

AI EVOLVES, SO MUST WE

TAKEAWAYS FROM TRENDS TO IMPACT



STRATEGIC
CUTTING-EDGE
INSIGHTS
TO DRIVE
INNOVATION &
EXCELLENCE

Author's Note:



In writing this white paper, I set out not to add to the noise, but to create a thoughtful, accessible conversation starter about AI—where it came from, where it's going, and what it means for all of us. As someone who has spent a career at the intersection of creativity, technology, and strategy, I've witnessed the incredible promise of innovation—but also the risks when we rush forward without asking, **What are we solving for?** My hope is that this paper inspires not fear or blind enthusiasm, but intentional action.

— *Imelda Alejandrino, Innovation Strategist & Founder, Oggi*

[1] Introduction

1.1 A Brief History of Artificial Intelligence

Once a sci-fi fantasy and academic curiosity, Artificial Intelligence has evolved into the most disruptive force of our time. Its origin traces back to a bold question posed in the 1950s: *Can machines think?* Alan Turing and John McCarthy didn't just dream—they dared. Early AI mimicked human logic using symbolic rules, and systems like ELIZA and expert programs sparked awe. But like Icarus, ambition outpaced capability, and the field entered decades of "AI winters."

The spark reignited with deep learning in the 2010s. Data surged. Processing power exploded. Models grew smarter and more intuitive. Suddenly, machines weren't just following commands—they were making predictions, generating art, and holding conversations. The dream was back, and this time, it had momentum.



Alan Turing and John McCarthy

Source

- Turing, A. M. (1950). Computing machinery and intelligence;
- McCarthy, J. et al. (1955). A Proposal for the Dartmouth Summer Research Project on Artificial Intelligence

[2] The Evolution

Data Is Everywhere

4.9B
Internet Users

Data Globally

97ZB
ZB unit of info =
one sextillion bytes

Source:

- Stanford AI Index Report 2024;
NVIDIA Investor Presentation;
IDC DataSphere Forecast

2.1 How AI Has Evolved and Why

AI today is something entirely new: it doesn't just compute—it creates.

We've entered an era where machines can generate ideas, images, stories, and solutions. Foundation models—trained on billions of data points—can now write policy briefs, code software, compose music, design products, diagnose illnesses, and even mimic empathy.

This isn't a faster version of the old "if-this-then-that" logic.

We've gone from hard-coded rules to flexible, self-improving systems that can pass law exams, draft press releases, and hold conversations that feel startlingly human.

Why now? What changed?

- **Explosive compute power:** Advances in GPU and TPU technology—driven by companies like NVIDIA and Google—have enabled machines to process massive volumes of information at lightning speed.
- **Abundance of data:** With over 4.9 billion internet users and more than 97 zettabytes of global data (as of 2022), AI systems now have the raw material to learn from nearly every domain of human knowledge and behavior.
- **Open-source acceleration:** Tools like TensorFlow, PyTorch, and Hugging Face have democratized access to AI development, empowering researchers, startups, and enterprises to iterate rapidly.

The result? AI has crossed from novelty to necessity.

It's no longer a research experiment—it's embedded in daily life. Not just in your phone or office—but in your health (analyzing biomarkers), your email (generating responses), your media feed (curating your worldview), and your workflows (recommending what matters most).

This is a historic shift:

From automation to augmentation.

From task-based tools to creative collaborators.

From passive software to generative intelligence.

The question is no longer if AI will impact your life—it's how deeply and on whose terms.

[3] The Human and Business Impact

Sources:

Job Displacement & Workforce Transformation

- New York Post – Anthropic CEO Dario Amodei's Warning on AI's Impact on Jobs, 2025
- The Guardian – AI's Threat to Entry-Level Careers, 2025
- New York Post – AI's Impact on Employment in Australia, 2025

Bias & Inequality in AI Systems

- VoxDev – Gender and Racial Bias in AI Hiring Tools, 2025
- University of Washington News – Bias in AI Resume Screening, 2024
- The Guardian – Bias in AI Hiring Systems in Australia, 2025

Trust & Ethical Concerns

- KPMG & University of Melbourne – Public Trust in AI, 2025
- The Washington Post – Automation Bias and Over-Reliance on AI, 2025
- Brookings Institution – Public Opinion on AI and Governance, 2025

3.1 AI Is Both Liberator And Distractor

AI offers humans personalized care, lifelong learning, and creative speed—but also risks greater inequality, surveillance, and mistrust. **For businesses**, it's a competitive edge: streamlining operations, scaling content, and optimizing decisions. Yet the downside looms—jobs are disappearing, and unchecked algorithms can deepen bias. We're advancing fast into an uncertain future.

A Double-Edged Sword

Artificial Intelligence (AI) is revolutionizing various sectors, offering unprecedented opportunities while also posing significant challenges.

Empowering Innovations

- **Personalized Healthcare:** AI enables tailored medical treatments and predictive diagnostics, enhancing patient care.
- **Lifelong Learning:** Adaptive learning platforms utilize AI to provide customized educational experiences, facilitating continuous skill development.
- **Creative Acceleration:** Generative AI tools assist in content creation, design, and innovation, boosting productivity in creative industries.

Disruptive Challenges

- **Job Displacement:** AI automation is transforming the workforce, with projections indicating significant impacts on employment across various sectors.
- **Bias and Inequality:** AI systems can inadvertently perpetuate existing biases, leading to unequal outcomes in areas like hiring and law enforcement. voxdev.org
- **Erosion of Trust:** The deployment of AI without adequate transparency and accountability can undermine public trust in technology.

Business Implications

Companies are increasingly integrating AI to enhance efficiency and competitiveness. For instance, organizations like Duolingo and Shopify are mandating AI proficiency among employees to streamline operations. However, this rapid adoption also necessitates careful consideration of ethical practices and workforce impacts to ensure sustainable growth. In summary, while AI offers transformative benefits, it is imperative to address its associated risks through thoughtful implementation and regulation.

[4] AI Ranking By Industries

RANKING

AI Impact Across Industries from High to Low

1. Customer Service & Support
2. Marketing & Content Creation
3. Finance & Banking
4. Healthcare
5. Manufacturing & Logistics
6. Legal & Compliance
7. Higher Education
8. HR & Recruitment
9. Retail & E-commerce
10. Media & Entertainment

4.1 Industries Most Affected By AI

Industries are ranked by how automatable their tasks are, how fast AI is being adopted, and how deeply it disrupts human roles. **Customer service and marketing rank highest** due to high-volume tasks that AI easily replaces. **Finance and healthcare rely heavily on data**, pushing fast adoption with human oversight. **Manufacturing, legal, and higher ed face moderate-to-high disruption** but move slower due to complexity and regulation. HR, retail, and media are seeing AI enhancements—but not full replacement—keeping their impact moderate.

1. Customer Service & Support

Impact Level: Very High

Why: AI chatbots, voice assistants, and self-service systems are automating millions of frontline roles in call centers and tech support. Companies use AI to reduce costs and deliver 24/7 support.

Example tools: ChatGPT, Zendesk AI, Dialpad.

2. Marketing & Content Creation

Impact Level: Very High

Why: AI is generating ad copy, social posts, videos, and images at scale. Creative professionals are being augmented or replaced by automation tools.

Example tools: Jasper, Canva AI, Adobe Firefly, Midjourney.

3. Finance & Banking

Impact Level: High

Why: AI handles fraud detection, credit scoring, financial forecasting, and trading algorithms. It improves accuracy and speed while reducing the need for analysts.

Example tools: JPMorgan's IndexGPT, Zest AI, Kabbage.

4. Healthcare

Impact Level: High

Why: AI supports diagnostics, radiology, drug development, and patient monitoring. While it enhances clinician decision-making, it hasn't replaced healthcare workers (yet).

Example tools: PathAI, Tempus, Google DeepMind.

[4] AI Ranking By Industries (continued)

5. Manufacturing & Logistics

Impact Level: Moderate to High

Why: AI is integrated with robotics to automate quality checks, inventory systems, and route optimization. Predictive maintenance is reducing downtime.

Example tools: Siemens MindSphere, Amazon Robotics, Covariant AI.

6. Legal & Compliance

Impact Level: High to Moderate 

Why: AI can analyze case law, summarize contracts, and conduct e-discovery faster than humans. Junior roles (like legal researchers) are most at risk.

Example tools: Harvey AI, Casetext, DoNotPay.

7. Higher Education

Impact Level: High to Moderate

Why: AI is disrupting how students learn and how institutions operate. Tools like ChatGPT are changing writing and assessment. Advising, grading, and admissions are increasingly automated—but faculty and mission-driven roles slow full automation.

Affected areas: Instruction, Student Services, Admissions, Research.

8. HR & Recruitment

Impact Level: Moderate

Why: AI is screening resumes, analyzing video interviews, and predicting job fit. It speeds up hiring but raises concerns over bias and transparency.

Example tools: HireVue, Pymetrics, LinkedIn Recruiter AI.

9. Retail & E-commerce

Impact Level: Moderate

Why: AI enhances personalization (product recommendations), pricing, and inventory. Frontline retail is less impacted, but backend processes are heavily optimized.

Example tools: Amazon Personalize, Salesforce Commerce AI.

10. Media & Entertainment

Impact Level: Moderate

Why: AI is used for voice cloning, deepfakes, storyboarding, and video generation. Creators use it to scale, but it hasn't yet replaced major content roles.

Example tools: Runway ML, ElevenLabs, OpenAI Sora.

[5] AI Friend or Foe?

5.1 Why It Matters Now

You don't get to sit this one out.

AI isn't coming. It's already here—woven into every product, platform, and pitch. From the tools we use at work to the algorithms shaping what we see, artificial intelligence is now the invisible hand guiding our decisions, experiences, and interactions.

1. What's at stake isn't just efficiency—it's humanity itself.
2. Will AI push us deeper into isolated, screen-based lives?
3. Or will it unlock richer, more inclusive, emotionally intelligent collaboration?

This is the moment to shape the answer.

Because if we don't lead AI with intention, we will follow it without question—outsourcing not just our tasks, but our values.

According to a 2024 **KPMG & University of Melbourne** global study, **only 46%** of people say they trust AI to act in their best interest.

At the same time, **76% of CEOs** say AI adoption is critical to survival within the next five years (*IBM Global AI Adoption Index*).

That's the tension—and the opportunity. We can't afford to be passive consumers of AI. We must be active stewards. Not just building what's next, but deciding what's right.

KPMG &
University of Melbourne

46%
Trust AI

For CEOs,

76%
Say AI Adoption
Is Critical

[6] Stewards of AI



AI doesn't just
shape interfaces—
it shapes outcomes,
access, power
dynamics, and trust.

6.1 Oggi's Role and Responsibility

Oggi was born from a **belief**: Technology should bring people closer. We didn't build another Zoom clone or faceless grid. We built a new kind of space—immersive, inclusive, and emotionally intelligent—**where humans lead and AI supports, not replaces**.

At Oggi, we use AI not to automate away connection—but to deepen it.

- Real-time emotional cues so you feel seen.
- Multilingual support and accessible design so everyone is heard.
- Secure environments with transparency and control so trust is never an afterthought.

We know the risks of AI: Bias that marginalizes. Automation that erases jobs. Algorithms that make decisions in the dark.

That's why we take our responsibility seriously. Not just as builders of technology—but as stewards of its impact. We understand that AI doesn't just shape interfaces—it shapes outcomes, access, power dynamics, and trust.

So our AI is built differently:

- **Explainable** – You can see how it works and why it acts.
- **Optional** – You're always in control.
- **Inclusive by design** – Every voice, language, and identity matters.
- **Transparent** – No hidden algorithms or opaque decisions.
- **Ethical by default** – We refuse shortcuts that compromise values.

Responsibility at Oggi means:

- **Designing for dignity** – Serving people of all backgrounds and abilities.
- **Choosing transparency** – Over black-box systems.
- **Giving users agency** – Through clear choices, not forced defaults.
- **Auditing for bias** – Because inclusion is ongoing, not automatic.
- **Leading with care** – Even when it slows us down.

We're not here to simply follow trends. We're here to lead with intention—and to prove that AI-powered collaboration can be both radically innovative and deeply human. Because **the future doesn't just need more AI. It needs better AI. The kind that puts people first—always.**

[7] Oggi's Role in Shaping AI For The Next Era

7.1 Why Choose Oggi?

Oggi is more than a platform. It's a commitment to **human-centered collaboration**.

We're not just solving for engagement. We're solving for belonging.

Unlike tools built for transactional meetings, Oggi was designed from the ground up to create emotionally intelligent, immersive environments where people feel connected and empowered. Whether you're hosting a 1:1 session or a global summit, Oggi transforms how people show up and interact.

Why Oggi?

- Because attention is a scarce resource—and we honor it.
- Because connection is more than seeing faces—it's feeling seen.
- Because AI should deepen humanity, not diminish it.

With spatial audio, live video avatars, adaptive environments, and built-in inclusive features, Oggi doesn't just make hybrid work possible—it makes it human.

Conclusion: AI is shaping the next era. The only question is: Will you shape it too?

At Oggi, we're building a future where technology enhances empathy, deepens connection, and scales trust. Because we don't believe in just better meetings. We believe in better moments.

Join us. The future isn't machine-made. It's human-led.

Adoption Rates

Gallup (2025):

- **52%** of remote-capable U.S. workers are hybrid
- **27%** fully remote
- **21%** fully on-site

<https://www.gallup.com/401384/indicator-hybrid-work.aspx>

Productivity & Satisfaction

Robert Half (2024):

- **58%** of job seekers want hybrid roles
- **26%** prefer fully remote.

<https://www.roberthalf.com/us/en/insights/research/remote-work-statistics-and-trends>

Oggiverse Integrated Events: Transforming Digital Engagement



Oggi is a business accelerator driving revenue and profitability through immersive 3D digital environments. Designed for hybrid work and global collaboration, Oggi enhances meetings, training, and events with scalable, customizable solutions. By reducing travel costs and improving efficiency, Oggi empowers businesses to connect and innovate—anytime, anywhere.

Oggi's integrated events feature enables seamless virtual conferences, product launches, and team-building activities. With AI-driven tools, real-time collaboration, and advanced analytics, Oggi ensures engaging, impactful experiences for any audience size.



We're shaping the future of virtual collaboration Let's create impactful brand experiences together! Scan the QR code to see Oggiverse in action.

Contact:

Imelda Alejandrino

Founder

imelda@oggiverse.com

www.oggiverse.com

Youtube: https://www.youtube.com/results?search_query=oggiverse

Brian Clubb

Co-Founder

brian@oggiverse.com

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