

# From Hype to Reinvention to Habit

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The Discipline to Unlock AI's Real Value



# AI WINTER

# AGE OF INTELLIGENCE

## Classical AI & ML

**1956**

AI coined at Dartmouth Workshop; early symbolic reasoning systems.

**1997**

IBM's Deep Blue defeats Kasparov at chess triggering the statistical learning era.

**2012**

AlexNet smashes ImageNet benchmark starting the deep learning revolution.

**2015**

OpenAI is Founded

**2016**

AlphaGo beats world Go champion

**2017**

'Attention Is All You Need' Google introduces the Transformer, the foundation of today's large language models.

## Foundational Models

**2019**

HuggingFace releases v1 of Transformers NLP library

**2020**

OpenAI trains GPT-3, which becomes the world's most sophisticated large language model

**2021**

The EU proposes the AI Act, first legislation regulating the use of AI based on risk

**2021**

Stanford researchers publish a paper coining the phrase "foundation models"

Image synthesis democratized with DALL-E 2 & Stable Diffusion.

**2022**

AI-generated art wins first place in the digital arts category at the Colorado State Fair's competition

## Generative AI Explosion

**2022**

DeepMind introduces Gato, a general-purpose agent foundation model

**2022**

OpenAI releases ChatGPT, a highly sophisticated chatbot reaching 100m users in <2 months

**2023**

GPT-4 unlocks multimodal reasoning and 100K-token context windows.

**2024**

Custom 'turbo' models and autonomous AI agents moving into production.

## Towards AGI and ASI

**2025**

DeepSeek-R1 model launched with significantly reduced training expenses

**2026\***

Tesla begins public production of AI humanoid robot Optimus

**2027\***

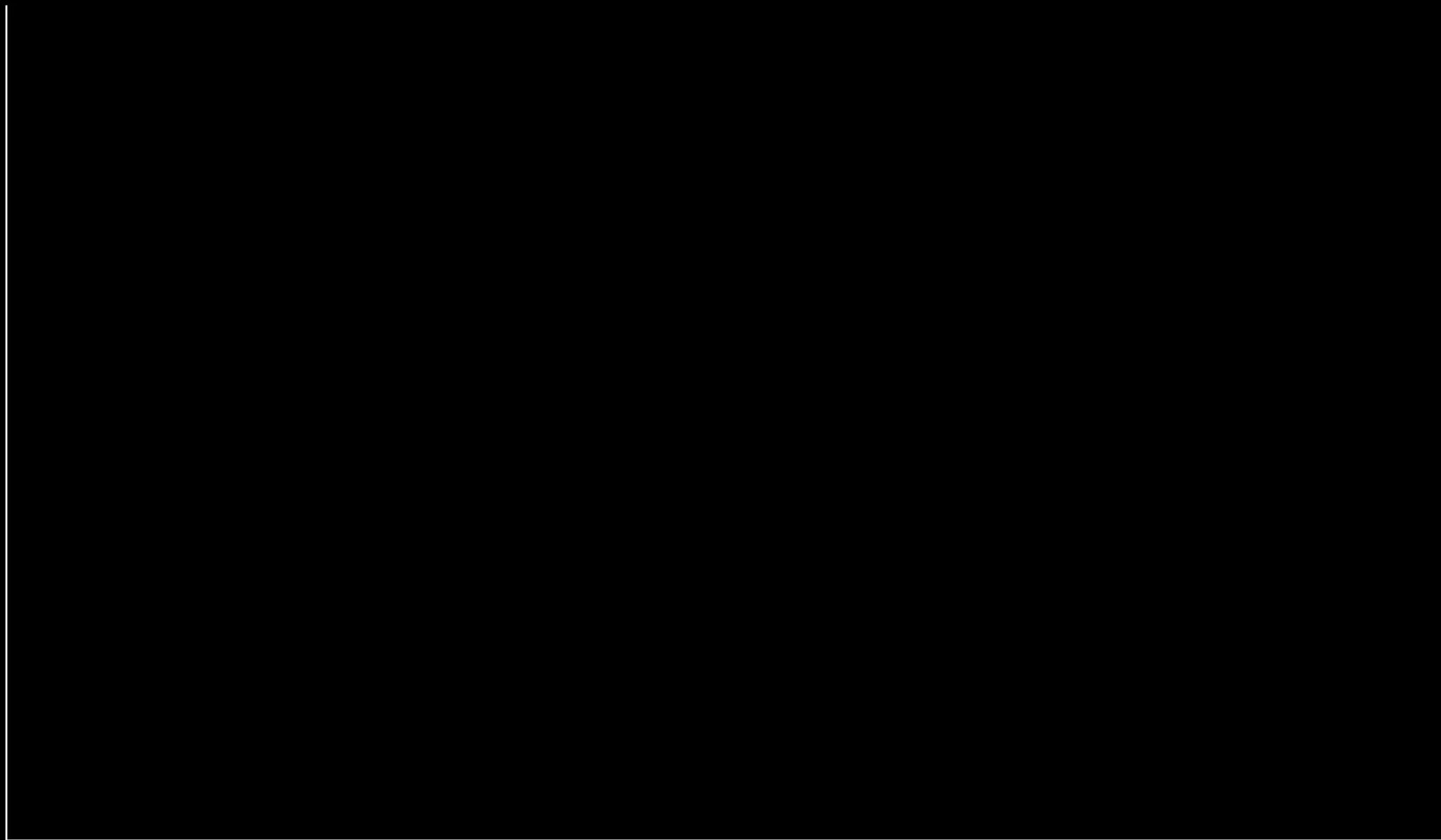
AI agents are integrated invisibly into most daily operations

**2027\***

Autonomous coding agents achieve record speeds and accuracy

**2030\***

AGI is imminent with Agents starting to surpass human performance in many research tasks



TIME

BREAKTHROUGH

PLATEAU

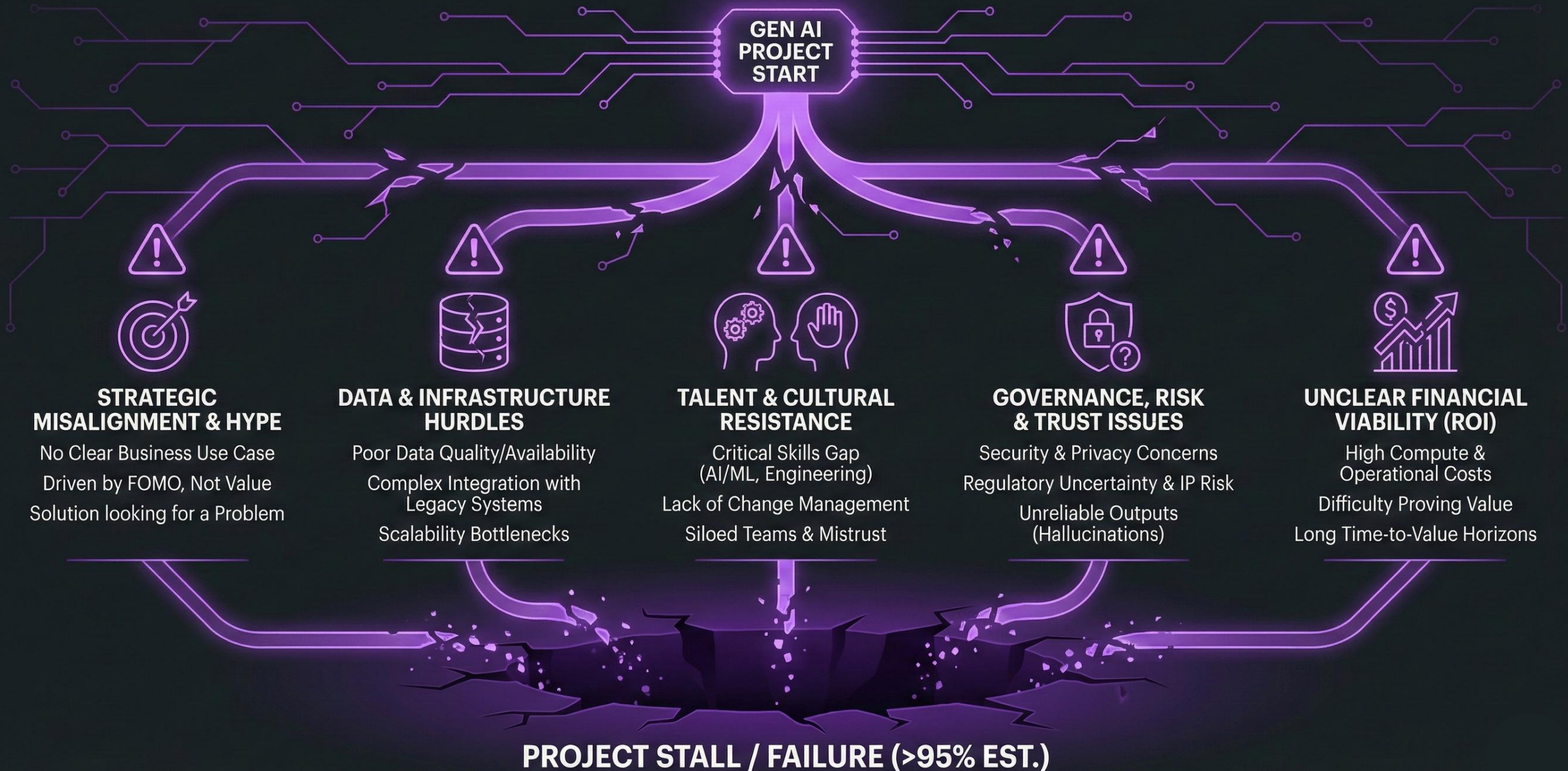
OPTIMIZATION







# MIT Sloan Insights: Why ~95% of Gen AI Projects Fail



Source: Based on analysis of MIT Sloan Management Review reports and expert commentary on Gen AI project outcomes. Graphik Font. Dark Mode.

**Organizations  
Need to  
ADAPT**



ML  
NLP  
NLP  
MLC

T08  
VISION  
AUTO

A glowing barbell weight with various AI-related icons and text. The icons include a brain, a lightbulb, an eye, and a gear. The text includes 'ML', 'NLP', 'MLC', 'T08', 'VISION', and 'AUTO'. The weight is glowing with purple and blue light.

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