NOVEMBER 7TH

SILICON VALLEY/USA VS FRANCE
6TH EDITION
LATEST TRENDS AND COMPARISON
SILICON VALLEY/USA VS FRANCE
WITH SPECIFIC FOCUS FOR
AI, EDTECH AND ECOMMERCE?
DISTRUST IN > DISTRUST OUT = MUST DEFINE YOUR OWN TRUST.

1919

Test of truth
"the best test of truth is the power of the thought to get itself accepted"
Oliver Wendell Holmes Jr., US Supreme Court

2016

Post-Truth
Word of the Year
Oxford Dictionary

2017

Consider the source
#1 step to spot fake news: "Consider the Source"
IFLA (Int'l Fed of Library Associations)

2018/05

Trustworthy sources
75% people (84% millennials) are looking for trustworthy sources.
In News We Trust Survey. Confirmed by Reuters & Oxford University, June 2018

2018/06

We are our Education
MIT trains psychopath robot ‘Norman’ using only gruesome Reddit images, Newsweek

Since we last met on July 10th

72% say traditional outlets 'report news they know to be fake, false, or purposely misleading' - Axios

Only 34% (-4) trust the News overall. Was 74% in 1974. – Reuters/Oxford/Gallup

67% US adults trust only some, but not others. (Reasons for distrust: Inaccuracy and Bias) – KnightFoundation.org
METHODOLOGY/THEME RECOGNITION

2 countries
X 4 libraries (news, tech, biz, VCs)
1,500 sources updated real time
1,710,000 documents
in 97 days (1/4.9sec)

Wikipedia  DBpedia  DBpedia Spotlight  Cloudview

structure  query  annotate  extract  insights

Graphic art
A type of fine art, graphic art covers a broad range of forms.
Graphic art is typically 2D and includes calligraphy, drawing, painting, printmaking, typography, and collage.
Graphic art also covers visual designs and layouts for motion and architectural designs.
**IN THIS 6TH EDITION/TOPIC TRENDS AND SPECIFIC FOCUSES**

- **AI**
  - Focus on Law

- **EdTech**
  - Focus on Enterprise

- **eCommerce**
  - Focus on New Retail

* Adjusted ratio: articles between countries adjusted by the number of sources. Ex: US: 1000 articles, FR: 500 articles = 2x but US have 100 sources and FR 10 sources = 10x. Adjusted ratio: x0.2 US = x5 FR
Insights:

France strong on News but weaker on Biz and VC.

Overall, the 5th/july event showed for the 1st time, France (slightly) ahead of the US. But not for this 6th/Nov. event. July topics where AI, IoT and Mobile with FR very strong.
**Sentiment Comparisons**

**Insights:**
While more pessimistic in trend, **mostly positive overall.** Sentiment for AI in the US moves to Neutral (not negative). EdTech is not a French matter. Yet.

### March 2017
- **AI:** 59% (-21)
- **EdTech:** 70% (-5)
- **eCommerce:** 73% (-8)

### July 2018
- **AI:** 67% (-3)
- **EdTech:** 54% (-2)
- **eCommerce:** 67% (-7)

### November 2018
- **AI:** 73% (-5)
- **EdTech:** 67% (-7)
- **eCommerce:** 70% (-5)

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Legend: Positiveness in %
- >85
- >75
- >65
- >55
- >45

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LATEST TRENDS AND COMPARISON SILICON VALLEY/USA VS FRANCE WITH SPECIFIC FOCUS FOR AI, EDTECH AND ECOMMERCE?
Insights: Human’s new best friend?

The lovability of robots. Made to be loved and accepted. (mime and serve).
At home. Seniors, pets, Whole kitchen, Room in order. Companions for elder people. Mousr, robot for your cat play. Alexa listens for strangers in the house + a huge suite of new products to get into houses (microwave, wall clock).
At work. More robots, more human. More productive. Fastest changing industries. Organizations augmented by automation technologies are 33% more likely to be ‘human-friendly’ workplaces, with employees are 31% more productive. (the Augmented Human Enterprise). Industries with more AI skills present among their workforce are also the fastest-changing industries. Highest penetration of AI skills are USA, China, India, Israel, and DE.
At your career. Fastest growing skills. LinkedIn Research: AI skills are among the fastest-growing skills on LinkedIn, and saw a 190% increase from 2015 to 2017.
Maturity signs: robots must be watched too and own OS
IBM’s tool to watch AI bias (Weapon of Math destruction). AMZN AI recruitment misogynic.
MSFT Robot Operating System to create complex robots to windows and azure

Law? Like with health. AI displaces non menial jobs. Have to, but still a bit shy.
AI 1 – lawyer 0. LawGeex NDA risk challenge: Lawyers 92° 85% accuracy vs AI 26° 94% accuracy.
Lack of trust with defendants: only 14 percent would let a robot defend them in court
Law firms knows but don’t do. Yet. 86% UK firms believe automation is an important factor in managing client terms BUT 17% have actually adopted the technology. The top areas that AI is currently being implemented include, conflict clearance (43%, yet 94% believes t’s important), legal project management (43%) and pricing (37%). 94% deem intelligent automation to be important for conflicts, yet only 43% of firms are taking advantage of data-driven insight in this area.
46% of respondents stated that intelligent automation for opportunity identification and cross-selling is very important, yet only 13% of law firms report they are currently utilizing data-driven insight for this purpose.
Follow the money, rev and valo: From nothing in 09 to $700M in H1 18: Big growth since 2016: 2x rev for MasterClass, Udacity and Coursera ($70-100M). MC just raised $80M in D Series, valo $800-$1B
Europe only 8% inv. Despite 3,000 edtech companies across the region, the continent receives just 8% of worldwide investments. LearnSpace, FR accelerator dedicated to EdTech, EduCapital (MC Levet, Lizzie Maarek (BPI)
All ages! Andreessen H. $20M in WonderSchool, the “AirBnb for Preschool”. (25% us parents have child care.)
Privacy, of course. Schools have turned to software companies like Gaggle, Securly, and GoGuardian to surface potentially worrisome communications to school administrators. These Safety Management Platforms (SMPs) scan through the millions of words typed on school computers. If a word or phrase might indicate bullying or self-harm behavior. But the software also raises ethical concerns: line between protecting students’ safety and protecting their privacy.

Enterprise: upskilling and reskilling exciting initiatives
Upskilling and reskilling. Edcast The One-Stop Shop for Corporate Employee and Customer Experiences, operates the world’s largest ContentExchange for knowledge and learning to upskill the global enterprise workforce. Partners with leading content providers to surface potentially worrisome communications to school administrators. These Safety Management Platforms (SMPs) scan through the millions of words typed on school computers. If a word or phrase might indicate bullying or self-harm behavior. But the software also raises ethical concerns: line between protecting students’ safety and protecting their privacy.
ECOMMERCE/NEW RETAIL?

Insights: “Mobile is undoubtedly the most disruptive force in retail since...e-commerce.” $CRM

Phone uber alles
46% of all orders will be placed on smartphones, 68% of all the traffic for the holiday shopping season will be sourced by the phone. In 2018, the traffic originated from smartphones will be greater than all of the traffic in 2015 across all device types - PCs, tablets, laptops and phones

In-store Phone
83% of 18-44 year-old users will use their mobile phone inside a retail store - note by 2019, 33% of human population will be 18 years-old or younger

Smarter, visual commerce: AI-based product recommendations will account for 35% of all retail revenues. Social Networks will drive 5% of retail shopping traffic – Image 60x times. Instagram will emerge as a significant traffic driver to retail sites. The human mind processes images 60X more than text > Strategy: place all product info in the picture.

New Retail? United, Frictionless, Personalized Commerce.

The Big data adv.: “Uber the Amazon of Transportation” Food delivery: $100B market. $18 (out of 6) coming from AI at Uber Eats using Uber Data (10y of service) = lower ETA but also load at time, time to cook and all with no ticket and food warm. In FR, SFR boxes gives insights to BFMTV editorial.

Jobs! (despite Robots). $15 min wage at AMZN. 750k job opening (US,Oct) +100k Y2Y (mostly in wareh.)

Temporary law of the jungle. 2 reasons for good large retail in US: US economy, store closing redistribution (-7k/y, Toys R us, Radio Shack...)

New retail? Frictionless experience (surveyed as: get help, no checkout, get it to car, mobile-friendly touch points, in-store shopping journeys > Amazon Go/Zippin. Next? Face recognition (ends phone scan), personalized recommendation (35% remember?), personalized greetings upon health, diet, personal goals, automatic home delivery (uber?), automatic refill delivery.

Top themes & growth:
1/ China
2/ AI
3/ Advertising
4/ iPhone
5/ Android

Top themes & growth:
1/ AI
2/ Cloud computing
3/ Taxes
4/ Economy of China
5/ Instagram
MERCI !

THIS PRESENTATION IS AVAILABLE AT

NETVIB.ES/BPI

PREVIOUS EVENTS DECKS:

NETVIB.ES/BPI-20170315
NETVIB.ES/BPI-20171108
NETVIB.ES/BPI-20180315
NETVIB.ES/BPI-20180710
ONE MORE THING...
The BPI use case.
2 Corpuses for US and French news were used. Both were imported to TrustedOut.

As the goal is to compare US and France, let’s have a look at what categories (taxonomies) are covered…
Here, the client was using 2 Corpuses for US and French news. Both were imported to TrustedOut. As the goal is to compare US and France, let’s have a look at what categories (taxonomies) are covered…

Very different taxonomies impact country comparisons…

Corpus analytics

- Top category
- Top category drill down
… consequently, a single Corpus to align taxonomies is created.

Now, comparisons between countries make sense.

TrustedOut provides media, sources and article abstracts, even from the past. Permanently updated.

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