

LES MÉTIERS DU FUTUR

SAISON 01 EPISODE 04



PREVIOUSLY
in 180 sec

UX
CX
EX → UE

User Engagement = SALES

Product Management
JTBD

JOBS TO BE DONE

“ JOBS TO BE DONE ”

TONY ULWICK

THEORY TO PRACTICE

FORWARDED BY ALEX GOTTWALD

SUN TZU L'ART DE LA GUERRE

“ SUN TZU ”

L'ART DE LA GUERRE

孙子兵法

AAARRR

MARKETER COMMUNIQUEUR VENDRE

Unicorn

CULTURE EATS STRATEGY FOR BREAKFAST

JTBD (JOBS TO BE DONE)

PROBLÈME SOLUTION DISTRIBUTION SCALE

POC → PMF

MVP

growth hacking platform

stratégies digitales

copy cat

Cargo Cult

PDCA x 20

YC

News Feed Tech

R.I.P LIAM PAYNE

delivering the future

Vision-Assisted Package Retrieval (VAPR)

amazon one medical

Get care today for knee pain

24/7 on-demand care with Prime

For \$5/month, Prime members get access to:

Google's first advanced nuclear clean energy deal

AMZ build SMR small modular reactor

NEW PERPLEXITY FEATURE "INTERNAL KNOWLEDGE SEARCH"

STREET CRED

RAYMIND SRINIVAS

Perplexity AI CEO

- Helps users search the web as well as own internal files through "answer engine"
- For use with Perplexity Pro & Enterprise Pro

PERPLEXITY'S NEW AI SEARCH FUNCTION COMPANY LAUNCHES "INTERNAL KNOWLEDGE" SEARCH

Where Builders Create the AI Future

the Golden Age of Hardware Accelerators

The Next Generation of AI Infrastructure is being Built and Scaled on Ray

All-in-one faster than ever in the age of LLMs. Meet from the teams and leaders developing the next generation of AI applications. Learn how to develop and deploy LLM and generative AI applications with our hands-on training and tutorials.

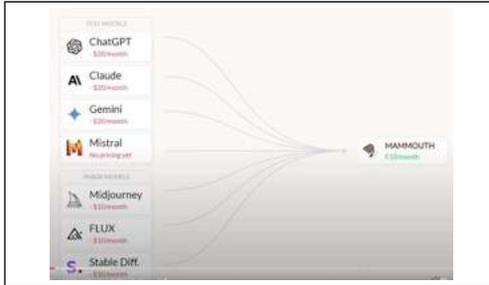
400 million

65,000

Scale, Trust, Growth, Scale, Scale

Llama History

Timeline showing the evolution of Llama models: Llama 1, Llama 2, Llama 3, Llama 3.1, and Llama 3.2. The slide is attributed to PyTorch.org and Llama.com.



Yesterday @nvidia delivered one of the first DGX B200s to @OpenAI. The specs for these beasts are insane.

Technical specifications for the NVIDIA DGX B200 GPU:

- GPU: 4x NVIDIA Blackwell GPUs
- GPU Memory: 4x48GB total GPU memory
- Performance: 12 petaFLOPS training and 144 petaFLOPS inferencing
- Power Consumption: $10.3kW$ max

A screenshot of the Gemma AI interface, showing a chat window with a plus sign to add new messages and a list of example conversations on the right. The Gemma logo is visible in the bottom right corner.

Un Ministral, des Ministraux

Introducing the world's best agentic AI



The logo for 'world', featuring a stylized 'e' symbol followed by the word 'world'. A small image of a hand holding a coffee cup is visible in the bottom left corner.

Question :
différence entre
Vin Cerf
Tim Berners-Lee

Avec plus de 300 millions de vente, c'est le jeu vidéo le plus vendu de l'histoire

A photograph of the Minecraft game cover, showing a character holding a pickaxe. Below the image, it says: "C'est officiel, Minecraft devient le premier jeu vidéo à dépasser la barre des 300 millions de jeux vendus à travers le monde."

Europe's Premier AI Conference

ai-PULSE

by @Scdneway

MAI 7, 2024 | STUTTGART, GERMANY

A grid of speaker portraits for the ai-PULSE conference. The names of the speakers are listed next to their photos. A 'Morning Keynotes' badge is visible in the bottom right corner.

"Where the future goes to be born" - The Atlantic • November 11 - 14 • Lisbon

Web Summit will bring together 70,000+ people and the companies shaping the future today.

70,000+

They've partnered with us

A collection of logos for partner companies, including Microsoft, Amazon, Meta, Oracle, Cisco, Dell, KPMG, PwC, TikTok, SAP, IBM, and others.

Some Web Summit startup alumni that have taken part

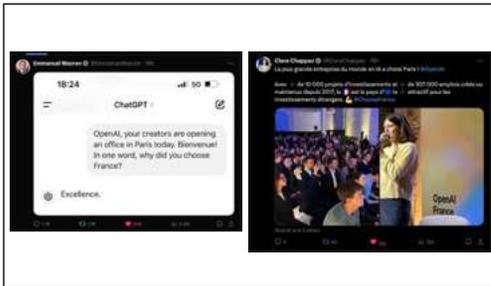
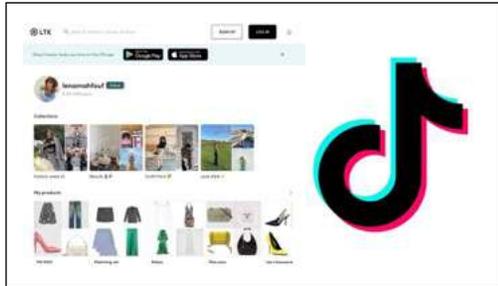
A collection of logos for startup alumni, including Stripe, Revolut, Trello, Getaround, Turbo, Yuno, Waze, Uber, N26, and others.



Pourquoi cette couverture de « The Times » est-elle célèbre ?
En lien avec le ATH de cette semaine...

ARKK ? TSLA ? ATH ?
DXYZ ? YOUT ?
BTC ?

Pourquoi Open Ai est un oxymore ?



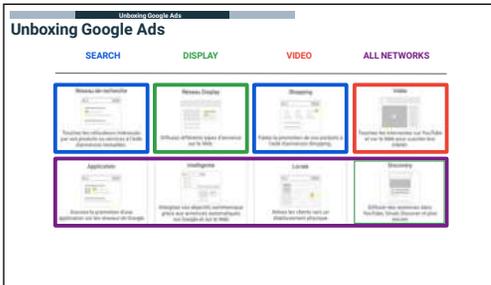
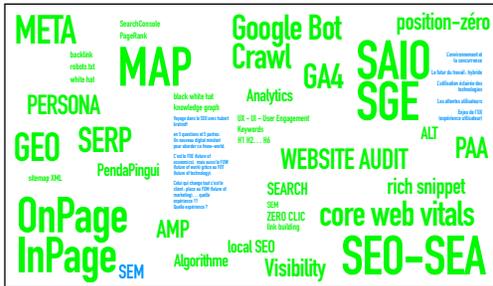
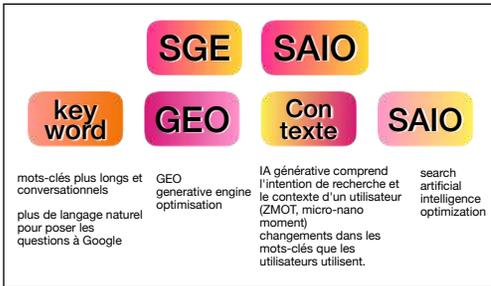
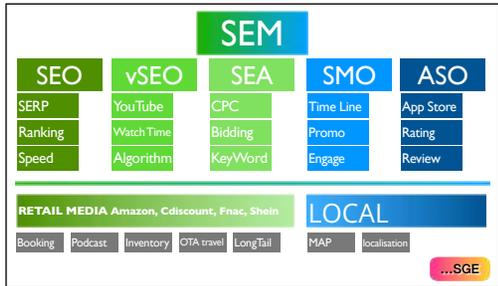
Seo! visibilité

Capacité à être trouvé sur le web, dans l'IA, dans les magasins d'app, sur les réseaux sociaux, dans les boutiques, sur GoogleMaps-Travel-Shopping, sur les podcast, jobboards ...

SEARCH = référencement = SEM

SEO + SEA + ASO + SMO + Local + retail media

SXO / GEO / SGE / SAIO



4 Business Models

CPC => clics

Impression => CPM

Lead => CPL

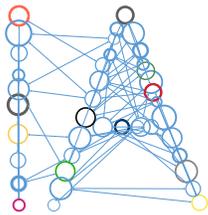
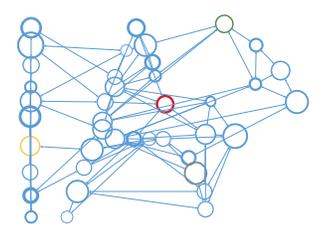
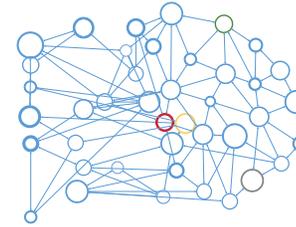
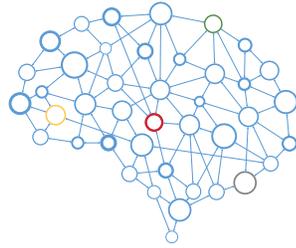
Performance / Action => CPA



#innovation AI or DIE



Intelligence artificielle



AI IS THE NEW ELECTRICITY

AI, like electricity, is a general-purpose technology. New AI technology creates many new opportunities to build new applications.



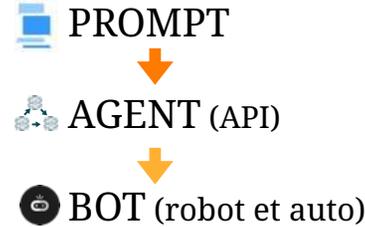
business intelligence (BI)
marketing intelligence (MI)
technology intelligence
competitive intelligence
media/market intelligence
open source intelligence OSINT

...ARTIFICIAL INTELLIGENCE

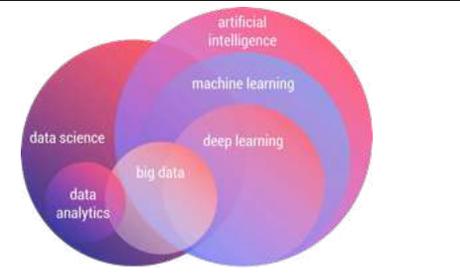
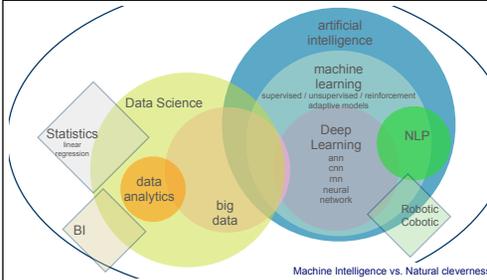
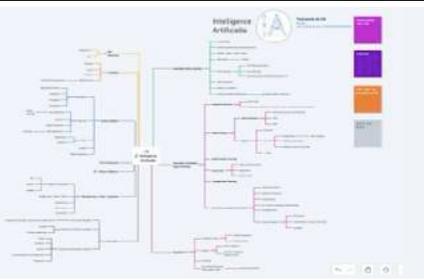
.com moment
 iPhone moment
 AI moment*
 ... BOT moment?



spécialiste (échec, GO)
conversation (TtoT, Turing)
generative txt/voice/img/mp4
AGENT (3D)
RO/CO-botic

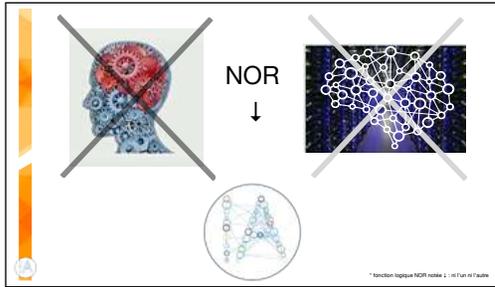


- | | |
|-------------------------------|-----------------------------------|
| 1642 Pascaline | 2014 Google Car |
| 1943 McCulloch | 2016 Alpha Go Lee Sedol |
| 1943 Turing (enigma + test) | 2016 College de France YLC |
| 1956 McCarthy @ dartmouth | 2018 OpenAI |
| 1960 AI Winter | 2022 ChatGPT = GenAI = generative |
| 1989 Yann LeCun OCR | 2023 AMZ GOO META MS |
| 1993 Singularity V. Vinge | 2023 Bard Duet Midjourney |
| 1997 Deep blue jeu d'échec | 2024 Perplexity + Ministral |
| 2005 Ray Kurzweil Singularity | 2025 |
| 2010 SIRI Luc Julia | 2026 |
| 2011 Jeopardy | 20XX Singularity = AGI |
| | 2XXX ASI = super |



GenAI (generative)
AGI* (general=singularity)
ASI (super)

+ BOT/web3/health/NBIC

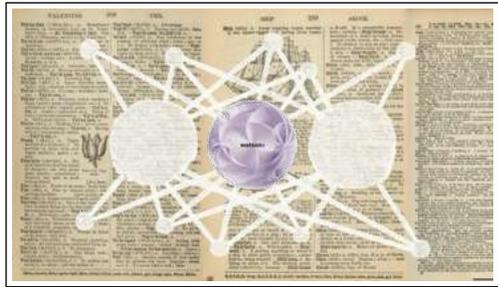
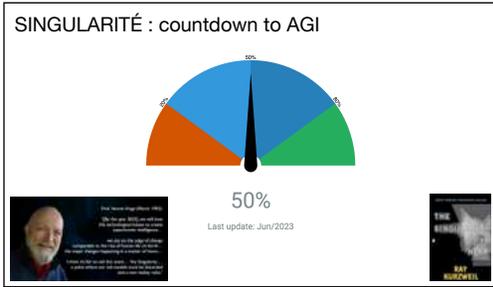


From Machine Learning to Autonomous Intelligence

Objective Driven AI: AI systems that can learn, remember, reason, plan, have common sense, yet are iterable and safe

Yann LeCun
Meta - Fundamental AI Research

Logos: Anthropic, mcm, bidr, reAI, BAAY



NVIDIA Keynote at SIGGRAPH 2023

Generative AI: The Power of AI

Jensen Hsun HUANG - NVIDIA - GH200 Grass Hopper 200 - super chip

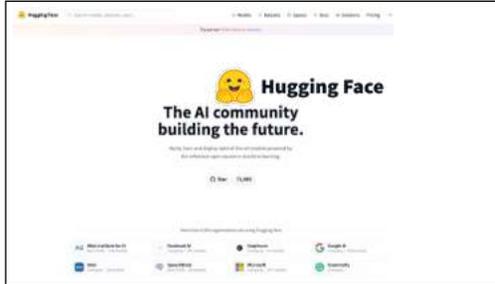
Picks and Shovels

Foundation Large Model

End User APP

LLM Development Tools

Foundation Model & Hub



Top 50 GenAI Web Products, By Monthly Visits

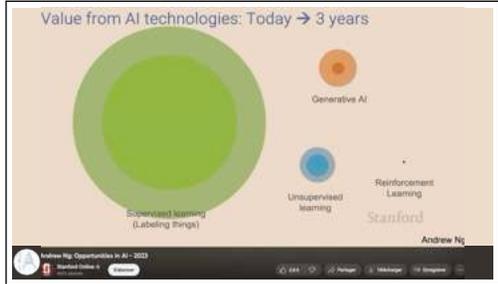
Rank	Product	Visits	Category
1	OpenAI	1.2B	AI
2	Anthropic	800M	AI
3	Perplexity	600M	AI
4	Google Gemini	500M	AI
5	Microsoft Copilot	450M	AI
6	Meta AI	400M	AI
7	OpenAI Playground	350M	AI
8	Google AI Studio	300M	AI
9	OpenAI ChatGPT	250M	AI
10	OpenAI DALL-E	200M	AI

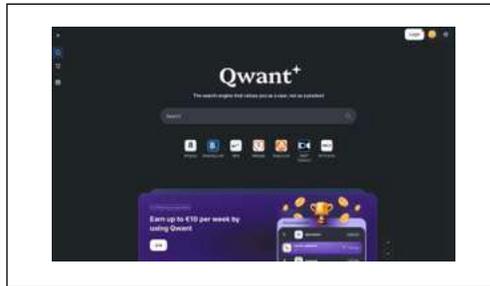
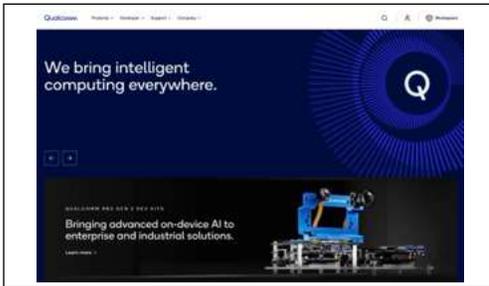
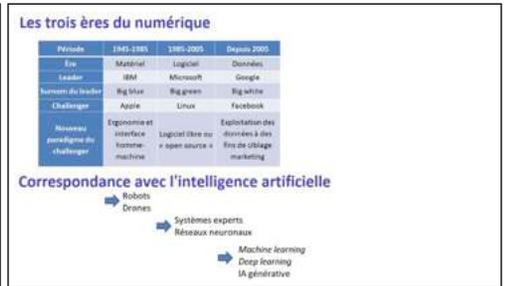
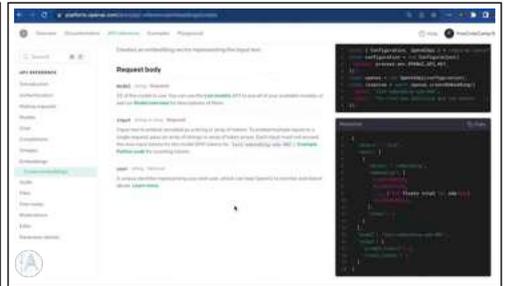
OpenAI

About OpenAI

OpenAI is a non-profit artificial intelligence research company. Our goal is to advance digital intelligence in the way that is most likely to benefit humanity as a whole, unconstrained by a need to generate financial return.

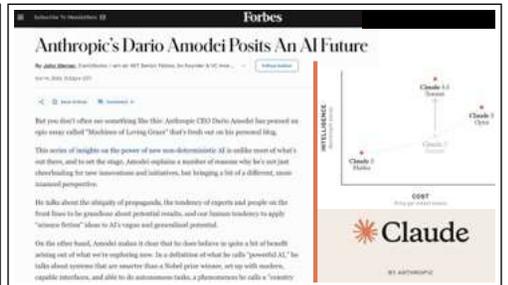
In the short term, we're building on recent advances in AI research and working towards the next set of breakthroughs.





AIAAS
AI As A Service

API
AI As An Agent

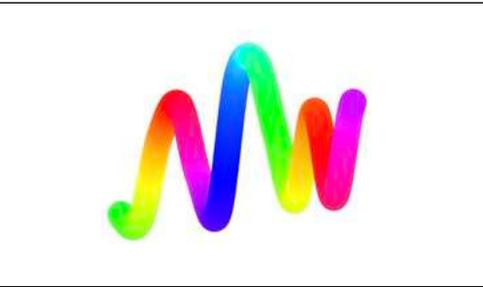


Métiers (non tech) lié à l'IA :

- formateur IA / solution assistant
- évangéliste IA / éthique / AI UX / AI artist
- data curation / prompt engineer
- business analyste / chef de projet

Métiers (non tech) lié au WEB3:

- formateur blockchain
- évangéliste web3
- oracle
- contract analysis



DeFi
 native payment
 Verified-ID
 DAO



FONDATION

ABC DU
 WEB 3

PILERS WEB3



FONDATION

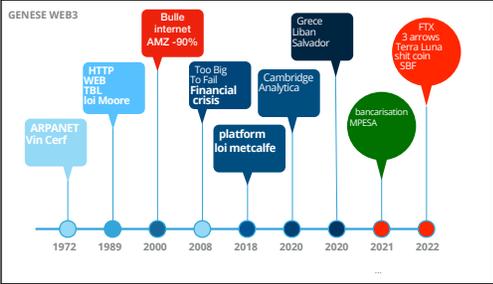
A Decentralized web
 DAO, Holacracy
 Scrum
 Linked data

B Transparence
 Trust
 Verified ID
 Ownership

C Native payment
 Crypto inside
 Wallet connected
 Play to Pay

FONDATION

Fondation : Blockchain

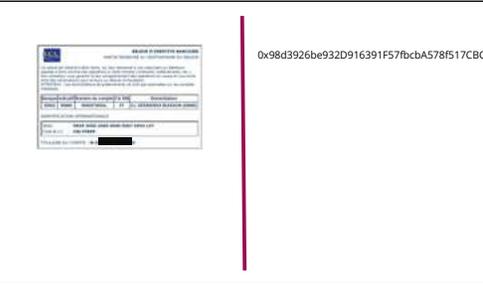


The term "Web3" was coined by Gavin Wood in 2014
 Ethereum & Polkadot founder

« decentralized online ecosystem based on blockchain »



HASH (SHA256 calcul)
 clé privée / public
 Tokenisation
 NFT



	WEB 1 1990-2005	WEB 2 2005-2015	WEB ² 2015-2022	WEB 3 2022-2030
Réactivité	Séquentiel	Jours/Heures	Temps réel	Continu
Interaction	Requêtes / Appoint READ ONLY	À la demande ÉCHANGE DE DONNÉES	Automatique	Confiance ÉCHANGE DE VALEURS
Ressources	Contenus	USC Contenu Généré par Utilisateurs	Recommandation personnalisée	IA
Données	Sémantique	Dynamique	Algorithmique	Décentralisée
Producteurs	Editeur ex: wikipedia	Utilisateur natif ex: FB, TWTR	Utilisateur anonyme	Blockchain ex: miners, bddg
Type	Partage statique HTML CSS	Réseaux interactif APPLICATIONS	Réseaux dynamique IA / API	IoT / ICB BLOCKCHAINS

1 .com wikipedia
 2 @social#network instagram
 3 web.3 diamond

Risques WEB3

VC
les investisseurs peuvent prendre des positions dominantes

Droit à l'oubli
impossible d'effacer la blockchain, le passé est figé

Courbe apprentissage
détenir ses informations oblige des connaissances techniques

Risques WEB3

copyright
art original facile à voler et à protéger au nom d'un tiers

scam
manipulations nombreuses sur base d'idées brillantes

hyper tokenisation
peut-on durablement tout tokeniser sans risquer une pénurie

not your keys
not your coins

Le WEB3 est :
 plus complexe
 plus technique
 plus codé
 plus acteur

moins assisté
 moins infantilisé
 moins le produit

BESOIN DE FORMATION

INTERNET ARCHIVE

WayBack Machine

Jimmy Wales
Wikimedia Foundation



LEDGER

facebook horizon metaverse

The Gateway to Web3 is the Wallet

Non Custodial Wallet vs. Custodial Wallet

Metamask, Ledger vs. Coinbase, Binance, FTX

Is it really open and permissionless if you use a custodian?

LIQUID

innovation
versus
progrès

build 2024

WEB3 NBIC PERSVASION

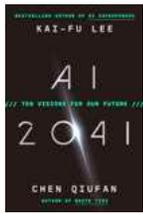
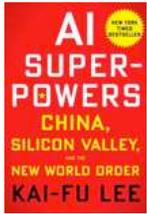
Gartner Les IA NEW WORLD 2% DE L'EMPREINTE CARBONE

THE FUTURE IS ALREADY HERE — IT'S JUST NOT VERY EVENLY DISTRIBUTED CRYPTO BLOCK CHAIN

IOT - IOB INNOVATION NOW PROGRÈS

WHAT TO READ NEXT

Kai-Fu Lee

A screenshot of a Bloomberg Billionaire Club chart. The title is 'Bloomberg Billionaire Club' and the subtitle is '\$100 Million Club'. The chart displays a grid of logos for various companies, including Microsoft, Amazon, Google, Facebook, Apple, and others. The logos are arranged in a grid format, with some highlighted in red.