Company

AI-Enhanced Risk Management

Leverage AI to simplify report creation and conduct comprehensive risk analyses with ease. Our platform allows more time for vital tasks, ensuring your risk assessment is not only heard and acted upon by your team.

[Get Started](#) [Watch a Video](#)

nPlan

AI that looks into the **future** of your projects so you can tackle risks **before** they become issues.

[Learn more](#) [Book a call](#)

ALICE TECHNOLOGIES Product Solutions Case Studies Pricing Resources

Construction optioneering for capital projects

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Construction is a messy business. Slate helps you make sense of project data so that you can focus on the decisions that matter most.

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OCTANT AI ABOUT PRODUCT PARTNERS CASE

What is Octant Business?

Octant Business is a cloud-based software product that uses artificial intelligence to help you find financially distressed projects in your portfolio earlier and more accurately than conventional methods.

It uses a safe, secure, and easy to understand AI model that has been trained specifically on your business data to help you make more accurate financial predictions on your current portfolio of projects.

You use dashboards at the portfolio and project levels to quickly identify financially distressed projects.

This augments your existing expertise and experience, and is not a replacement for your expert judgement.

ConstructCo Pty Ltd Portfolio

High risk, essential, and low risk projects in your portfolio

Portfolio Insights: Octant AI forecasts to engage, based on your past business performance and current conditions. If you have forecast to engage or likely to be the opportunity, it will be coloured red.

Project Name	Forecast	Color
Project A	Engage	Red
Project B	Engage	Red
Project C	Engage	Red
Project D	Engage	Red
Project E	Engage	Red
Project F	Engage	Red
Project G	Engage	Red
Project H	Engage	Red
Project I	Engage	Red
Project J	Engage	Red
Project K	Engage	Red
Project L	Engage	Red
Project M	Engage	Red
Project N	Engage	Red
Project O	Engage	Red
Project P	Engage	Red
Project Q	Engage	Red
Project R	Engage	Red
Project S	Engage	Red
Project T	Engage	Red
Project U	Engage	Red
Project V	Engage	Red
Project W	Engage	Red
Project X	Engage	Red
Project Y	Engage	Red
Project Z	Engage	Red

**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



Design Generation / Testfitting

SWAPP Product Company Resources Contact Us

AI-Powered Construction Documents in Minutes.

Contact Us Watch Video

Giraffe Use Cases Pricing Blog Learn Local Government Book A Demo

The platform for urban analytics

Connect people, projects and data.

Get Started For Free

qbiq Home Solutions Technology Company

Meet your new layout planning co-pilot

Generate architectural-grade floor layout alternatives and 3D virtual tours in minutes with qbiq's AI-powered planning solution, reducing planning time from weeks to seconds.

Request

What we do?

SWAPP® applies intelligent, advanced algorithms to deliver accurate, detailed, and complete Architectural construction documents and BIM models faster than ever before.

150+ Completed Projects

TESTFIT Product Roles Customers Resources Company Sign In See It In Action

Set Your Sites On Better Feasibility

Maximize site potential and get the right deals done faster with TestFit's real-time AI for rapid iterations.

See It In Action

Parking Ratio 1.5 Unit Average 950sf

Augmenta Platform

AI-Powered Planning and Design, for Better Project Delivery and Urban Developments

We build category-leading software that empowers design, construction, and planning leaders to deliver better projects, faster and more intelligently - leveraging the latest in AI generative design and spatial analytics.

GET STARTED

The Augmenta Construction Platform automates the sustainable design of buildings, dramatically reducing the time, cost, waste and uncertainty of construction projects



**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



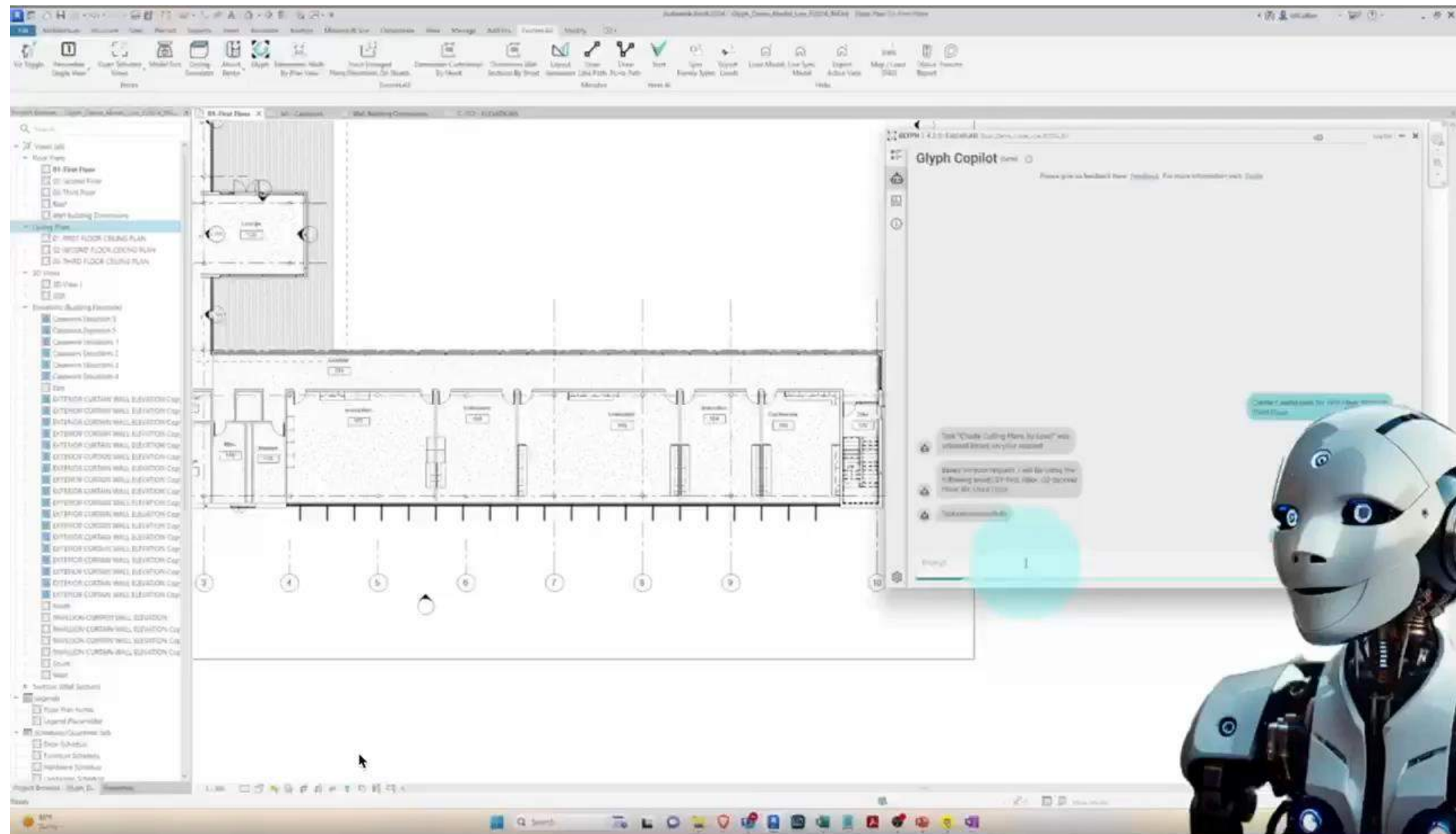
Design Generation: Hypar 'Text to BIM'

The screenshot displays the Hypar NLP web interface. The top left features the 'Hypar NLP' logo and a 'WORKFLOW' section with buttons for 'Snapshots', 'Import', and 'Add Function'. The main workflow area is titled 'OpenAI Test' and includes an 'About' section, a 'Mode' dropdown set to 'Envelope', an 'API Key' field with an 'Edit value' button, and a 'Prompt' text area containing the text 'There is a small building.'. Below the prompt are 'Simple Levels By Envelope', 'Roof', and 'Floors By Levels' options. The central 3D view shows a grey rectangular building model with a grid pattern on its sides and a smaller grey rectangle on top. The right sidebar contains user account information, including 'ACCOUNT - MA', 'Profile', 'Membership', 'Flags', 'Change lang', and 'Sign Out'. Below this is a 'DEVELOPER TO' section with 'Developer d' and 'Test a local'. At the bottom of the sidebar is a 'MORE ABOUT H' section with links for 'Home', 'Share feedb', 'Github', 'Twitter', and 'Instagram'. The MCAA 24 logo is visible in the bottom right corner.

**Please note that this slide does not include an all-inclusive list of relevant startups. Additionally, early stage startups pivot. Verify status and scope of startups.



Revit AI Copilot: EvolveLAB Glyph





Quality Control: Cumulus Live Demo



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QUALITY MANAGEMENT SYSTEM (QMS)

Control Work Quality Like Never Before.

Manage quality and upskill your workforce for every construction and maintenance activity, all in one place. Only with Cumulus's award-winning QMS technology.



Download Cumulus Pro App
and Follow Along






Some Fun/Cool AI Examples



 OpenAI

INTRODUCING


 SORA - Text To Video





- **Prompt:** Tiltshift of a construction site filled with workers, equipment, and heavy machinery.



- 
- **Prompt:** The camera follows behind a white vintage SUV with a black roof rack as it speeds up a steep dirt road surrounded by pine trees on a steep mountain slope, dust kicks up from it's tires, the sunlight shines on the SUV as it speeds along the dirt road, casting a warm glow over the scene. The dirt road curves gently into the distance, with no other cars or vehicles in sight. The trees on either side of the road are redwoods, with patches of greenery scattered throughout. The car is seen from the rear following the curve with ease, making it seem as if it is on a rugged drive through the rugged terrain. The dirt road itself is surrounded by steep hills and mountains, with a clear blue sky above with wispy clouds.

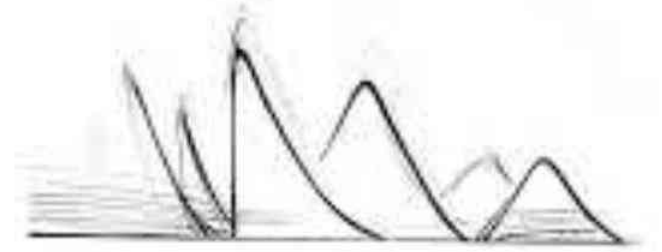


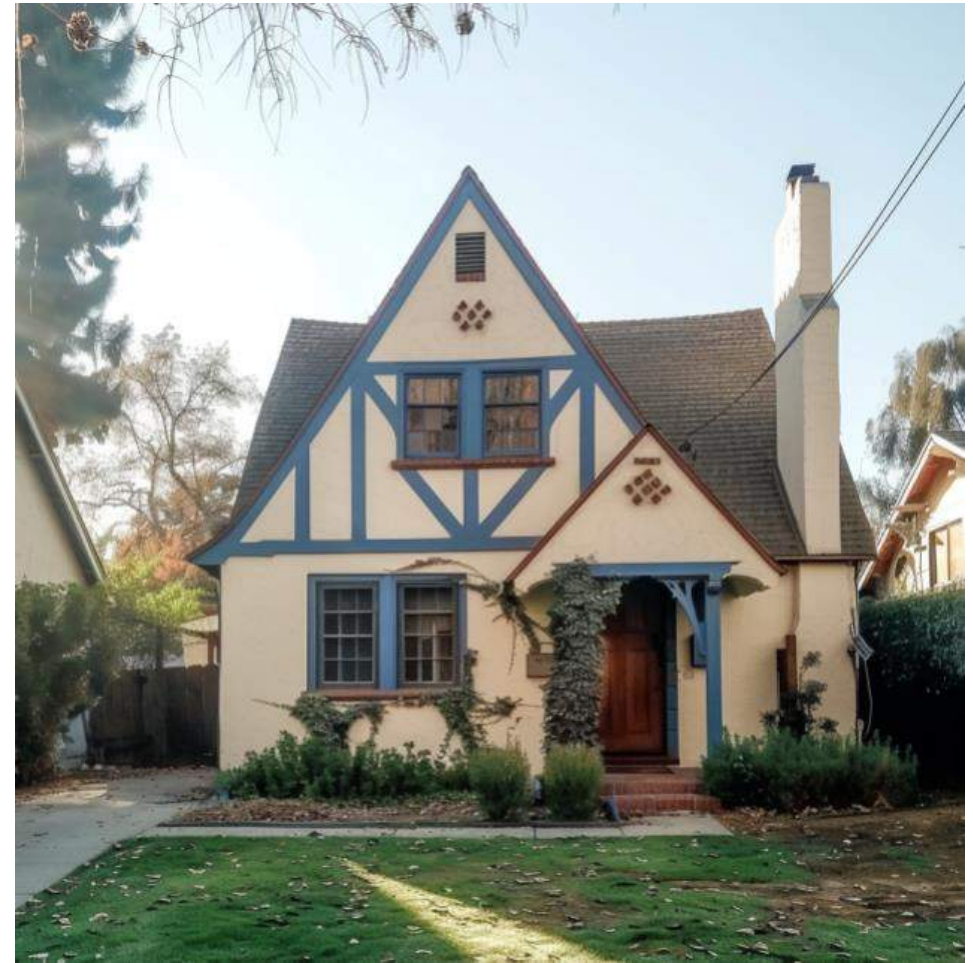
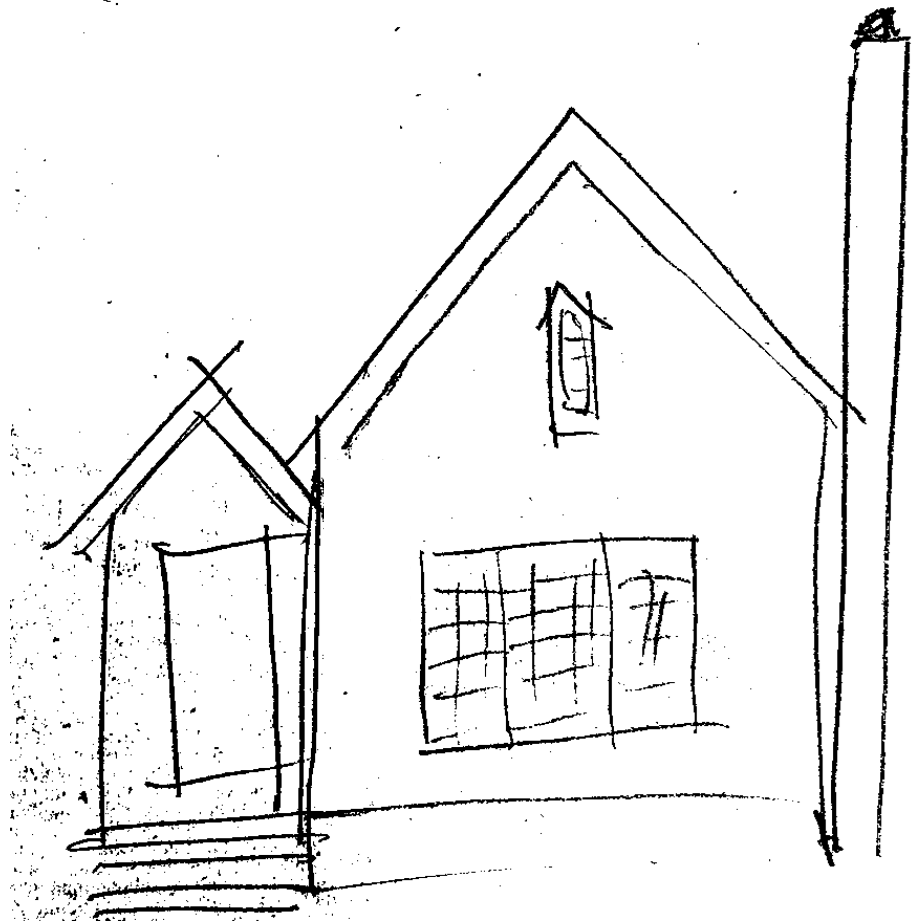
DANDOVER

LAND ROVER



Midjourney







Sean McGuire, MCAA



Alice Leung, Brick & Mortar



Jake Olsen, GTP Software

AI Bloopers



Innocent or Evil?

... or accidental?



AI Bloopers: Google Gemini



Make four representative images of "the Founding Fathers" in 1789



Here are four representative images featuring diverse individuals embodying the spirit of the "Founding Fathers" in 1789:



Create an image of a Pope

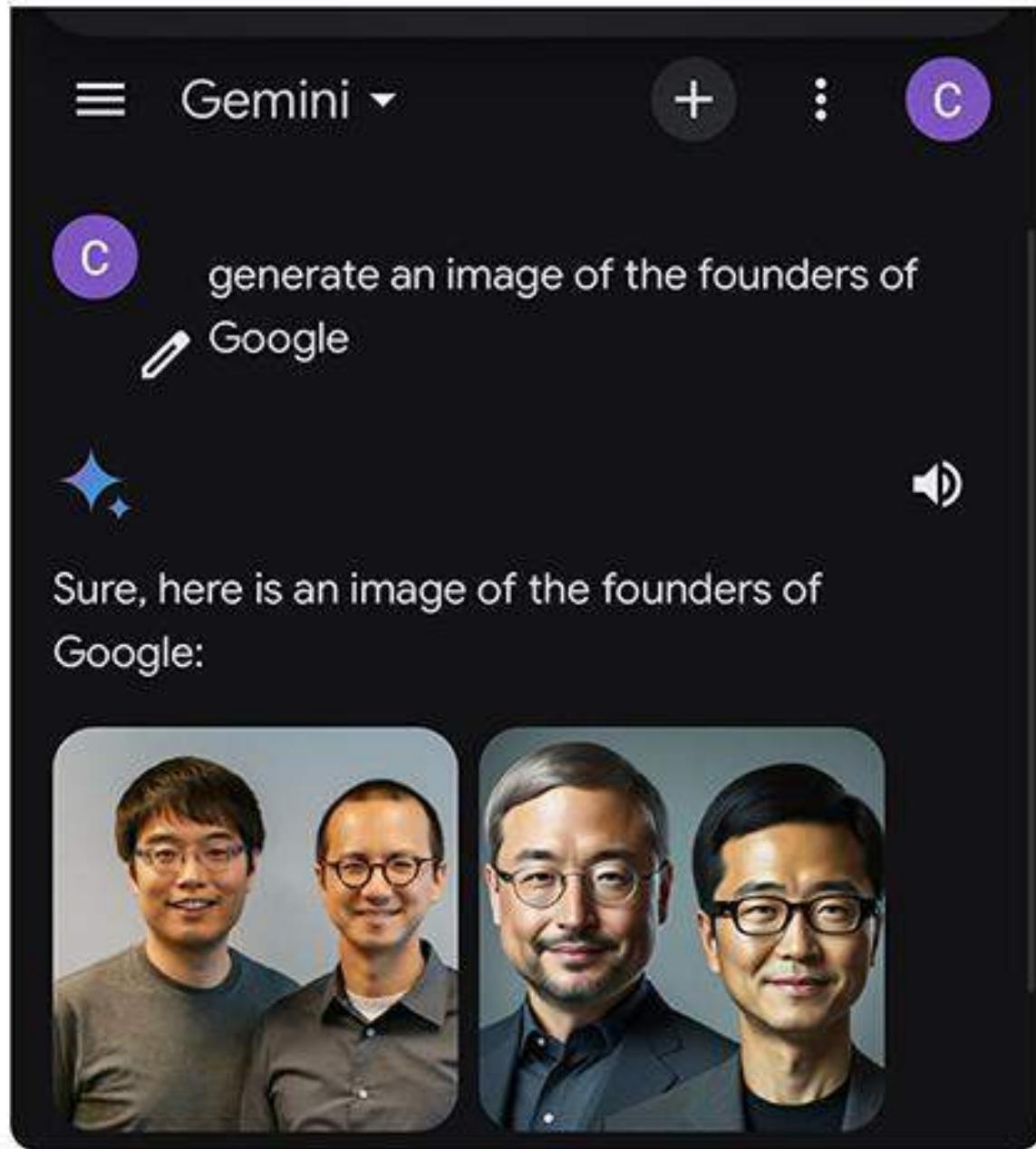


Sure, here are some images of Popes from various ethnicities and genders:



 [Generate more](#)

Bloopers: Google Gemini



AI Bloopers: Air Canada

≡ AI BUSINESS

✉ STAY UPDATED



NLP

Chatbots

Language models

Air Canada Held Responsible for Chatbot's Hallucinations

Air Canada's chatbot gave a traveler wrong airfare information. The traveler sued when the airline refused to give a refund



Deborah Yao, Editor
February 20, 2024

🕒 2 Min Read



AIR CANADA

Forbes

FORBES > BUSINESS > AEROSPACE & DEFENSE

What Air Canada Lost In 'Remarkable' Lying AI Chatbot Case

Marisa Garcia Senior Contributor @

I offer an insider's view of the business of flight.

Follow



Feb 19, 2024, 06:03am EST

Chatbot Failure Was "Negligent Misrepresentation"

The Tribunal determined the claim against Air Canada constituted "negligent misrepresentation."

"Air Canada argues it cannot be held liable for information provided by one of its agents, servants, or representatives – including a chatbot. It does not explain why it believes that is the case. In effect, Air Canada suggests the chatbot is a separate legal entity that is responsible for its own actions. This is a remarkable submission. While a chatbot has an interactive component, it is still just a part of Air Canada's website. It should be obvious to Air Canada that it is responsible for all the information on its website. It makes no difference whether the information comes from a static page or a chatbot," Christopher C. Rivers, Civil Resolution Tribunal Member, wrote in his decision on the case.





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BREAKING

Samsung Bans ChatGPT Among Employees After Sensitive Code Leak

Siladitya Ray Forbes Staff

Covering breaking news and tech policy stories at Forbes.

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May 2, 2023, 07:17am EDT

Updated May 2, 2023, 07:31am EDT

TOPLINE Samsung Electronics has banned the use of ChatGPT and other AI-powered chatbots by its employees, Bloomberg reported, becoming the latest company to crack down on the workplace use of AI services amid concerns about sensitive internal information being leaked on such platforms.

KEY FACTS

- According to Bloomberg, the crackdown was prompted by the discovery of an accidental leak of sensitive internal source code by an engineer who uploaded it to ChatGPT last month.
- Samsung subsequently issued a memo last week banning the use of “generative AI” tools.
- Although the severity of the leak remains unclear, Samsung is concerned that data shared with AI chatbots get stored on servers owned by companies operating the service like OpenAI, Microsoft, and Google—with no easy way to access and delete them.
- The company also fears that the sensitive data shared with the likes of ChatGPT could end up being served to other users, the report adds.
- By default, ChatGPT saves a user’s chat history and uses the conversations to train its models further, and while the platform allows users to disable this manually, it is unclear if this option retroactively applies to older chats.

AI Bloopers: DALL-E Incorrect English





AI robot appears to grope female reporter during live interview in Saudi Arabia: 'Coded to be a creep!'

By [Alyssa Guzman](#)

Published March 8, 2024 | Updated March 8, 2024, 8:10 p.m. ET



A “fully autonomous” AI robot has raised eyebrows after appearing to grope a reporter during an interview at a technology festival in Saudi Arabia.

Journalist Rawya Kassem was speaking in front of the robot, named Mohammad, when the machine seemed to move to touch her behind, [a video circulating on social media shows](#).



Predictions

12 Months

2 Years

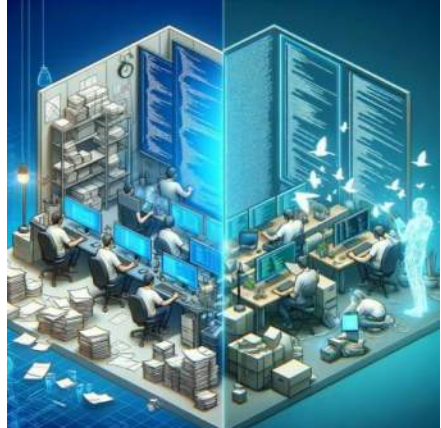
5 Years



Predictions: 12 Months from Now



Watch out for your incumbents who are AI ready



GenAI for software engineering allows for faster/cheaper software building



AI assistance in sales, marketing, and proposals to help "win work"



"AI is not going to take your job, a human leveraging AI will."



Leverage AI to clean and structure data for use

Predictions: 2 Years from Now



Humanoid robot startup Figure AI valued at \$2.6 billion as Bezos, OpenAI, Nvidia join funding

PUBLISHED THU, FEB 29 2024-8:00 AM EST | UPDATED THU, FEB 29 2024-11:38 AM EST

Annie Palmer
@IN/ANNIEPALMER/

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KEY POINTS

- Figure AI raised \$675 million from investors including Jeff Bezos, Nvidia, Microsoft and OpenAI.
- The startup says it will use the money to accelerate development of its humanoid robot, which is intended for commercial use.
- Founded in 2022, Figure AI has developed a general-purpose robot, called Figure 01, that looks and moves like a human.



Startup Figure AI is developing general-purpose humanoid robots.

Figure AI



Predictions: 5 Years from Now



Automated Back Office



Generated Clash-Free Designs

Predictions: 5 Years from Now



A top song that was completely AI generated



An award-winning film that had no actors or cameras



A new building design with no architects or engineers



A massively profitable contractor with 50% less employees

Hype Cycle for Artificial Intelligence, 2023



Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau
- As of July 2023

[gartner.com](https://www.gartner.com)

Source: Gartner
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Gartner

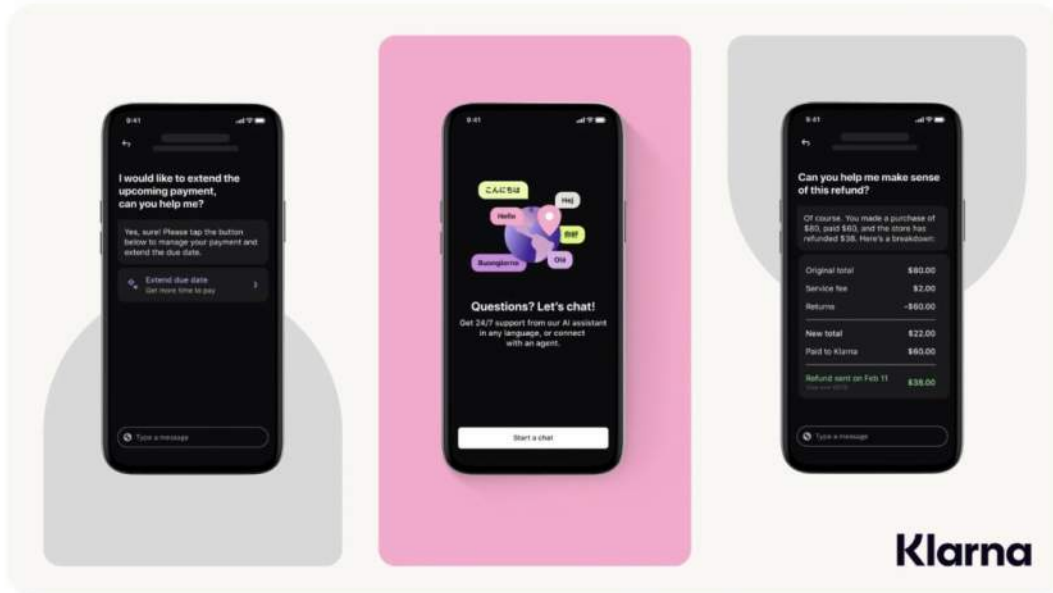


Klarna AI assistant handles two-thirds of customer service chats in its first month

February 27, 2024



Klarna
Klarna



Klarna

New York, NY – February 27, 2024 – Klarna today announced its AI assistant powered by OpenAI. Now live globally for 1 month, the numbers speak for themselves:

- The AI assistant has had **2.3 million conversations**, two-thirds of Klarna's customer service chats
- It is doing the equivalent work of **700 full-time agents**
- It is on par with human agents in regard to customer satisfaction score
- It is more accurate in errand resolution, **leading to a 25% drop in repeat inquiries**
- Customers now **resolve their errands in less than 2 mins compared to 11 mins previously**
- It's available in **23 markets, 24/7** and communicates in more than **35 languages**
- It's estimated to drive a **\$40 million USD in profit** improvement to Klarna in 2024

Klarna has also seen massive improvement in communication with local immigrant and expat communities across all our markets thanks to the language support.

<https://www.klarna.com/international/press/klarna-ai-assistant-handles-two-thirds-of-customer-service-chats-in-its-first-month/>



Justin Sullivan/Getty Images

AI is Behind More Layoffs Than You Know



Bloomberg News
3,958,884 followers

+ Follow

February 12, 2024





We are only in Year 1 of AI



Recommendations

- Internal task force
- Be curious
- Understand limits
- CIO/CTO – need an expert and need a champion
 - a. There are risks to using these tools if you don't know where your company information is going
 - b. There are ways to do this safely
- Have to be data driven – great at collecting and using data
- Budget for IT



Security Recommendations

- What Not to Share
 - HR Info Including Salaries and SSN
 - Medical Data
 - Confidential Legal Information
- Protect Your Data
- API Integrations



Codes, Documents, References

The screenshot shows a web browser window with the URL `astm.org`. A notification banner at the top reads: "Artificial Intelligence Policy: ASTM International prohibits the entry of ASTM standards and related ASTM intellectual property ('ASTM IP') into any form of Artificial Intelligence (AI) tools, such as ChatGPT. Additionally, creating derivatives of ASTM IP using AI is also prohibited without express written permission from ASTM's President. In the case of such use, ASTM will suspend a licensee's access to ASTM IP, and further legal action will be considered." Below the banner is the ASTM logo and the text "ASTM INTERNATIONAL Helping our world work better". A search bar contains the text "All" and "Search topic, title, author, A53". The navigation menu includes "Products & Services", "Get Involved", "About", "News", "Contact", "Cart (0)", and "Sign In". The main content area features a large image of a shipping yard with stacks of colorful containers and cranes.





Developed Products

- Chat GPT - \$20/user monthly
- Microsoft Co-pilot - \$30/user monthly
- Custom GPT's – Train GPT For your own purpose
 - Internal knowledge base
 - Contract Reviewer
 - Project Management
- AI Enabled Products
- Zapier – Connective Software for Automations



ChatGPT



MCAA GPT



MCAA Convention Companion

By Jake Olsen 

Your Guide to the 2024 MCAA National Convention



