

Future of Internet

2

INNOVATION JAN 2025

 early makers
since 1872

em
lyon
business
school

FOI

 early makers
since 1872

em
lyon
business
school

EX

DISRUPTION
MARKETING
VUCA

INBOUND MARKETING
PERVASION

UX

IA

BLOCKCHAIN
NBIC

Voyage dans le DEEP WEB avec
hubert kratiroff

en 5 questions et 5 parties.
Un nouveau digital mindset
pour aborder ce #new-world.

C'est le FOE (future of
economics), mais aussi le FOW
(future of work) grâce au FOT
(future of technology).

Celui qui change tout c'est le
client : place au FOM (future of
marketing) ... quelle
expérience !!!
Quelle expérience ?

LIQUID
EXPECTATION

Health-Tech

VOC

wearable

GAMIFICATION

SBTI

FOM

FOW

CONTENT STRATEGY

CRYPTOCURRENCY

IIOT

DNVB

L'environnement et
la concurrence

Le futur du travail : hybride

L'utilisation éclairée des
technologies

Les attentes utilisateurs

Enjeu de l'UX
(expérience utilisateur)

GAFAMS

BigTech

METAVERS

PERSONA

HYBRID

ENGAGEMENT

IOT

CX

PLATFORM

fail fast

INNOVATION

plus tard c'est trop tard

Royal Oak



With its steel case, octagonal bezel, "Tapisserie" dial and integrated bracelet, the Royal Oak overturned the prevailing codes in 1972 and took its rightful place as a modern icon.

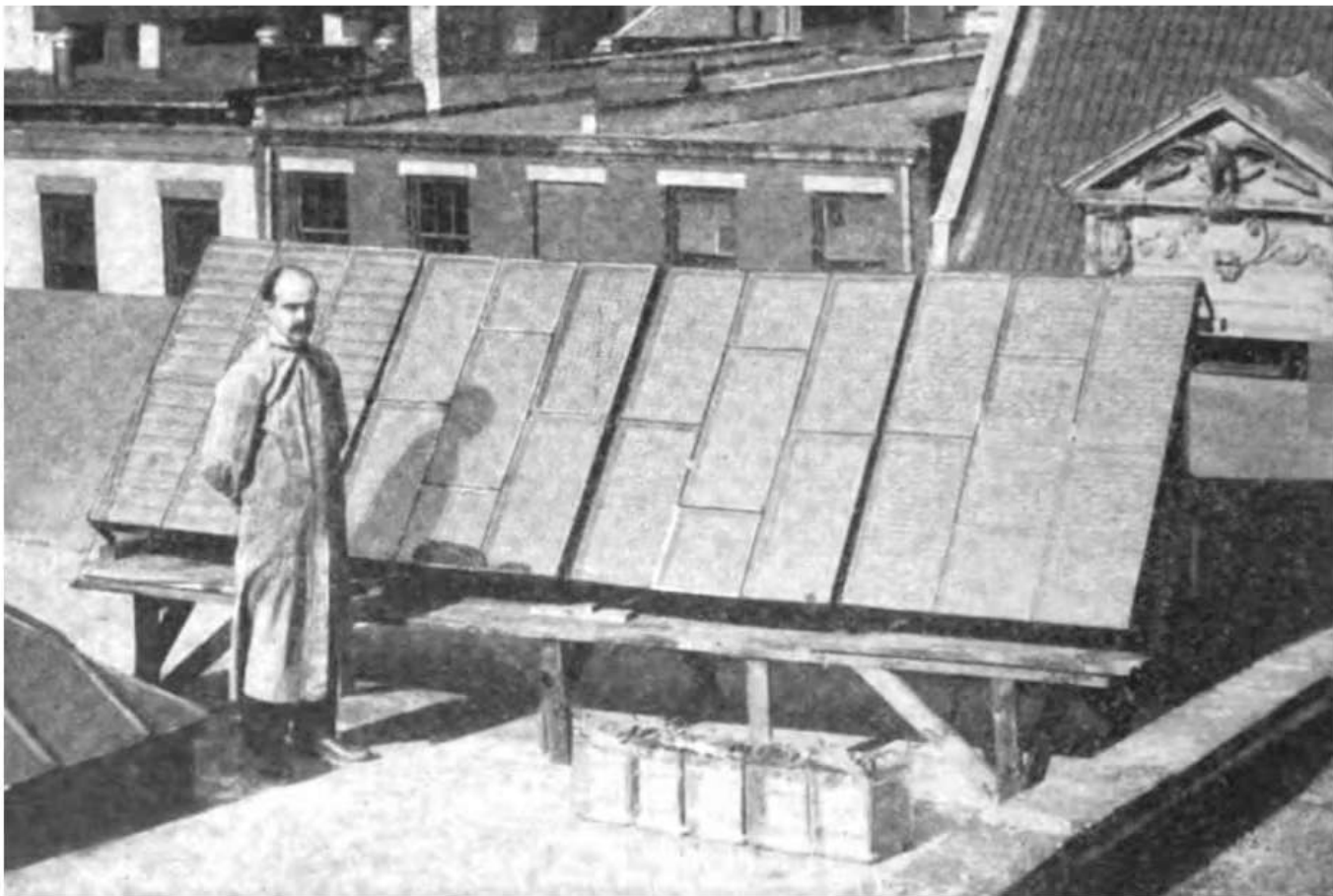
BIG BANG ORIGINAL GOLD

44 MM

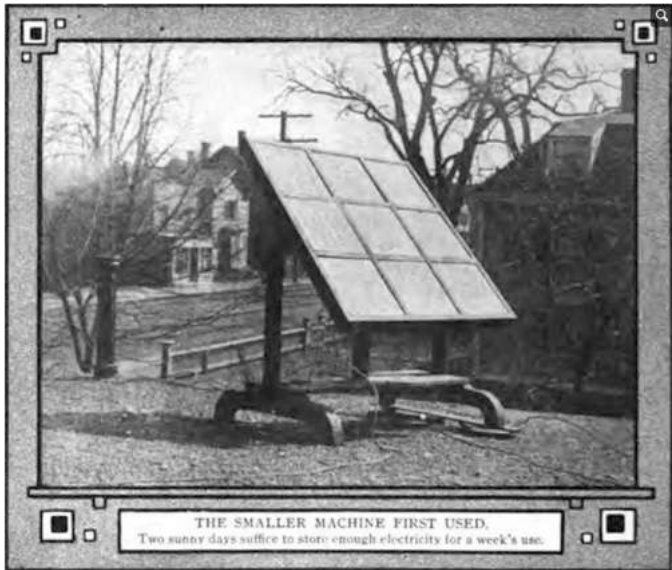
EUR 36,200 *  







George Cove à côté de son troisième panneau solaire. Popular Electricity Magazine, April 1910 / Low Tech Magazine



THE SMALLER MACHINE FIRST USED.
Two sunny days suffice to store enough electricity for a week's use.

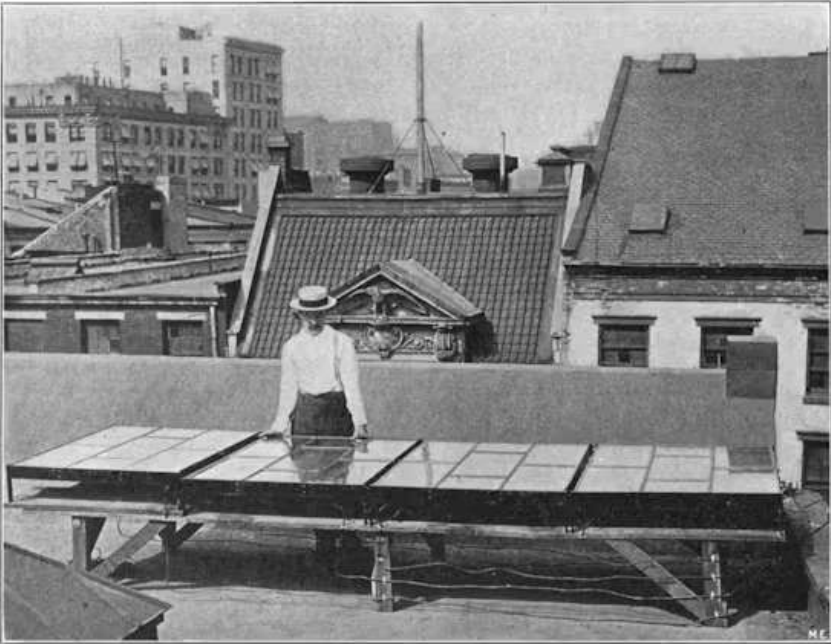
1909, George Cove

MODERN ELECTRICS

Vol. II. SEPTEMBER, 1909. No. 6

Harnessing Sunlight

By RENE HOMER



Mr. Cove and his Sun Electric Generators

Four units are shown in the picture, each containing 1804 plugs of the new secret alloy. These units develop 60 watts each; 8 amperes at 10 volts. One form upon which he is experimenting will show a voltage of 500 per 10 sq. ft., though the amperage is very slight.

It has been the contention of many eminent scientists during the past two centuries that the energy expended in any way upon the earth came originally from the sun. Thus the power derived from streams, waterfalls and the combustion of wood, coal and oil is directly traceable to the work done by the sun in lifting vapor to fall in rain or snow for the formation of streams or the growing of the trees and other vegetation that form the coal beds and petroleum deposits. So quietly does the sun do this work that the billions of tons of water constantly lifted from the ocean and the land for the slow growth of trees attracts no attention.

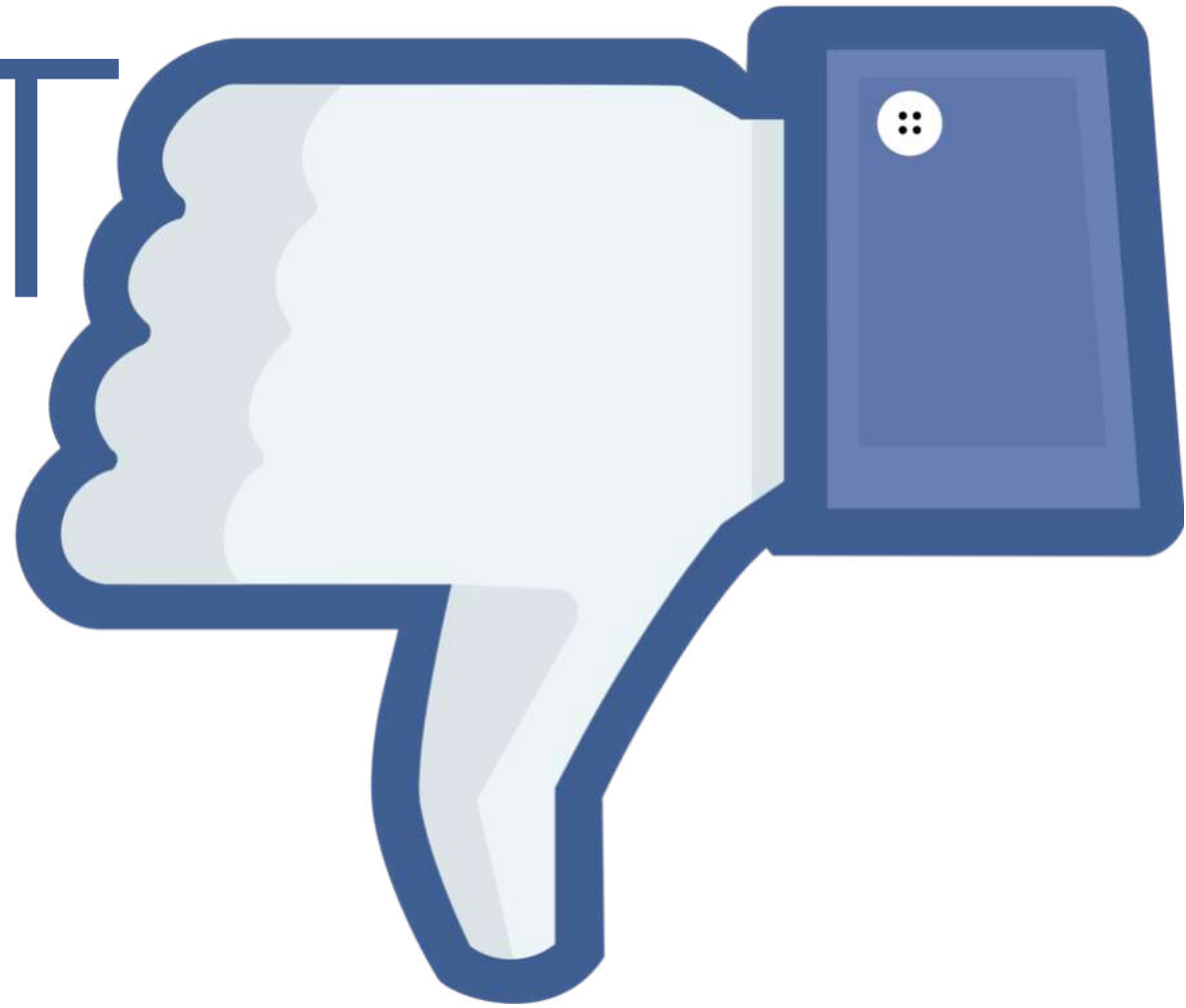
Our present civilization is mainly dependent upon the energy we develop from coal and petroleum, without which

our great activities would at once come to a standstill. The mines, factories, railways, automobiles and even airships would become useless; the water, gas and electric supply of our cities would be taken away and all our cities rendered uninhabitable, and yet the total amount of energy furnished by combustion of all the coal and petroleum of our world is quite infinitesimal when compared with that furnished us by the sun.

Dr. Langley estimates that a very small fraction of a second indeed would be taken by the sun in consuming all of the coal in the State of Pennsylvania. If the sun were one solid block of coal, it would have burned to the last cinder in about five thousand years. This leads scientists to the conclusion that the energy of the sun is not dependent upon



INTERNET
DIGITAL



**#Innovation
AI or DIE**

NBIC

Convergence de technologies à appliquer :
1/ aux produits/services
2/ aux processus de l'entreprise

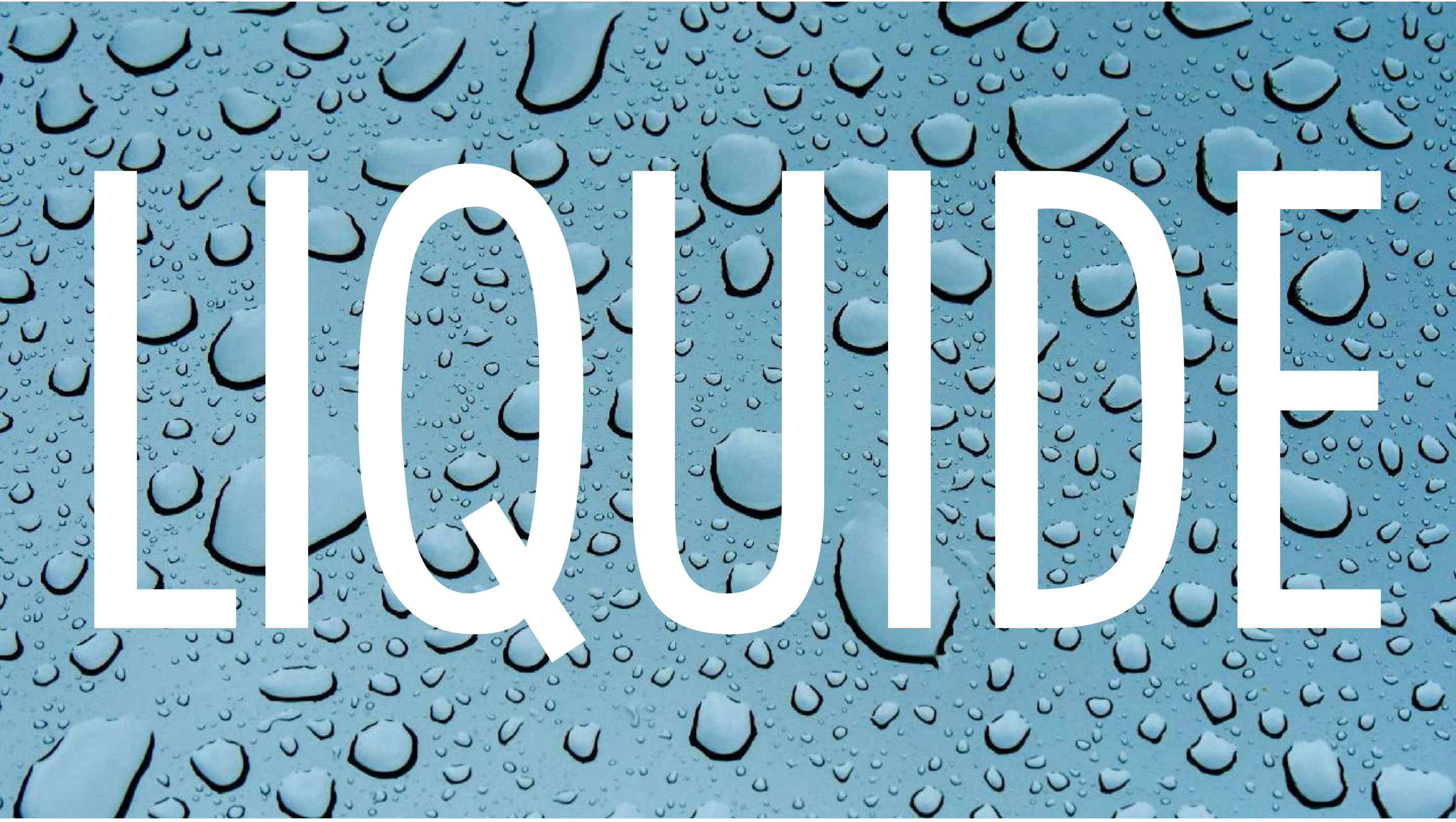
Nano : techno, petits matériaux 10^{-9} , LK99, H, graphène, supraconducteur, bot...

Bio : techno, mimétisme, blob, axolotl, morphogénèse, bioengineering...

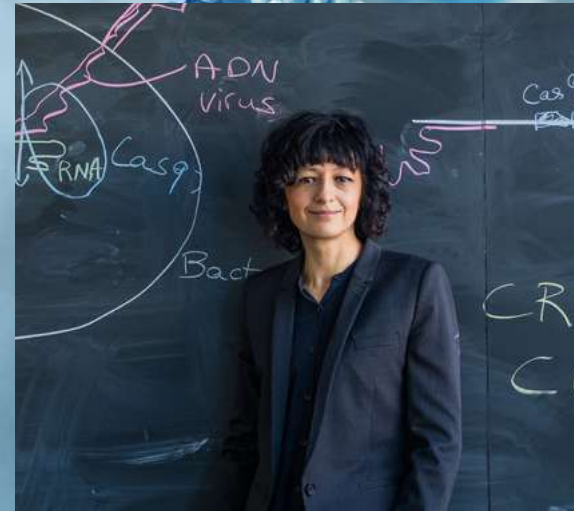
Informatique : IOT, IIOT, 3Dprint-Additiv Blockchain, Quantique, Token, NFT, BOT, Algorithme, industry4.0, cybersécurité...

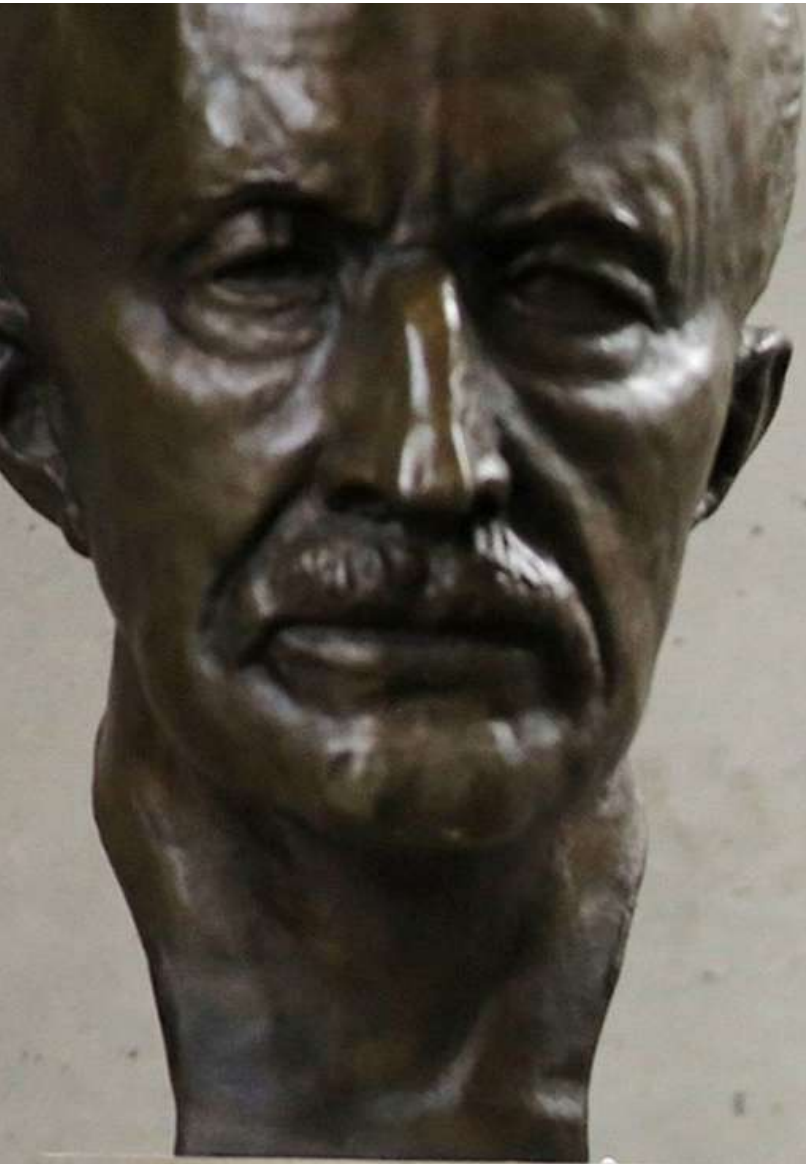
Cognitif : IOB, IA, ML, MOOC, edTech, SGE apprentissage adaptif, neuro-science, métavers...





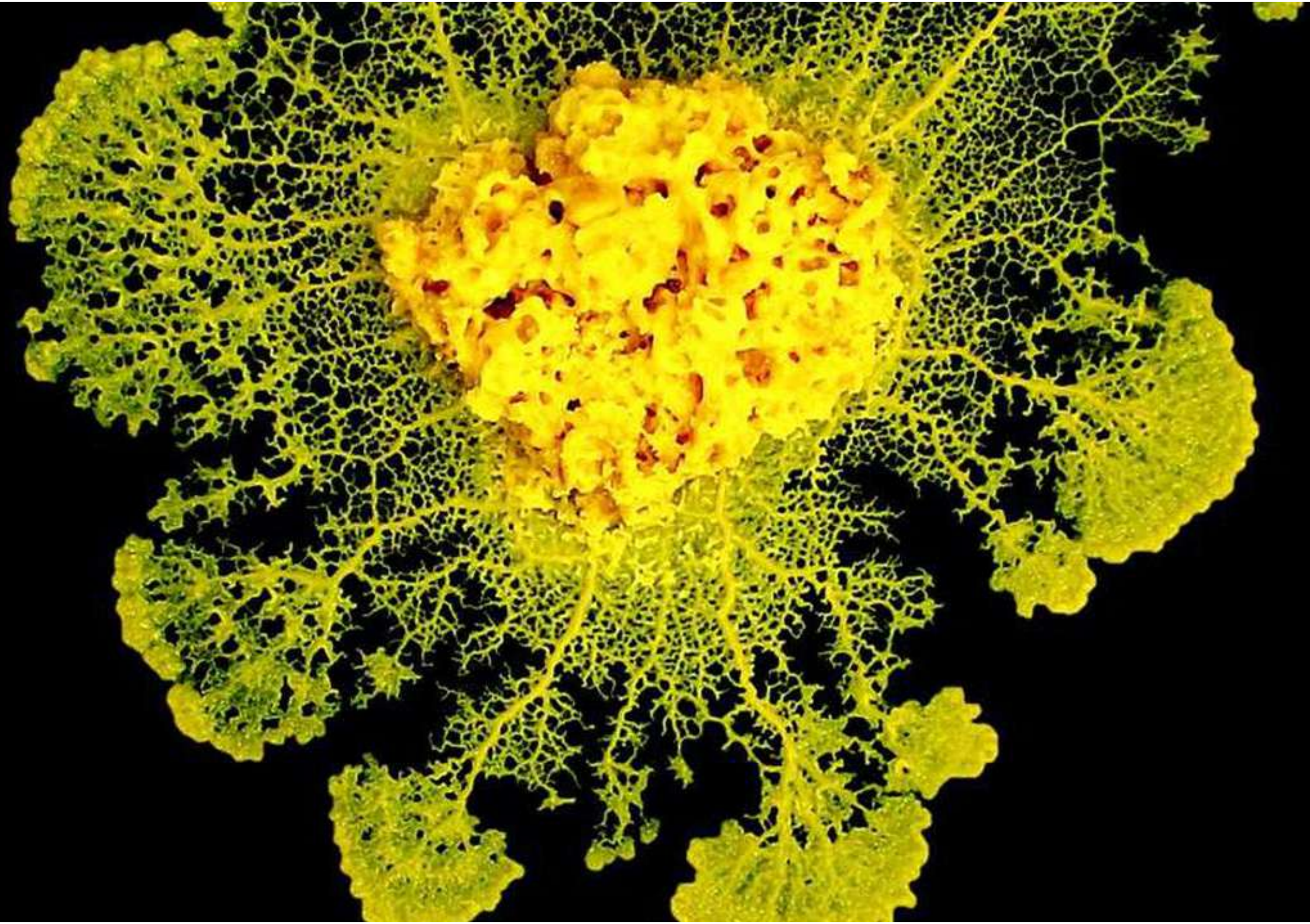
LIQUIDE

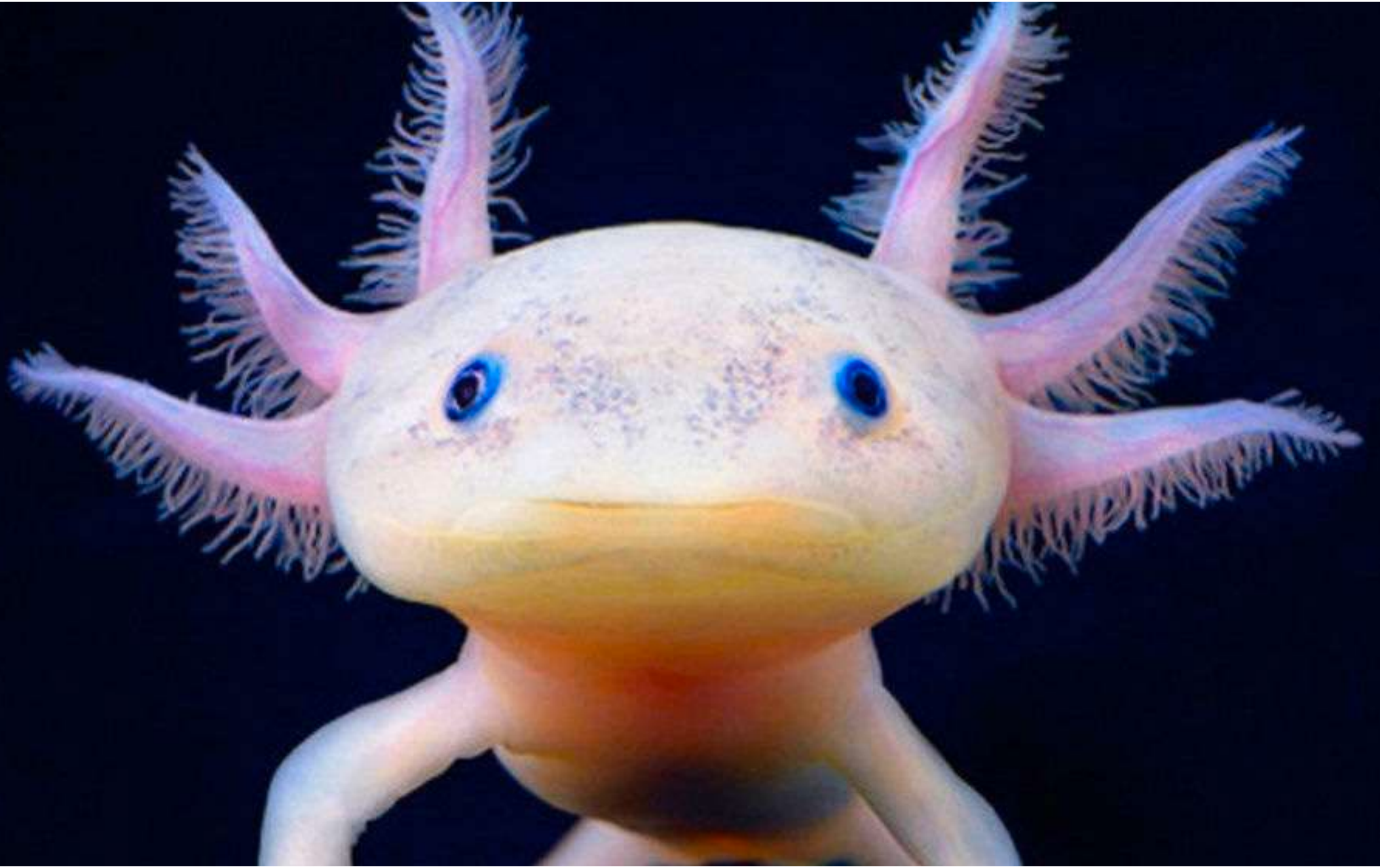


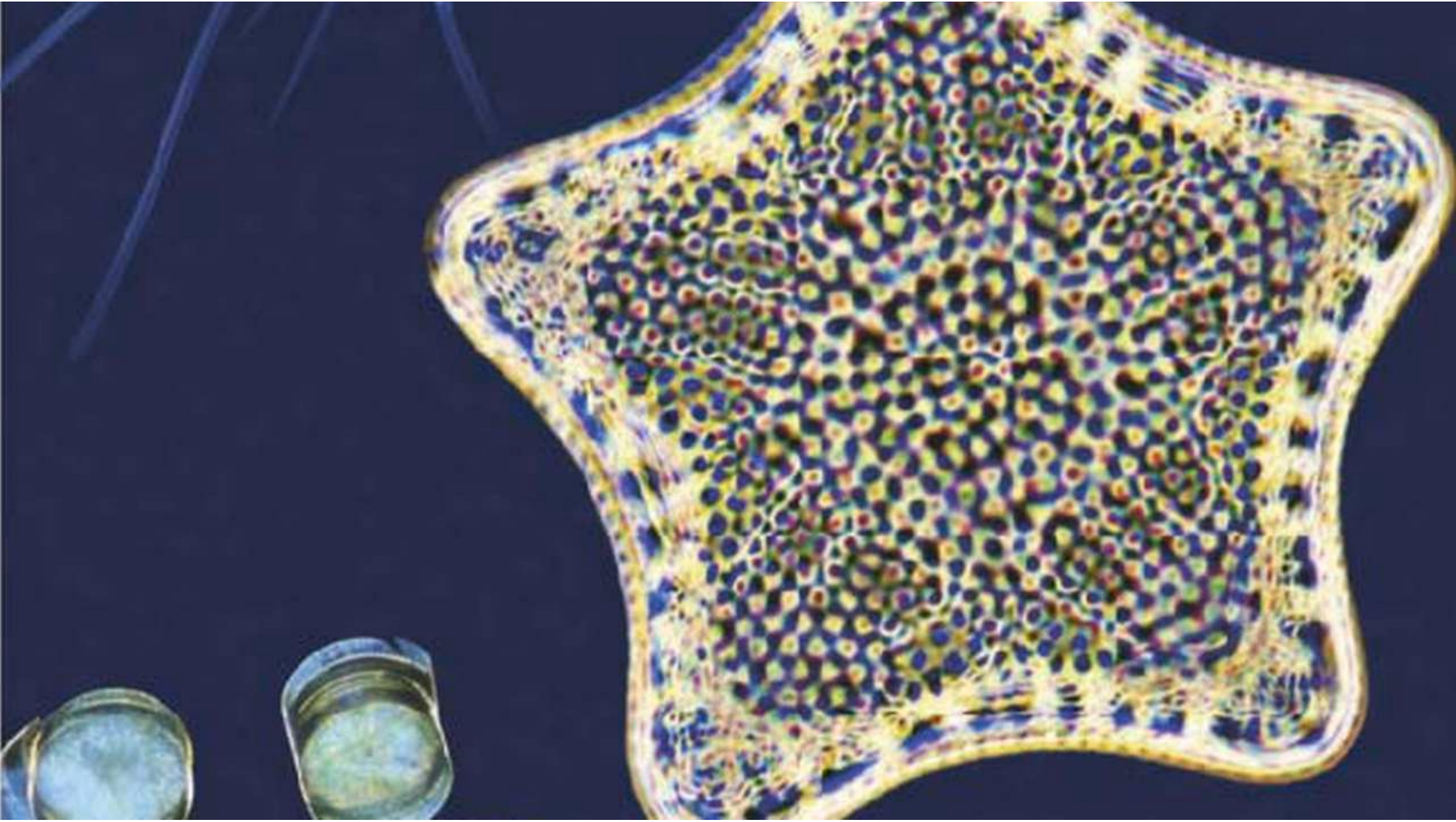


MAX
PLANCK













FORTNITE



Want to get started?

[CONTACT US HERE ↗](#)

EXAMPLES OF APPLICATIONS WHERE WE CAN SUPPORT YOU:

From Concept to Reality



AIMING ARM INSTRUMENTS

Produce aiming arms that are light, reusable and endure many sterilization cycles. Reduce material waste by 60%, while increasing structural integrity and performance.

[READ MORE](#)


TAILORED ORTHOPEDIC IMPLANTS

Create composite implants with adaptable fiber and stiffness distribution to match patient-specific body structure.



X-RAY TRANSLUCENT TOOLS

Make tools that enable the in-situ verification of the correct position of the whole fixation system. Maximum accuracy and durability, for better reliability.

CONTINUOUS FIBER COMPOSITES FOR HIGH VOLUME PRODUCTION THROUGH ADDITIVE MANUFACTURING

Trusted by     



9T Labs, spécialiste de l'impression 3D carbone, livre 17 millions de dollars

© 9T



LoRaWAN[®]

**Senet et Eutelsat s'associent pour un réseau LoRaWAN
IoT véritablement mondial**



PREMIUM



STARLINK PREMIUM



SWARM

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

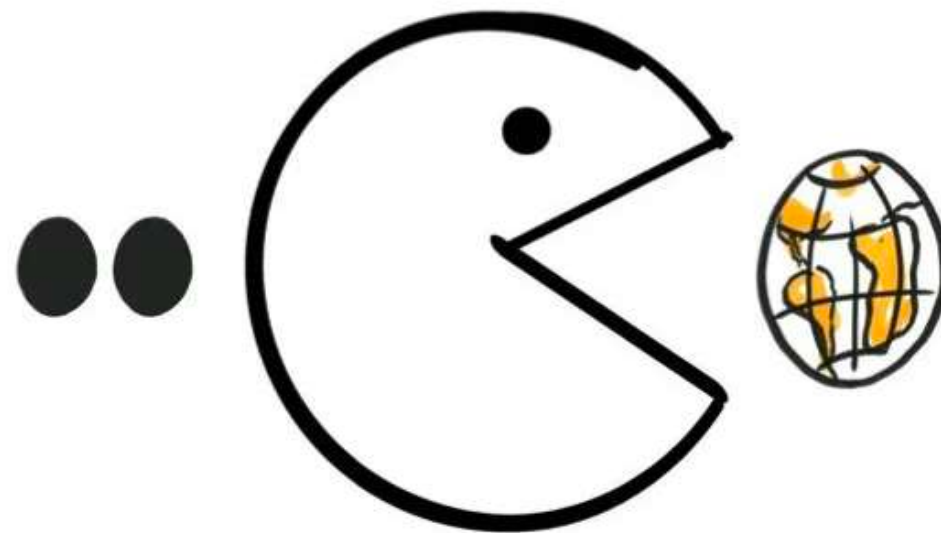


"Software is
eating the world."

Marc Andreessen



Software is eating up the world*



* Marc Andreessen
in Wall Street Journal

5

Intelligent Machines

**Nvidia CEO: Software
Is Eating the World,
but AI Is Going to Eat
Software**



Understand the Future, Now

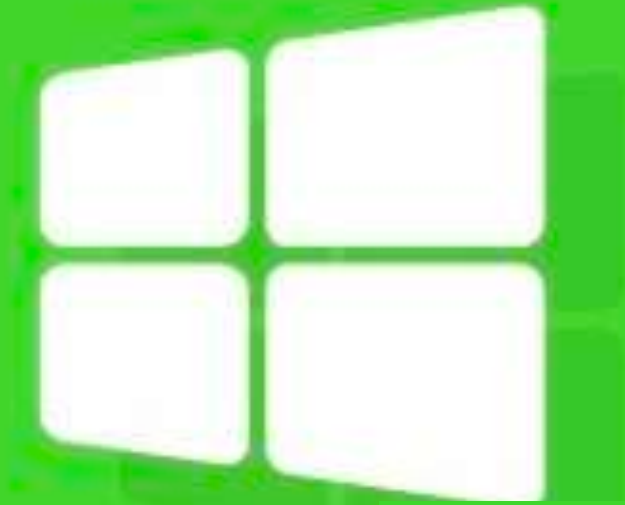
Software is eating the world. Future is your guide from a16z to technology, innovation, and where it's all going.

[Go to Future »](#)

 **Future**

Software is eating the world
WEB 1.0 —> 3.0





OPERATING SYSTEMS





Blackberry Palm Next DOS OS2 unix fedora symbian

Operating System : OS

Linux

CarPlay

Windows

TeslaOS

Android

OSShop

IOT

(AmazonGo et

IOB

JustWalkIn)

HomeKit

Shopify

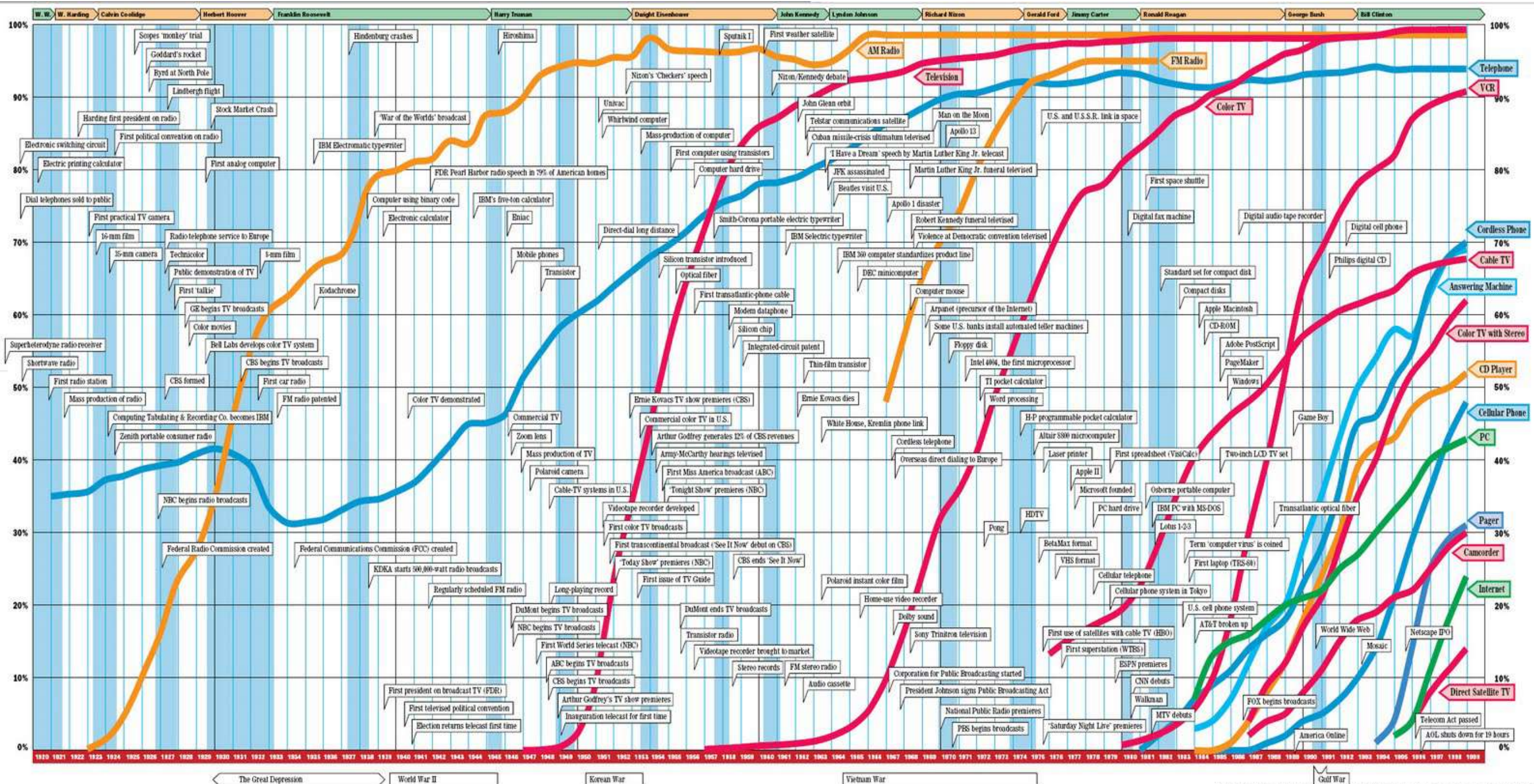
Le graphène, un matériau miracle

Des travaux en laboratoire montrent que des transistors en graphène sont potentiellement capables de détrôner les transistors en silicium, ouvrant la voie à des ordinateurs plus performants car plus rapides et plus petits. Étant pratiquement transparent et aussi bon conducteur que le cuivre, le graphène peut servir à réaliser des écrans tactiles, des panneaux lumineux et probablement des cellules solaires.

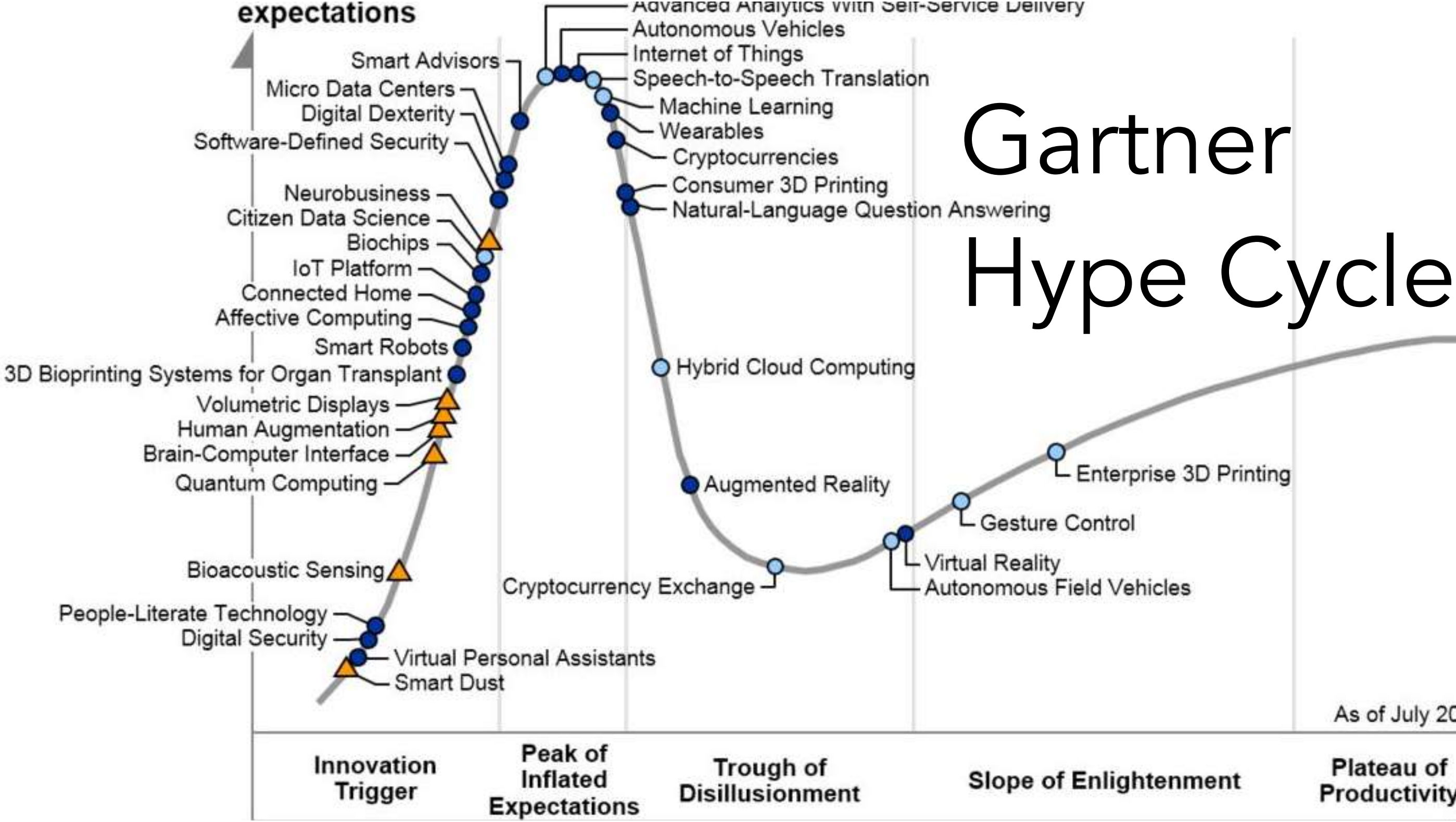
On s'attend aussi, lorsque seulement 1 % de graphène est mélangé à de la matière plastique, à ce qu'il la rende électriquement conductrice. Sa résistance thermique devrait augmenter de 30 °C, ainsi que sa résistance mécanique (on sait que le graphène lui-même est 200 fois plus résistant que l'acier à la traction). D'intéressants matériaux composites au graphène devraient apparaître dans un avenir proche, avec des applications dans les satellites, les avions et les voitures.

D'un point de vue plus théorique, la mécanique quantique a son mot à dire. En effet, bien que les électrons se déplacent dans le graphène 300 fois plus lentement que la lumière, les conditions auxquelles ils sont soumis imposent de les décrire mathématiquement par l'équation de Dirac, comme pour une particule relativiste presque sans masse ! Il en résulte que l'analogie de certains phénomènes ordinairement rencontrés en théorie quantique des champs relativistes peut s'y manifester. On peut donc simuler de la physique des particules avec le graphène. Mieux, des connexions, là aussi de nature analogique et mathématique, avec des calculs en théorie des cordes, sont étudiées.



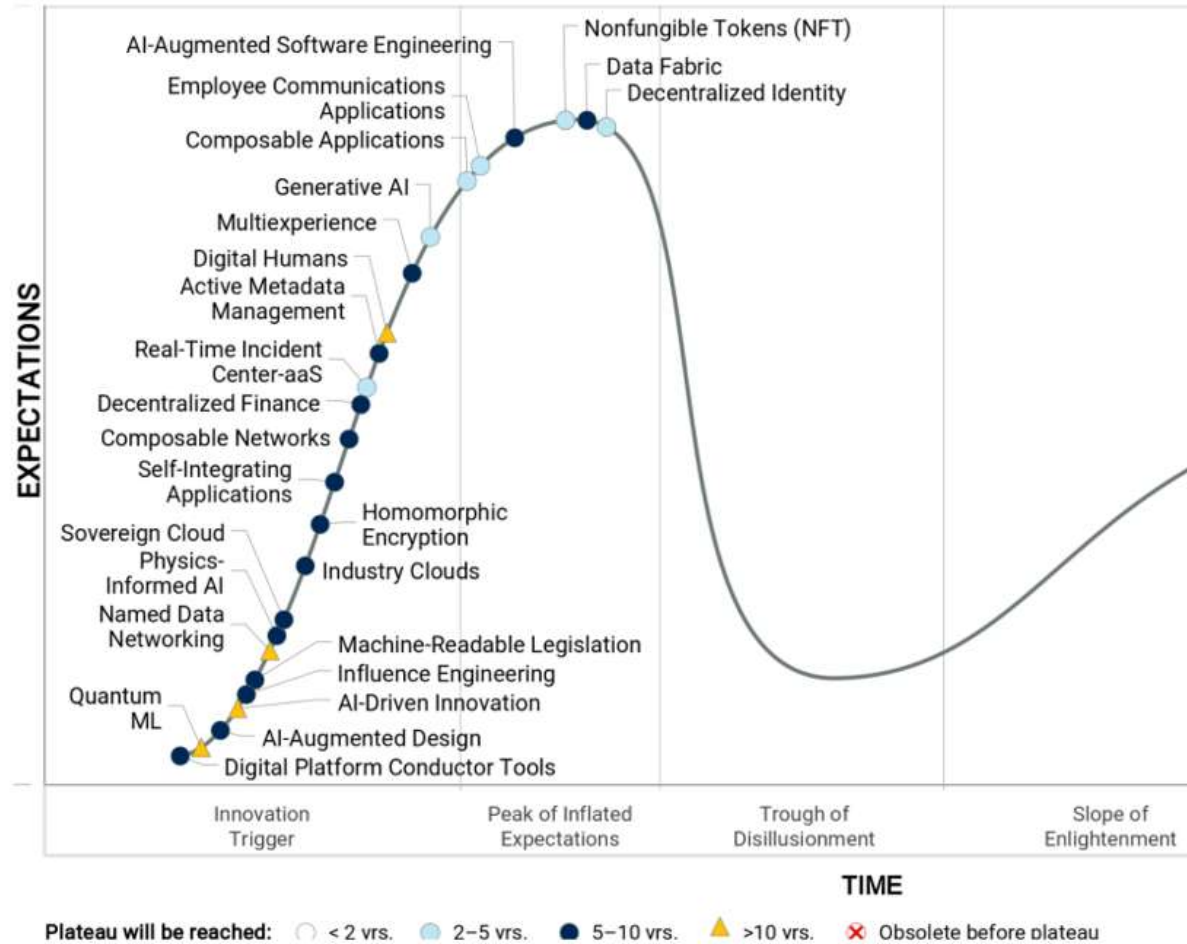


Gartner Hype Cycle



Gartner Hype Cycle

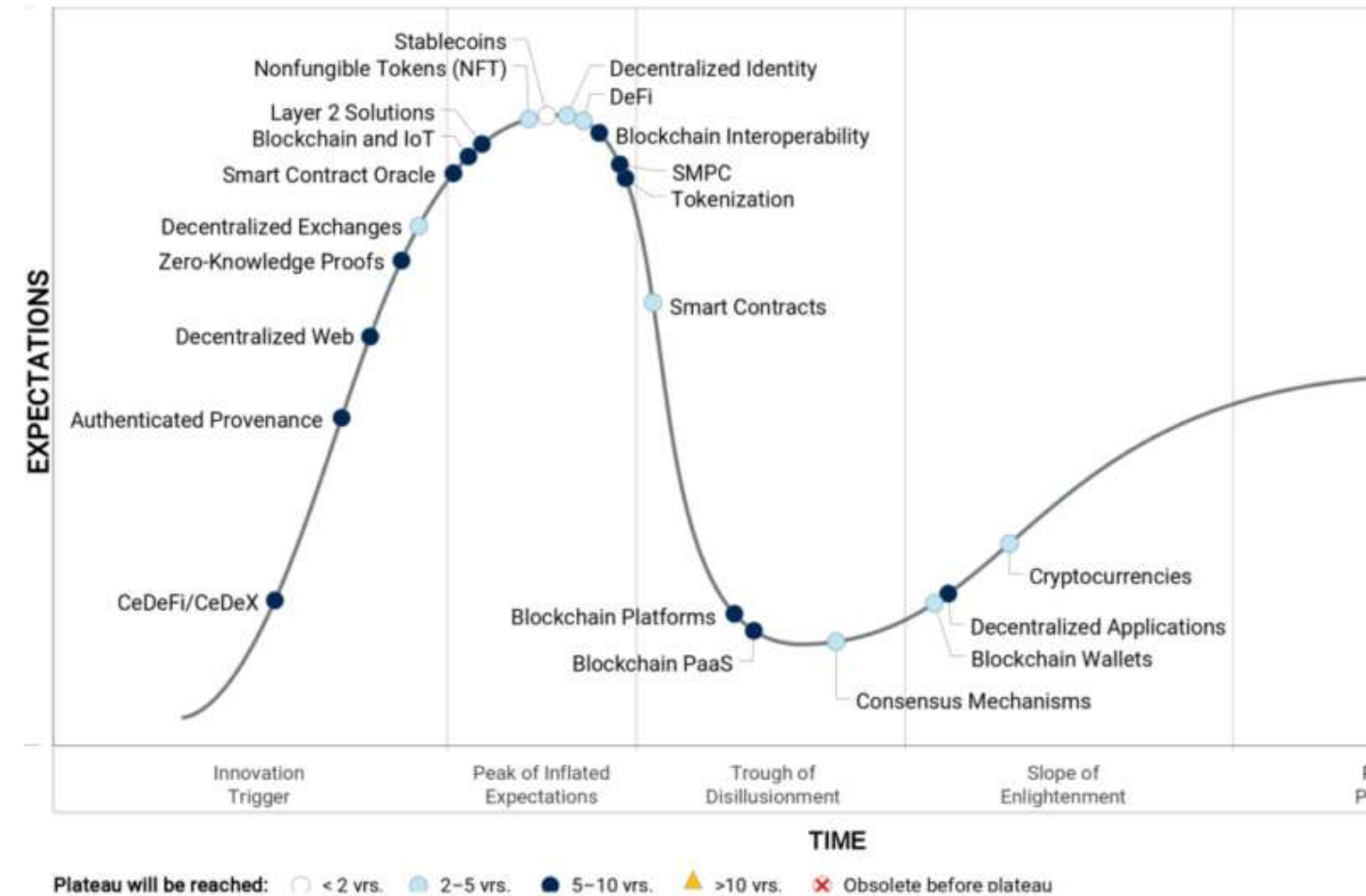
Hype Cycle for Emerging Technologies, 2021



Source: Gartner (August 2021)

747576

Hype Cycle for Blockchain, 2021



Source: Gartner (July 2021)

747513

Les 9 tendances technologiques Gartner®

- 1/ L'internet des comportements «Internet of Behaviors » qui découle de l' « Internet of Things »
- 2/ L'expérience totale : multiexperience (MX), l'expérience client (CX), l'expérience employé (EX)
- 3/ L'agilité des entreprises
- 4/ L'ingénierie de l'intelligence artificielle
- 5/ L'hyper-automatisation est l'idée que tout ce qui peut être automatisé dans une organisation
- 6/ Le cloud distribué
- 7/ Les opérations en tout lieu
- 8/ Cybersécurité
- 9/ Vie privée informatique

Les 9 tendances technologiques



Gartner's Top Strategic Technology Trends for 2023

Optimize

Scale

Pioneer

 Digital Immune System	 Industry Cloud Platforms	 Superapps
 Applied Observability	 Platform Engineering	 Adaptive AI
 AI TRiSM	 Wireless-Value Realization	 Metaverse
 Sustainable Technology		

Top Strategic Technology Trends for 2025

 AI imperatives and risks	 New frontiers of computing	 Human-machine synergy
• Agentic AI • AI governance platforms • Disinformation security	• Postquantum cryptography • Ambient invisible intelligence • Energy-efficient computing • Hybrid computing	• Spatial computing • Polyfunctional robots • Neurological enhancement

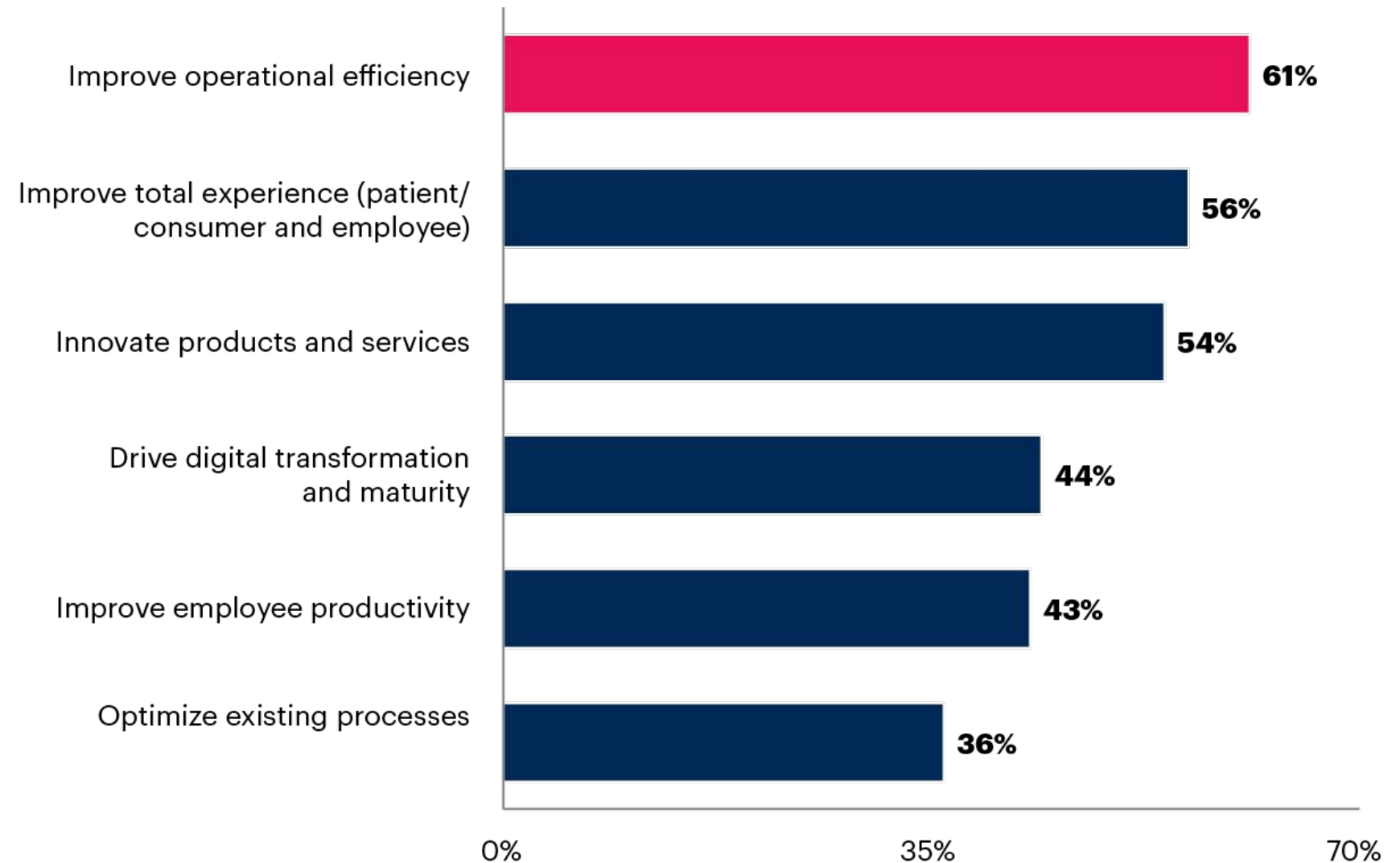
Shape the future with responsible innovation

Les 9 tendances technologiques



Top Outcomes Represented in Eye on Innovation Awards Submissions

Percentage of submissions that target each outcome, healthcare and life sciences



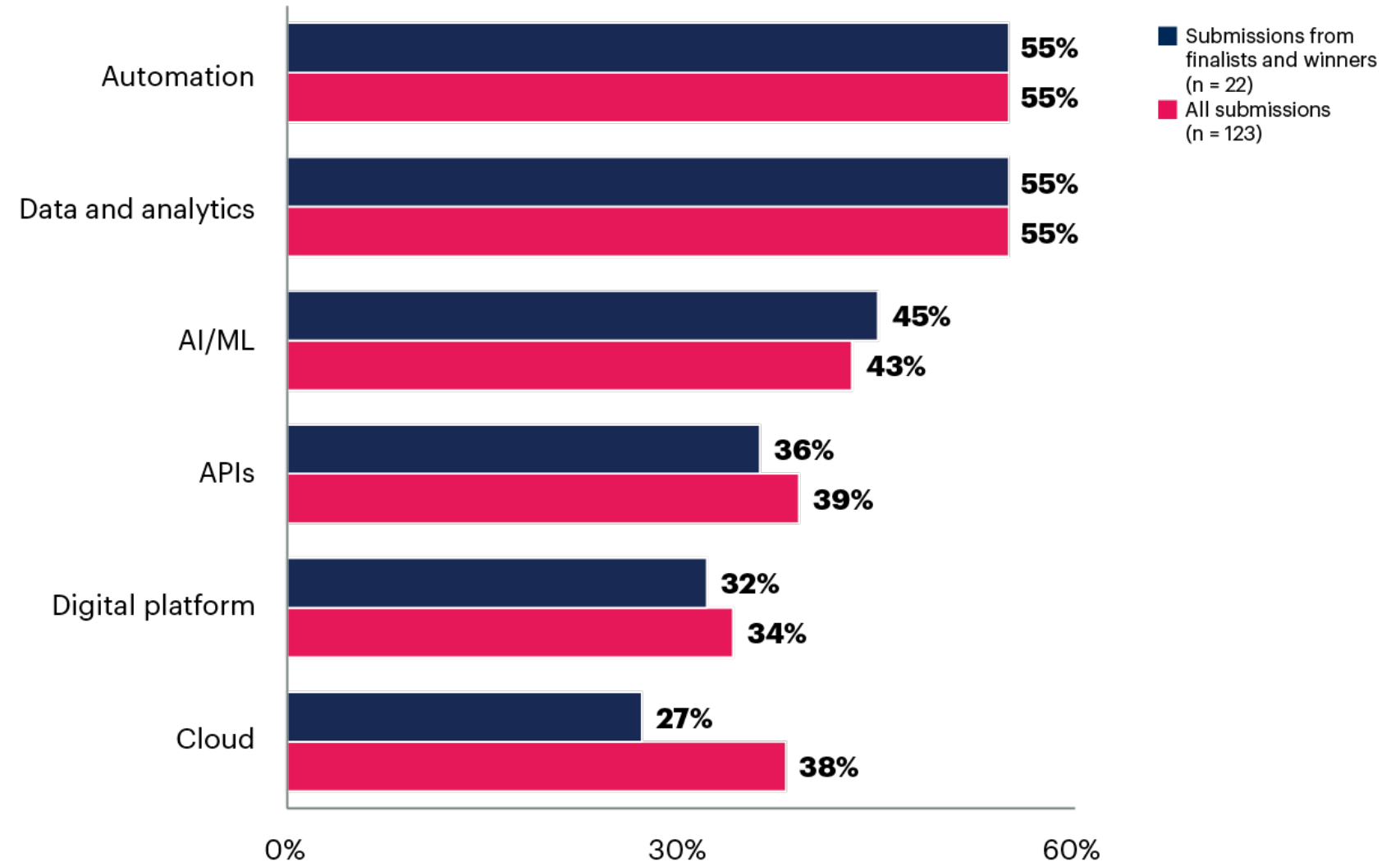
n = varies

Source: 2024 Gartner Eye on Innovation Awards for Healthcare and Life Sciences

819326_C

Top Technologies Among 2024 Eye on Innovation Submissions

Percentage of submissions representing each technology area, healthcare and life sciences



n = varies

Source: 2024 Gartner Eye on Innovation Awards for Healthcare and Life Sciences

AI/ML = artificial intelligence/machine learning

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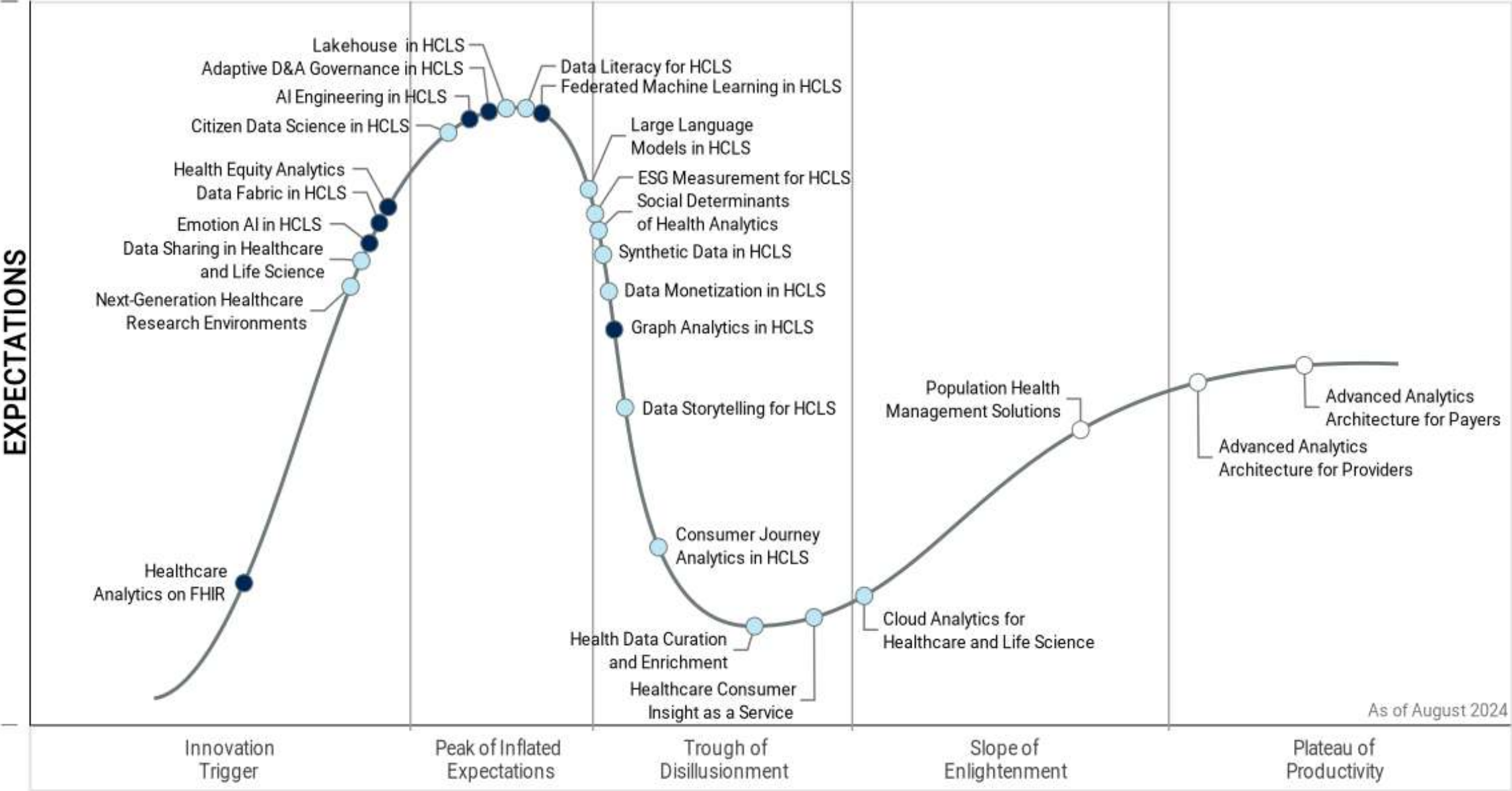
2024 Gartner Eye on Innovation Awards for Healthcare and Life Sciences

Winners and Finalists

- 1 Regional winner
- 2 Second runner-up
- 3 Third runner-up

Provider	Payer	Life sciences
1 Personalized Medicine through Pharmacogenomics 	1 Harnessing the Power of Generative AI to Drive Enterprise Value 	1 AI Diagnosis and Care Pathway for Afib Patients 
2 3D Printing: Innovation Meets Compassion 	2 Premera Landing Zone 	2 Smart Green Packaging and Distribution Excellence 
3 Health NaviGator: Connecting Home Care to Health Care 	3 Unleashing the Power of AI for Boosting Health Claims Automation 	3 TruMatch Scan2Health - Patient-Specific Case Management Platform 

Hype Cycle for Healthcare Data, Analytics and AI, 2024



As of August 2024

Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ✗ Obsolete before plateau

Top Strategic Technology Trends for 2025

 AI imperatives and risks	 New frontiers of computing	 Human-machine synergy
• Agentic AI • AI governance platforms • Disinformation security	• Postquantum cryptography • Ambient invisible intelligence • Energy-efficient computing • Hybrid computing	• Spatial computing • Polyfunctional robots • Neurological enhancement

Shape the future with responsible innovation



Gartner
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Top Strategic Technology Trends for 2025

21 October 2024 - ID G00815761 - 40 min read

By [Gene Aversa](#), [Tom Coshlow](#), and [11 more](#)

Initiatives: [Technology Innovation and Strategy](#)

We're exploring the 10 strategic technology trends that will have the most impact in the next five years and beyond – trends that span AI imperatives and risks, new frontiers of computing and human-machine synergy. Tracking these will help IT leaders shape the future with responsible innovation.

Overview

Opportunities

- Agentic AI brings imperatives and risks and will enable organizations to transform the nature and efficiency of work, processes and decision making. However, it will also drive the need for advancements in AI governance technology. The technology created to defend organizations from the effects of disinformation will protect people, organizations and society.
- New frontiers of computing keep expanding the potential for benefit but also bring threats. Quantum computing will break today's cryptography, exposing everyone to risk. Tiny, ultra-low-cost wireless tags and sensors will enable new business models and ecosystems. New energy-efficient compute models will meet the demand for more computing and sustainably. The growing numbers of computing models provide an opportunity for integration and orchestration to optimize the use of all models.
- Human-machine synergy is increasing, with the creation of next-level interactions between physical and virtual experiences. Robots that perform more than one function will integrate into humans' daily lives. Technology will bring the ability to directly access and improve thoughts and emotions for enhancing human cognition and performance, and bringing about new ways to help people thrive.



McKinsey Technology Trends Outlook 2022

August 24, 2022 | Interactive



WORLD ECONOMIC FORUM

Strategic Intelligence

Discover

Monitor

Create

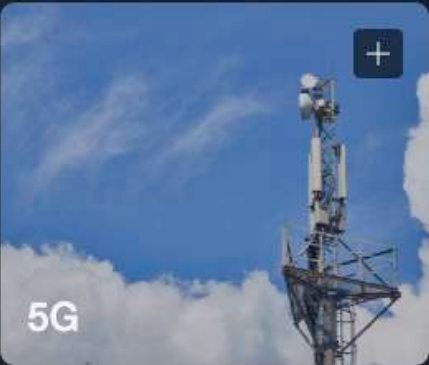
🔍

⚙️

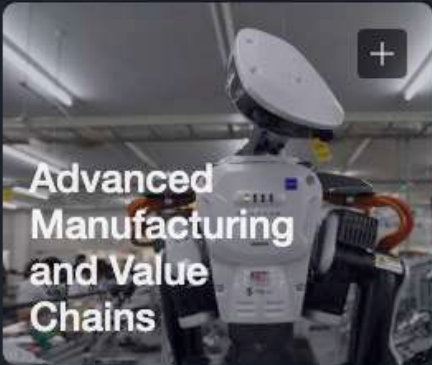
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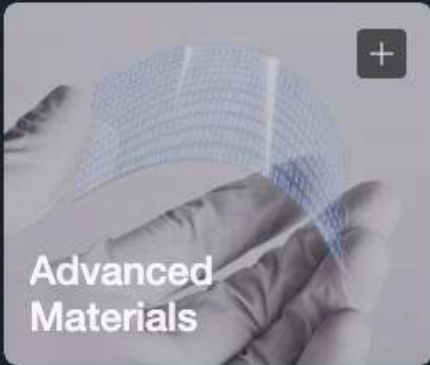
3D Printing



5G



Advanced Manufacturing and Value Chains



Advanced Materials



Aerospace



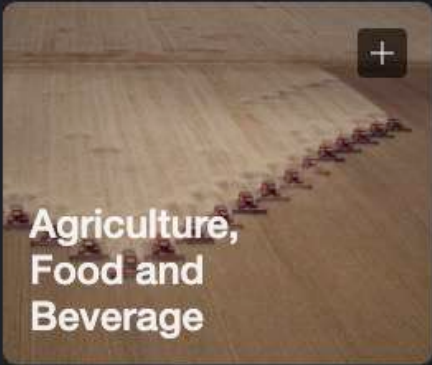
Africa



Ageing and Longevity



Agile Governance



Agriculture, Food and Beverage



Air Pollution



Albania



Algeria



Angola



Antarctica



Arctic



Argentina



Armenia



Artificial Intelligence











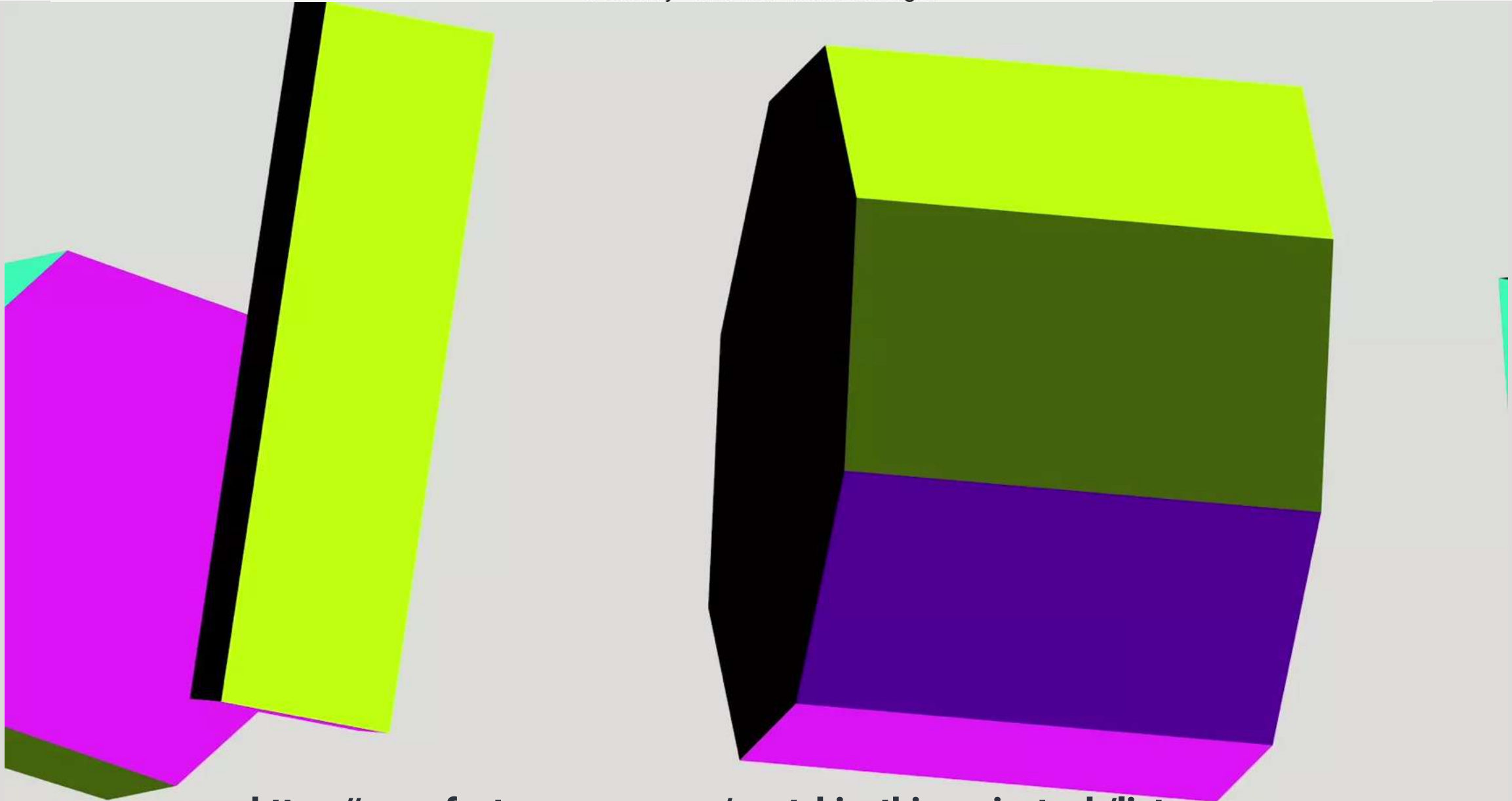
Automotive



Aviation, Travel

Next Big Things in Tech 2024

From AI-generated video breakthroughs to greener bitcoin mining techniques, these technologies are shaping the future of our economy—and our world at large.



<https://www.fastcompany.com/next-big-things-in-tech/list>

system push work

vs.

pull model

techno push
vs.
market pull

*1/
marketing de
l'offre*

**Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution**

Persona

Carte empathie

Problèmes réels

Value proposition

Offre

(solution qui résout le problème)

Distribution

2/

*marketing de la
demande*





From

To

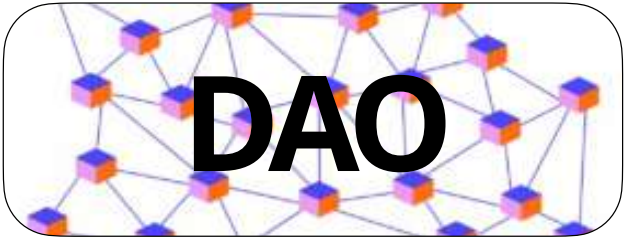
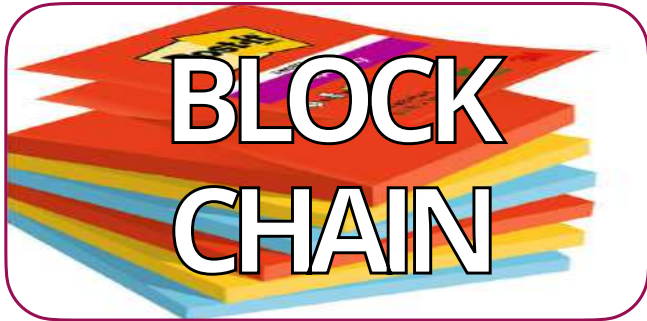
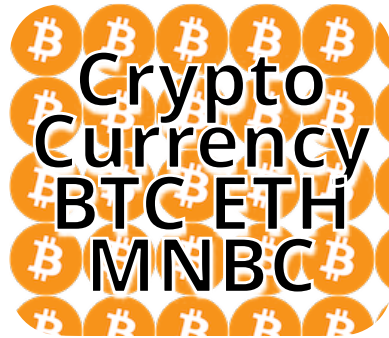
**MAKING
PEOPLE
WANT
THINGS**

>

**MAKING
THINGS
PEOPLE
WANT**

TIM BROWN



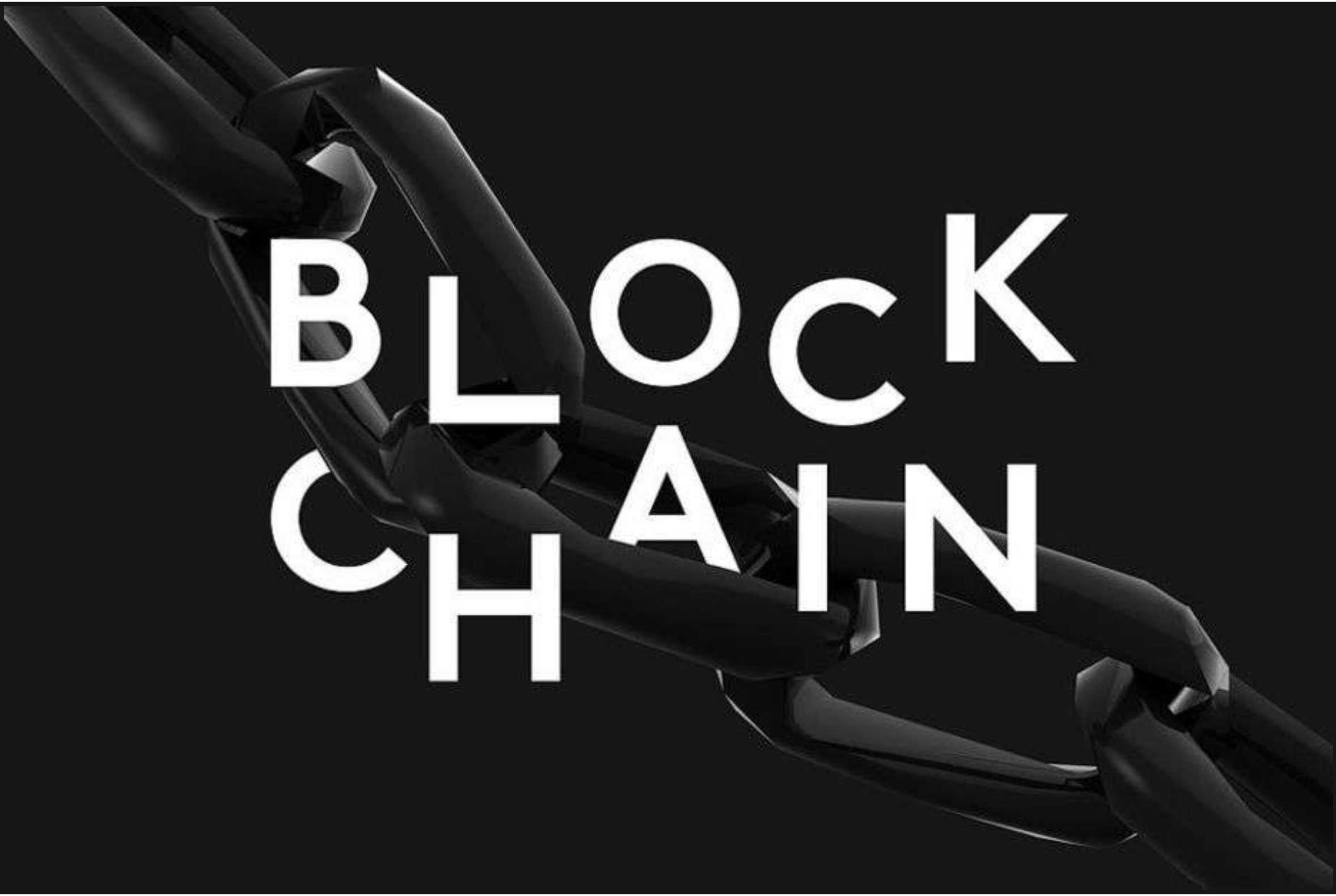


FONDATION

ABC DU
WEB 3

PILLIERS WEB3

FONDATION



BLOCK
CHAIN

A

Decentralized web
DAO, Holacracy
Scrum
Linked data

B

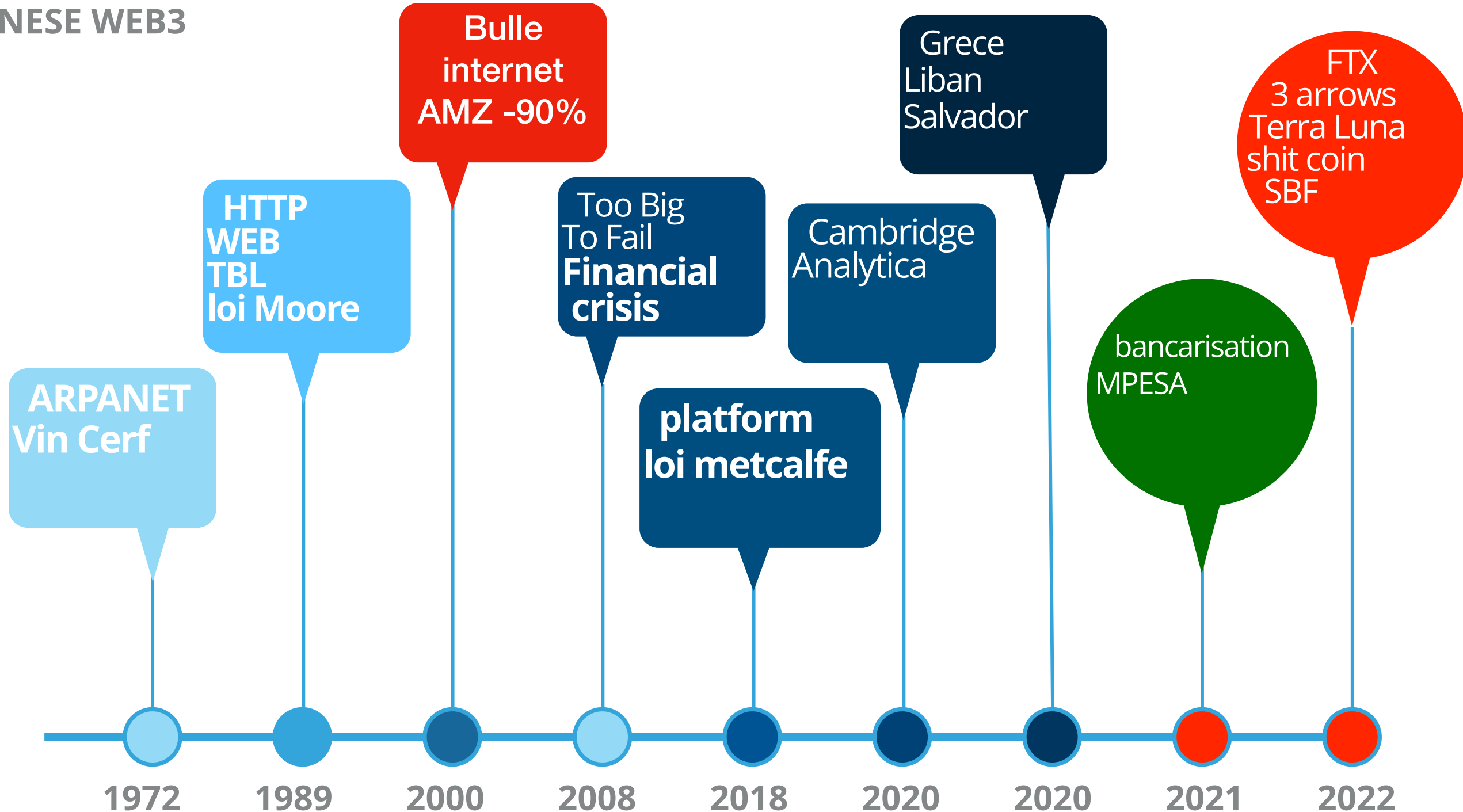
Transparency
Trust
Verified ID
Ownership

C

Native payment
Crypto inside
Wallet connected
Play to Pay

Fondation : Blockchain

GENESE WEB3



The term "Web3" was coined by Gavin Wood in 2014

Ethereum & Polkadot founder

« decentralized online ecosystem based on blockchain »



Web3 is an extensible framework for creating massively multi-user, economically strong applications.

Understand the Future, Now

Software is eating the world. Future is your guide from a16z to technology, innovation, and where it's all going.

[Go to Future »](#)

 **Future**

Software is eating the world
WEB 1.0 —> 3.0



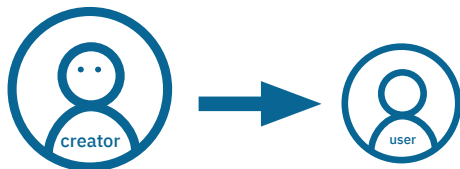
Web 1.0.
1990 - 2004



WEB1

information
economy

read



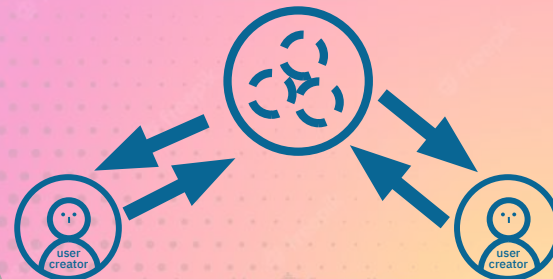
Web 2.0.
2004 - The Present



WEB2

platform
economy

read
write



designed by freepik.com

Web3
2014 - The Future?



WEB3

ownership
economy

read
write
own





Internet

wires, network



Web 1.0

*read-only
static*



Web 2.0

*read-write
interactive*



Web 3.0

*read-write-trust
verifiable*



Web 3.0



RELEVÉ D'IDENTITÉ BANCAIRE
PARTIE RÉSERVÉE AU DESTINATAIRE DU RELEVÉ

Ce relevé est destiné à être remis, sur leur demande à vos créanciers ou débiteurs appelés à faire inscrire des opérations à votre compte (virements, prélèvements, etc.). Son utilisation vous garantit le bon enregistrement des opérations en cause et vous évite ainsi des réclamations pour erreurs ou retards d'imputation.
ATTENTION : Les domiciliations de prélèvements ne sont pas autorisées sur les comptes d'épargne.

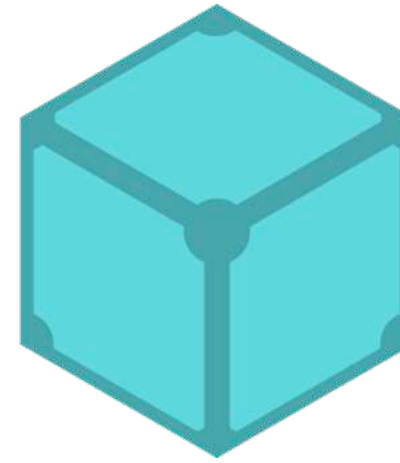
Banque	Indicatif	Numéro de compte	Clé RIB	Domiciliation
30002	08969	0000070654L	57	CL VERRIERES BUISSON (08969)

IDENTIFICATION INTERNATIONALE

IBAN	FR09 3000 2089 6900 0007 0654 L57
Code B.I.C	CRLYFRPP

TITULAIRE DU COMPTE : **M O** XXXXXXXXXX **X**

0x98d3926be932D916391F57fbcba578f517CBC995



IPFS



InterPlanetary File System



WORLD COIN

passport = objet non fongible = jeton unique = token $\neq$ image

WEB 1

1990-2005

WEB 2

2005-2015

WEB²

2015-2022

WEB 3

2022-2030

Réactivité

Semaine

Jours/Heures

Temps réel

Continu

Interaction

Requête / réponse
READ ONLY

À la demande
ÉCHANGE DE DONNÉES

Automatique

Confiance
ÉCHANGE DE VALEURS

Ressources

Contenus

UGC Contenus Généré par
Utilisateurs

Recommandation personnelle

IA

Données

Sémantique

Dynamique

Algorithmique

Décentralisée

Producteurs

Éditeur
ex: wikipedia

Utilisateur réel
ex: FB, TWTR

Utilisateur anonyme

Blockchain
ex: sorare, ledger

Type

Partage statique
HTML CSS

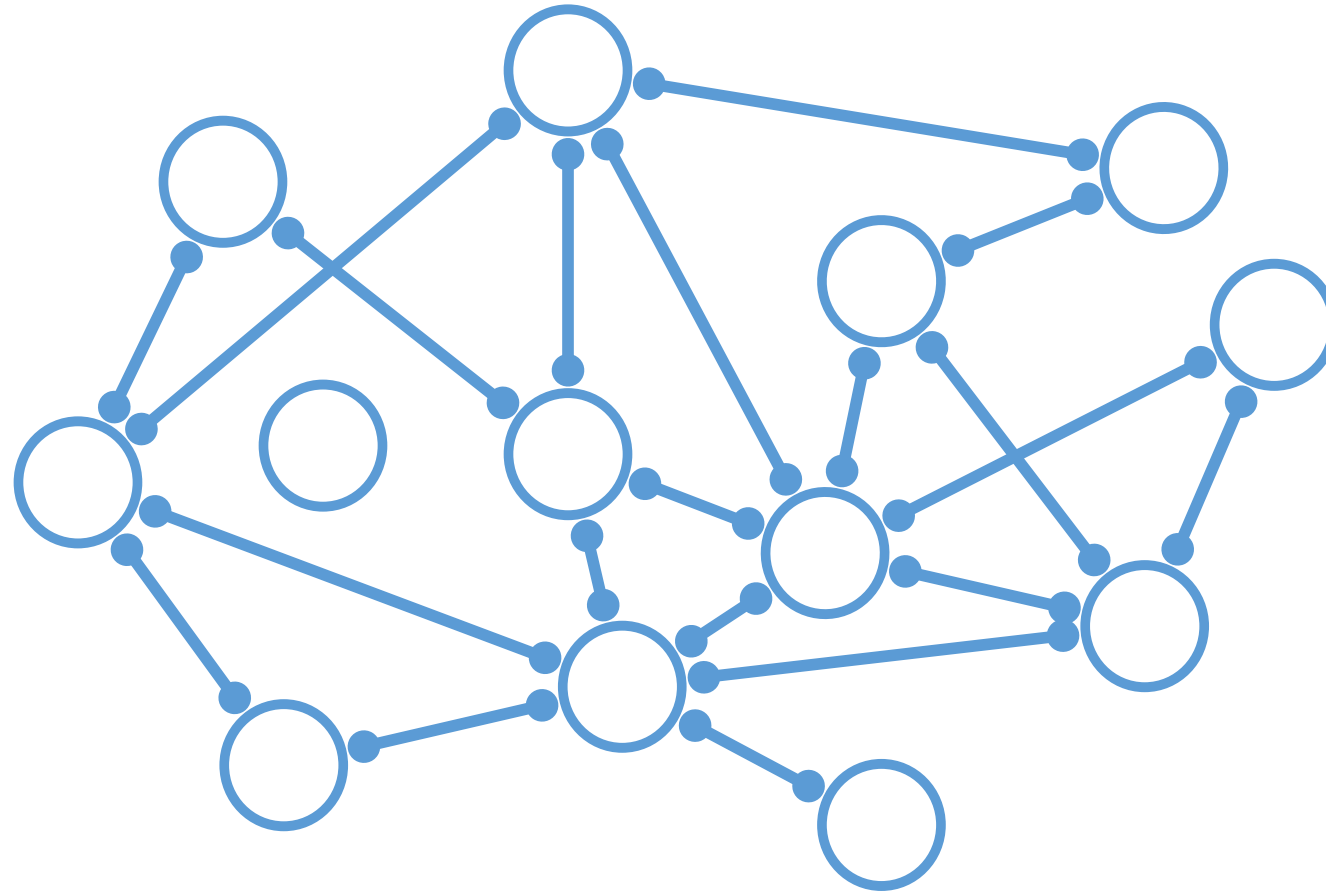
Réseau interactif
JAVASCRIPT

Réseau dynamique
IA / ML

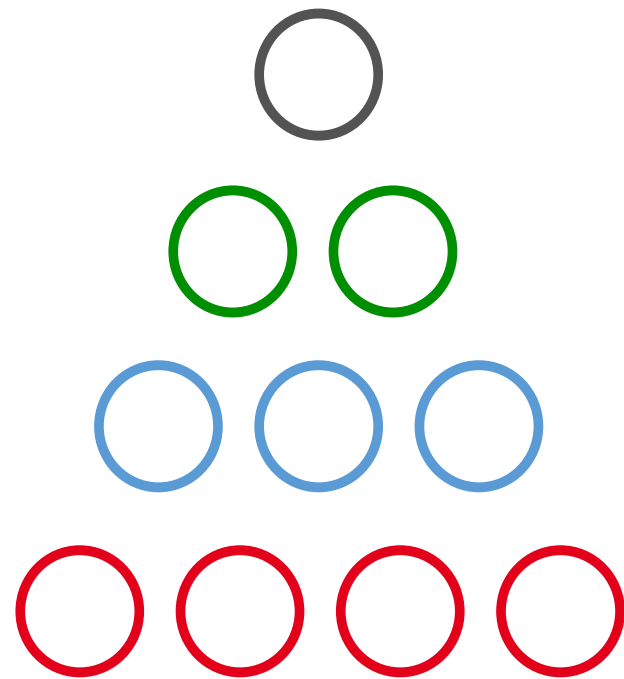
IOT / IOB
BLOCKCHAIN



DeFi : decentralized finance

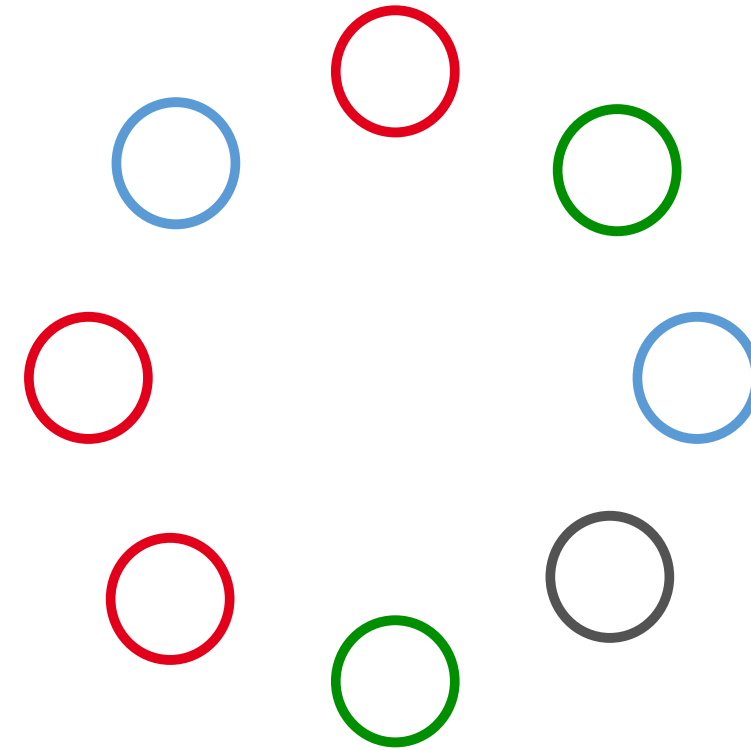


DAO: decentralized autonomous organization



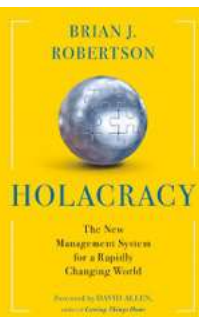
Top-Down

old / XXe century / hierarchy / pyramid / slow
silo / secure / indirect /



Holacracy

new / Zappos / fast / risky / direct / Robertson



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 infantilsé
moins le produit**

BESOIN DE FORMATION

Pourquoi cette
couverture de
« The Times »
est-elle
célèbre ?

En lien avec le
ATH de cette semaine...

THE TIMES

 Max 5C, min -5C

Saturday January 3 2009 timesonline.co.uk No 69523

30M

£1.50

Chancellor on brink of second bailout for banks

Billions may be needed as lending squeeze tightens

Francis Elliott Deputy Political Editor
Gary Duncan Economics Editor

Alistair Darling has been forced to consider a second bailout for banks as the lending drought worsens.

The Chancellor will decide within weeks whether to pump billions more into the economy as evidence mounts that the £37billion part-nationalisation last year has failed to keep credit flowing. Options include cash injections, offering banks cheaper state guarantees to raise money privately or buying up "toxic assets", The Times has learnt.

The Bank of England revealed yester-

day that, despite intense pressure, the banks curbed lending in the final quarter of last year and plan even tighter restrictions in the coming months. Its findings will alarm the Treasury.

The Bank is expected to take yet more aggressive action this week by cutting the base rate from its current level of 2 per cent. Doing so would reduce the cost of borrowing but have little effect on the availability of loans.

Whitehall sources said that ministers planned to "keep the banks on the boil" but accepted that they need more help to restore lending levels. Formally, the Treasury plans to focus

on state-backed guarantees to encourage private finance, but a number of interventions are on the table, including further injections of taxpayers' cash.

Under one option, a "bad bank" would be created to dispose of bad

debts. The Treasury would take bad loans off the hands of troubled banks, perhaps swapping them for government bonds. The toxic assets, blamed for poisoning the financial system, would be parked in a state vehicle or "bad bank" that would manage them and attempt to dispose of them while "detoxifying" the mainstream banking system.

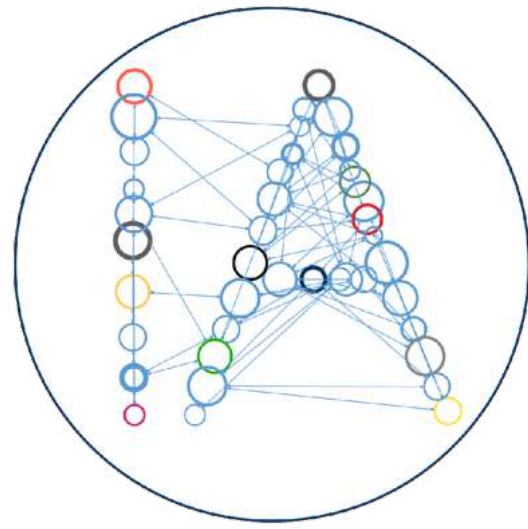
The idea would mirror the initial proposal by Henry Paulson, the US Treasury Secretary, to underpin the American banking system by buying

Continued on page 6, col 1
Leading article, page 2

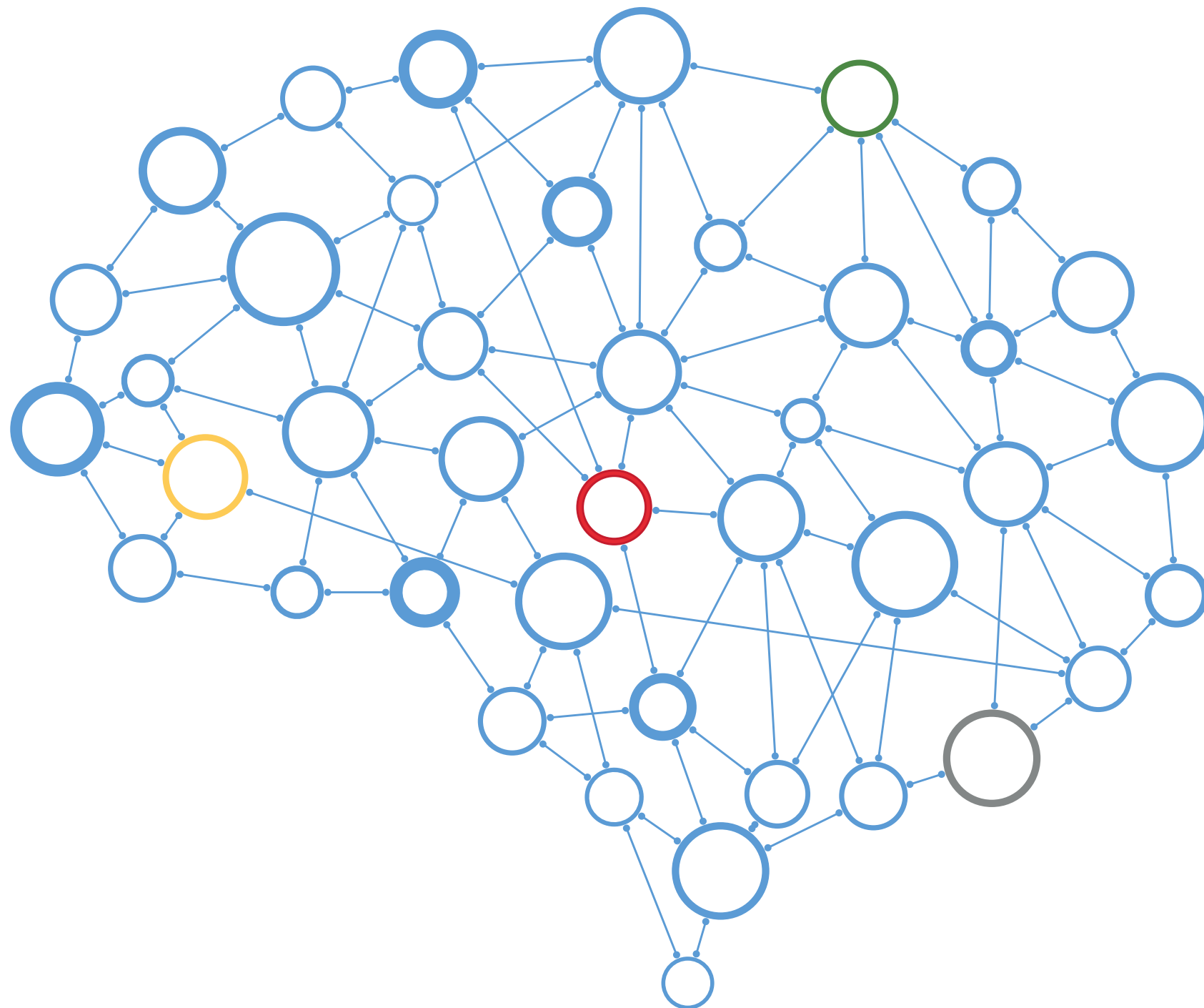
99p

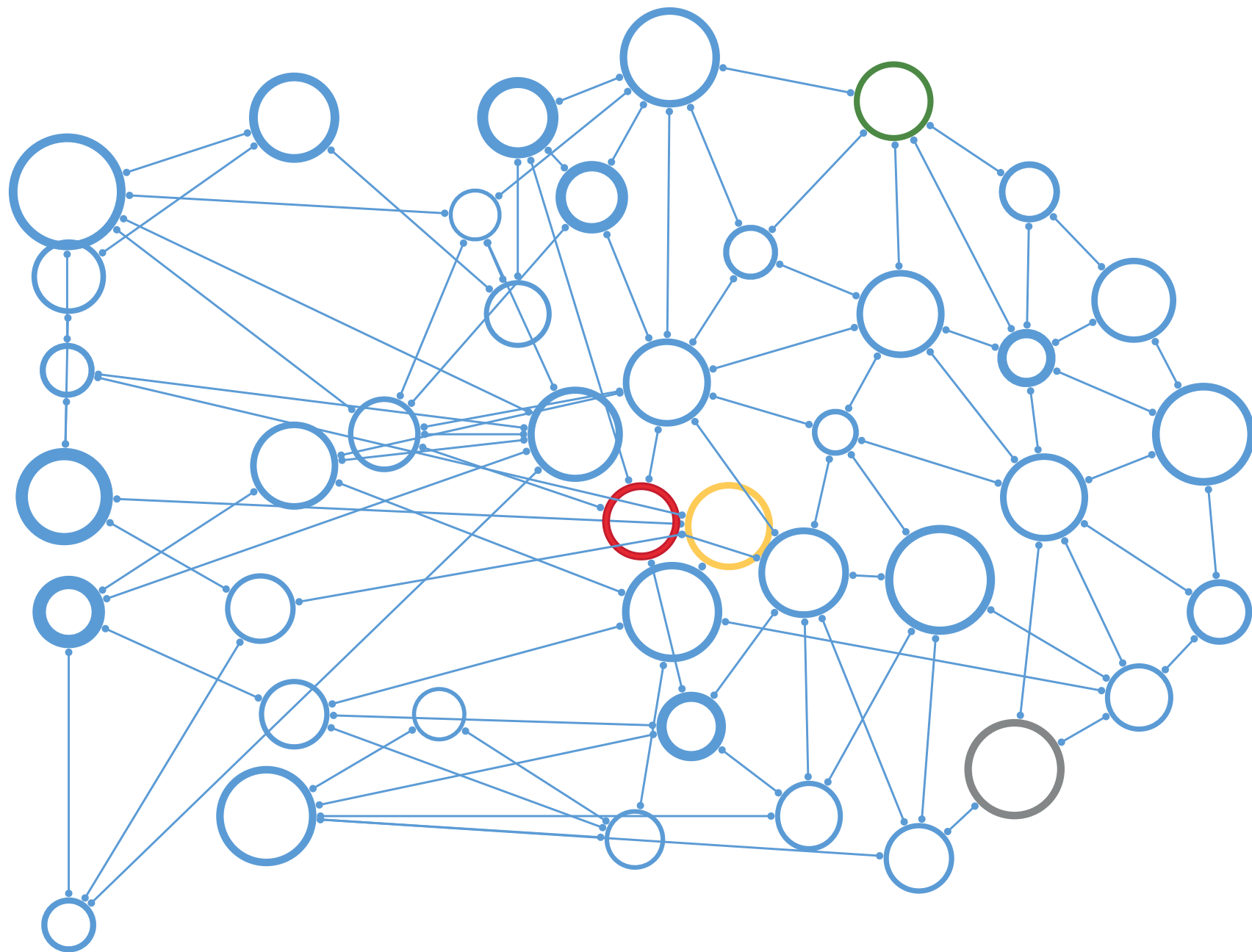
Pub chain cuts the
price of a pint from
£1.69 to 1989 levels
Business, page 47

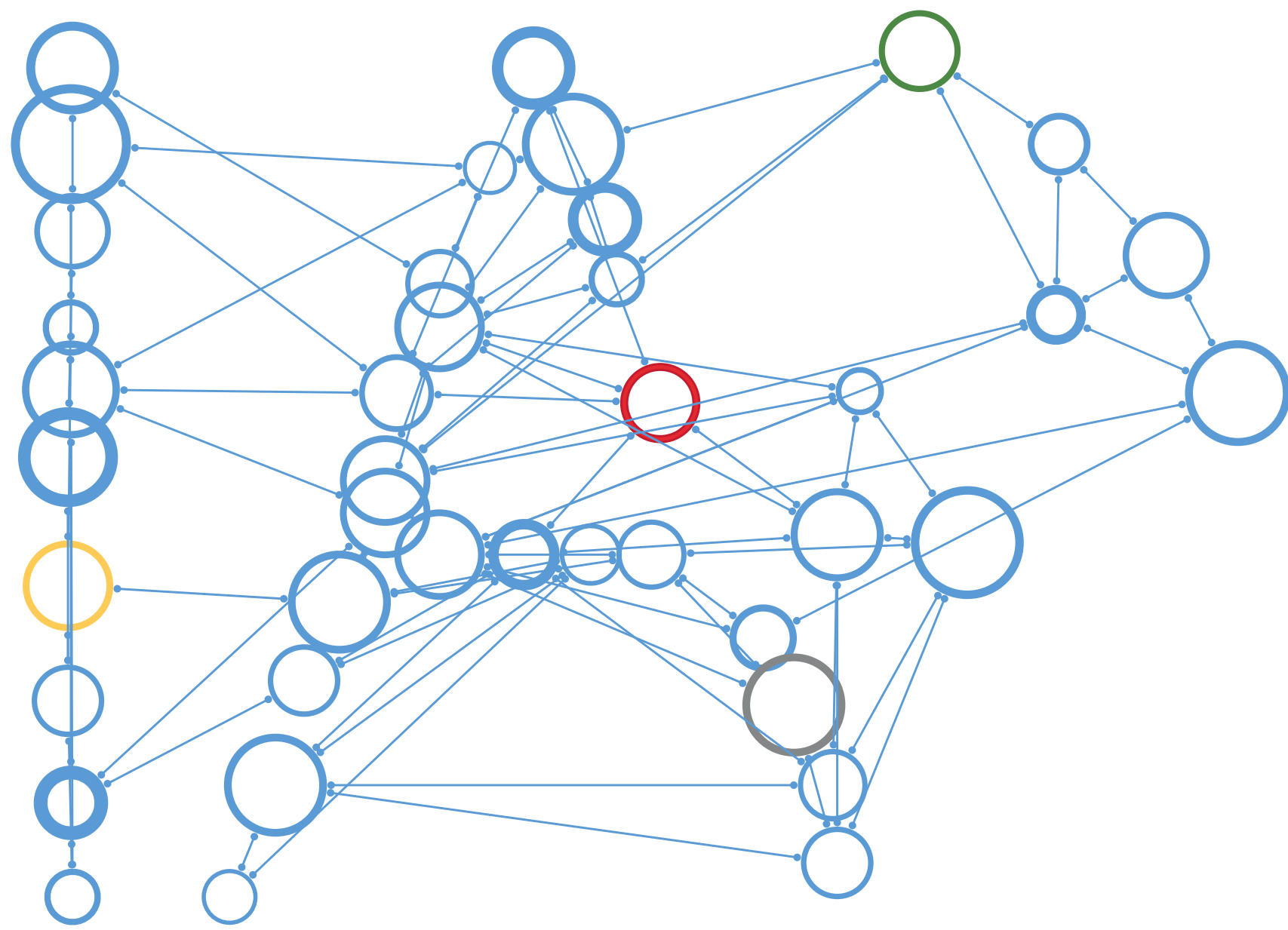


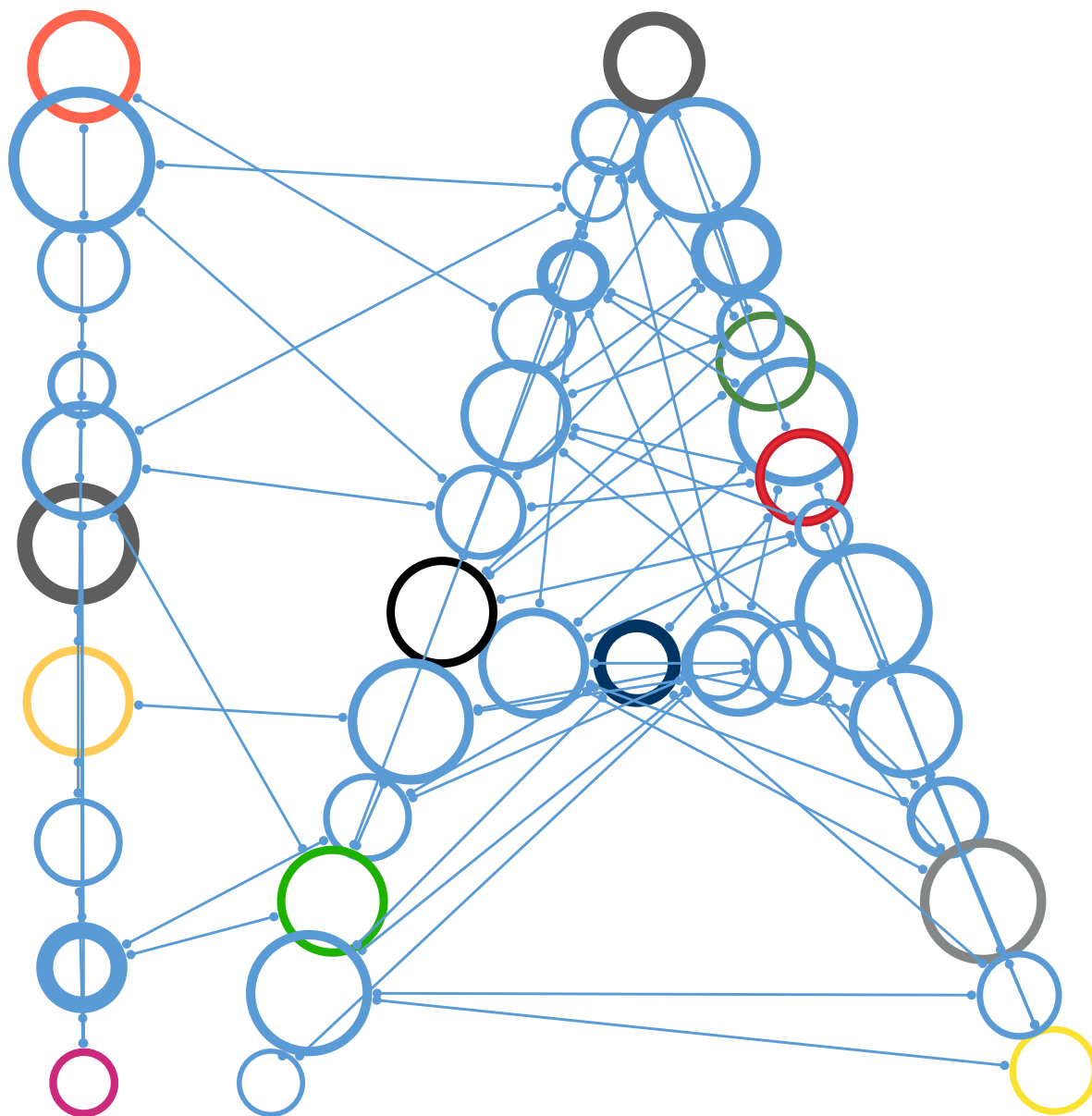


Intelligence artificielle











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

...ARTIFICIAL INTELLIGENCE

«PLUS» D'INTELLIGENCE

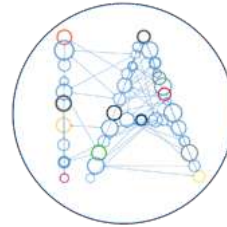
AI = IA
intelligence ≠ information
renseignement



.com moment



iPhone moment



AI moment*



... BOT/web3/crypto moment?



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

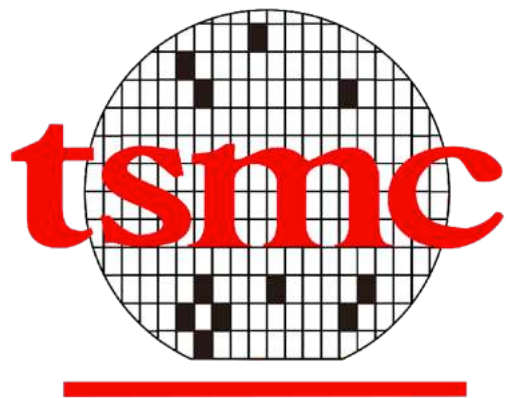
 + BOT/web3/health/NBIC

1642 Pascaline
1943 McCulloch
1943 Turing (enigma + test)
1956 McCarthy @ dartmouth
1960 AI Winter
1989 Yann LeCun OCR
1993 Singularity V. Vinge
1997 Deep blue jeu d'échec
2005 Ray Kurzweil Singularity
2010 SIRI Luc Julia
2011 Jeopardy

2014 Google Car
2016 Alpha Go Lee Sedol
2016 College de France YLC
2018 OpenAI
2022 ChatGPT = GenAI = generative
2023 AMZ GOO META MS
2023 Bard Duet Midjourney
2025 Perplexity + Ministral
2025
2026
20XX Singularity = AGI
2XXX ASI = super



Picks and Shovels







Try out our [NEW inference solution](#)



Hugging Face

The AI community building the future.

Build, train and deploy state of the art models powered by
the reference open source in machine learning.



Star

71,086

More than 5,000 organizations are using Hugging Face



Allen Institute for AI
Non-Profit · 128 models



Facebook AI
Company · 341 models



Graphcore
Company · 33 models



Google AI
Company · 518 models



Intel
Company · 56 models



SpeechBrain
Non-Profit · 55 models



Microsoft
Company · 197 models



Grammarly
Company

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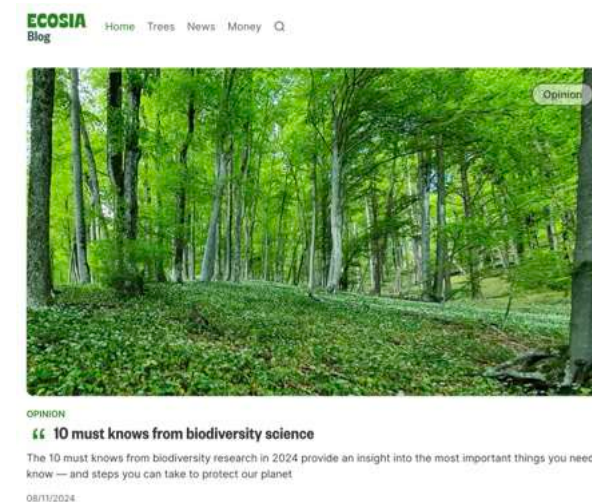
LE CHAT
MISTRAL_

<https://mistral.ai/>



<https://flux-ai.io/>

Qwant⁺



<https://www.qwant.com/>



Qwant⁺

Search



Amazon



Booking.com



Nike



Miléade



Avast.com



SNCF
Connect



Air France

€1 offered upon registration

Earn up to €10 per week by using Qwant

Join



Zone des gagnants

1



Warnold34

2.000 pts



Caro3c-gabber9

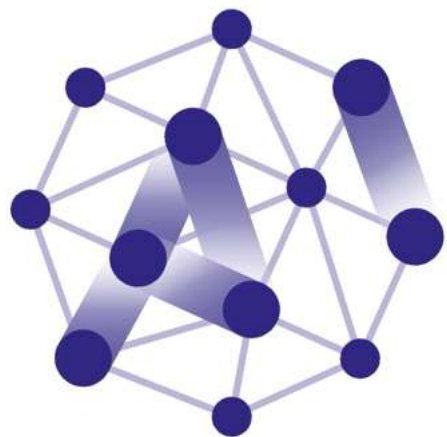
1,023 pts



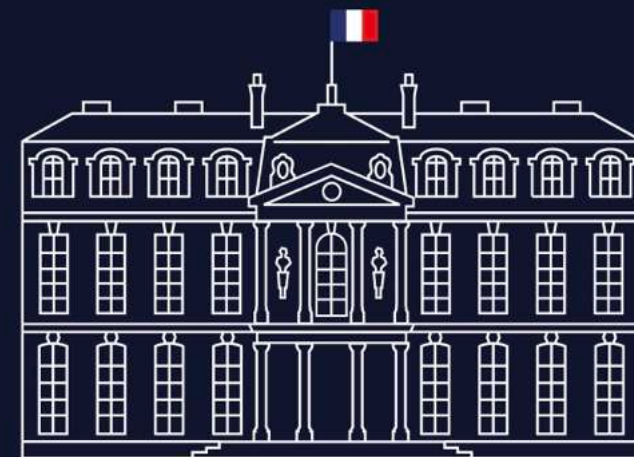
Discussion

1012 *et al.*

SOMMET POUR L'ACTION SUR L'INTELLIGENCE ARTIFICIELLE



SOMMET
POUR *L'ACTION*
SUR **L'IA**



AIAAS

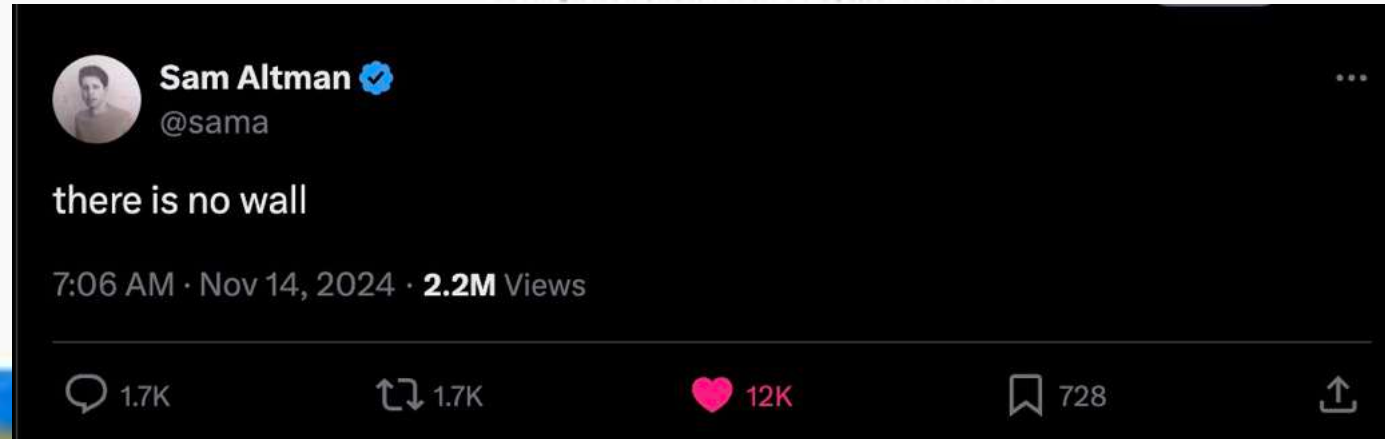
AI As A Service

API

AI As An Agent

The Intelligence Age

September 23, 2024



Sam Altman

1000 jours



Anthropic's Dario Amodei Posits An AI Future

By **John Werner**, Contributor. I am an MIT Senior Fellow, 5x-founder & VC inve...

[Follow Author](#)

Oct 14, 2024, 12:52pm EDT



[Save Article](#)



[Comment 0](#)

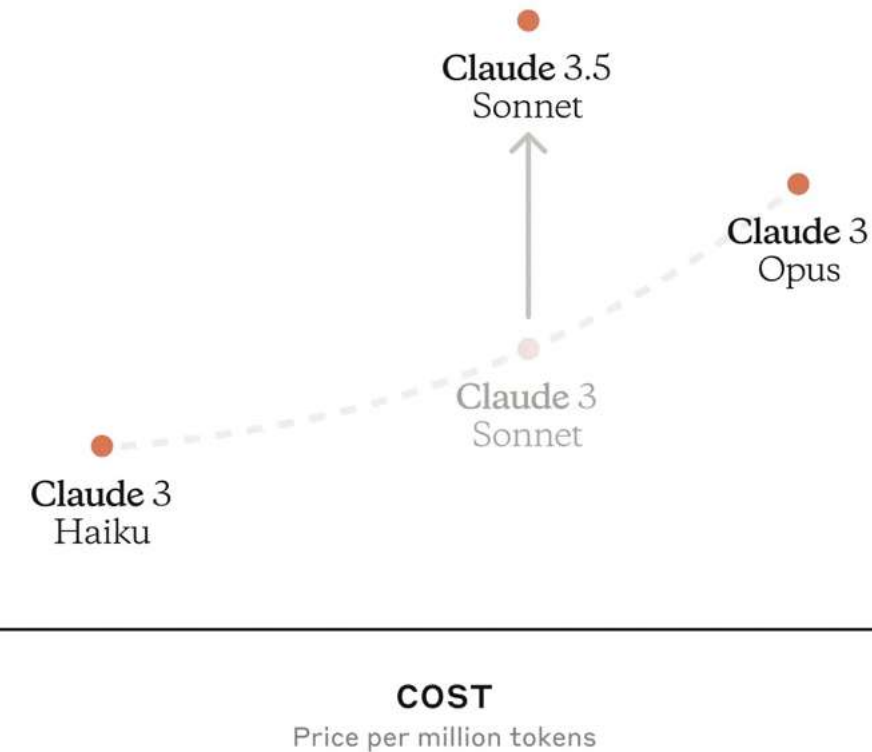
But you don't often see something like this: Anthropic CEO Dario Amodei has penned an epic essay called "Machines of Loving Grace" that's fresh out on his personal blog.

This [series of insights on the power of new non-deterministic AI](#) is unlike most of what's out there, and to set the stage, Amodei explains a number of reasons why he's not just cheerleading for new innovations and initiatives, but bringing a bit of a different, more nuanced perspective.

He talks about the ubiquity of propaganda, the tendency of experts and people on the front lines to be grandiose about potential results, and our human tendency to apply "science fiction" ideas to AI's vague and generalized potential.

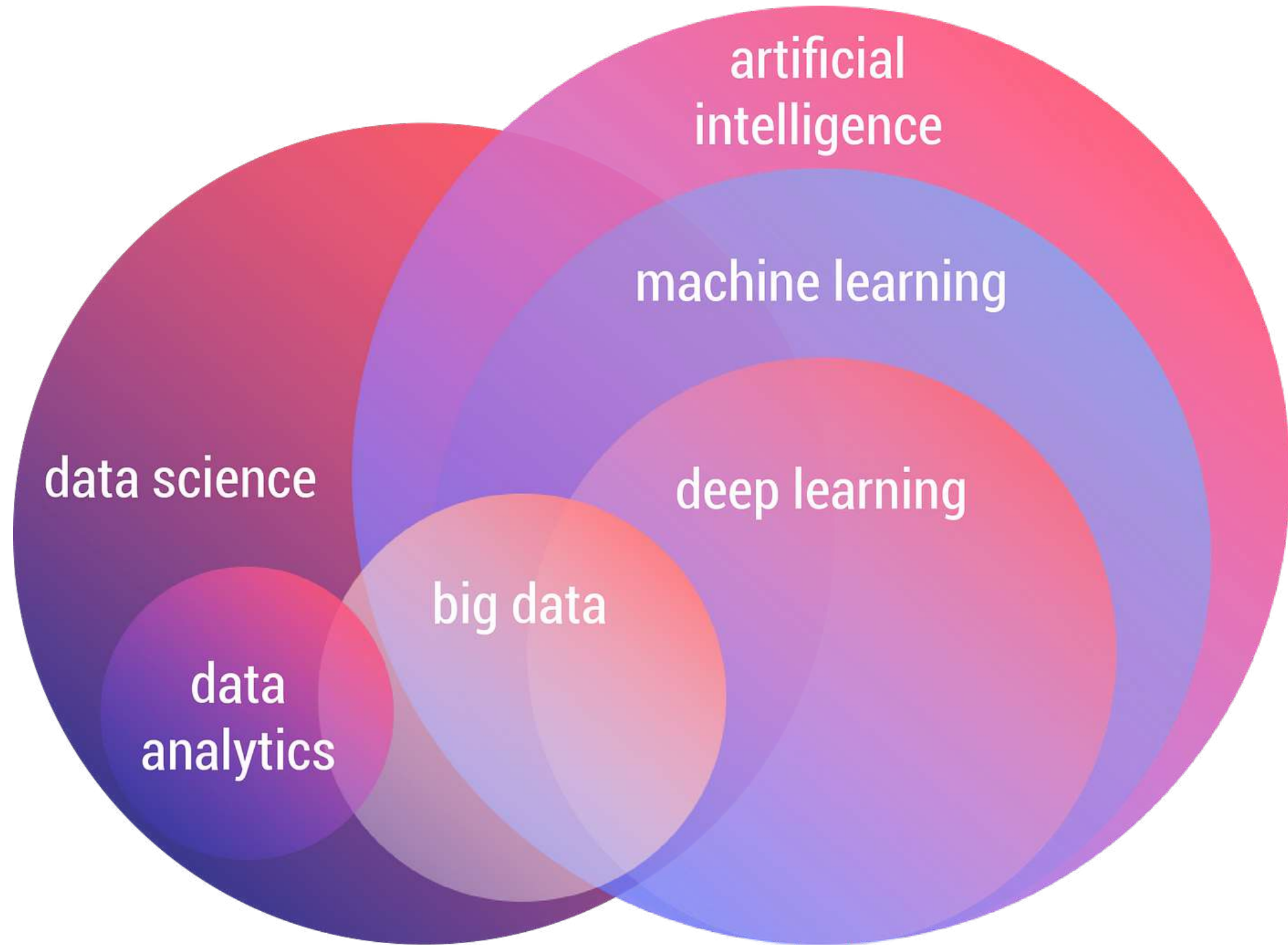
On the other hand, Amodei makes it clear that he does believe in quite a bit of benefit arising out of what we're exploring now. In a definition of what he calls "powerful AI," he talks about systems that are smarter than a Nobel prize winner, set up with modern, capable interfaces, and able to do autonomous tasks, a phenomenon he calls a "country

INTELLIGENCE
Benchmark scores



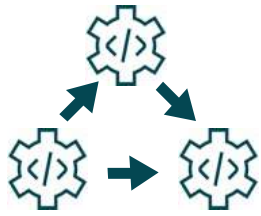
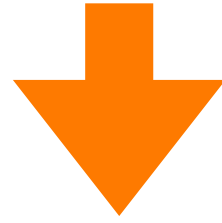
Claude

BY ANTHROPIC

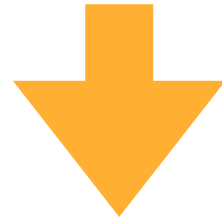




PROMPT



AGENT (API)



BOT (robot et auto)



Bring Your Own Device





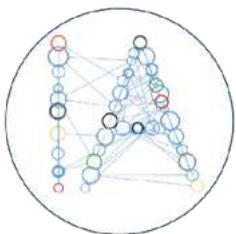
Bring Your
Own Device
Data
AI
Canva



News Feed Tech



hubert kratiroff



RTX 5090	RTX 5080	RTX 5070 Ti	RTX 5070
3,400 AI TOPS	1,800 AI TOPS	1,400 AI TOPS	1,000 AI TOPS
\$1,999	\$999	\$749	\$549

Availability Starting January



NVIDIA Llama Nemotron Language Foundation Models

Open Models, Optimized by NVIDIA

Llama Nemotron
Nano

Most cost-efficient, low-latency
model to deploy on PC and edge
devices

Llama Nemotron
Super

Superior accuracy with balanced
compute efficiency

Llama Nemotron
Ultra

Highest-accuracy model for
data-center-scale applications



Model on MTEB
Nemo Retriever
Embedding Model



Model on ChatRAG
NVIDIA Llama 3
ChatQA 1.5 70B

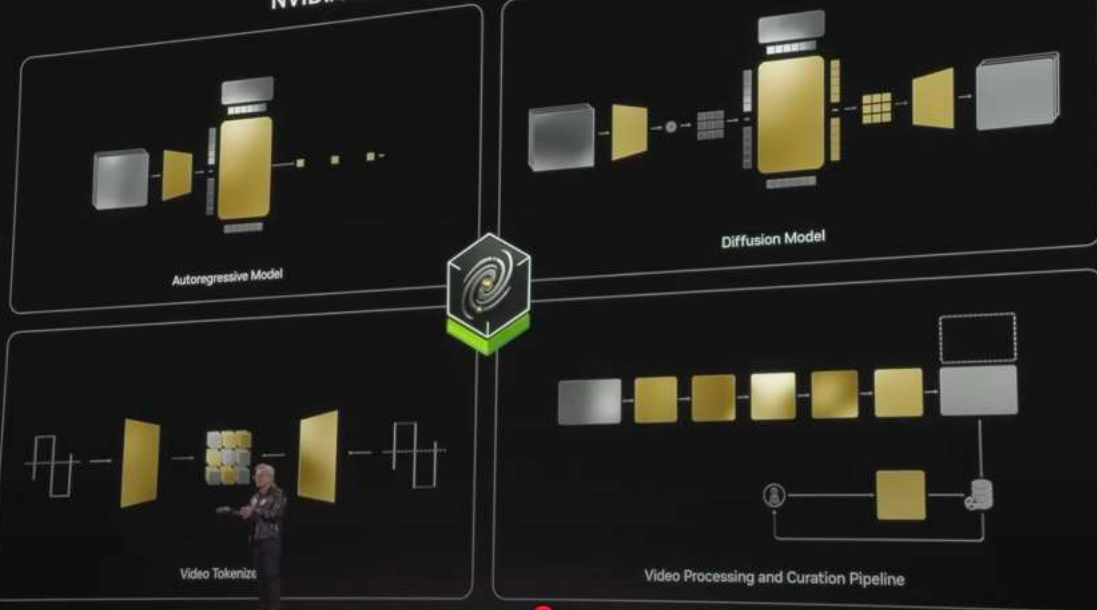


Commercial Model
on RewardBench
NVIDIA Llama 3.1
Nemotron 70B Reward



NIM Microservices
at ai.nvidia.com

NVIDIA Cosmos World Foundation Models



Connectivity
Wi-Fi, Bluetooth, USB

ConnectX
NCCL, RDMA, GPUDirect

4 TB SSD

GB10 Superchip

Blackwell GPU
1 PFLOP FP4 AI Compute

Grace CPU
20 Arm Cores

High-Bandwidth Unified Memory
128 GB Low-Power DDR5X



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Amazon EC2 Overview Features Pricing Instance Types ▾ FAQs Getting Started Resource

Amazon EC2 P5 Instances

Highest performance GPU-based instances for deep learning and HPC applications

Get started with P5 Instances

Reserve for future use

Why Amazon EC2 P5 Instances?

Amazon Elastic Comp
H100 Tensor Core GP
Tensor Core GPUs del
learning (DL) and hig
you accelerate your ti
generation GPU-base
to 40%. These instan

Amazon Nova Foundation Models

Frontier intelligence and industry leading price-performance

Get started with Amazon Nova

Learn more at the user guide

What is Amazon Nova?

Amazon Nova is
(FMs) that delive
available exclusi

Amazon Nova

State-of-the-art foundation models that deliver frontier intelligence and industry leading price performance

UNDERSTANDING MODELS

Amazon Nova
Micro

Amazon Nova
Pro

Amazon Nova
Lite

Amazon Nova
Premier
COMING SOON

CREATIVE CONTENT GENERATION MODELS

Amazon Nova
Canvas

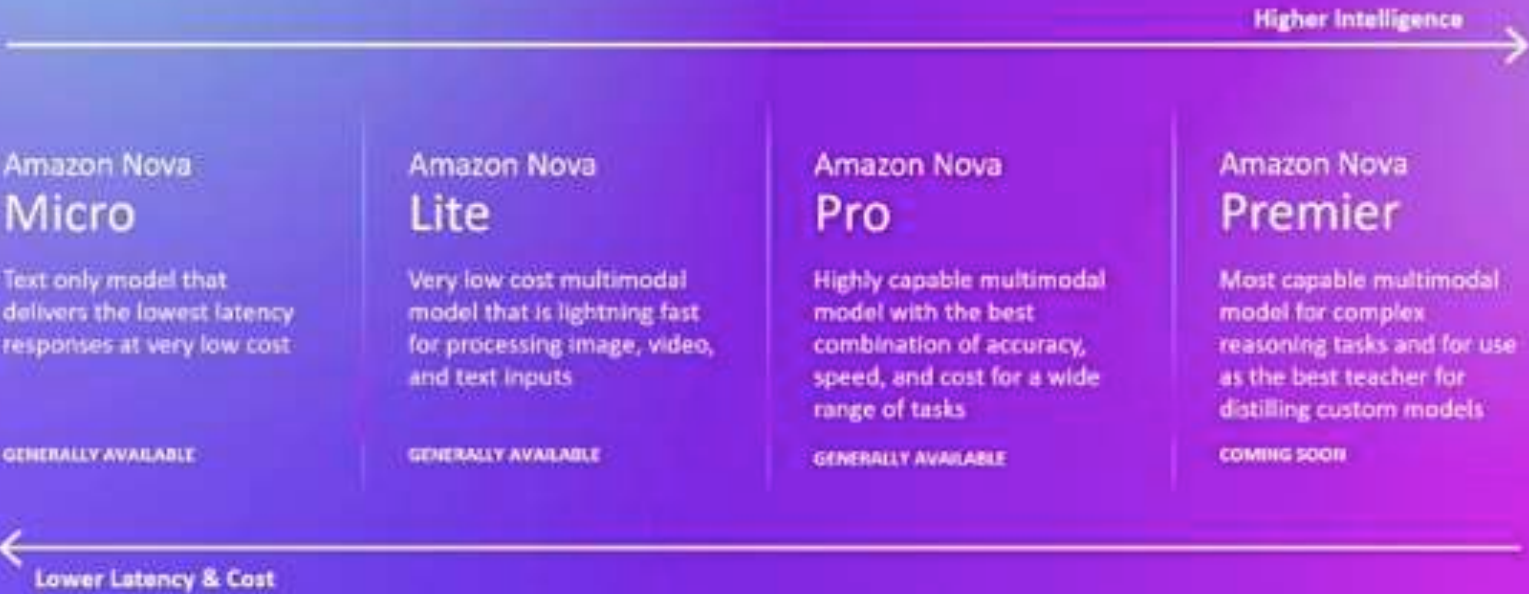
Amazon Nova
Reel



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Amazon Nova

State-of-the-art foundation models that deliver frontier intelligence and industry leading price performance





adaws

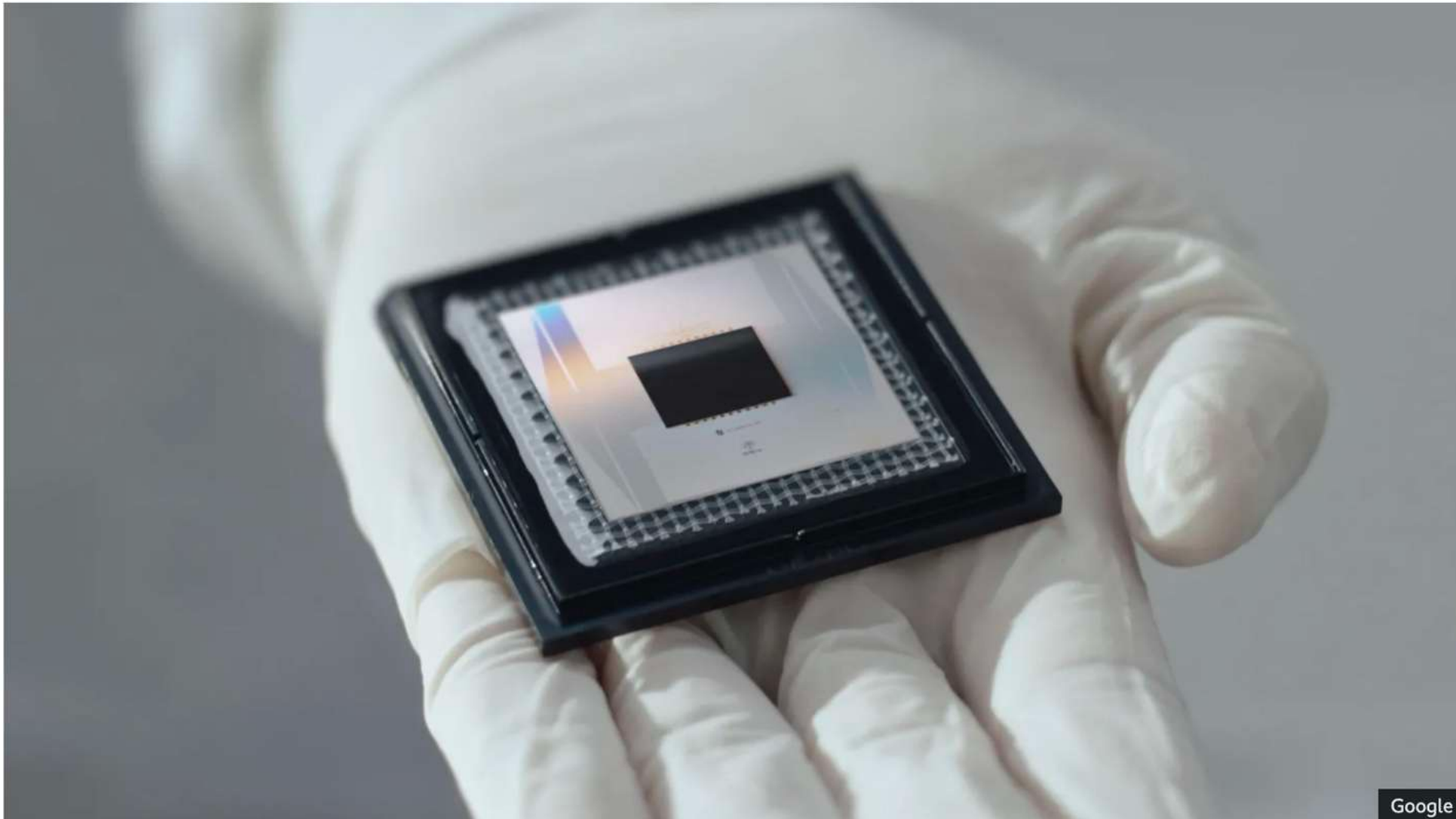
Google unveils 'mind-boggling' quantum computing chip

2 days ago

Share  Save 

Chris Vallance

Senior Technology Reporter



Willow = saule

The new Willow chip

Google



Google's first advanced nuclear clean energy deal

AMZ
build SMR small modular reactor



Facebook owner Meta seeks up to 4 GW nuclear capacity

Wednesday, 4 December 2024

Meta is the latest tech company to seek nuclear as an energy source for its growing data needs as it seeks proposals for as much as 4 GW of nuclear capacity in the USA by the early 2030s.

The target is between 1 and 4 GW of new nuclear generation capacity in the USA. "We are seeking developers with strong community engagement, development, and permitting, and execution expertise that have development opportunities for new nuclear energy resources - either small modular reactors or larger nuclear reactors," the notice announcing the request for proposals (RFP) says.

It adds "we are taking an open approach with this RFP so we can partner with others across the industry to bring new nuclear energy to the grid". Qualification to be considered closes on 3 January with initial RFP proposals due by 7 February.



<https://world-nuclear-news.org/articles/facebook-owner-meta-seeks-up-to-4gw-nuclear-capacity>

Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to n , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER

ZERO TO ONE

NOTES ON STARTUPS,
OR
HOW TO BUILD THE FUTURE

PETER THIEL
WITH BLAKE MASTERS

'That rare thing: a concise, thought-provoking
book on entrepreneurship' **THE TIMES**

2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les **3** étapes de toute

Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane

Atelier Workshop Use-Case



Market
potential

Cherchez l'erreur

Welcome to myKN  Boîte de réception x



Kuehne+Nagel mykn.donotreply@mykn.kuehne-nagel.com [via](#) kratiroff.com

À hubert ▾



myKN

Welcome to myKN

Complete control of your shipments

Dear hubert kratiroff,

Welcome to myKN! Your account has been successfully set up. Access myKN here:

[Login to myKN](#)

Kindly note that multiple accounts on myKN are not supported by the system due to safety reasons. For your own security, keep your username and password confidential.

Have a great day!

servicisation
disruption
uberisation
tycoonisation
platformisation



Si les produits
deviennent des
services...
que deviennent
les services?



**A FEW
MOMENTS LATER**

Si les produits
deviennent des
services...
que deviennent
les services ?



Comment
intégrer les NBIC
dans les services
KUEHNE+NAGEL ?

Comment intégrer
les NBIC dans les
services
KUEHNE+NAGEL ?

THINK
OUTSIDE
THE
BOX



Working Backwards

By Amazon



[Quora.com](#)

Amazon's approach to new product development is about working backwards from the customer. The product manager starts by writing a press release announcing the finished product. The press release is targeted at the end customer and contains information about the customer's problem, how current solutions are failing, and why the new product will address this problem.

The press release itself is a gut-check for whether or not the product is worth building. If the team is not excited about reading it then document needs to be revised or perhaps the idea should be revisited altogether. As the team begins development the press release serves as a guide for the team to reflect on and compare with what is being built.

The New York Times

What's Amazon's Secret?

Former executives at the tech giant give an inside account of its management culture in a new book.

 Give this article



Amazon «WORKING BACKWARDS from customer» : communiqué de presse fictif / infographie finale / pitch / vidéo / website

Customer delight is our ultimate goal



Working Backwards



Insights, Stories,
and Secrets from
Inside Amazon

Colin Bryar
and Bill Carr

Press Release



- Focus on the customer need
- The customer quote is key
- Leap into the future: Think BIG
- Avoid jargon
- Say it simply and clearly

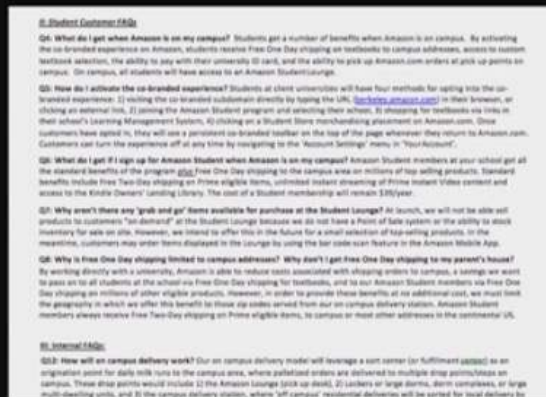


aws financial

The FAQ



- Include both customer FAQs and stakeholder FAQs
- Include the hard questions
- Share your Press Release early to gather questions



The Visuals



- Rough idea – rough drawing
- Match fidelity to maturity of your idea
- Don't be afraid to be provocative
- Create discussion



Amazon «WORKING BACKWARDS from customer» : communiqué de presse fictif / infographie finale / pitch / vidéo / website



Client Utilisateur

*prêt pour le départ
vers un monde meilleur*



article de presse

*pour le lancement du
service, quel sera l'article
de presse idéal*



foire aux questions

*quelles seront les questions
des clients, utilisateurs...
Quelles réponses ?*



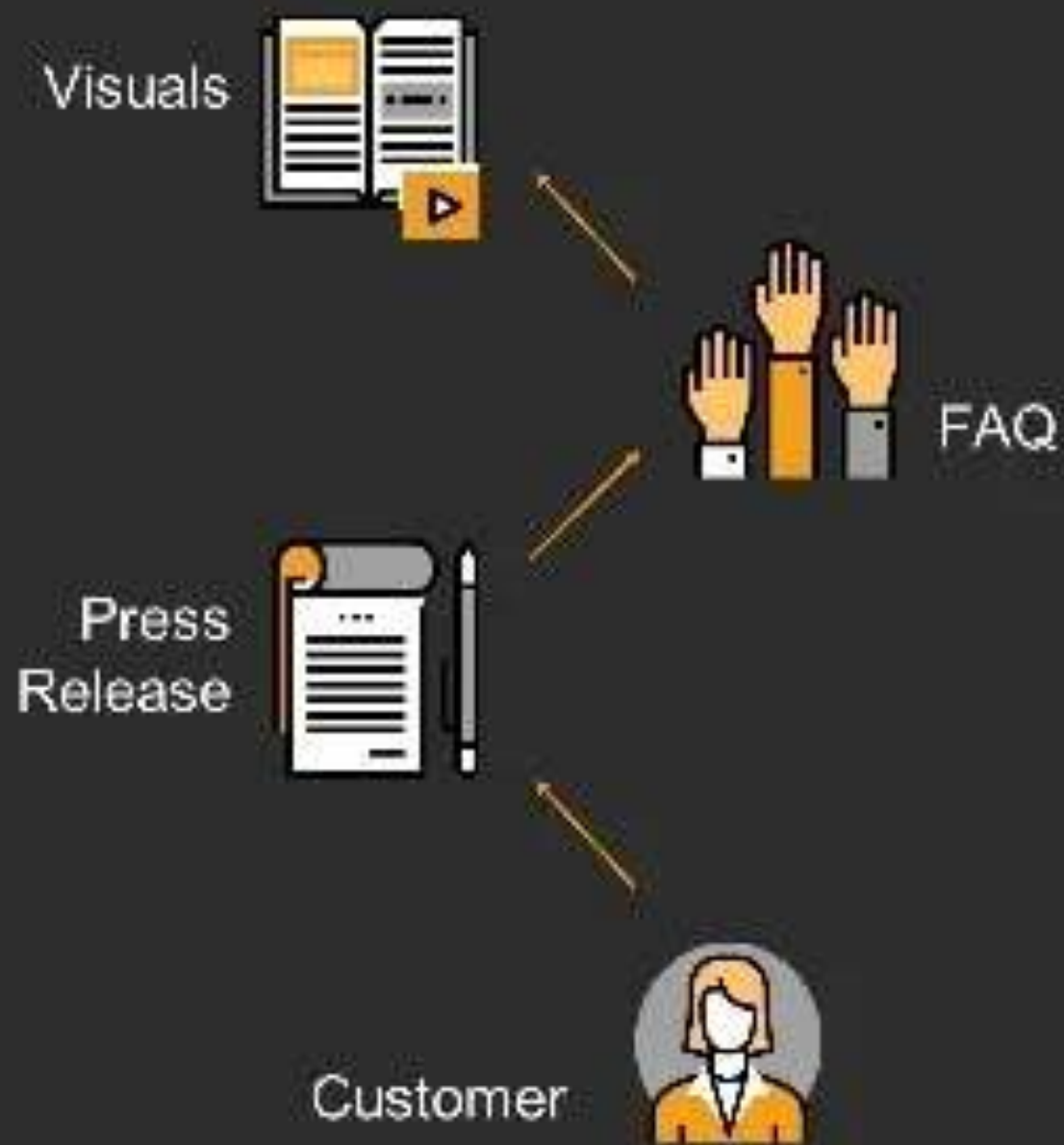
parcours client

*quand un client aura un
problème, comment le solutionner*



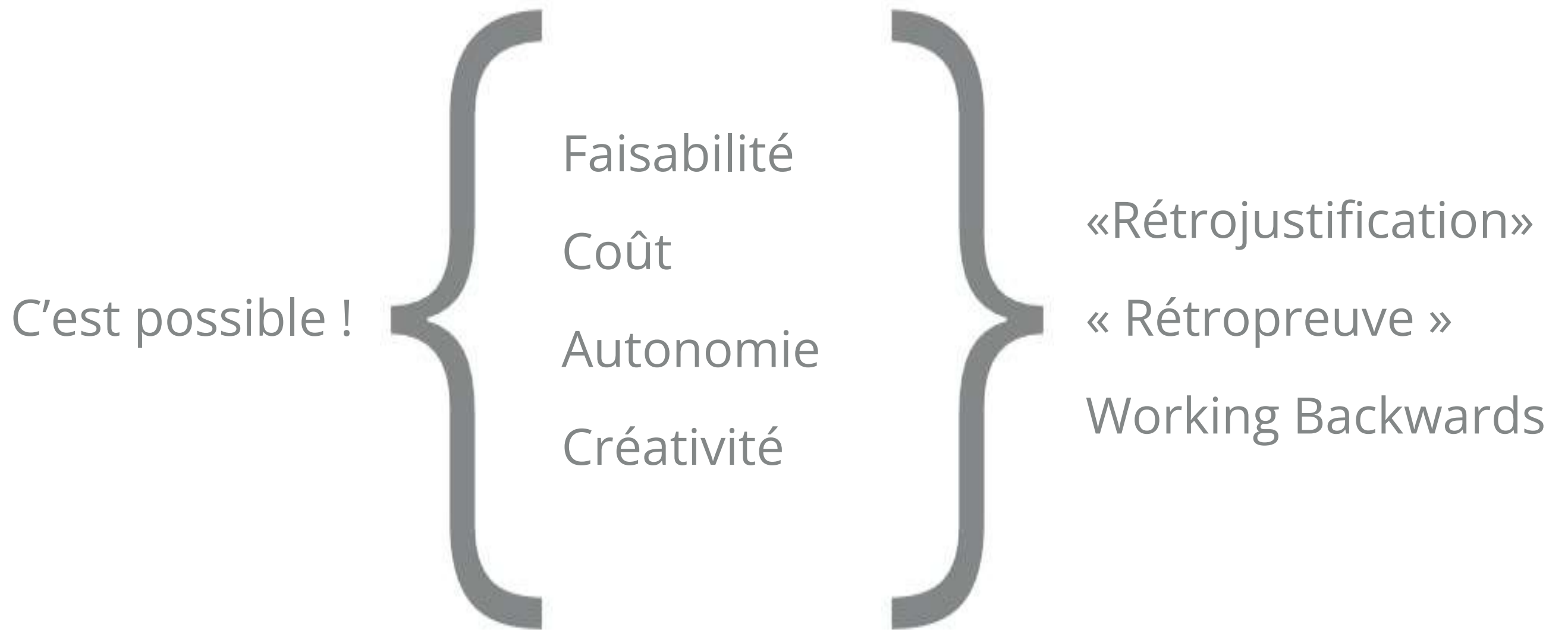
prototype

*essai de service ou produit
pour tests et modifications*



Working backwards is a process

Use it to get clarity, not to document
what you've already decided to do



Un exemple AMAZON

Here's an example outline for the press release:

- **Heading** - Name the product in a way the reader (i.e. your target customers) will understand.
- **Sub-Heading** - Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
- **Summary** - Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
- **Problem** - Describe the problem your product solves.
- **Solution** - Describe how your product elegantly solves the problem.
- **Quote from You** - A quote from a spokesperson in your company.
- **How to Get Started** - Describe how easy it is to get started.
- **Customer Quote** - Provide a quote from a hypothetical customer that describes how they experienced the benefit.
- **Closing and Call to Action** - Wrap it up and give pointers where the reader should go next.

Titre : Contenant les produits/services sous une forme qui résonnera avec le client.

Sous-rubrique : Décrire de manière concise le client visé ou le public cible en une phrase au maximum

Résumé : Mettre l'accent sur les avantages que les produits donnerons au client. Partir du principe que le lecteur concentrera l'essentiel de son attention ici. Le résumé doit donc être de haute qualité.

Problème : Identifier un problème, puis décrire comment les produits en question offrent une solution

Solution : Comment les produits résoudre le problème dans la pratique ? Le langage doit être pertinent et ne pas utiliser de jargon technique.

Citation interne : Inclure une citation inspirante d'un représentant de l'entreprise expliquant les raisons du développement des produits

L'entreprise doit également détailler ce qu'elle espère que le client gagnera en utilisant les produits. Est-ce du temps ou de l'argent supplémentaire ? Peut-être est-ce lié à la confiance ou à un sentiment accru d'autonomie ?

Appel à l'action : Il est important d'orienter le client afin qu'il profite des nouveaux produits.

TÉMOIGNAGES citation review client : l'équipe doit créer un témoignage hypothétique. Mettre l'accent sur les avantages des produits

FAQ : répondant aux questions ou préoccupations courantes.