A 7-STEP PLAN TO EMBED AI

ABBYY

By Dado Van Peteghem
dado@imagin3-studio.xyz

Keynote Presentation

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/ AI AS THE NEXT WAVE

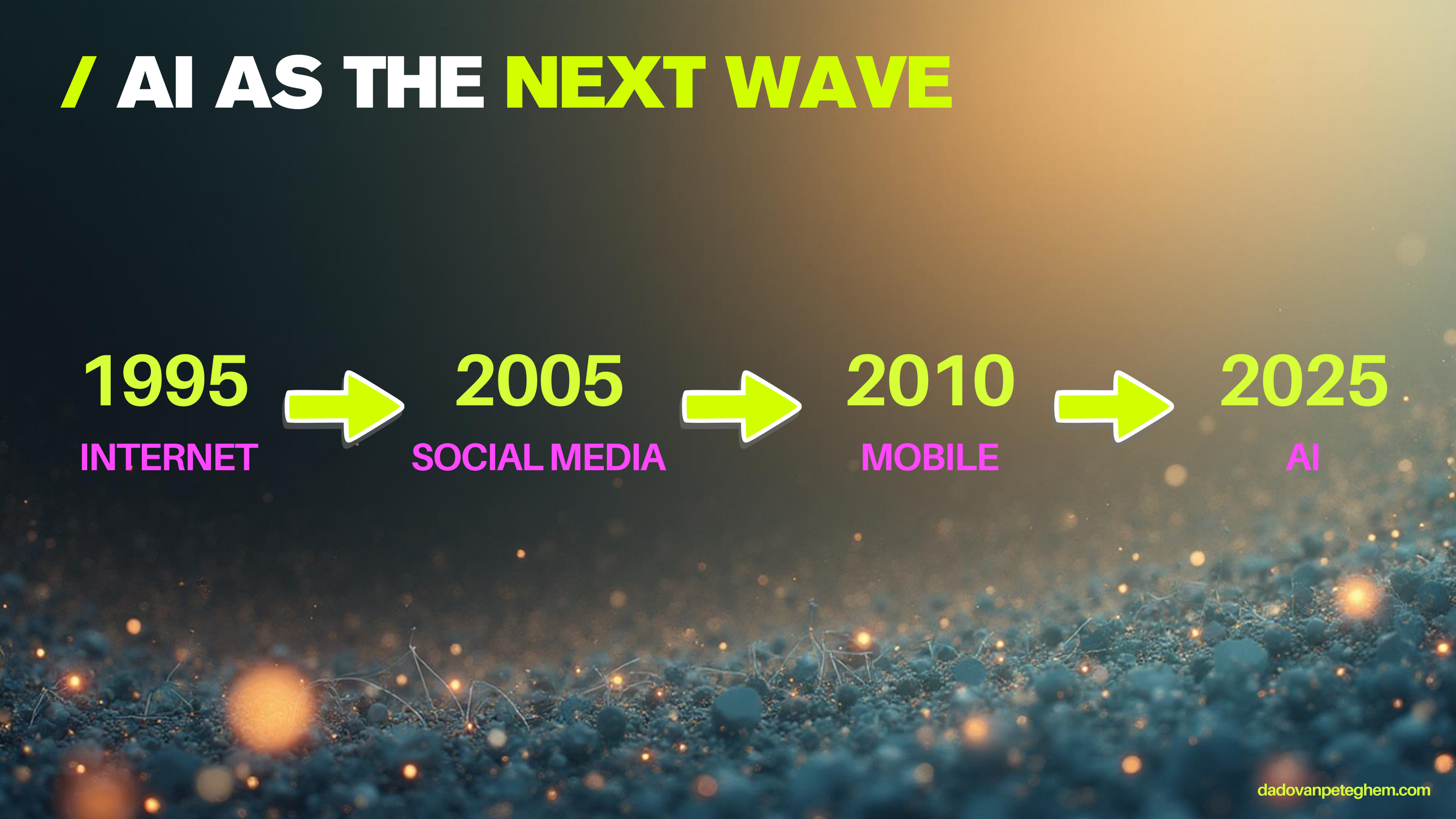
1995 → **2005** → **2010**

INTERNET | SOCIAL MEDIA | MOBILE



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/ AI AS THE NEXT WAVE



/ CHATGPT LAUNCH 4Y



AI OUTPUTS

Text, Code

Images

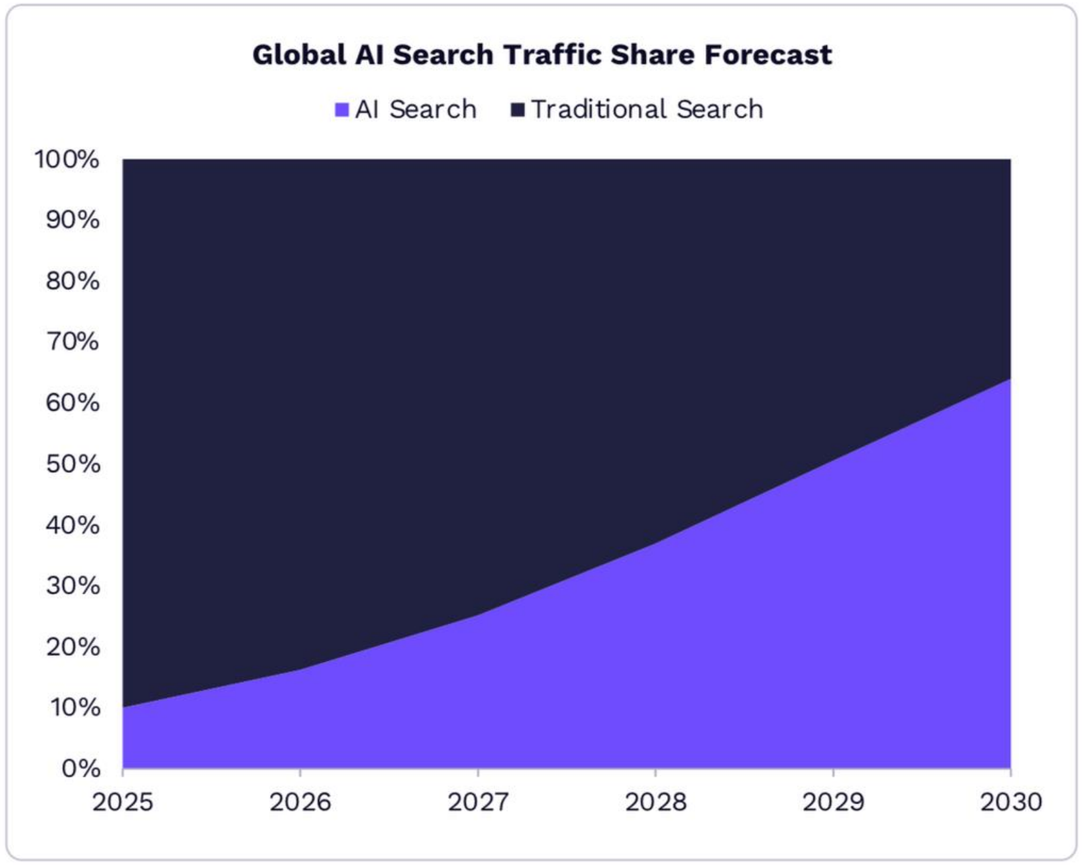
Video

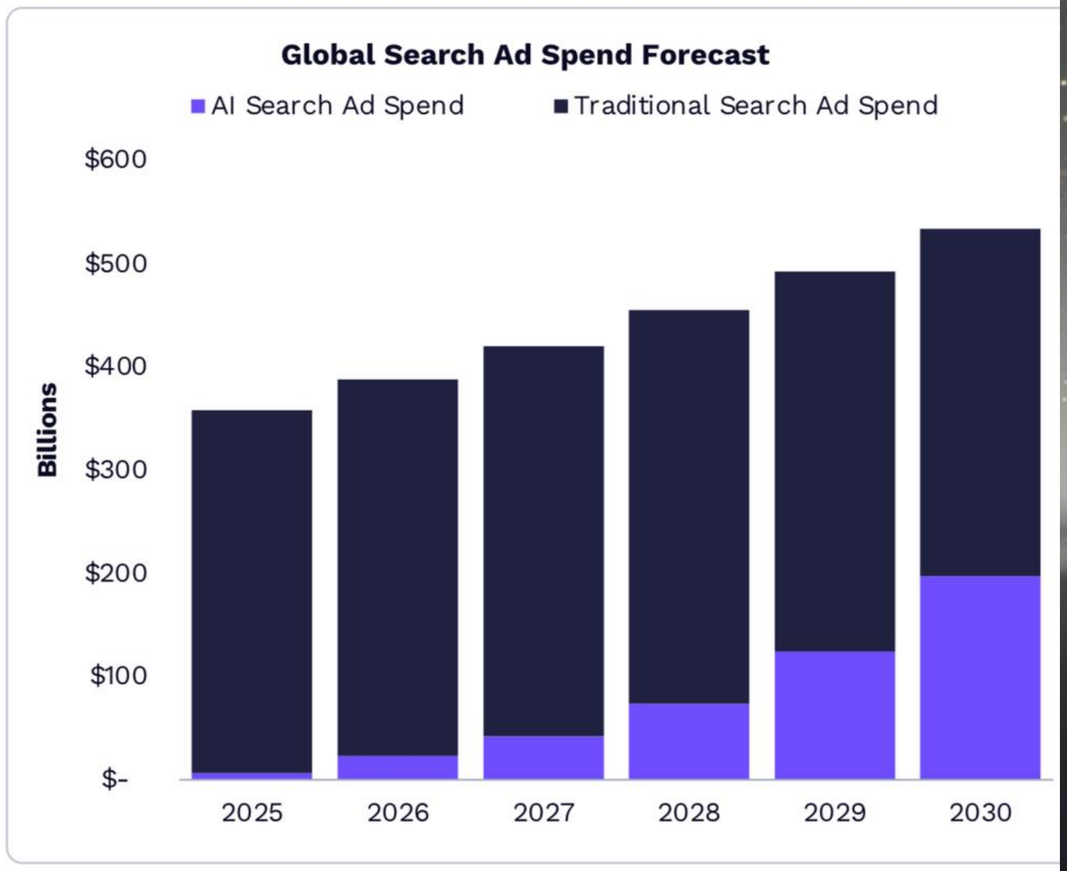
Audio

2nd Brain

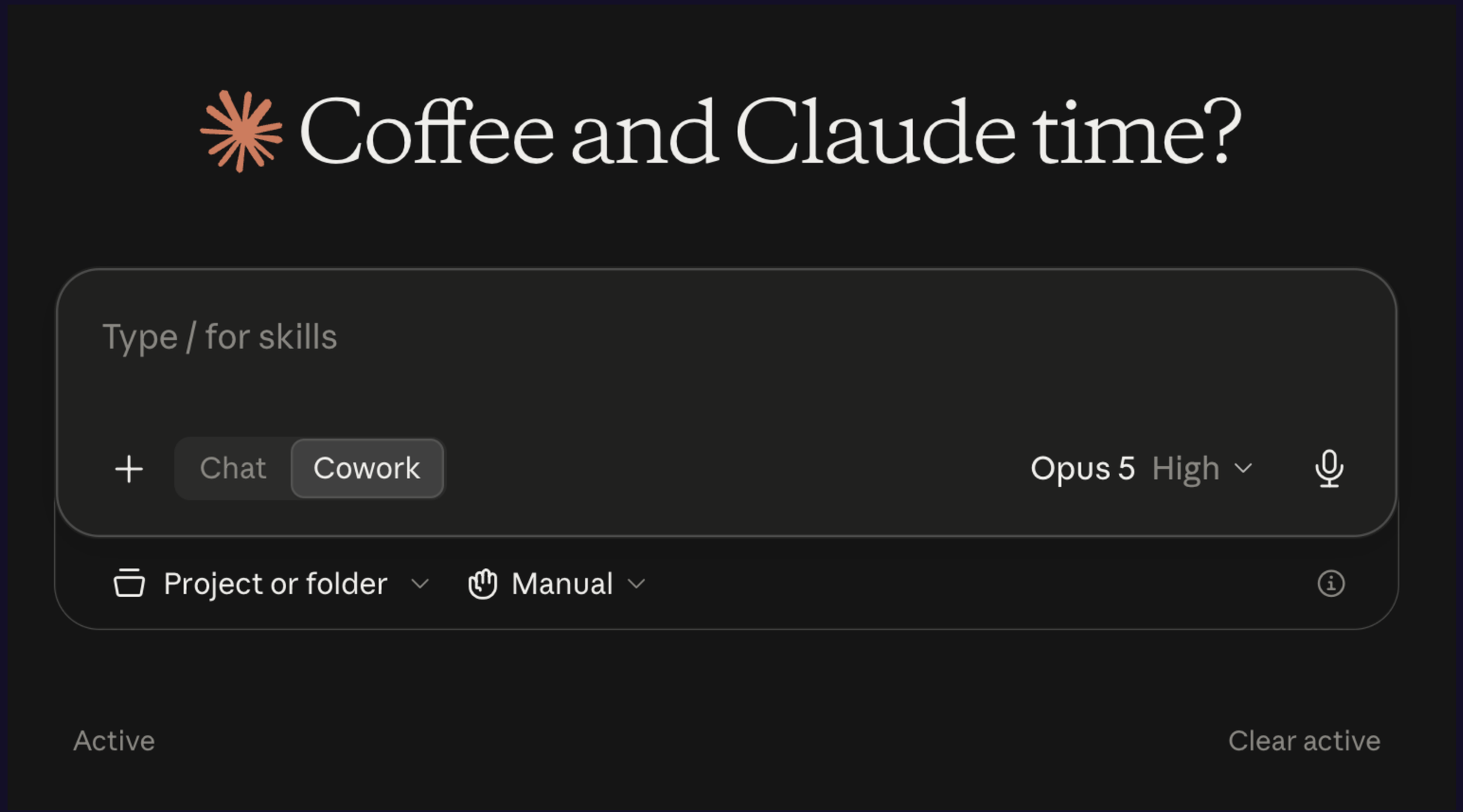
/ AI SEARCH TAKING OVER

From 2025 to 2030, AI search could increase from 10% to 65% of global search traffic, as AI-related search advertising increases ~50% at an annual rate. AI ads are likely to take share from traditional search advertising, with monetization likely to follow with a two-year lag.





/ “COMPUTER USE”



ground level

- Potential trip hazards from material placement
- No visible organization system for materials

Let me continue taking more screenshots to monitor the situation.

```
Tool Use: computer
Input: {'action': 'screensho
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T





KEYNOTE SPEAKER · AUTHOR · GHENT

TOGETHER WE BUILD THE FUTURE

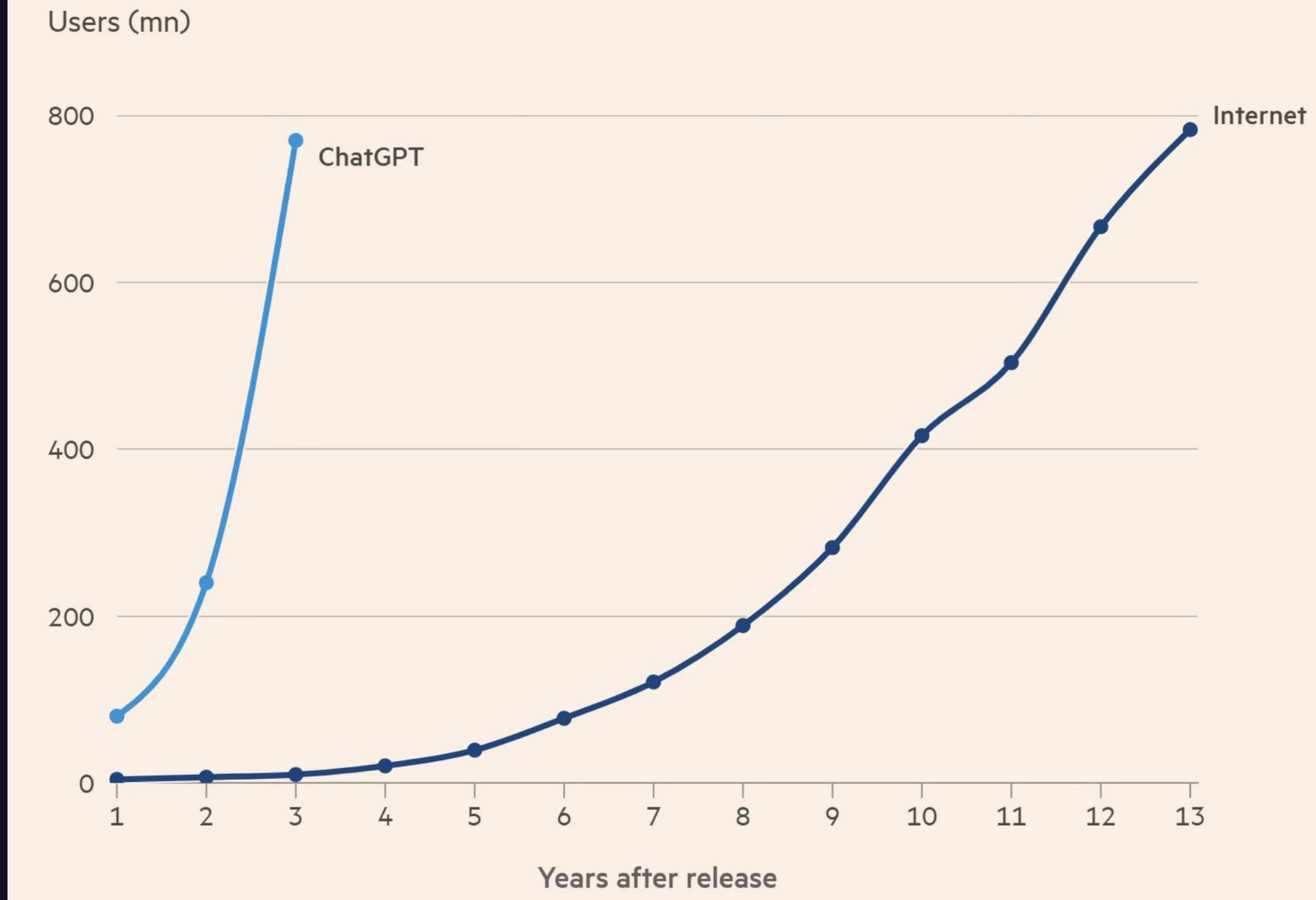


I'm **Dado**. Keynote speaker and author on AI, robotics and

ADOPTION

📈 1 billion users for ChatGPT

One AI year = 7 Internet years.



FINANCIAL TIMES

Source: OpenAI; World Bank

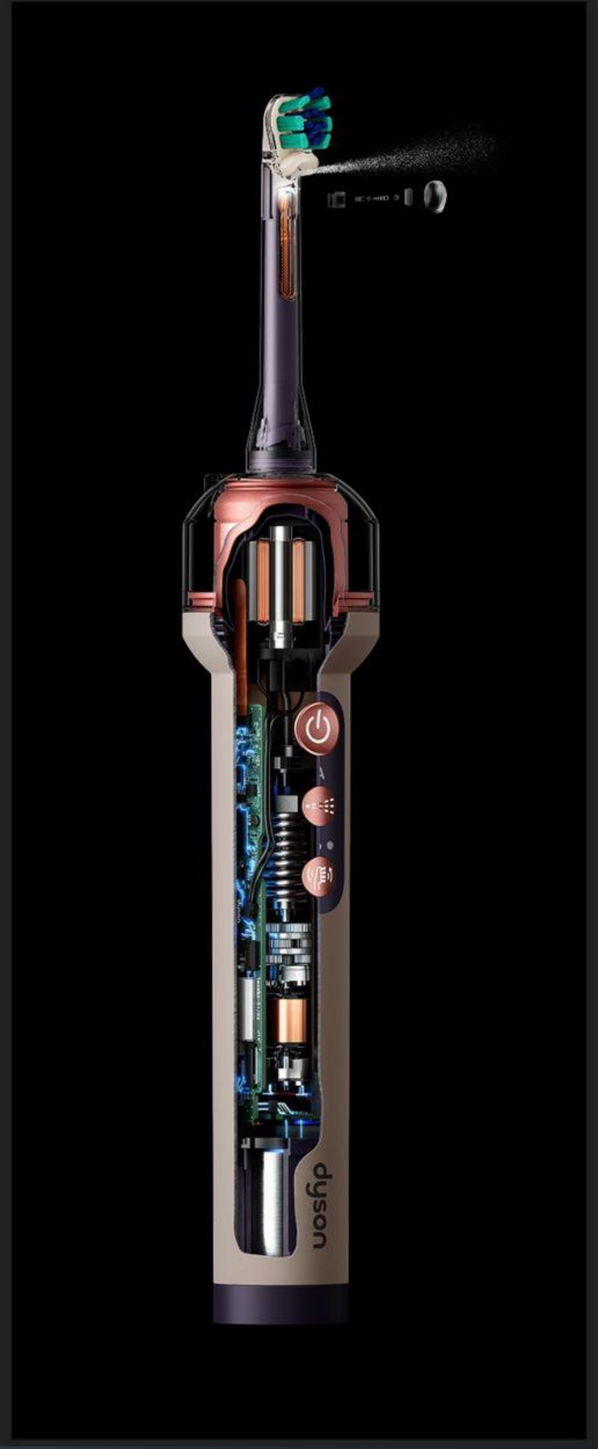


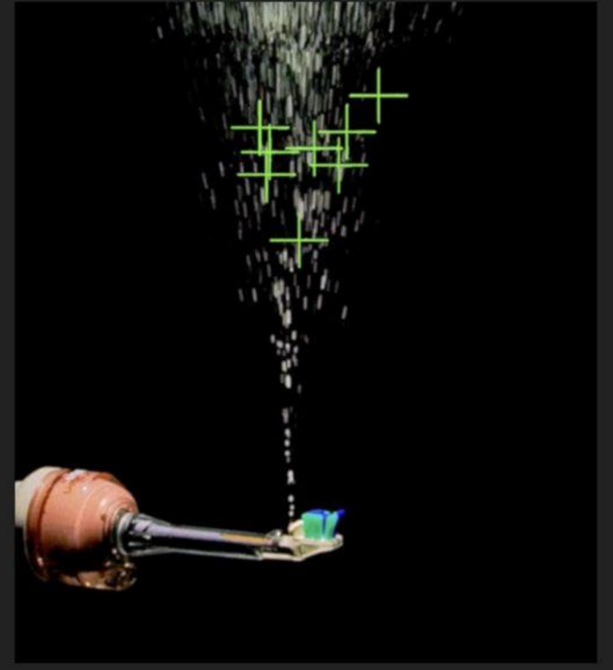
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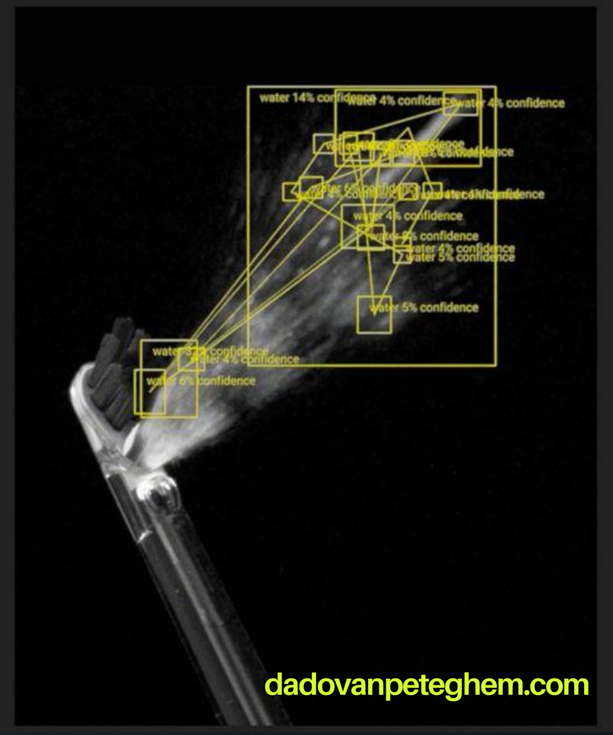
Trained on **470,000** dental images.

It captures **28 images per second**.
The AI identifies the gaps between your teeth and, within **100 milliseconds**, fires a precision jet of mouthrinse exactly where it is needed.









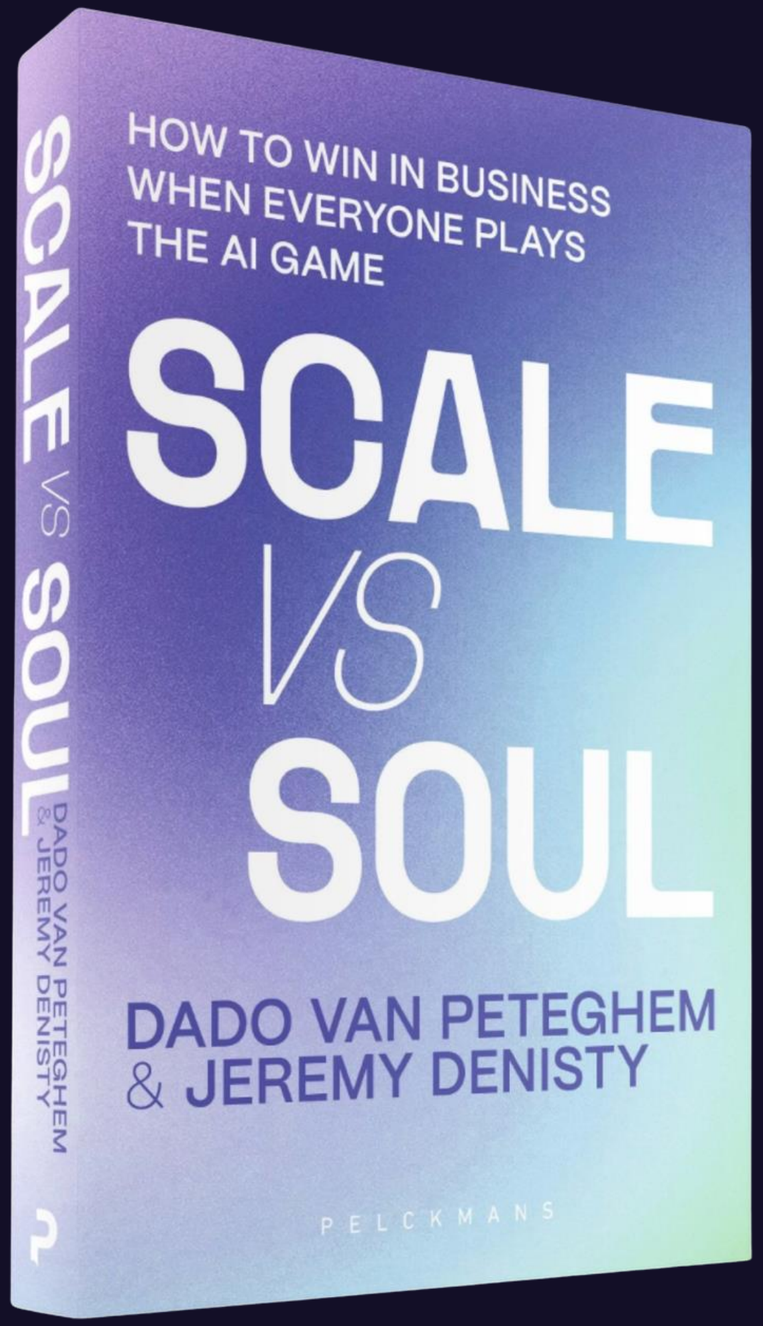
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“AI will have 10X THE IMPACT OF THE INDUSTRIAL REVOLUTION, AT 10X THE SPEED”

Demis Hassabis - CEO of Google DeepMind

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HUNGARIAN ARCHITECT ERNŐ RUBIK INVENTED THE RUBIK'S CUBE IN 1974



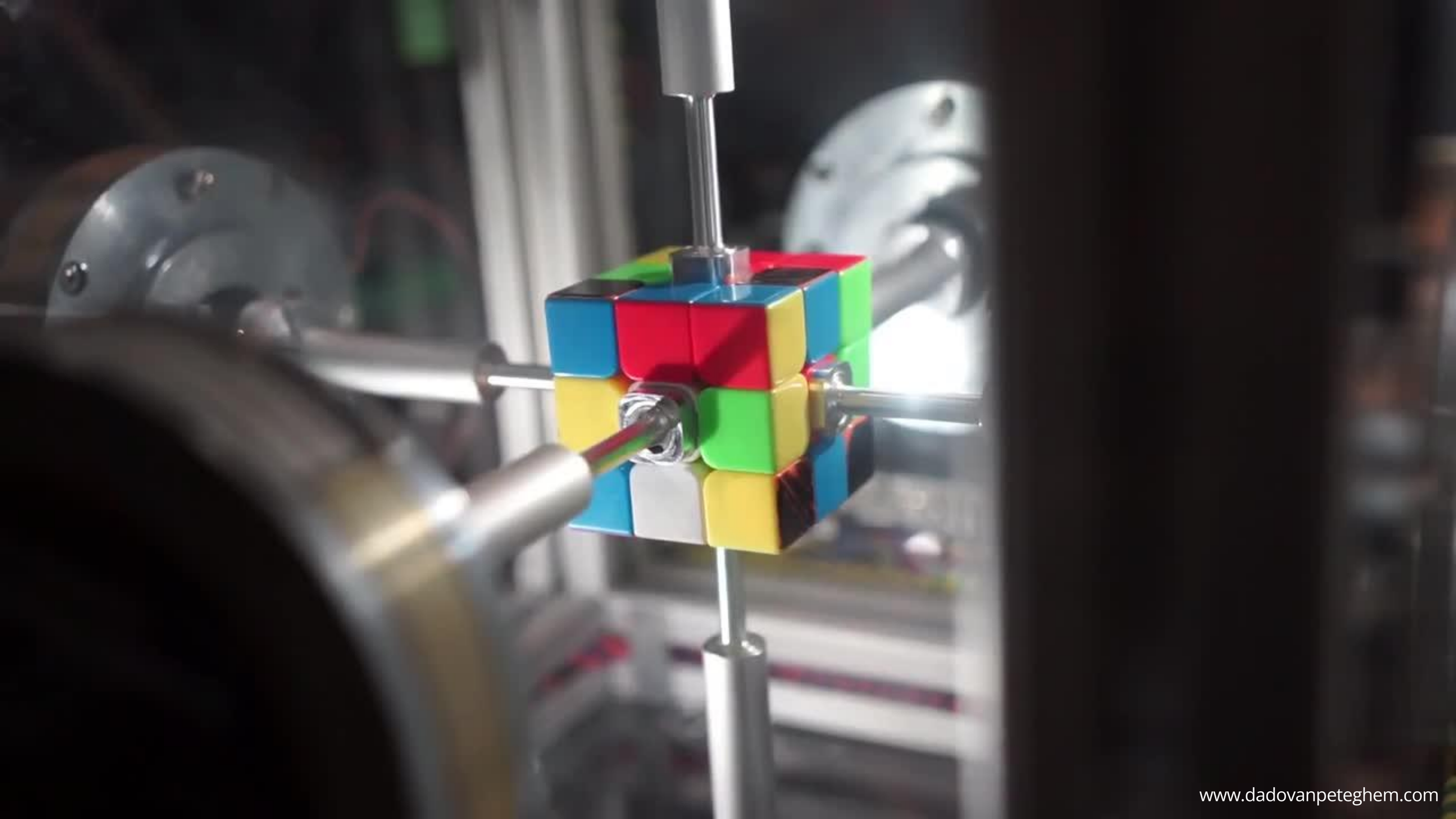
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9 YEARS OLD
2.766
SPEED STACKS
CUBOSS
CUBOSS.COM
dadovanpeteghem.com

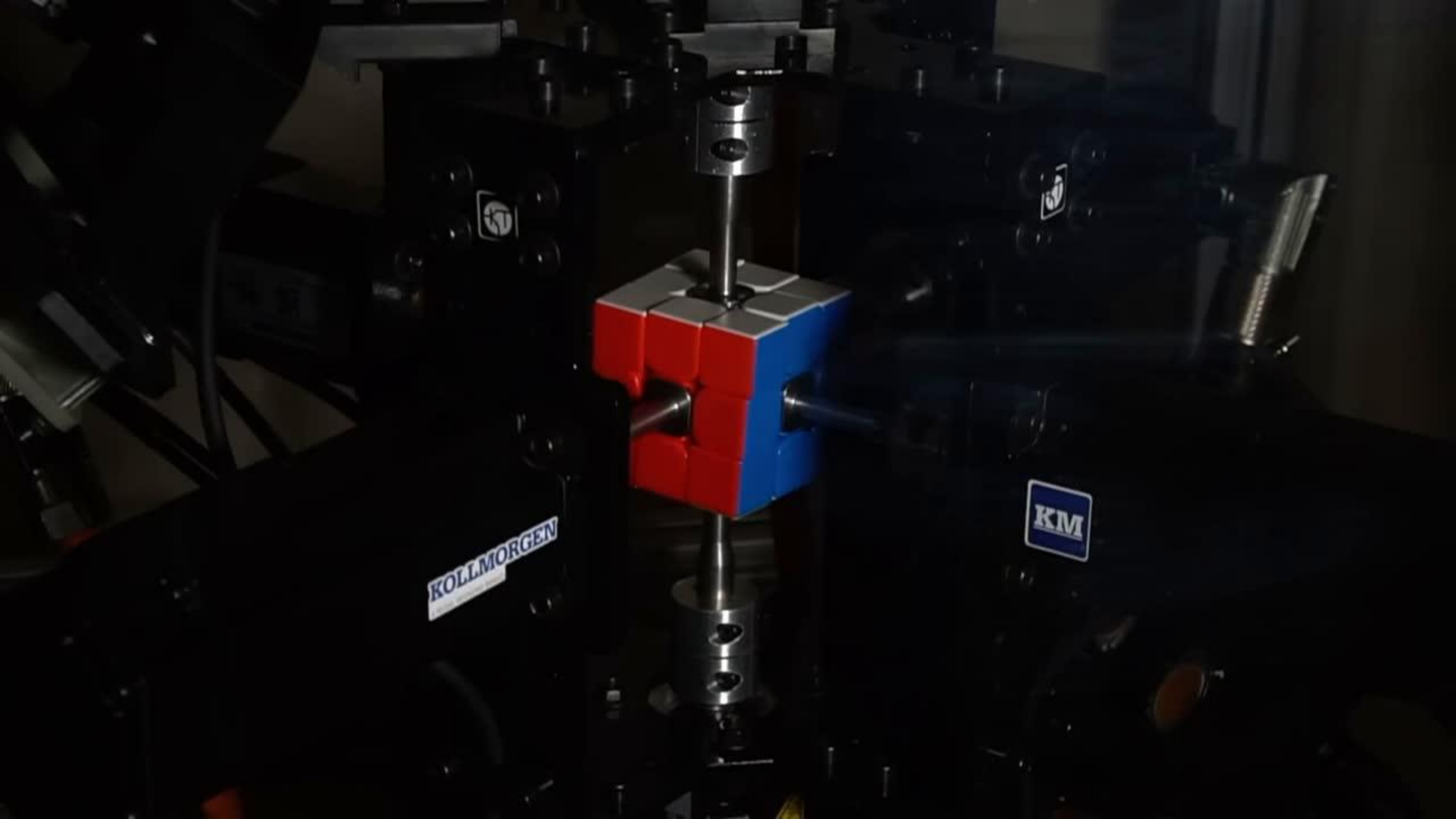

7y old with a time of 3.05 seconds
AT THE SHENYANG 2025 COMPETITION

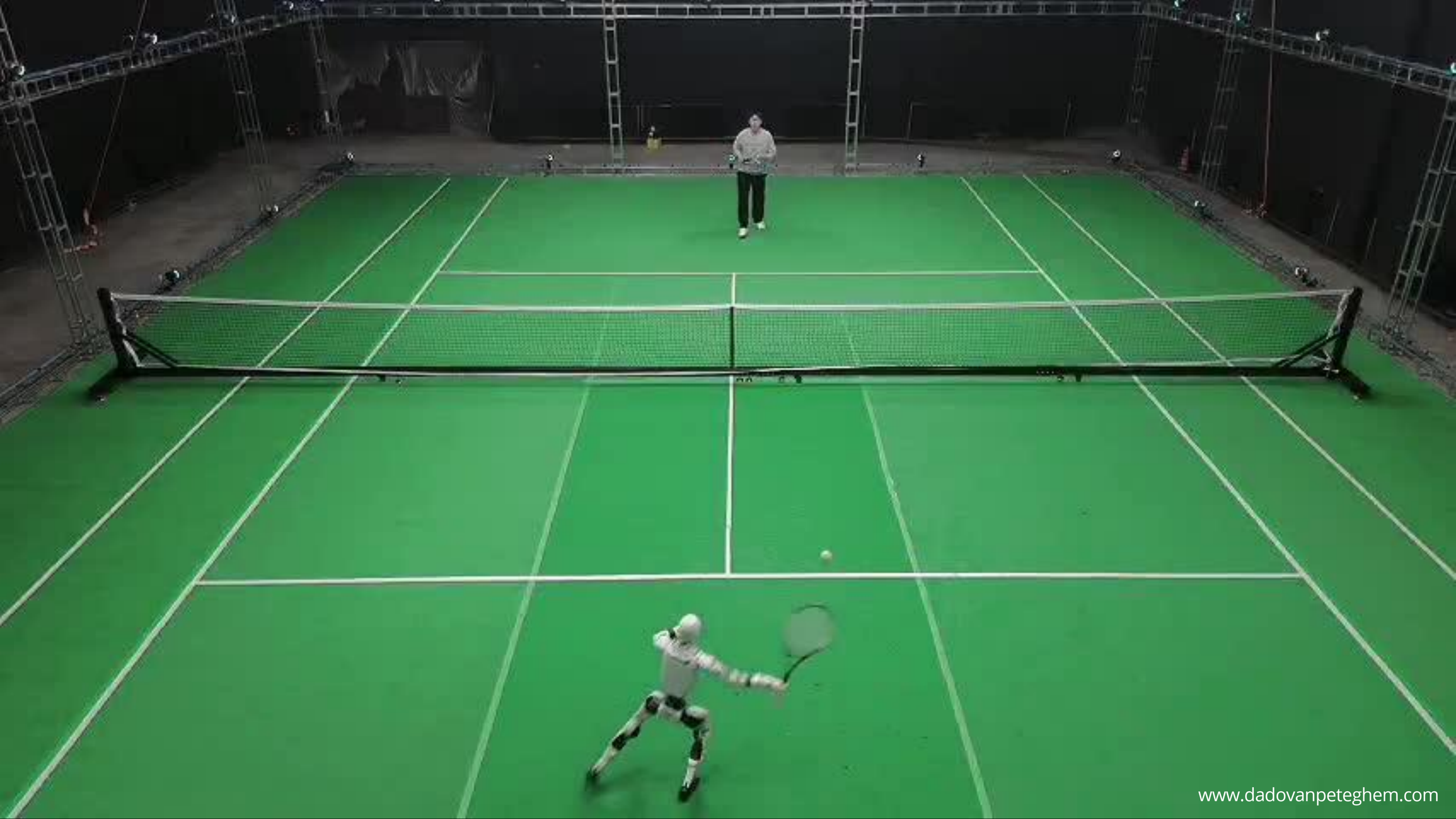


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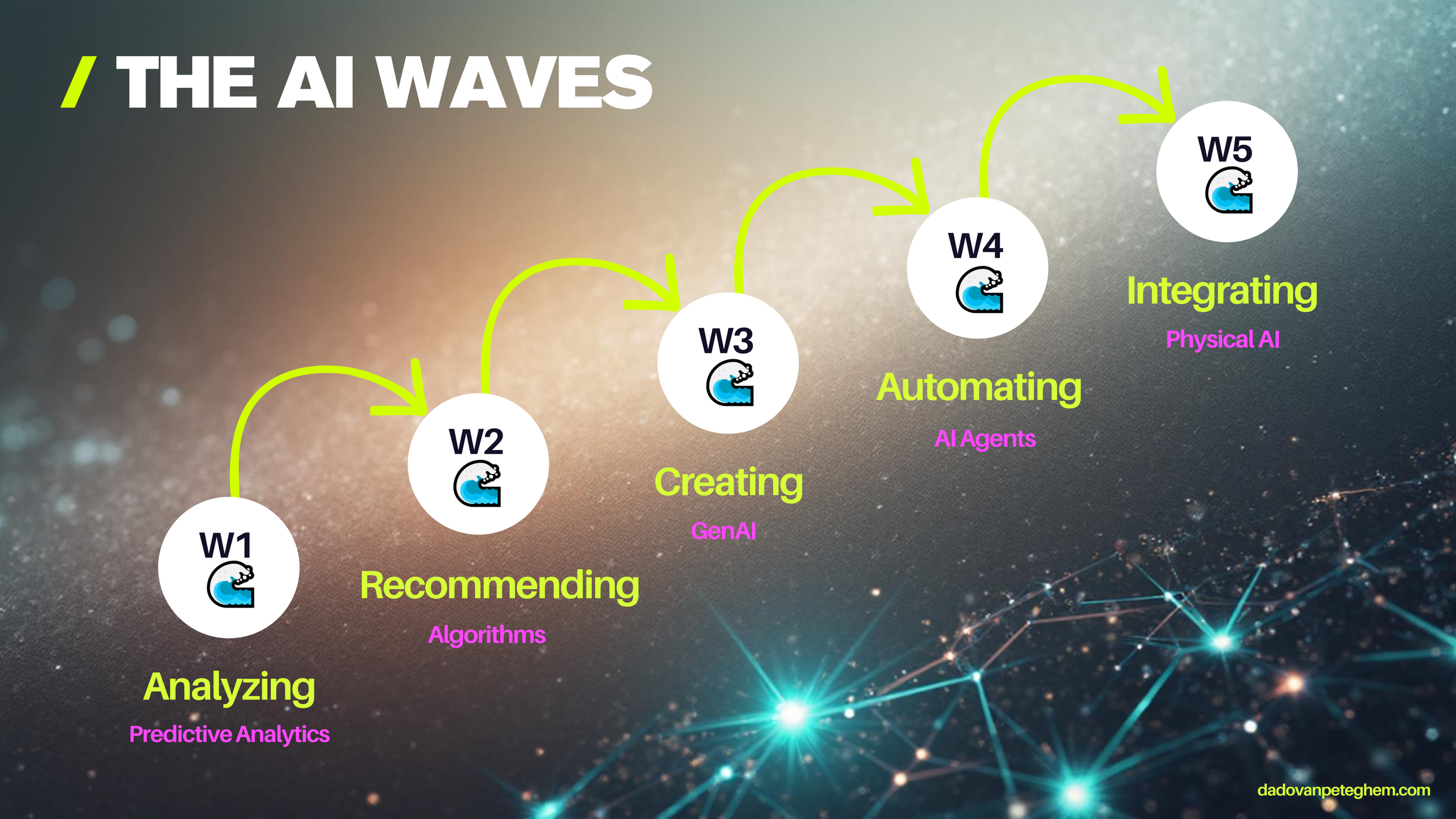
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KOLLMORGEN
KM



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/ THE AI WAVES


W1
Analyzing
Predictive Analytics
W2
Recommending
Algorithms
W3
Creating
GenAI
W4
Automating
AI Agents
W5
Integrating
Physical AI

1

BE AN ACTIVE USER

THE MAGIC IS IN THE RABBIT HOLE

/ THE AI MAIN PLAYERS



OPENAI	GOOGLE	MCSFT	ANTHROPIC	META	XAI	MISTRAL
GPT6 ASTRA	GEMINI 3.1	COPILOT	FABLE 5.1	MUSE	GROK 4.6	MISTRAL

/ THE CHINESE AI PLAYERS CN

DEEPSEEK	ALIBABA	MOONSHOT	MINIMAX	Z.AI	TENCENT	BYTEDANCE	BAIDU
V4 PRO	QWEN 3.8	KIMI K3	M3	GLM-5	HUNYUAN 3	SEED 2.1	ERNIE 5.1

OPEN WEIGHT MODELS

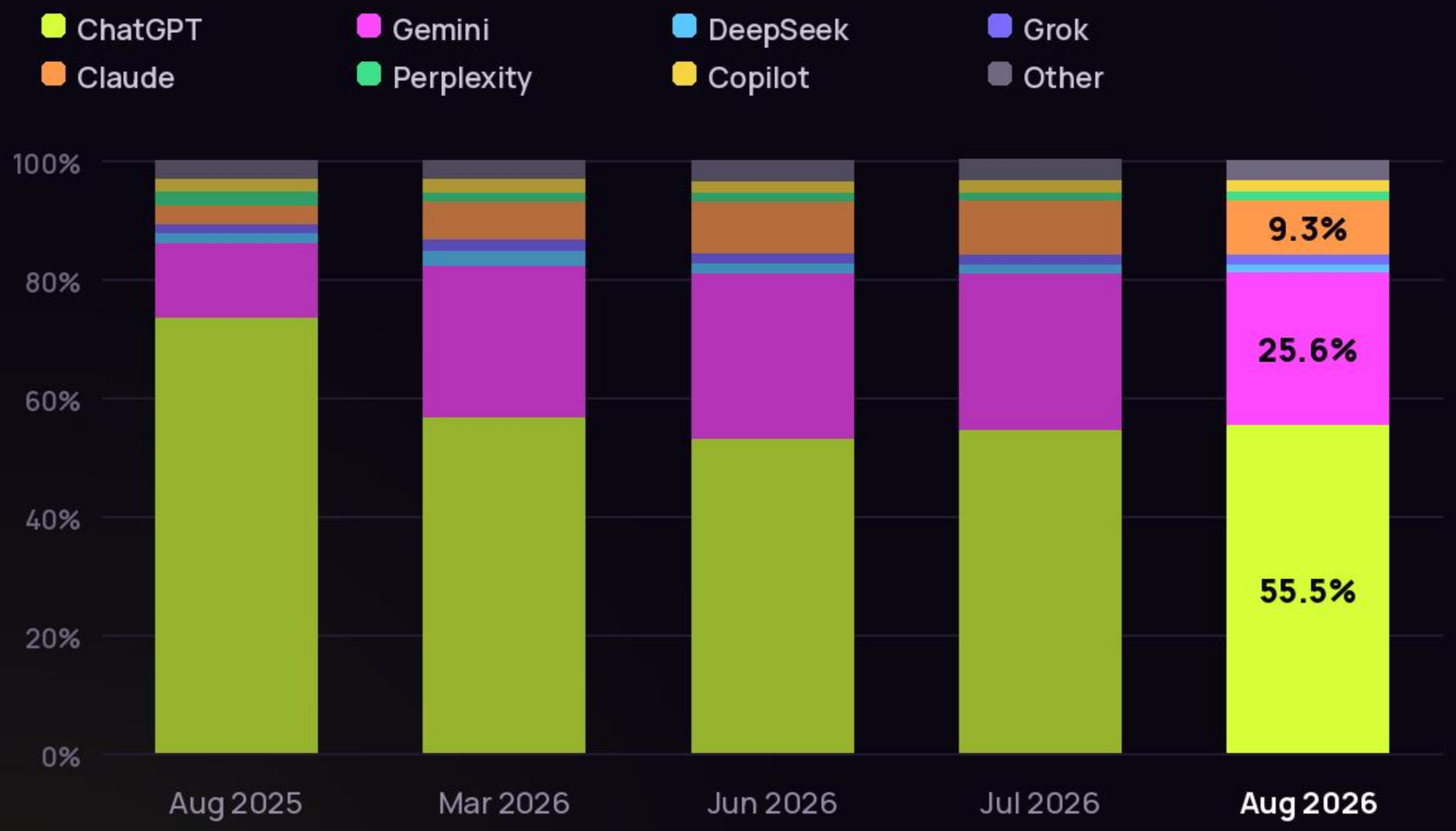
CLOSED MODELS

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SIMILARWEB · ALL TRAFFIC, WORLDWIDE

Gen AI website traffic share

Selected snapshots, Aug 2025 to Aug 2026



Aug 2026

ChatGPT
55.5%
Gemini
25.6%
Claude
9.3%

Dado Van Peteghem
@dadovanpeteghem

Source: Similarweb

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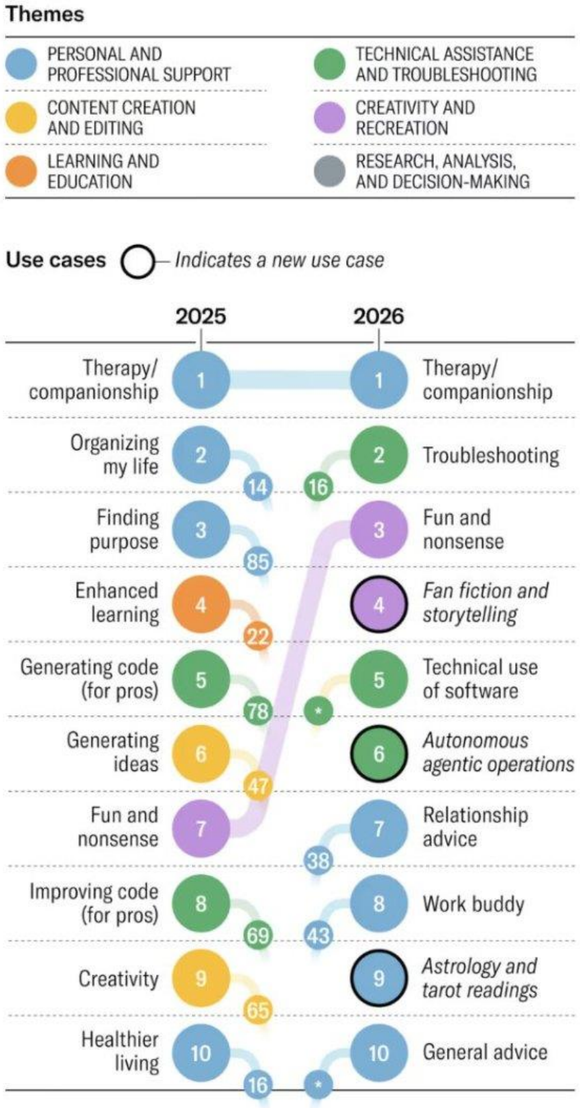
TOP AI USE

🧠 &

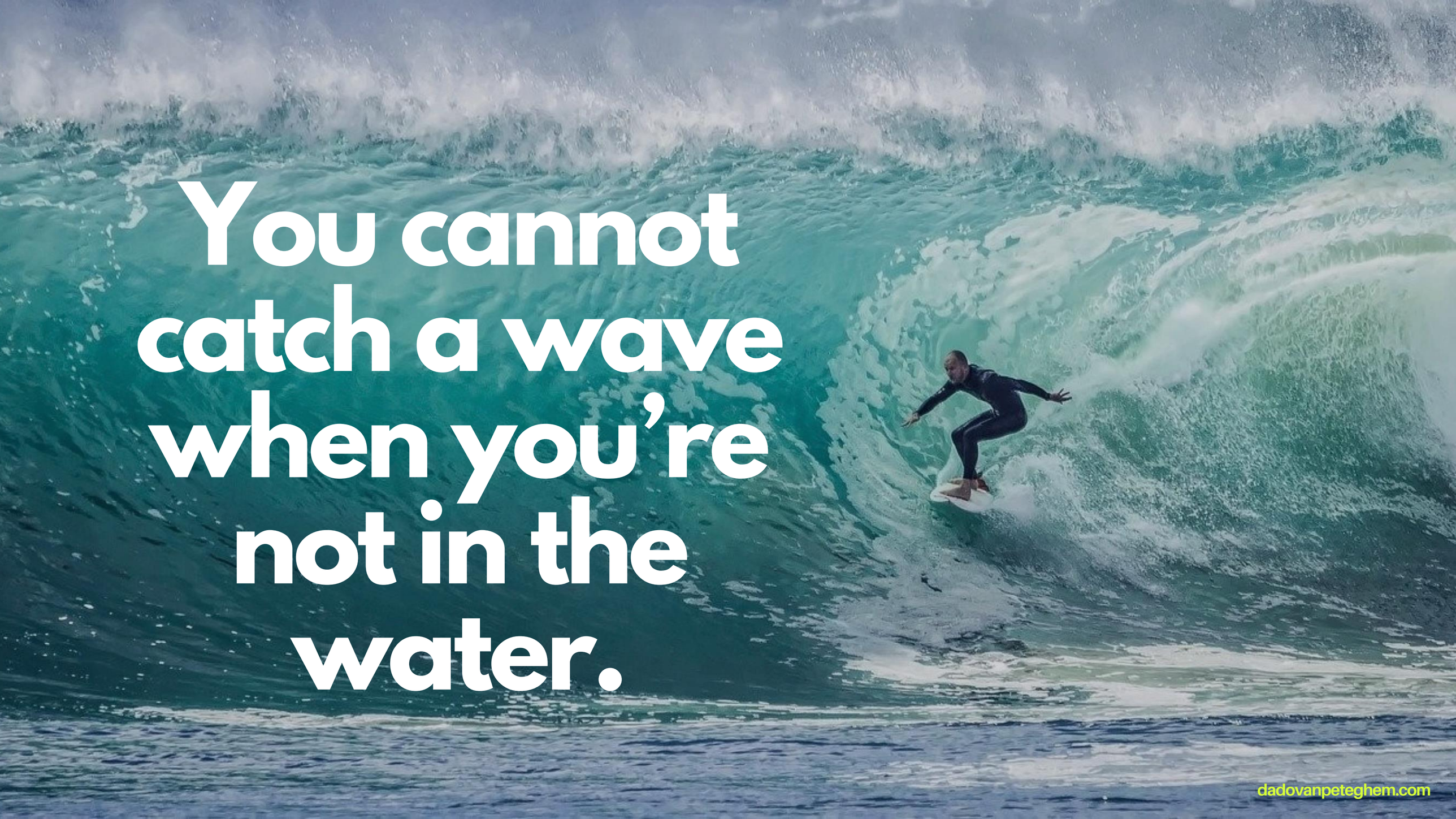
❤️‍🩹

Top 10 Gen AI Use Cases (2026)

The top uses of AI turned over dramatically in a single year. Emotional support endured, but many self-improvement and reflective uses—like finding purpose, organizing life, and enhanced learning—fell sharply as practical, entertainment, and agentic uses surged.

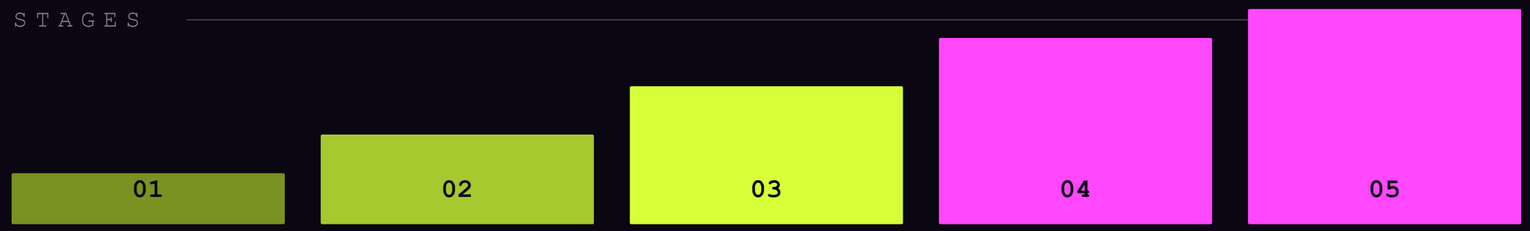



TikTok
@impossibleaicinema
GOT TAXED


You cannot catch a wave when you're not in the water.
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THE AI MATURITY LADDER

Five Stages of AI Use / Maturity.



The Five Stages *of AI maturity.*

01	Search Engine 🔎	FIND
02	Tool 🛠️	EXECUTE
03	Sparring Partner 🧠	THINK
↓ THE SHIFT		
04	Plug-in 🔌	INTEGRATE
05	Operating System 💻⚙️	LIVE

Everyone Is Spending More On AI (But Some A Lot More Than Others)

AI spend per employee per month



Source: Ramp AI Index (8/12/26), business spend data from Ramp. AI spend includes LLM subs, coding agents, API, and GPU cloud spend.

More charts: a16z.news/subscribe

A16Z

The median US company **$12 per employee/month** on AI.

The **top 1%** **$7,500,** which is **600x as much** as the median company.

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“CREATE A CULTURE OF AI CURIOSITY”



The Skill *of the future?*

THE ART OF ASKING GREAT QUESTIONS



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18 MIN / DAY

The 100h rule



This starts with you, lead by example ;-)

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/ WHAT CAN WE DO:

FASTER CHEAPER BETTER

/ PEOPLE DON'T GET INSPIRED BY "THE EFFICIENCY" OF THE ORGANISATION

THEY CARE ABOUT WHAT'S IN IT FOR THEM 😉



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2

INVEST IN CHANGE

INSPIRE YOUR TEAM

AI IQ ?

BEST MODEL SCORES 151 IQ,

SURPASSING 99,9% OF HUMAN POPULATION

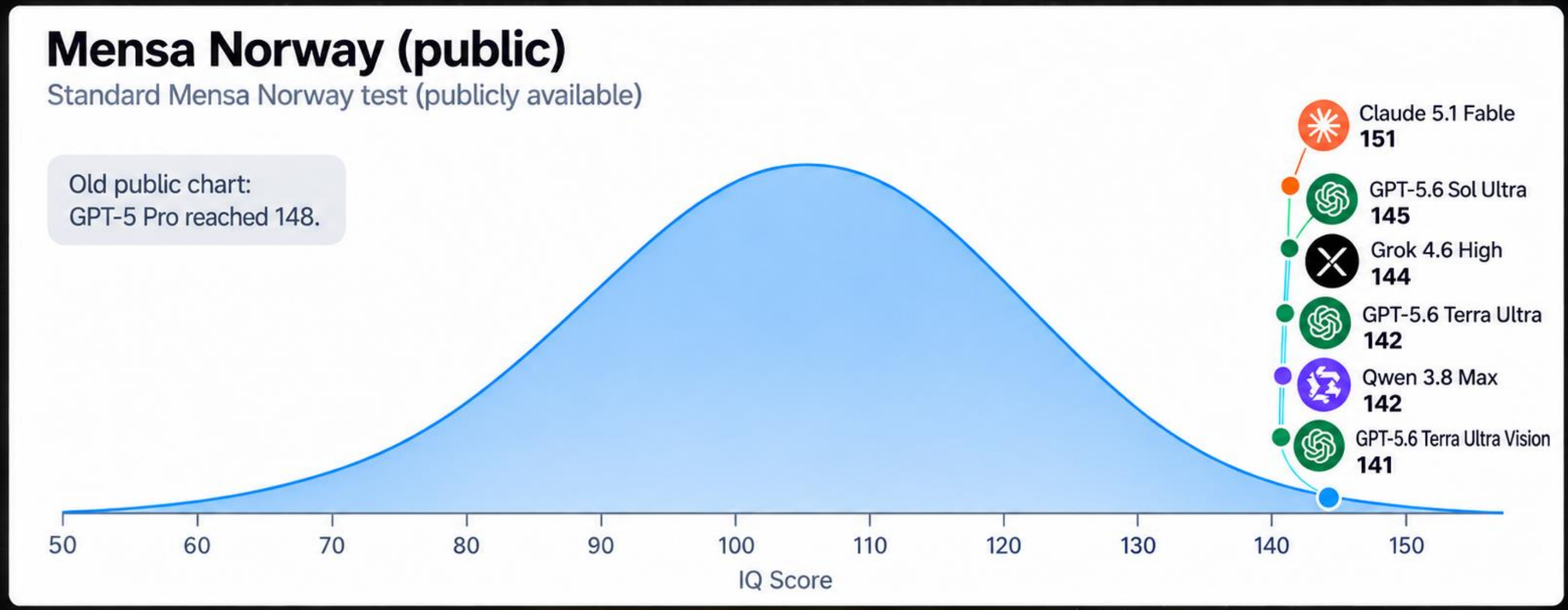
🧠

TRACKINGAI IQ BENCHMARK

Mensa Norway public test

SAME QUESTIONS BIGGER PERSPECTIVE

INTELLIGENCE FOR A BRIGHTER TOMORROW



Public best: 151 IQ

REAL TESTS. CLEARER INSIGHTS. A BRIGHTER TOMORROW.

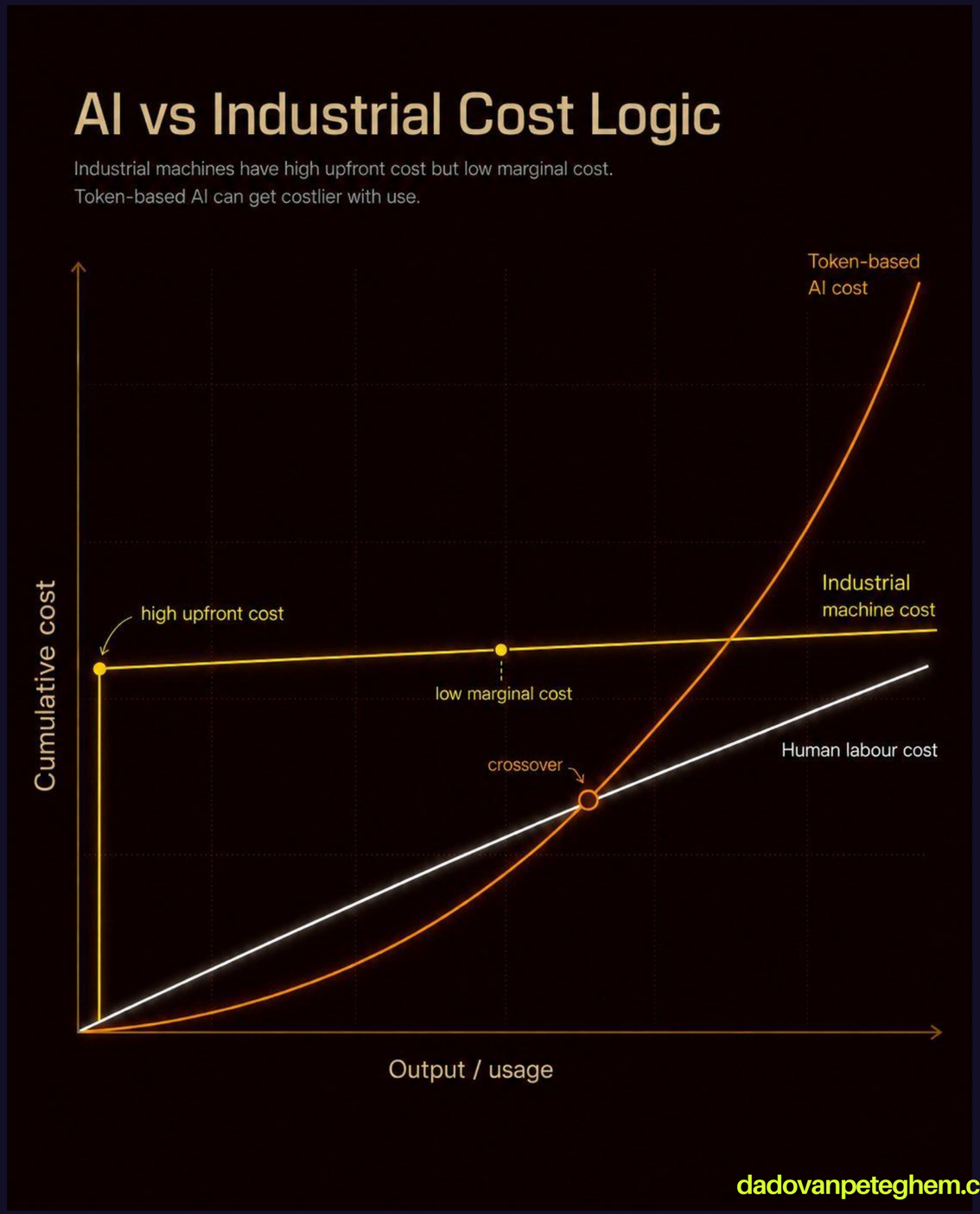
Source: TrackingAI.org

EBITTDA

[ih-'bit-tə-duh]

noun

Earnings before Interest, Taxes, Tokens, Depreciation and Amortization.



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FOBO
“Fear Of Becoming Obsolete”

AI adoption

/2

/4



AI adoption blockers

5 WHITE RABBITS



Too much energy!
it’s unsustainable



We become dumber!
it weakens us



What about our job?
it threatens us

What about ethics!
it’s immoral



Our data!
it’s dangerous



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AP photo

Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any strate," he said. "Teachers are

1986
Math Teachers Protest Against Calculator Use

Goodhart's Law

"When a measure becomes a target, it ceases to become a good measure."

- Economist Charles Goodhart



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HANOI 1902
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THINK ABOUT THE NEXT VERSION OF YOUR JOB



Legal Research	Negotiation	Client Counseling	Document review	Contract drafting	Conducting depositions	AI Ethics

Let's be honest.

There is still a lot of **Soul-sucking work** 

HUMAN + AI OPERATING MODELS

Four ways humans and AI share the loop.

01

Human IN the loop

Humans remain the decision-makers. AI assists.

02

Human ON the loop

AI takes the front seat. Humans monitor and oversee.

03

Human OUT the loop

AI systems operate entirely on their own.

04

Human BEYOND the loop

Ability to move to another role with renewed human added value.


Dado Van Peteghem

dadovanpeteghem.com

“IF YOU WORK LIKE A ROBOT

A ROBOT WILL TAKE YOUR JOB”

GERD LEONARD



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FOR EVERY DOLLAR YOU INVEST IN TECHNOLOGY

INVEST 2 IN CHANGE 😉

3 things leaders need to do in the age of AI.

01

🐇 GO IN THE RABBIT HOLE

Do the work yourself. About 18 minutes a day.

02

🧭 SHAPE THE 45*

Set a direction without predicting the future.

03

🌱 TAKE THE FEAR AWAY

Pessimism won't get a team that wants to win.

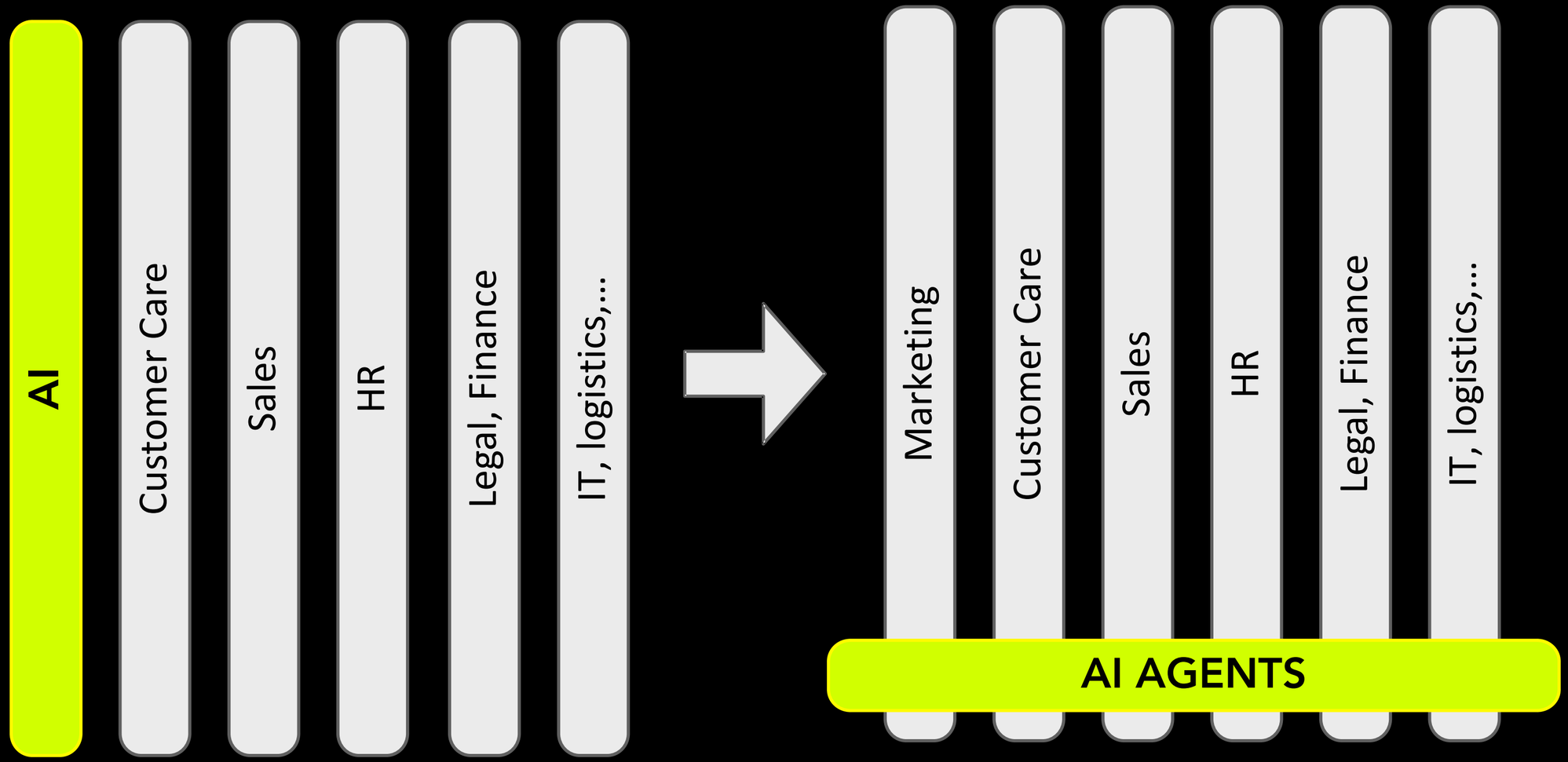
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3

HAVE 1 KILLER USECASE

PER DEPARTMENT

AI IS A GENERAL PURPOSE TECHNOLOGY



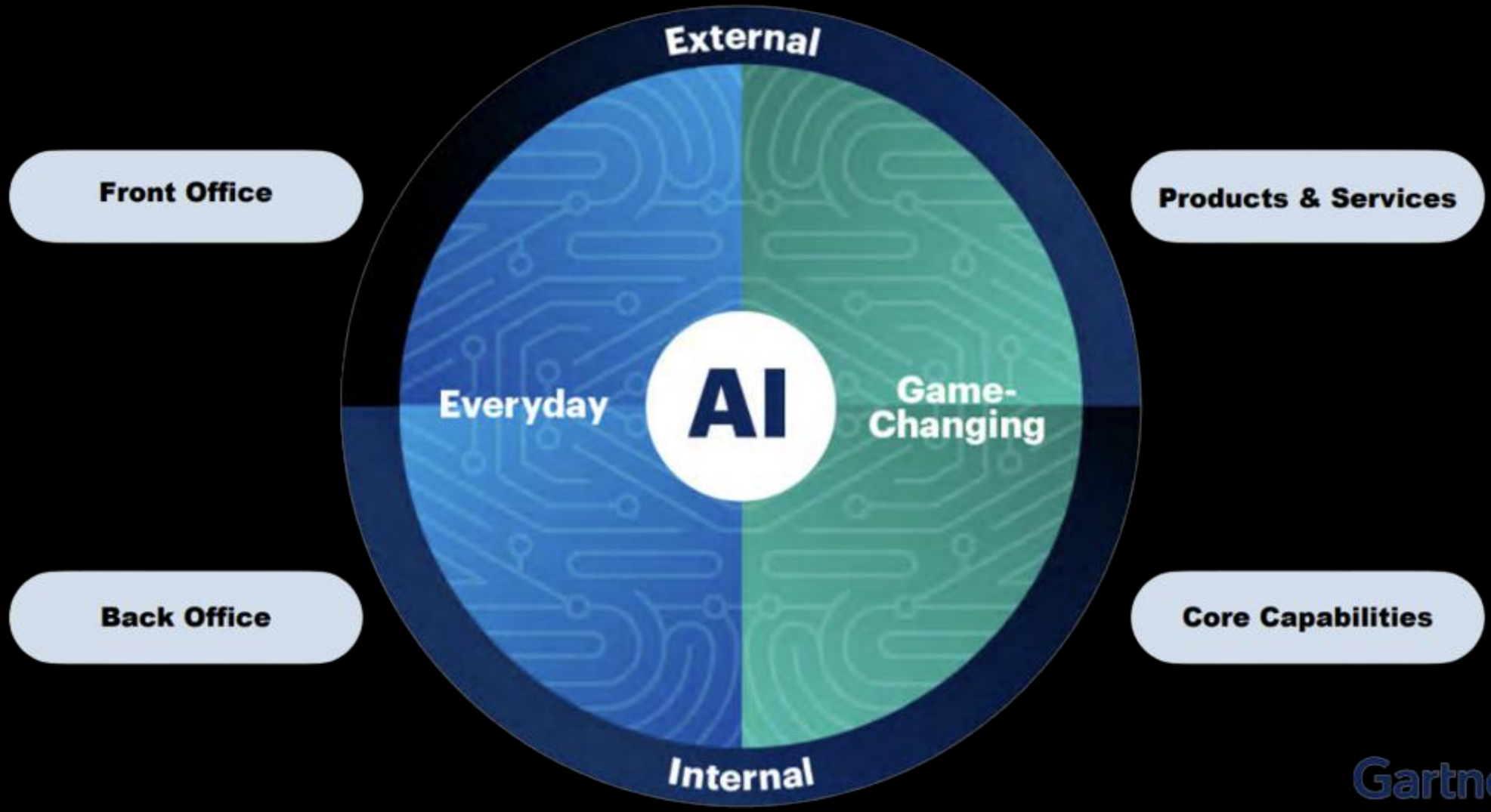
AI playday

1 USECASE





/ AI DEPLOYMENT AREAS



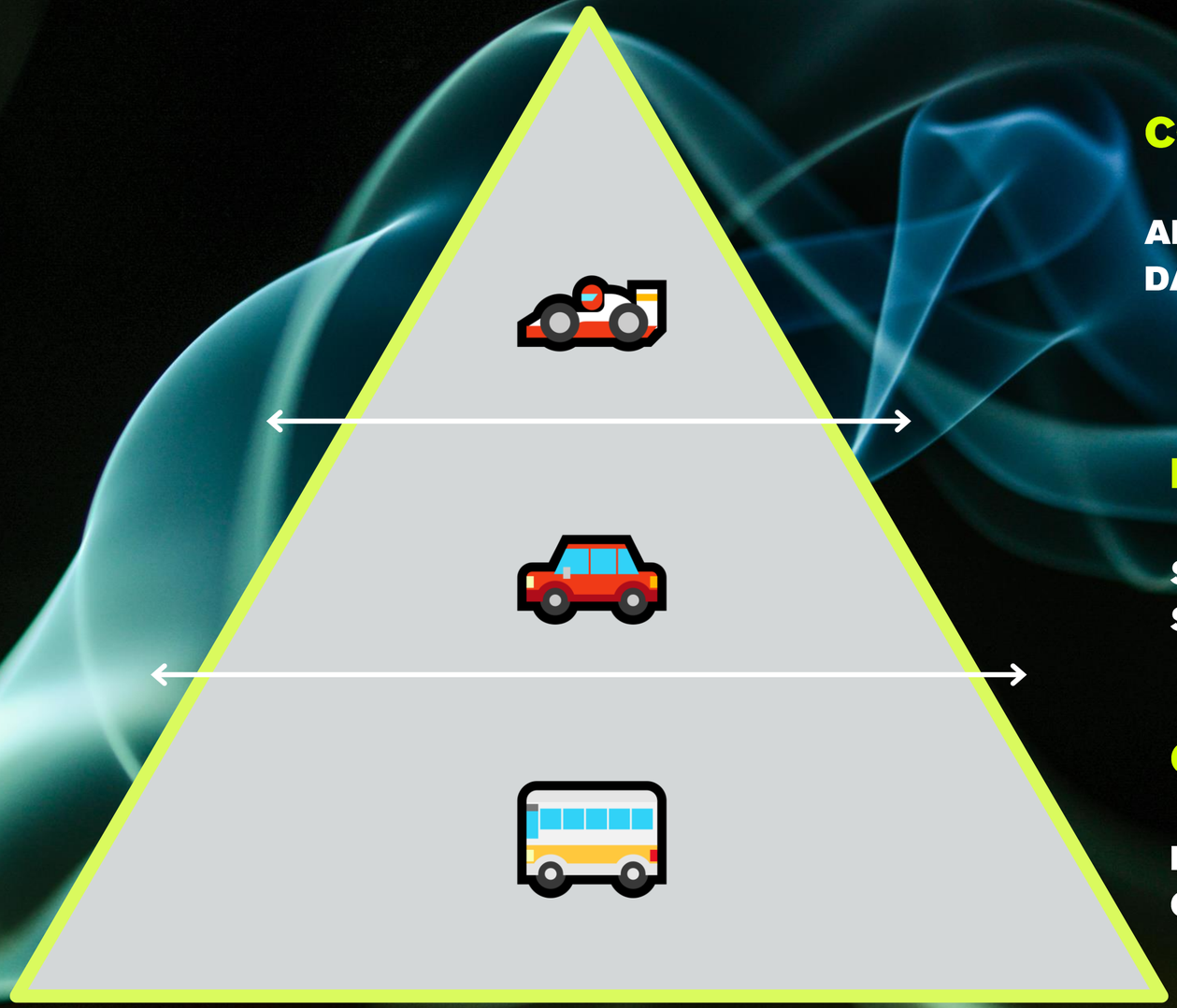
Gartner.

/ 3 LEVELS OF AI INTEGRATION

LEVEL 3:
CUSTOM

LEVEL 2:
NARROW

LEVEL 1:
GENERIC



COMPETITIVE AI

AI MODELS ON PROPRIETARY DATA & PROCESSES,...

NARROW AI

SALES, MARKETING, CUSTOMER SERVICE, HR, LEGAL, FINANCE, IT,...

GENERAL AI

EXAMPLE: CHATGPT, COPILOT, GOOGLE GEMINI, CUSTOM GPTS...

1 PERCENT OF COMPANY DATA IS BEING LEVERAGED BY AI


AI Agents
Enterprise

4

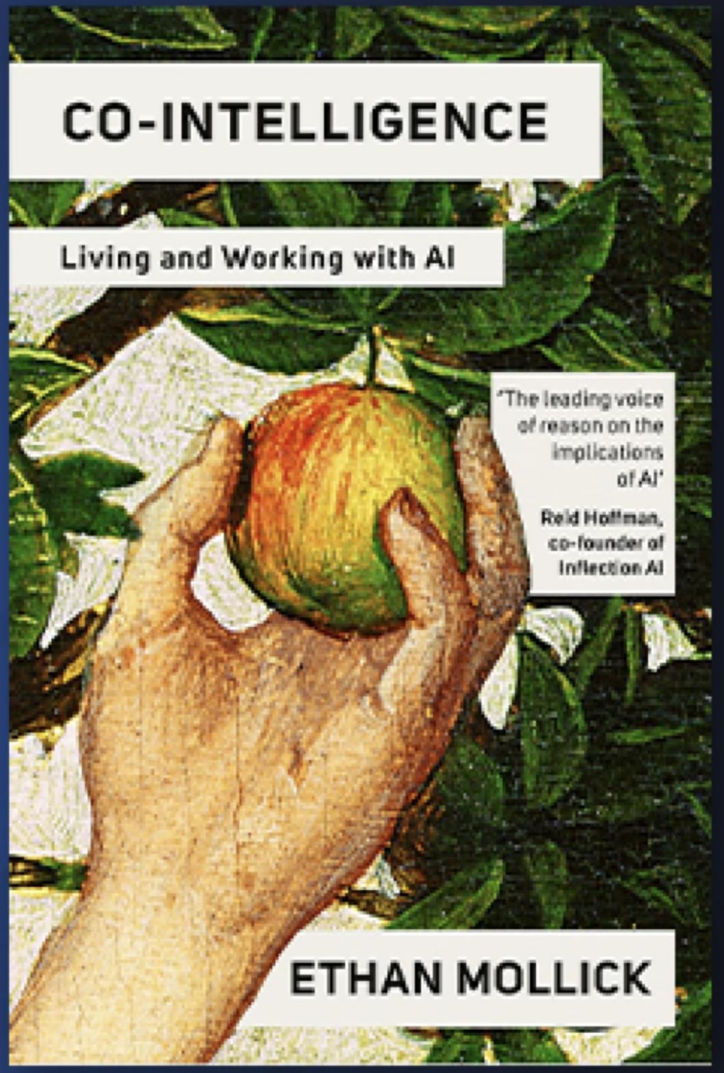
AI-GOVERNANCE

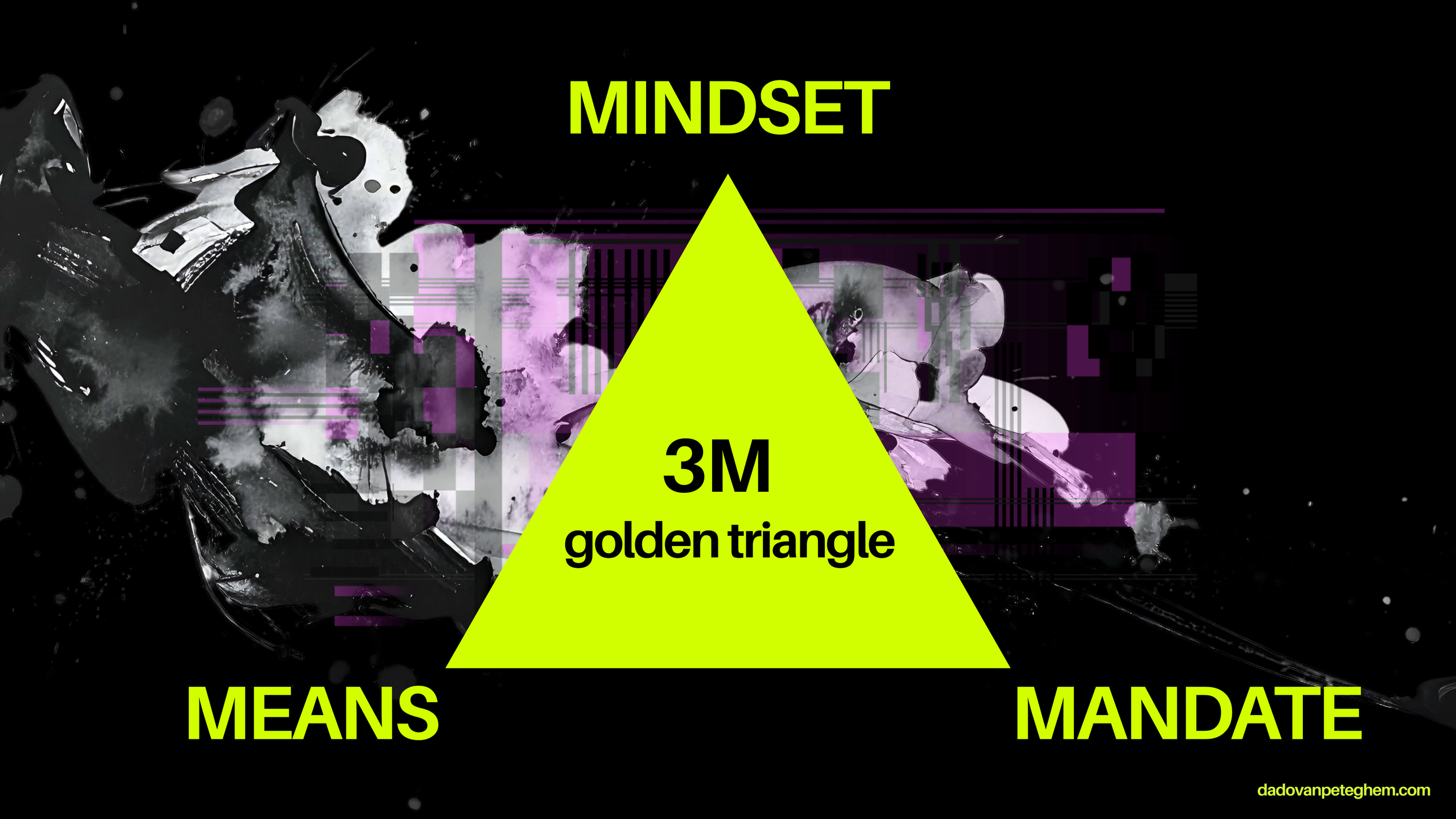
SET UP A MODEL IN MOTION


MOTION >
STRATEGY

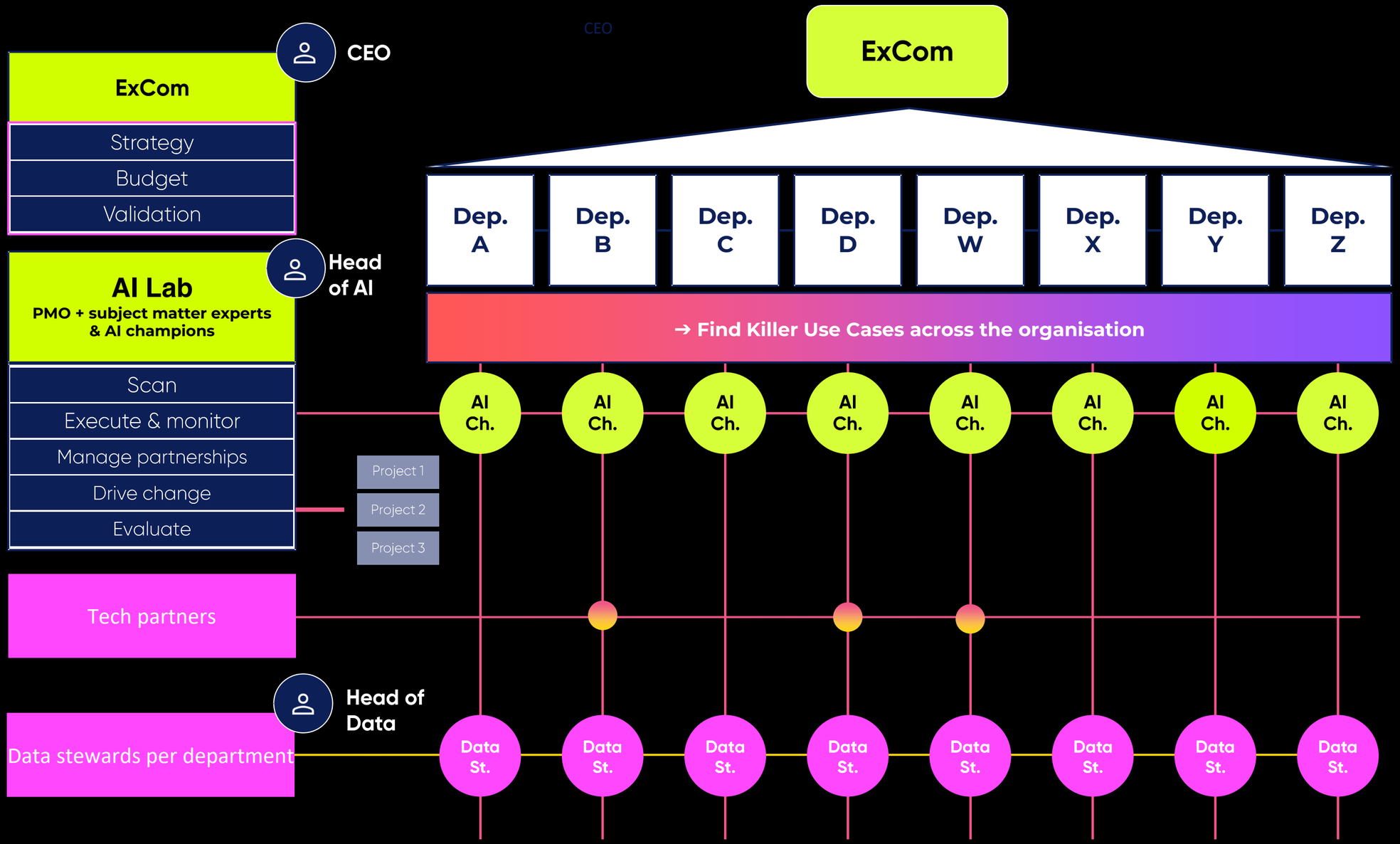
“ALWAYS GIVE AI A SEAT AT THE TABLE”






MINDSET
3M
golden triangle
MEANS
MANDATE

AI Strategy Governance Model: roles & responsibilities





Define your ROI for AI investments

INDIRECT COST SAVINGS

JOB OPTIMIZATION
TIME SAVINGS

DIRECT COST SAVINGS

HEADCOUNT REDUCTION
3RD PARTY REDUCTION

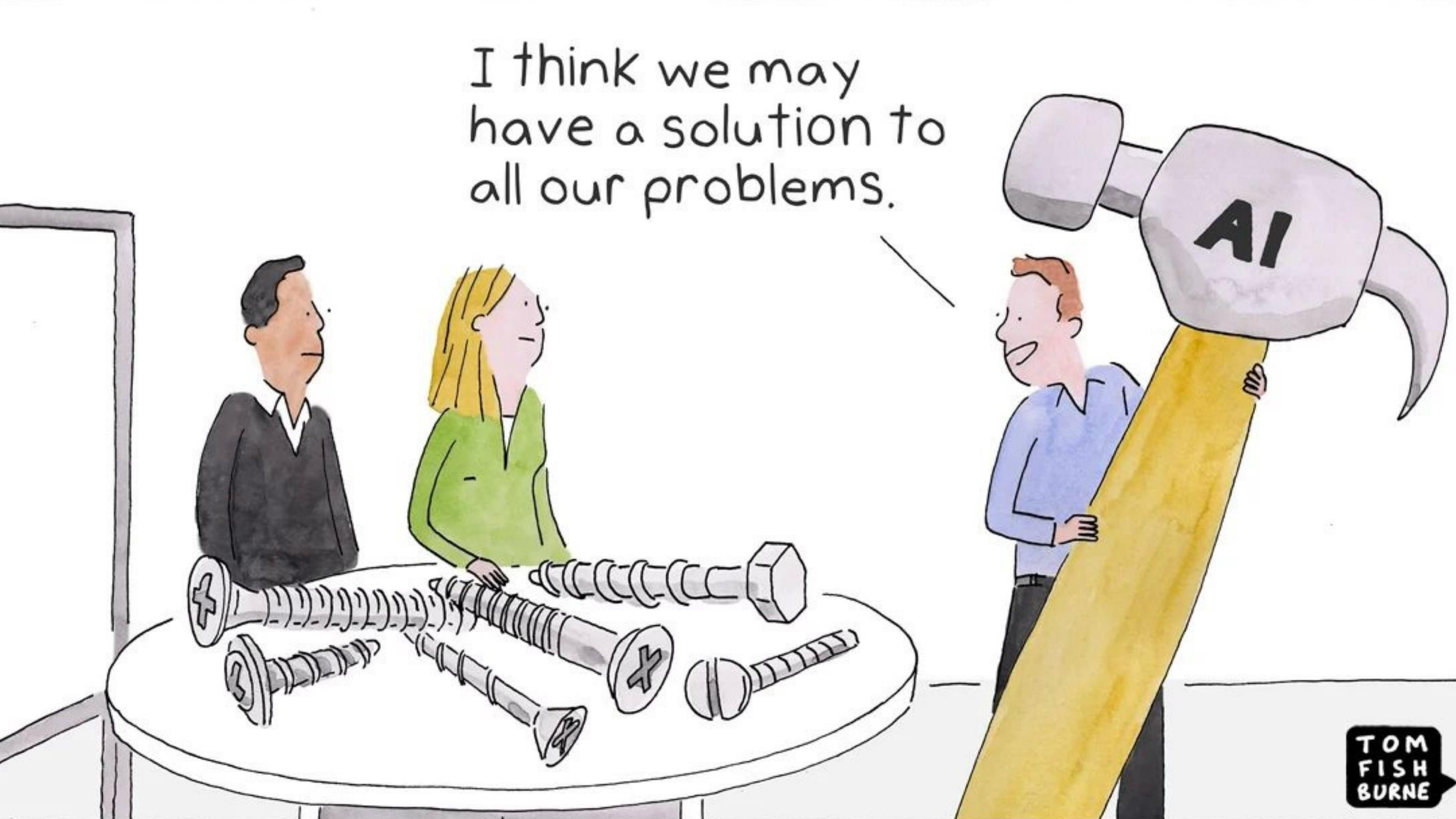
INCREMENTAL MARGIN

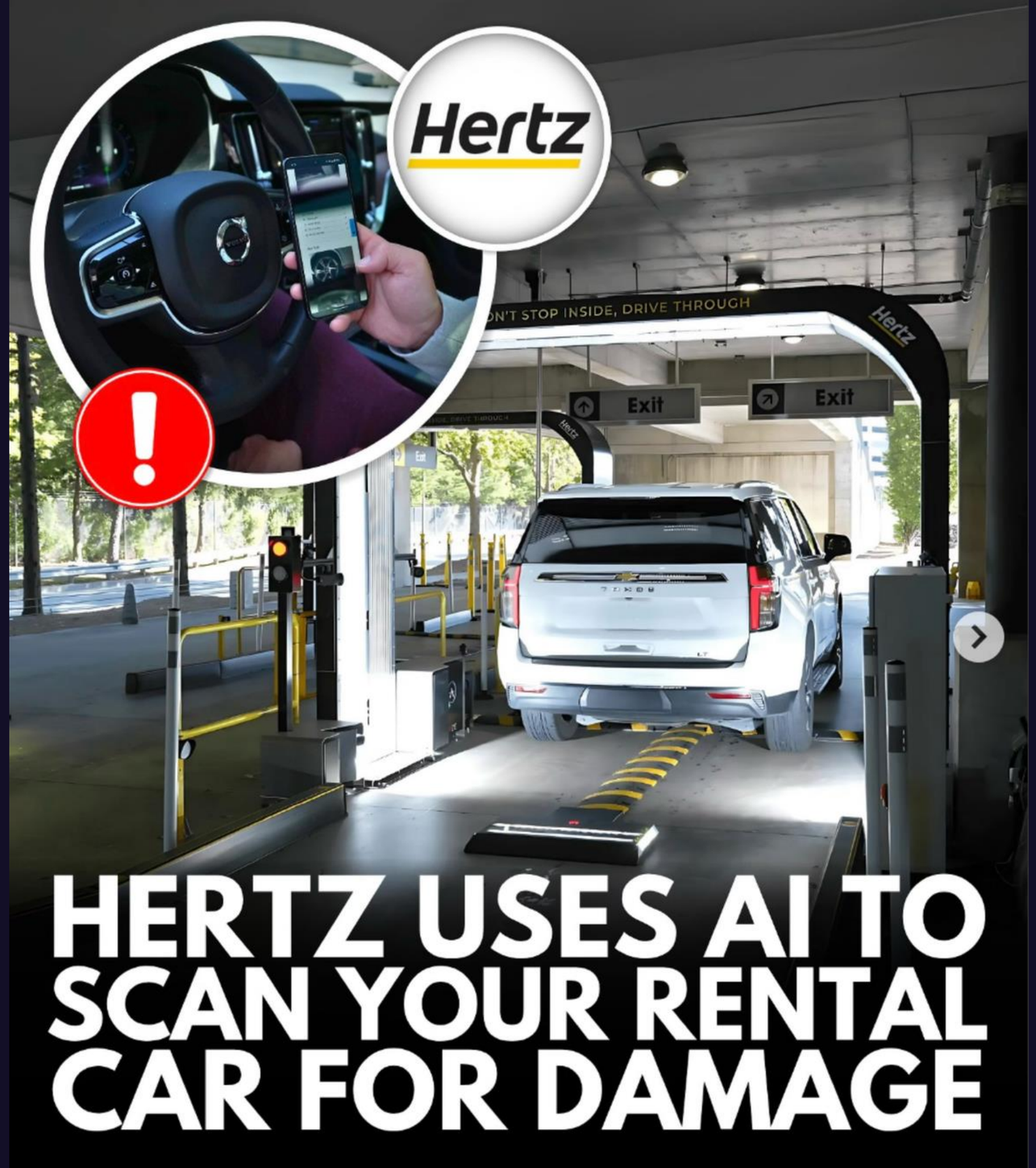
NEW PRODUCTS, SERVICES
NEW BUSINESS MODELS

5

DEFINE WHAT (NOT) TO AUTOMATE ?

COMBINING SCALE & SOUL


I think we may have a solution to all our problems.
AI
TOM FISH BURNE



dadovanpeteghem.com

FIND THE BALANCE BETWEEN
HIGH TECH & HIGH TOUCH



dadovanpeteghem.com

SCALE





SOUL

dadovanpeteghem.com


VINYL RECORDS
dadovanpeteghem.com

DISPOSABLE CAMERAS



dadovanpeteghem.com

How can we create

MAGIC



dadovanpeteghem.com

TOUCHES OF SOUL



Authenticity

"This is real"

Passion

"This is done with real effort."

Personalization

"This was really done for me"

Vibe

"This really feels good"

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ernments of Khyber Pakhtunkhwa and Balochistan to achieve a $200 million target in meat exports to Malaysia.

The directive came during the third meeting to formalise Pakistan's meat exports to the Malaysian market, attended by Food Security Minister Tanvir Hussain and SAPM Haroon Akhtar Khan.

An official statement said the minister emphasised strengthening the meat export sector and ensuring competitive pricing. He also instructed the formation of a working group to submit a final report within a week, with input from provincial governments and private-sector participants.

The committee reviewed strategies for buffalo and cow meat exports, focusing on supply chain logistics, cost competitiveness, and quality standards. Discussions covered CNF (Cost & Freight) pricing, a comparative analysis with Indian exports, and measures to maintain Pakistan's edge while meeting Malaysian market requirements.

Officials highlighted the importance of selecting buffaloes aged 14-18 months to address challenges such as price fluctuations, incentives for exporters, and operational efficiency improvements at farms and slaughterhouses.

The committee recommended fostering long-term cooperation with Malaysia through a mix of government support and active private-sector engagement.

COMMERCE Minister Jam Kamal has urged KP and Balochistan authorities to streamline efforts for $200m meat exports to Malaysia.—Dawn/file

Auto sales rev up in October

Car, van, pickup and SUV sales surge 32pc year-on-year

By Aamir Shafaat Khan

KARACHI: Pakistan's automotive market showed strong growth in October, with sales of cars, vans, pickups and sport utility vehicles (SUVs) rising to 17,333 units, marking a 32 per cent year-on-year (YoY) increase and a modest 1pc month-on-month (MoM) rise.

According to Myesha Sohail of Topline Securities, the YoY growth reflects a stabilising macroeconomic environment, introduction of new variants, lower interest rates, easing inflation, and improving consumer sentiment.

MoM sales remained largely unchanged, mainly due to an 18pc decline in Pakistan Suzuki Motor Company (PSMC) volumes amid a company-wide reset. The discontinuation of models such as Ravi, Bolan, Every VX, and Wagon R led to MoM declines of 17pc, 84pc, and 28pc in Swift, Ravi, and Every, respectively. Bolan, meanwhile, has seen no sales since May 2025.

Cumulative sales in the first four months of FY26 rose 46pc to 59,600 units, compared to 40,693 units in the same period last year.

Indus Motor Company (IMC) posted the highest MoM growth, with sales climbing 44pc to 4,529 units. Corolla, Yaris, and Cross models collectively rose 41pc MoM and 78pc YoY to 3,742 units, while Fortuner and IMVs jumped 58pc MoM and 83pc YoY to 787 units. IMC's four-month sales stood at 14,418 units, 66pc YoY.

Hyundai Nishat reported the highe YoY growth among automakers, risi 82pc to 1,086 units in October, led robust demand for Tucson and Elant models. MoM sales, however, fell eig per cent. Total sales in July-Oc FY26 reached 4,698 units, up 81 pe YoY.

Honda Atlas Cars Limited (H recorded a 72pc YoY and 13pc increase in October, with City and models driving growth to 2,247 un 4MFY26, HACL sales surged 54 pe to 7,487 units.

PSMC saw its October sales dro MoM to 7,403 units, primarily declines in Swift, Ravi, and Ever sales increased slightly by 1p 4MFY26, total Pak Suzuki sale 33pc YoY to 27,234 units.

Two- and three-wheeler sales surge

Sales of two- and three-wh increased 20pc YoY and 4pc MoM, ing 165,500 units in October, near four-year high. In 4MFY26, total climbed 30pc YoY to 597,000 units. Honda Limited (AHL) set a new re selling 140,178 CD70 motorcycl October, surpassing its September record.

Tractor sales jumped 67pc YoY 265pc MoM to 2,886 units in Oc boosted by the Punjab Green T Scheme. However, 4MFY26 sale 15pc to 5,867 units.

Truck and bus sales surged 118p in October, though they dipped per cent MoM to 766 units. In th four months of FY26, sales had 106pc to 2,630 units.

Outlook for FY26

Myesha Sohail expects the positive momentum in Pakistan's auto sector to continue in FY26, driven by lower inter- across conventional, hybrid, and plug-in hybrid engines.

If you want, I can also create an even snappier "front-page style" version with punchy one-line stats and a bold, info-graphic-ready layout — perfect for maximum reader impact. Do you want me to do that next?

By Fatima S. Attarwala

KARACHI: Pakistan can achieve a growth rate of 3.5 to 4 per cent if inflation remains under control and the central bank continues to ease interest

units, 58pc MG's ts, ghe isi d ant eig continue in FY26, driven by lower inter- across conventional, hybrid, and plug-in hybrid engines.

If you want, I can also create an even snappier "front-page style" version with punchy one-line stats and a bold, info-graphic-ready layout — perfect for maximum reader impact. Do you want me to do that next?

SBP back market in

KARACHI: State Bank Jameel Ahmed on Tuesd tion to tackle today's ec lenges, saying no country He highlighted regional c key driver of sustainable g

Mr Ahmed delivered th ural International Capit hosted by the Securities

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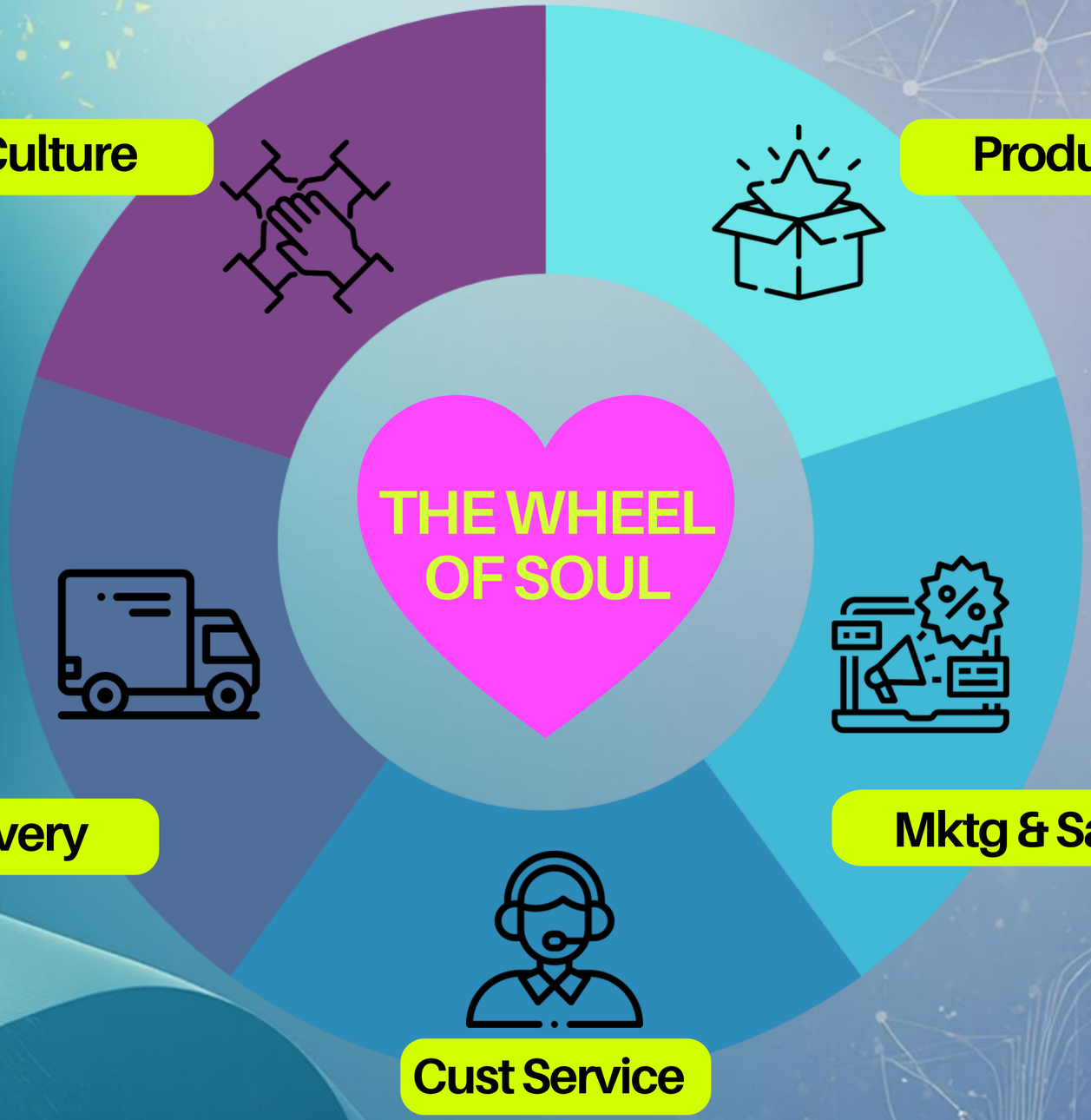
TOS

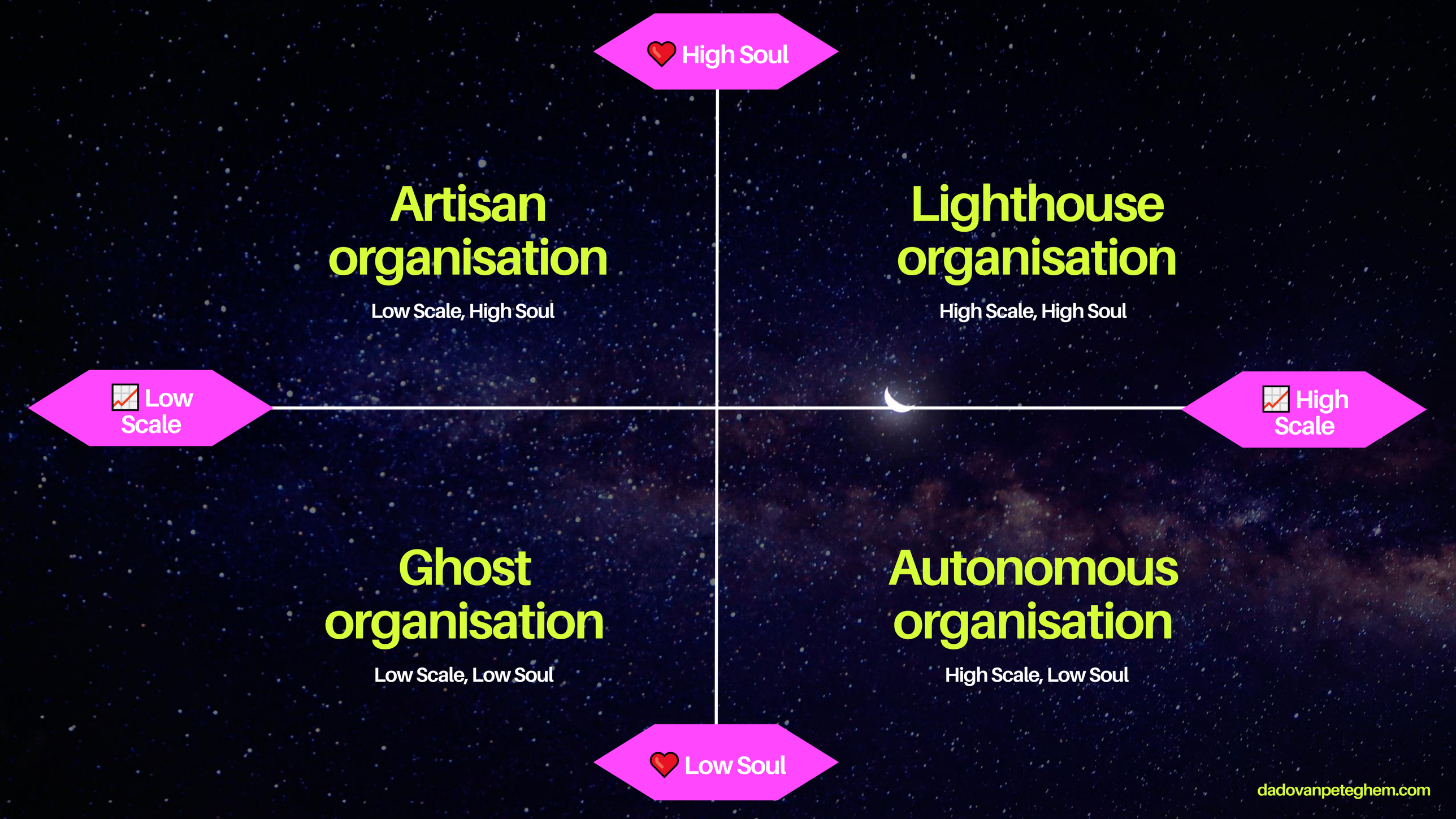
TOUCHES OF SOUL



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FIVE DRIVERS OF SOUL




High Soul
Artisan organisation
Low Scale, High Soul
Lighthouse organisation
High Scale, High Soul
Low Scale
High Scale
Ghost organisation
Low Scale, Low Soul
Autonomous organisation
High Scale, Low Soul
Low Soul
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SCALE x SOUL

IMPACT^2

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MEGA SCALE &
MEGA SOUL

6 7

RINSE & REPEAT

DON’T SIT STILL 😉

5 STEPS PLAN TO EMBED AI

/1 18 MIN/DAY USING AI

/2 INVEST IN CHANGE

/3 DEFINE 1 KILLER USE CASE

/4 BUILD A MODEL IN MOTION

/5 YOU CAN BE THE SOUL 💔

THANK YOU .

Contact me | Socials | Slides

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