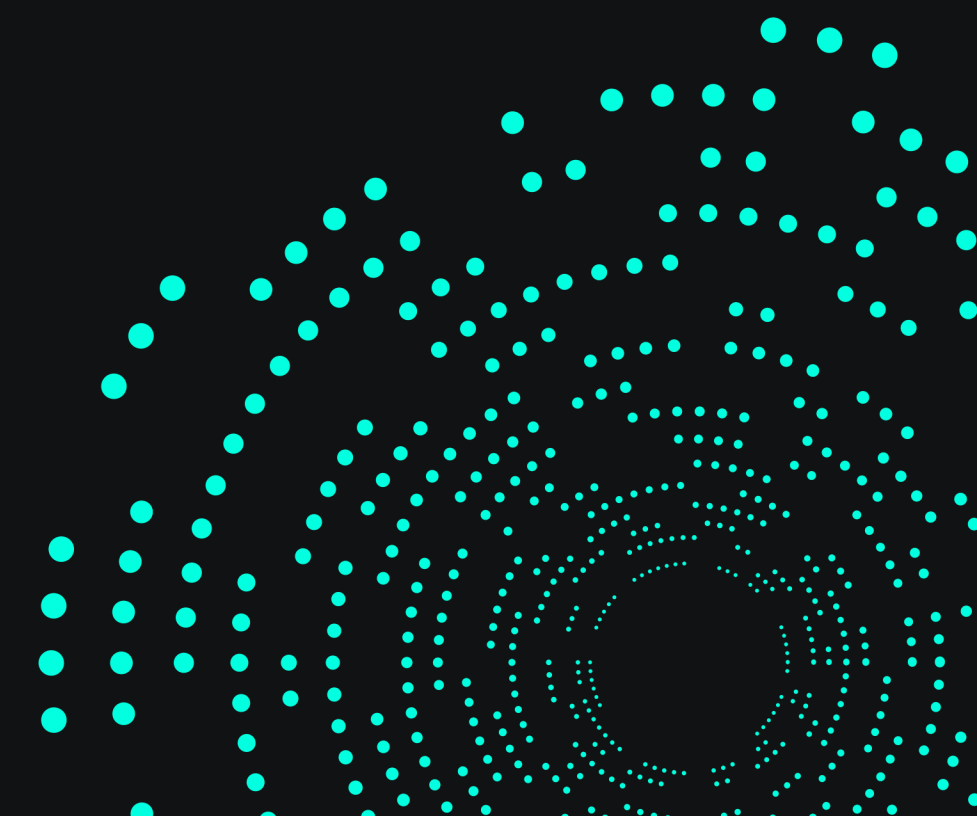


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# THE AI HUMACHINE INTERFACE WARS





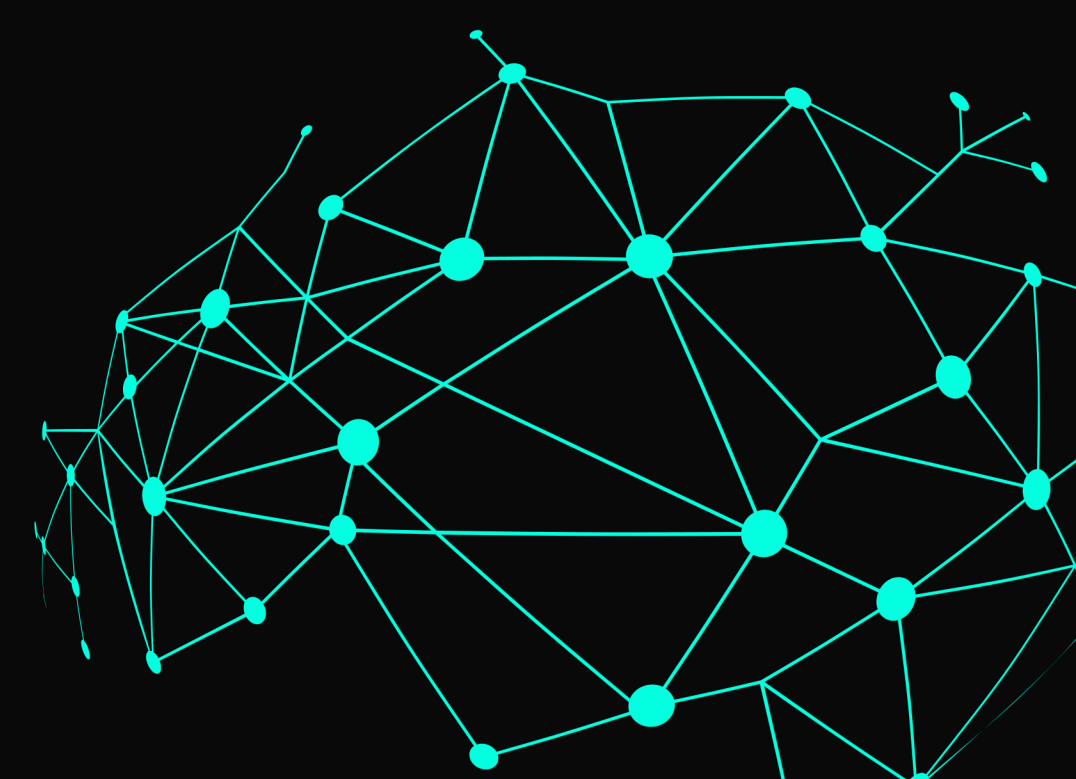
*Presented By*

Namisha Mehta

Rohit Raju

Sahithi Venkatesan

Varun Bagrodia



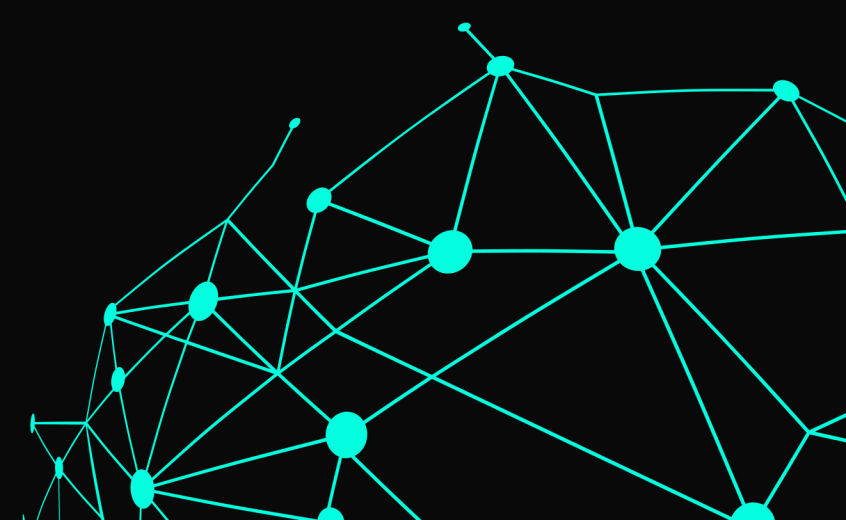


# EXECUTIVE SUMMARY

- HUMANE'S AI PIN USHERS IN A NEW ERA OF CONTEXTUAL COMPUTING
  - STEEPING INTO THE FUTURE: SOCIETAL AND POLITICAL FACTORS SHAPE AI PIN'S FUTURE
  - ADOPTION RATES ACROSS DEMOGRAPHICS AND DATA PRIVACY CONCERNS DETERMINE THE FUTURE OF HUMANE.AI
  - NUMEROUS PLAYERS CHALLENGE HUMANE.AI'S APPROACH TO CONTEXTUAL COMPUTING.
  - ADOPTING DEMOGRAPHICS AND EXPANDING TO NEW MARKETS WILL POSITION HUMANE AI TO THRIVE IN THE RAPIDLY EVOLVING WORLD OF CONTEXTUAL COMPUTING
  - AN ADAPTIVE STRATEGY WOULD STEER HUMANE AI TOWARDS SUCCESS IN AN EVOLVING TECH SEASCAPE
  - A CLOSER LOOK AT CURRENT BUSINESS LANDSCAPE OF HUMANE'S AI PIN TO SHAPE FUTURE STRATEGIES
  - CRITICAL ROLE OF FINDING THE RIGHT MARKET, INVESTMENT IN R&D, AND EXPANDING PRODUCT OFFERINGS IN SHAPING HUMANE AI TO BECOME AI OF THE FUTURE
  - ENHANCING AI & COSMOS OS BY BUILDING A SECURE APP ECOSYSTEM FOR THE RIGHT TARGET MARKET SEGMENTS
  - UNLOCKING NEW POSSIBILITIES BY EXPLORING NICHE MARKETS AND BUILDING RESILIENCE THROUGH CONTINGENCY PLANS
  - STRATEGIC GROWTH THROUGH INNOVATION BY EXPANDING PRODUCT LINES, STRENGTHENING PRIVACY MEASURES, AND FORGING INDUSTRY PARTNERSHIPS
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# HUMANE'S AI PIN USHERS IN A NEW ERA OF CONTEXTUAL COMPUTING

- Founded by former Apple engineers to pioneer "contextual computing" through ambient, unobtrusive AI
  - Their inaugural product is the \$699 AI Pin, a screenless wearable device that serves as a voice-controlled personal assistant
  - Launched in November 2023 to redefine human-computer interaction via voice control and sensing
  - Partners include Microsoft, SK Networks, Qualcomm, OpenAI, T-Mobile, and Tidal to enable features
  - Positioned as a phone without a screen, using projected laser interfaces on the palm to enable gesture interactions
  - Humane has garnered buy-in with \$100M in funding and partnerships with Microsoft, Qualcomm, OpenAI and more
- 



# STEERING INTO THE FUTURE: SOCIETAL AND POLITICAL FACTORS SHAPE AI PIN'S FUTURE

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- **Adoption Rate of AI Pin across different demographic segments**
- Shift In consumer preferences
- Awareness of Health Risks from Wearable Tech

T

- Enhanced R&D Capabilities for Integrating Hardware and Software in the technological seascape
- Utilizing AI to Enhance Operational Efficiency
- Improved AI Assistants for Human Communication

E

- Environmental impact of hardware, including its carbon footprint and e-waste implications
- Potential increase in energy footprint attributed to the escalating demands for computing power and data usage

E

- Uncertainty surrounding the affordability of a \$24 monthly subscription or a \$699 one-time purchase
- Integration of the product into existing ecosystems and its compatibility with various devices or platforms

P

- Impact of geopolitical safety laws on product manufacturing, distribution, and compliance with international safety standards
- **Effect on data privacy regulations and compliance requirements on product development and implementation**

# ADOPTION RATE ACROSS DEMOGRAPHICS AND DATA PRIVACY CONCERNS DETERMINE THE FUTURE OF HUMANE.AI

Increase in adoption rate of AI pin

## Privacy Rules Shackle Promising AI Pin Prospects

Regulators intervene with new laws to solve privacy issues as the AI Pin gains recognition. Strict restrictions put in place on the collection of data and the development of AI. Humane finds it difficult to expand the AI Pin's functionality and generate new revenue sources with the little user data available. They look for alliances that adhere to the stringent new guidelines. Even though people adore the AI Pin, Humane struggles to fully showcase its potential.

## Riding the Wave: Humane's Market Momentum

Humane's entry to a open market for spatial and contextual computing. Users swiftly use it for productivity and enjoyment, which propels the rapid advancement of AI and privacy features. Humane strengthens itself in the changing technology landscape thanks to its first mover advantage and the expanding ecosystem surrounding it.

Restrictive policies regarding data privacy

Supportive policies regarding data privacy

## Humane's Resilience to Regulatory Resistance

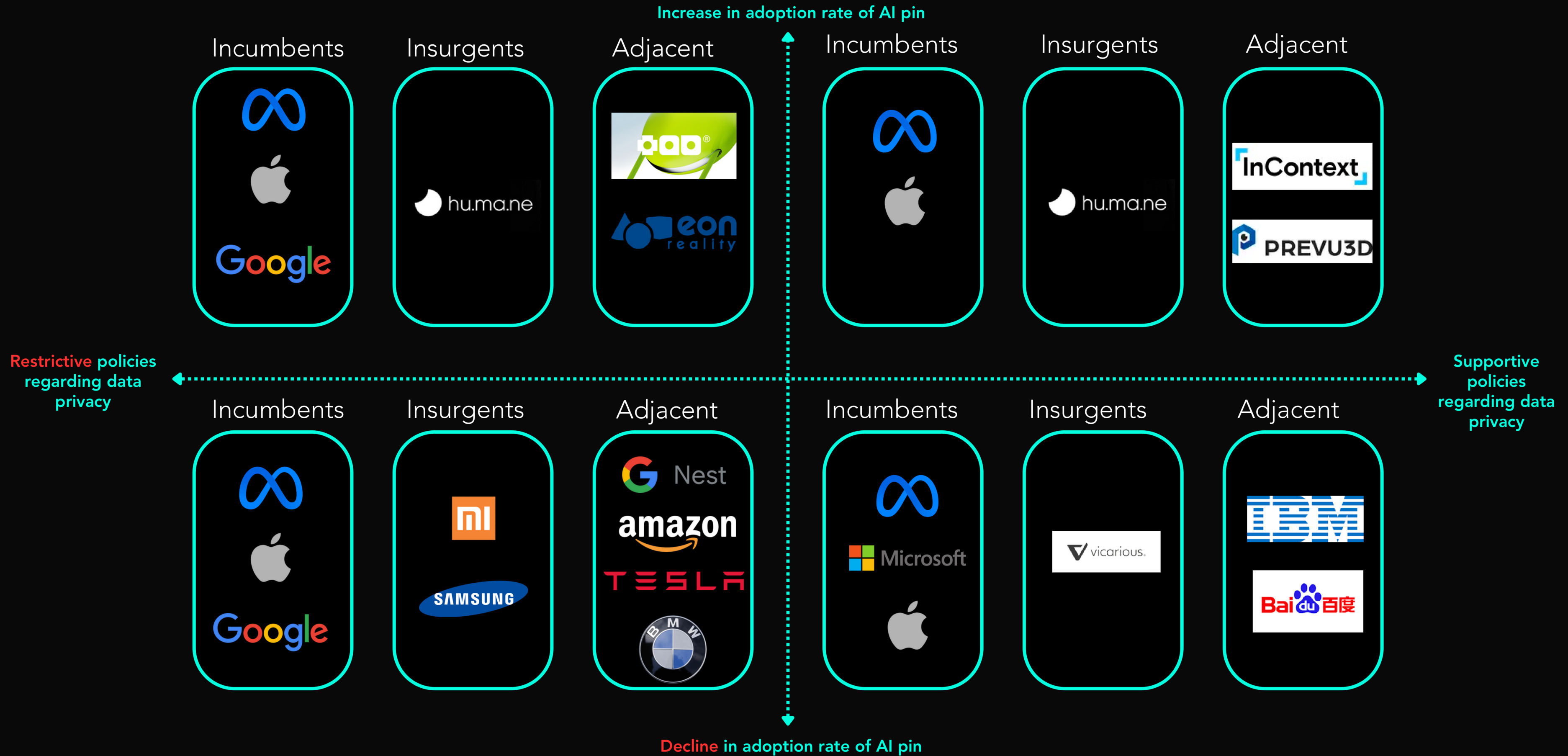
Humane confronts contradictions as consumers refuse contextual computing and authorities limit information collection. Humane finds it difficult to enhance AI skills due to a lack of user data, which limits the potential of contextual computing. In the new space of spatial computing, rivals like Apple and Google take up more than 50% of the market which forces humane to change to less regulated sectors and areas where new technologies are more welcome.

## Enterprise Embrace for Humane's AI pin

Contextual computing is viewed with skepticism, which hinders the sales of AI pins and people believe that existing devices suffice. Supportive regulations, however, enable Humane to collect information and create to quickly enhance specialized industrial applications. Supportive legislation encourages the creation of specialized AI Pin apps, notwithstanding the unsatisfactory reception from consumers.

Decline in adoption rate of AI pin

# NUMEROUS PLAYERS CHALLENGE HUMANE.AI'S APPROACH TO CONTEXTUAL COMPUTING



# ADOPTING DEMOGRAPHICS AND EXPANDING TO NEW MARKETS WILL POSITION HUMANE AI TO THRIVE IN THE RAPIDLY EVOLVING WORLD OF CONTEXTUAL COMPUTING

## Drivers

- Adoption Rate of Humane AI Pin
- Regulations regarding Data Privacy
- R&D abilities of how Humane AI can combine hardware and software in the evolving technological landscape
- Usage of AI to improve operational efficiency

## Opportunities

- Become a pioneer in contextual computing technologies wearables.
- Build a product ecosystem to replace mobile phones.
- Establish key partnerships across enterprises/market segments

## Threats

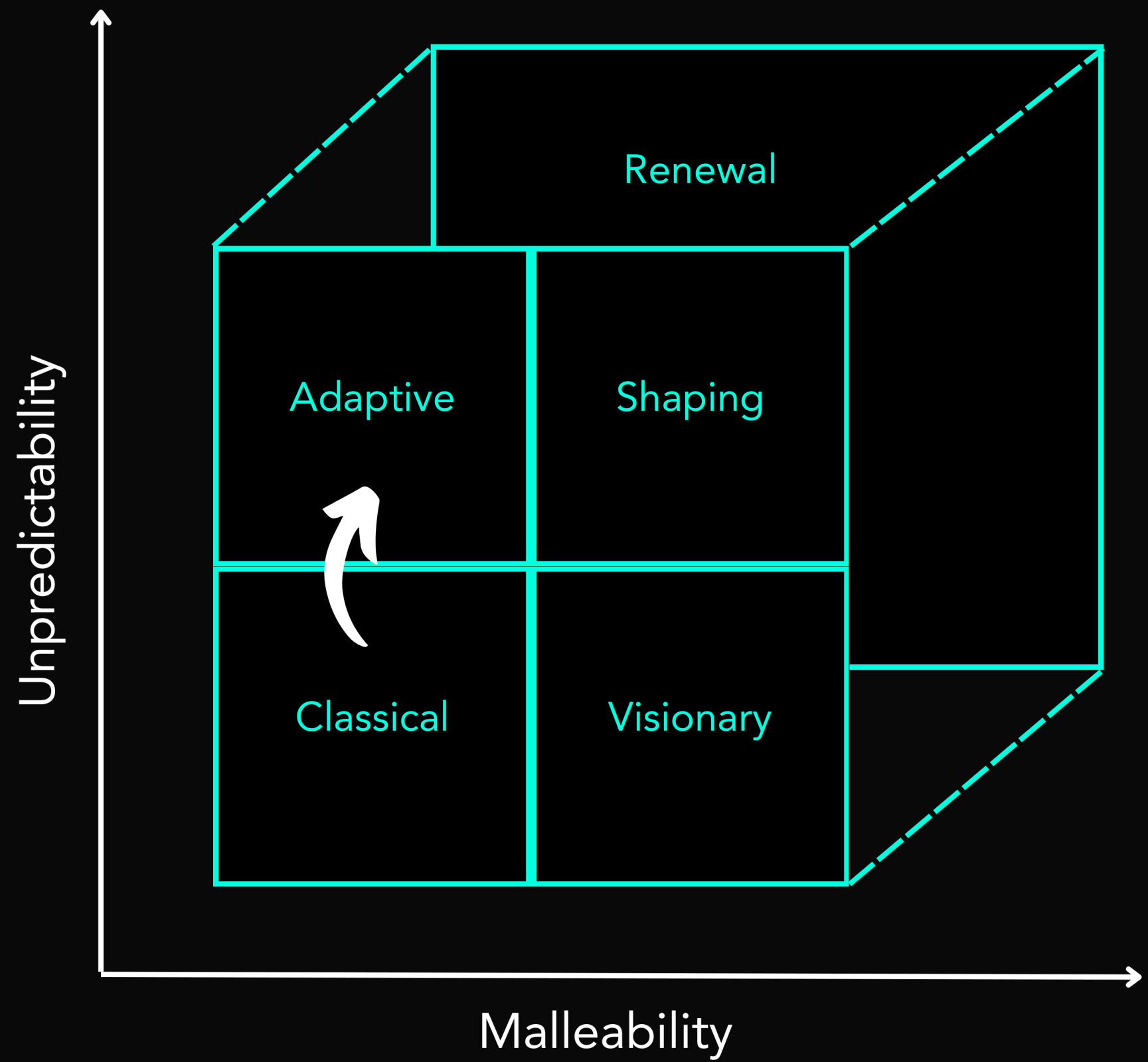
- Restrictive policies on data privacy.
- Competition from spatial computing technology wearables.
- Dependency on contract manufacturers for resources.
- Disruption in global market penetration due to geopolitical instability.

## Strategic Response

- Expanding and improving product offerings on basis on user feedback.
- Tap into niche industrial /enterprise applications.
- Investing in R&D to enhance product capabilities
- Implementing contingency plans to navigate potential disruptions.
- Localization strategy for key growth markets to mitigate geopolitical uncertainty.
- Incorporating robust compliance measures to enhance user data privacy



# AN ADAPTIVE STRATEGY WOULD STEER HUMANE AI TOWARDS SUCCESS IN AN EVOLVING TECH SEASCAPE

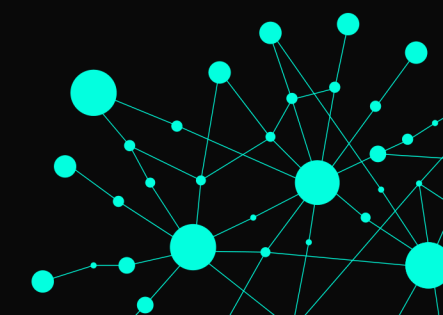


## The Classical Approach to Strategy

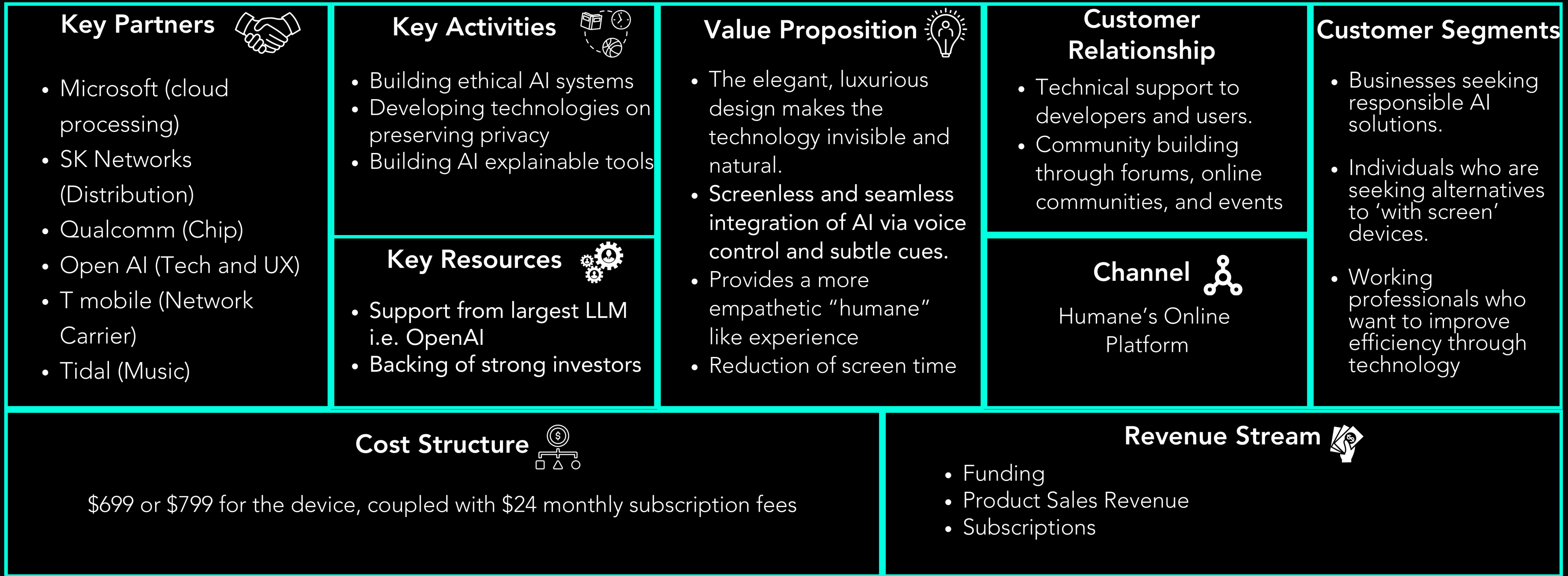
Humane's AI Pin, a product of meticulous planning and five years of development, embodies a traditional, linear approach. However, the recent debut of Apple's Vision Pro headset highlights the potential pitfalls of this strategy. While the founders' engineering expertise delivered a minimalist design and exceptional first product, their assumptions about customer adoption, technological advancements, and the competitive landscape in spatial computing may need to be re-evaluated.

## The Adaptive Approach to Strategy

Market disruption demands agility. To stay relevant, Humane needs a swift strategic shift. Experiment with developer partnerships, solicit user feedback on AI Pin applications and explore industry-specific opportunities. Striking a balance between standardization and customization fosters faster iteration. Ultimately, Humane's success hinges on embracing an adaptive strategy that prioritizes flexibility, experimentation, and long-term planning – a stark departure from their classical, linear approach – to thrive in the dynamic contextual computing landscape.

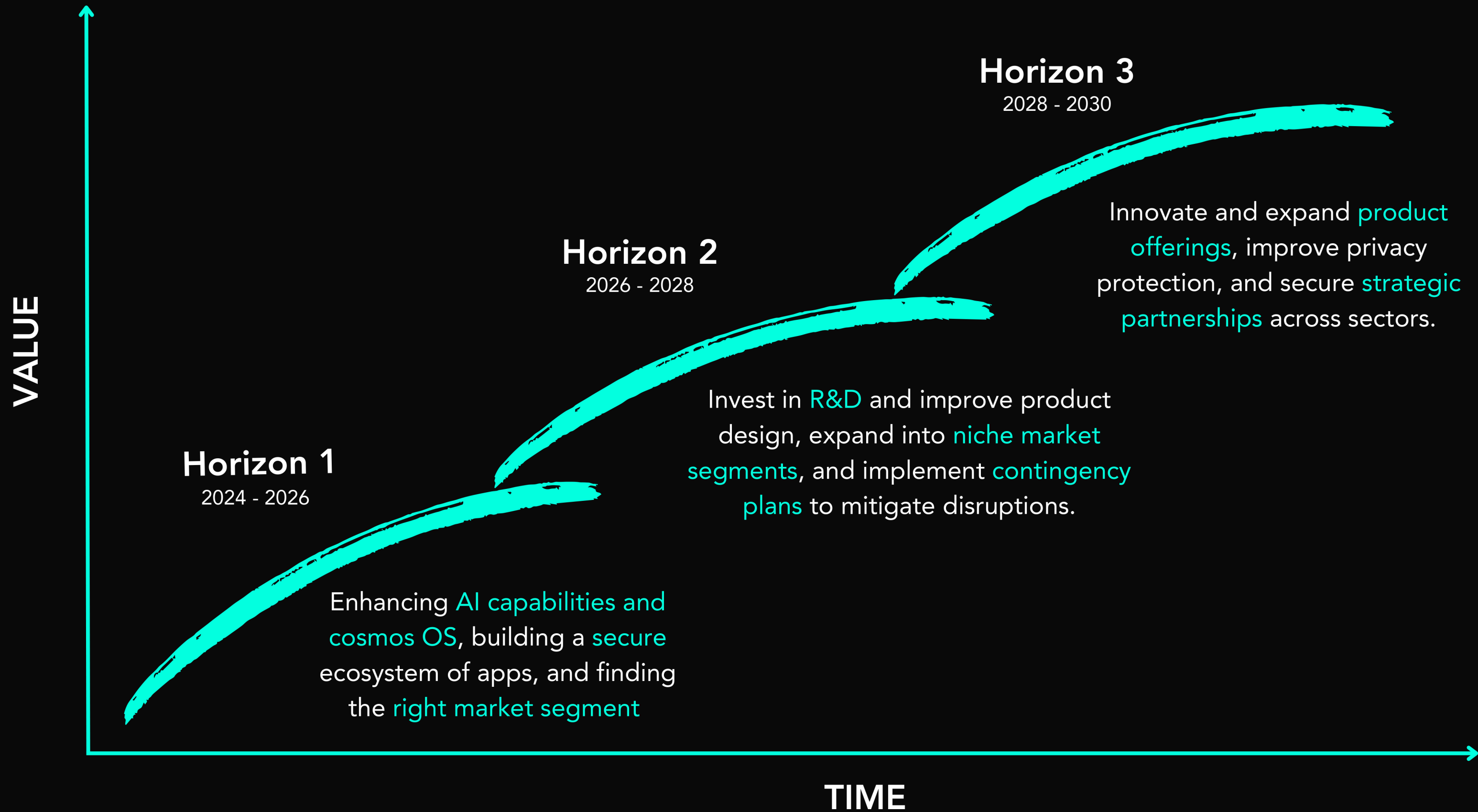


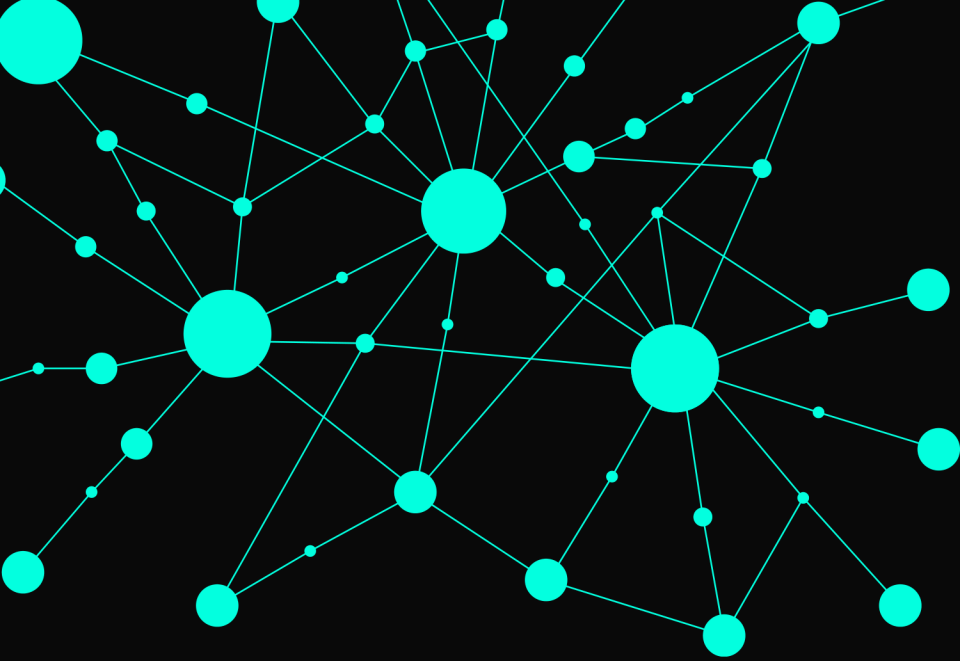
# A CLOSER LOOK AT CURRENT BUSINESS LANDSCAPE OF HUMANE'S AI PIN TO SHAPE FUTURE STRATEGIES





# CRITICAL ROLE OF FINDING THE RIGHT MARKET, INVESTMENT IN R&D AND EXPANDING PRODUCT OFFERINGS IN SHAPING HUMANE AI TO BECOME AI OF THE FUTURE





# Horizon - 1

2024-2026

# ENHANCING AI & COSMOS OS BY BUILDING A SECURE APP ECOSYSTEM FOR THE RIGHT TARGET MARKET SEGMENTS

## HOW

Humane.ai should focus on enhancing its AI capabilities and cosmos OS to go beyond entertainment and communication

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Humane.ai should focus on building a secure ecosystem of apps through developer partnerships and robust encryption protocols

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Humane.ai should focus on finding the right market segment through extensive market and user research

## WHY

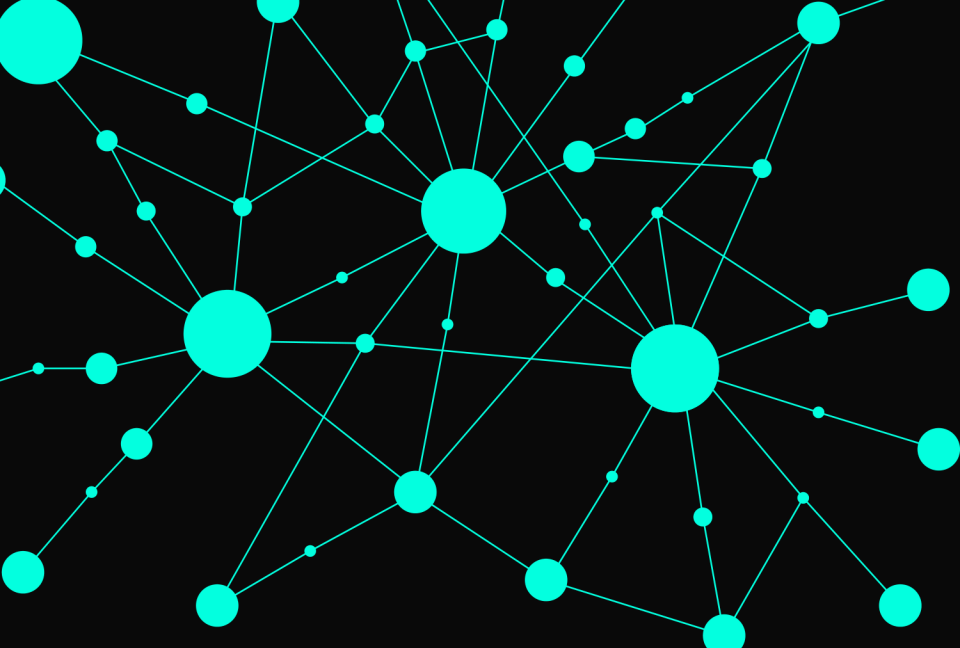
To gain a competitive edge and establish a strong presence in the contextual computing ecosystem

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To enhance user trust and experience and increase profit margins. This will help in capturing a greater market share

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To cater to user needs effectively and establish strategic partnerships for the future for continued adoption and retention.



# Horizon - 2

2026-2028

# UNLOCKING NEW POSSIBILITIES BY EXPLORING NICHE MARKETS AND BUILDING RESILIENCE THROUGH CONTINGENCY PLANS

## HOW

Humane.ai should create a world-class AI research lab hiring top talent in neural networks, contextual algorithms, reinforcement learning, and ethics from tech giants and leading program

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Humane.ai should deploy dedicated teams of specialized sales personnel and technical consultants to target industries with needs around hands-free computing

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Humane.ai should create alternative supply chain scenarios, identify secondary manufacturing locations and component sources, and qualify backups for high-risk suppliers

## WHY

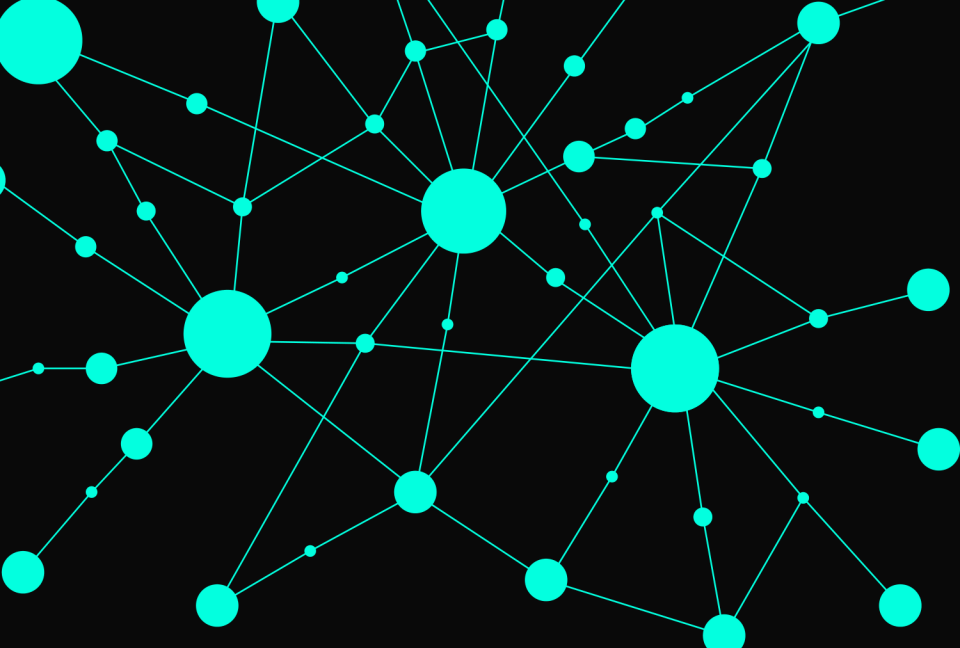
To accelerate innovation for advanced ambient devices, employ renowned expertise in contextual intelligence directly internally by removing external liaison delays

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To address the pain point of prohibited use of gadgets in production areas restricting worker communication and access, presenting hands-free alternatives

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To mitigate risk from macroeconomic tensions, diversify and incorporate redundancy across regions within the supply chain



# Horizon - 3

2028-2030



# STRATEGIC GROWTH THROUGH INNOVATION BY EXPANDING PRODUCT LINES, STRENGTHENING PRIVACY MEASURES, AND FORGING INDUSTRY PARTNERSHIPS

## HOW

Humane.ai should stay ahead of tech giants entering contextual computing through relentless innovation in order to retain leadership in this space we pioneered

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Humane.ai should initiate strategic partnerships to make them ubiquitous worldwide across various sectors via first-mover advantage and aid in expanding their ecosystem

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Humane.ai should utilize the opportunity to lead on ethics by enhancing privacy protection and responsible AI. It also counters rising regulatory threats that could restrict the business

## WHY

To allocate significant budget for R&D, hiring top talent in AR, VR and wearables to invent the next computing innovation and retain leadership

---

To make humane's platform indispensable worldwide by forging strategic partnerships via joint ventures with healthcare, manufacturing and other enterprises

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To ensure Humane's ethical brand identity is in line with its leadership in privacy and responsible AI. It mitigates regulatory risks and alliances with businesses that prioritize striking a balance between innovation and morality.

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- <https://www.businessinsider.com/apple-vision-pros-price-tag-accounts-for-5000-patents-2024-2>
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**Thank You!!**

