

Being.

**Three years  
of AI madness,  
and what it means  
*for business***

David  
McDonald  
Co-Founder & CEO  
Being AI Group



**AI will transform  
industries in  
*previously  
impossible ways***

Source: Library of Congress



1900

014117.FIFTH AVENUE ONEASTER MORNING.



1913

Being.

Source: Stable Diffusion, Reddit



**Being.**

Source: OpenAI Sora



Being.

**But how does this  
apply to you?**



Traffic jams  
Meeting running over  
Parking issues  
Setting agendas & minutes  
Timekeeper  
Following -  
Sound familiar?

How do we  
transform it in a  
*previously*  
*impossible way?*



*So, what's the difference?*

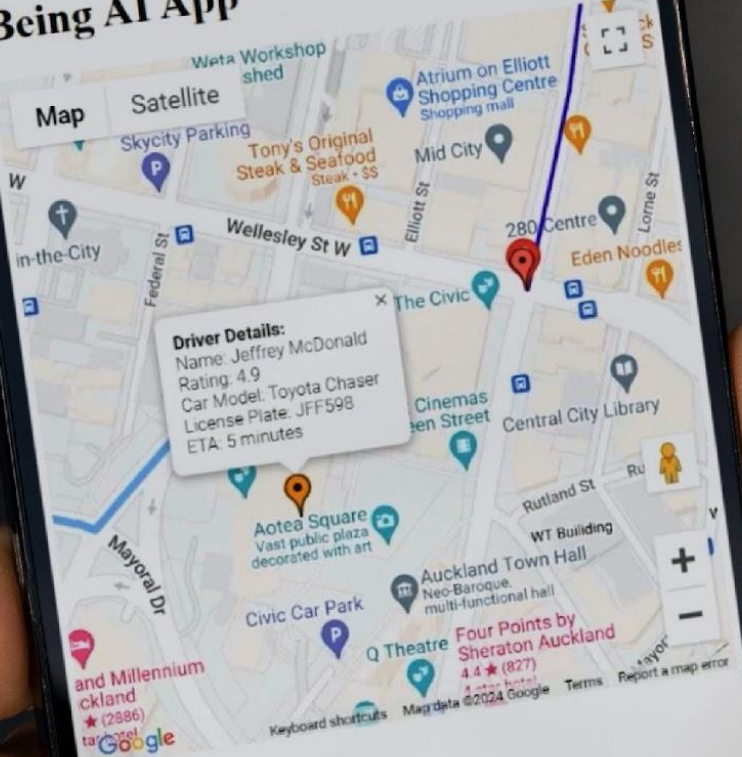
Being.

*The leap* is that  
I'm not navigating  
the digital world  
alone anymore

**So how far away  
is all this?**

**Being.**

# Being AI App



**Driver Details:**  
Name: Jeffrey McDonald  
Rating: 4.9  
Car Model: Toyota Chaser  
License Plate: JFF598  
ETA: 5 minutes

## Driver Details

**Name:** Jeffrey McDonald

**Rating:** 4.9

**Car Model:** Toyota Chaser

**License Plate:** JFF598

**ETA:** 5 minutes

[Chat with Driver](#)

[Make Request](#)

*from*

**company-provide  
d interfaces**

*to AI-driven user*

**experiences**





Being.

DATA ORGANISATION,  
SECURITY

&  
GOVERNANCE  
OF YOUR

DATA  
DIGITAL

IDENTITY

AI

AGENT

AUTHENTICIT

Y  
API

S  
YOUR  
OWN

*“If I had asked people  
what they wanted,  
they*

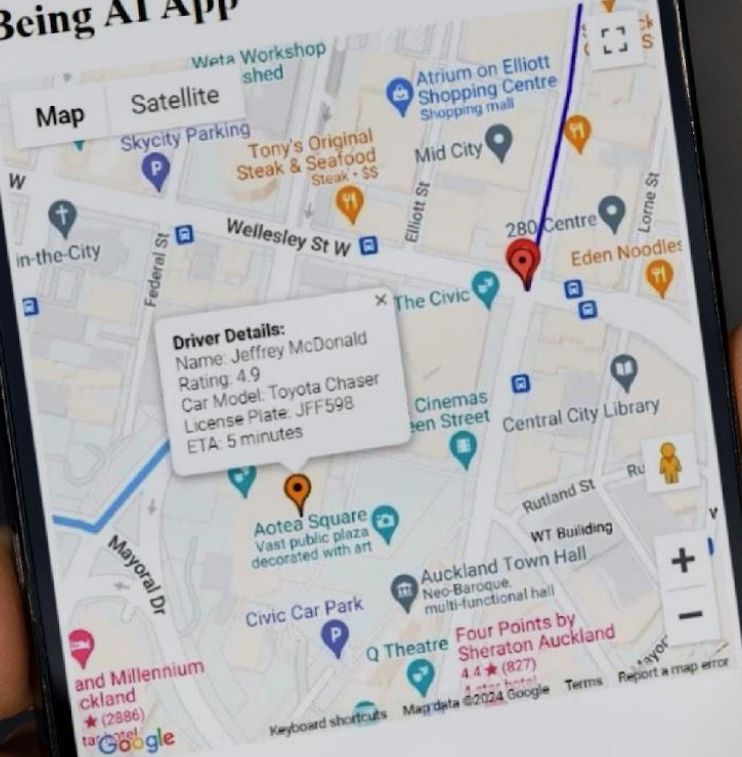
”

*would have said  
faster horses.*  
Said Henry Ford,  
maybe



Being.

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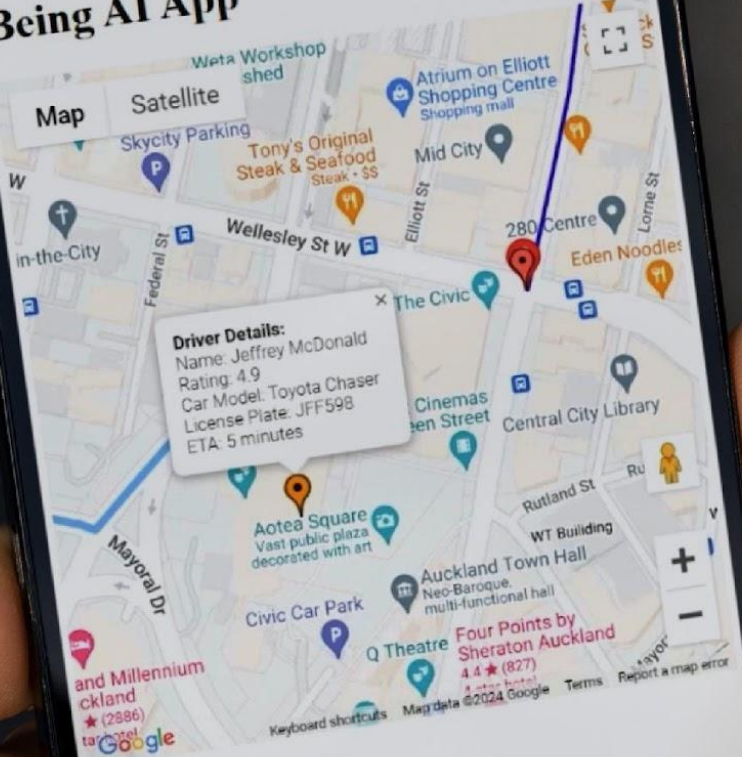


# The transformation *of* education



Being.

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# Wrapping up

1

*Think  
beyond  
incremental  
improvements*

2

*Invest in skills  
and culture*

3

*Collaborate  
and seek out  
expertise*

4

*Focus on data*

5

*Be agile*

*Thank*

*you*

David McDonald

Co-Founder & CEO  
Being AI Group



Being.