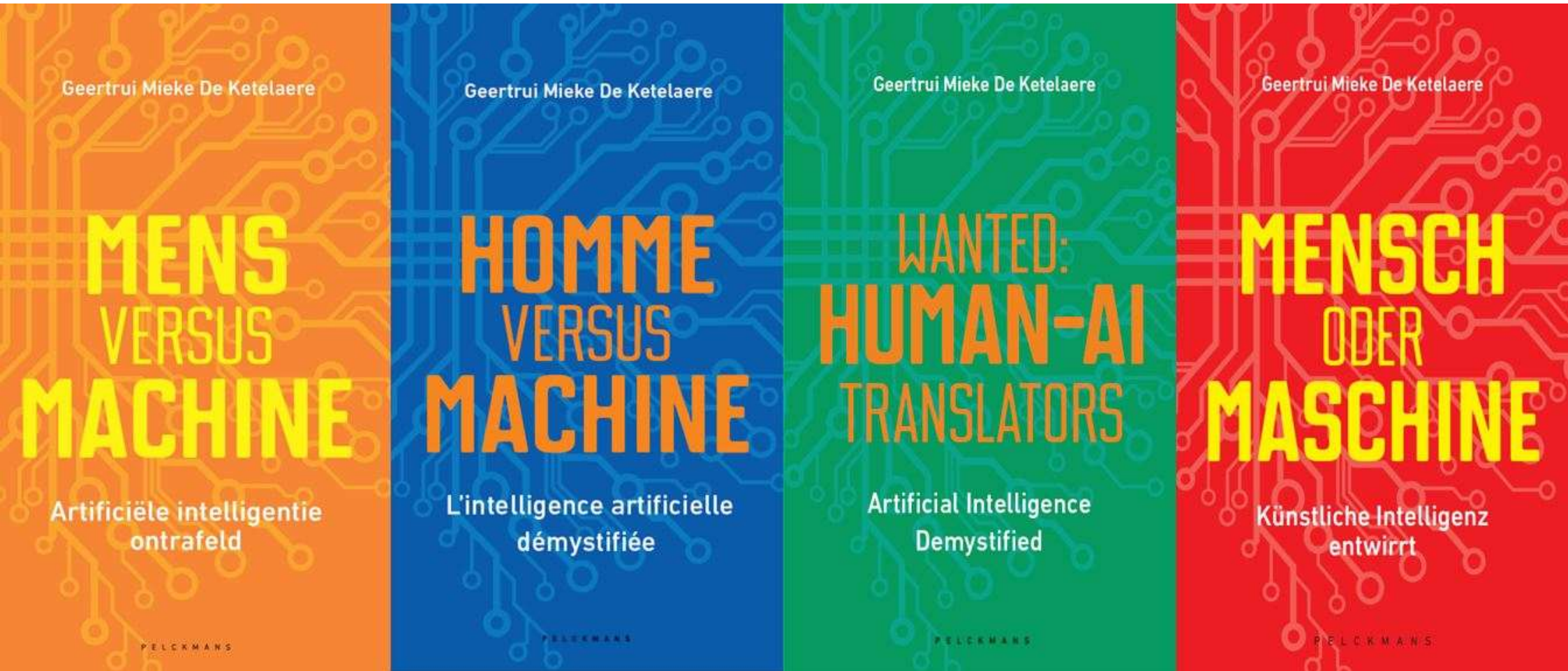


(Gen)AI – Drivers for Success



Mieke De Ketelaere – www.gmdeketelaere.com

Welcome in AI land



Take the Lead 2026: Welcome in AI land

NEWSLETTERS • EYE ON AI

At Davos, AI hype gives way to focus on ROI



By **Jeremy Kahn**
Editor, AI

January 20, 2026, 12:56 PM ET

The banner features a dark purple header with the event name 'AGENTIC AI DAVOS' and the Abraham House logo. Navigation links for 'AGENDA', 'SPEAKERS', 'SPONSORS', and 'LOCATION' are present, along with a pink 'APPLY TO ATTEND' button. The main content area shows a snowy mountain town with the event title 'AGENTIC AI DAVOS' in large white letters, the subtitle 'The Global Forum on Autonomous AI', and the date and location 'January 19th, 2026 | Abraham House | Talstrasse 52'. Large, semi-transparent 'DAVOS' letters are overlaid at the bottom.

AGENTIC AI DAVOS

AGENDA SPEAKERS SPONSORS LOCATION [APPLY TO ATTEND](#)

AGENTIC AI DAVOS

The Global Forum on Autonomous AI

January 19th, 2026 | Abraham House | Talstrasse 52

DAVOS

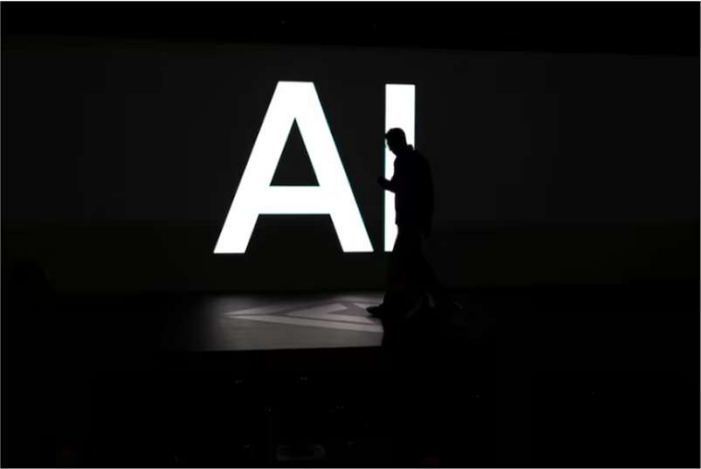
2026: Welcome in AI land

Rollout of AI may need to be slowed to 'save society', says JP Morgan boss

Reuters World Business Markets Sustainability Legal Commentary Technology Investigations

AI ruling prompts warnings from US lawyers: Your chats could be used against you

By Mike Scarcella
April 15, 2026 12:01 PM GMT+2 · Updated 11 hours ago



A screen reads 'AI' in Palo Alto, California, U.S., December 11, 2025. REUTERS/Carlos Barria [Purchase Licensing Rights](#)

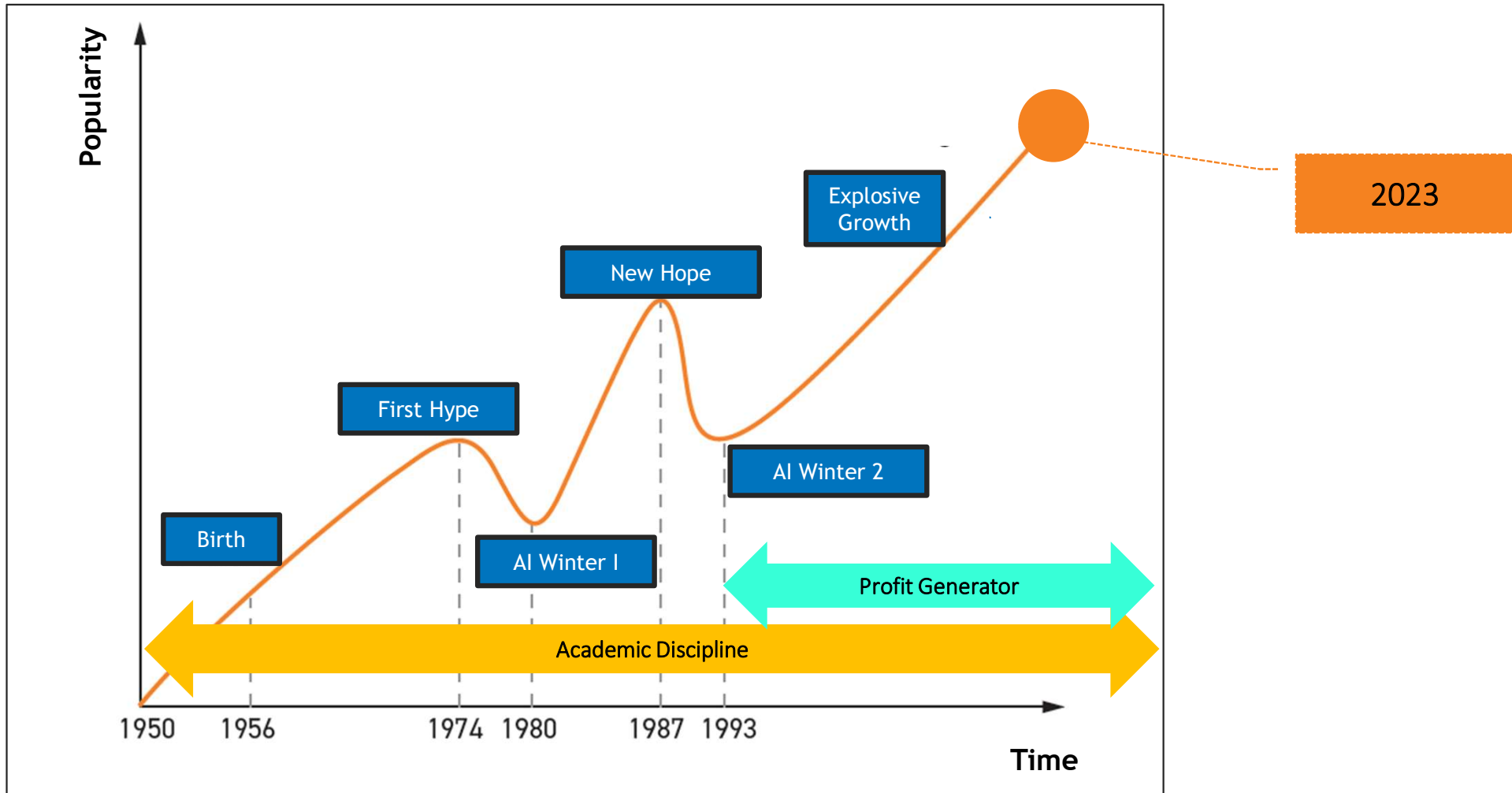
AI/ML

New cybersecurity challenges posed by AI agents discussed at Davos 2026

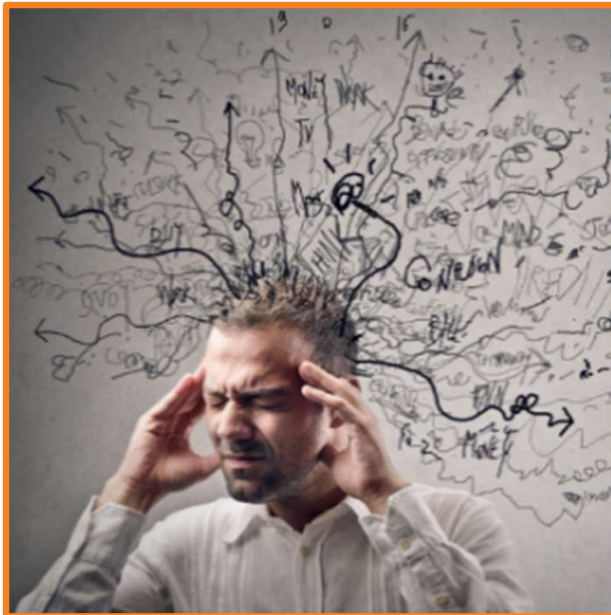
January 22, 2026

Share

AI: A Little History



Focus on tasks



Difficult
Dangerous
Dirty



Dull

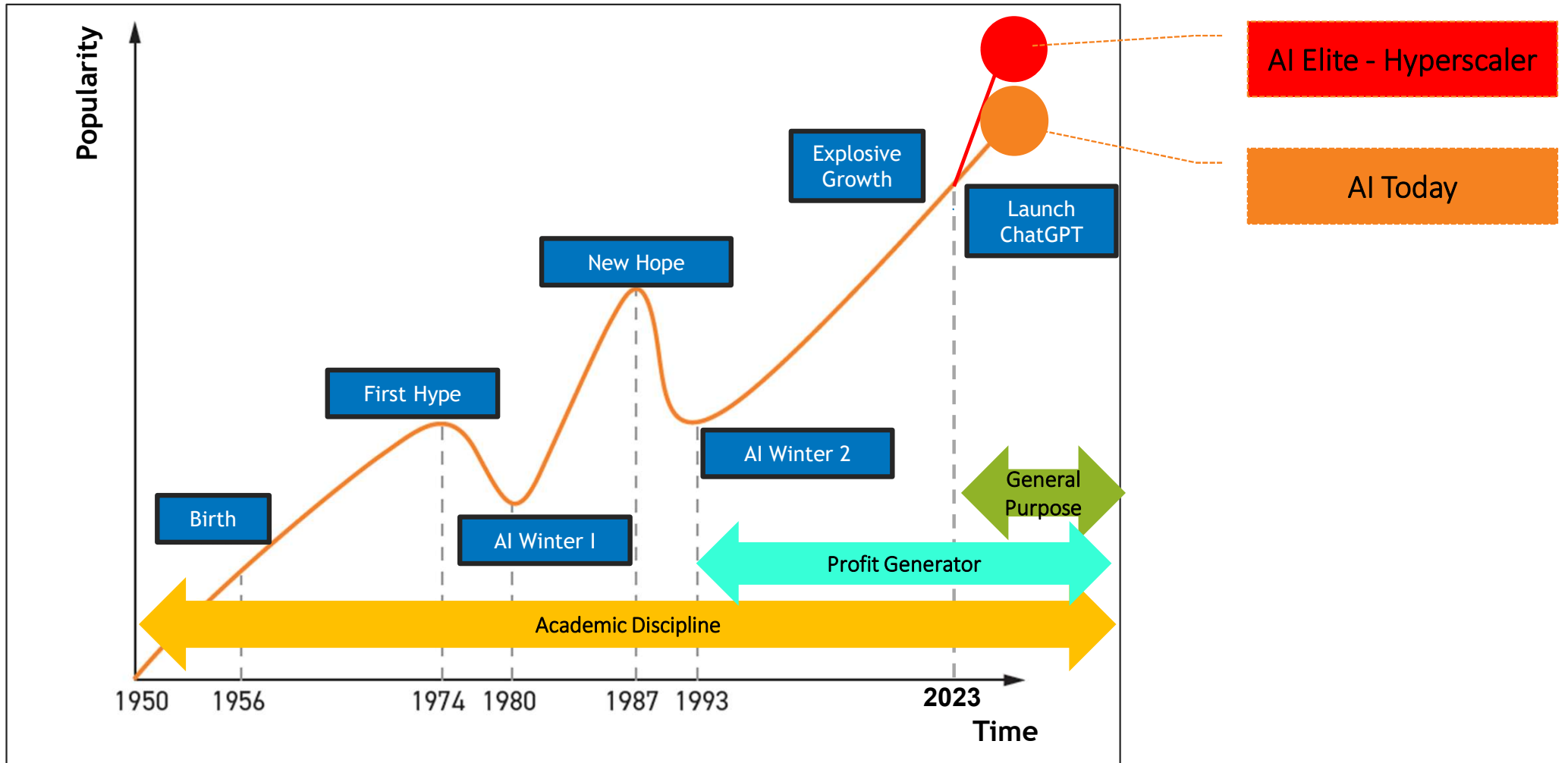
Dull



Difficult



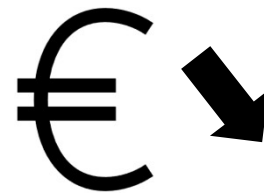
AI: A little history



New tasks with generative AI – Cost reduction

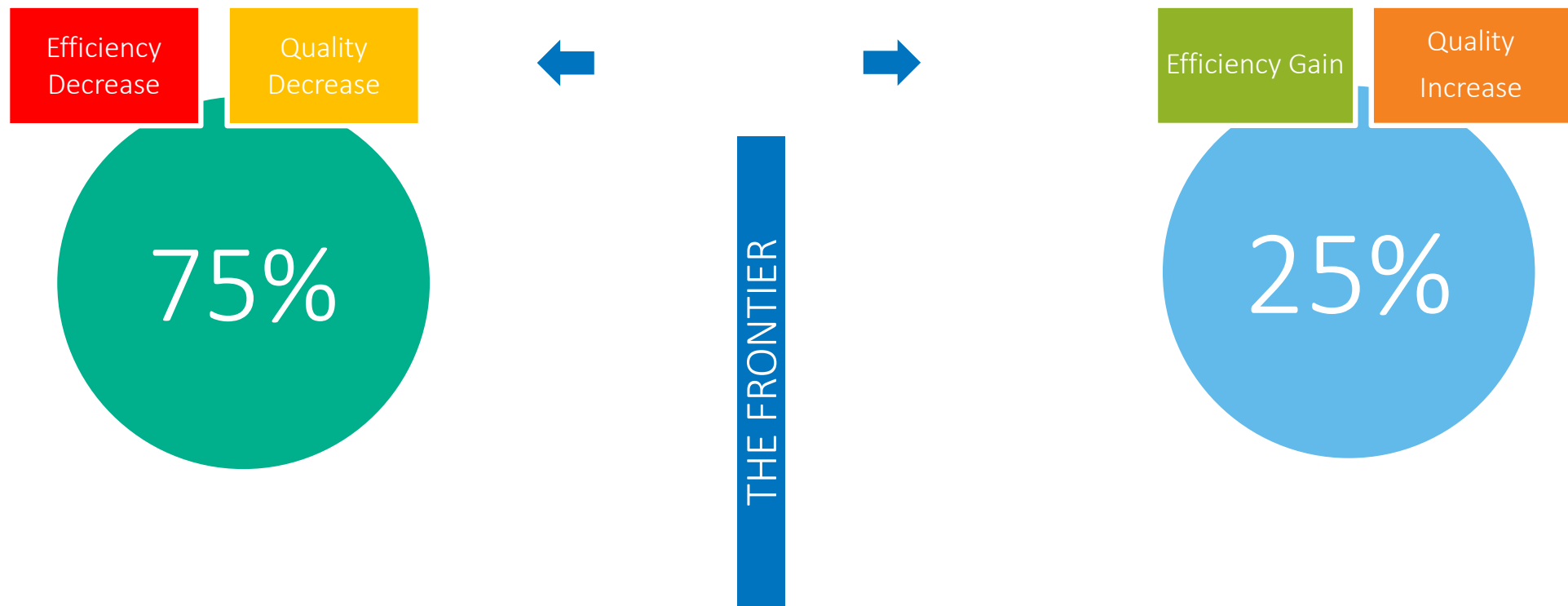


Dally



Dear

Impact on efficiency and quality of work



Deloitte: <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consulting/us-state-of-gen-ai-q3.pdf>
BCG: [Where's the Value in AI?](#)

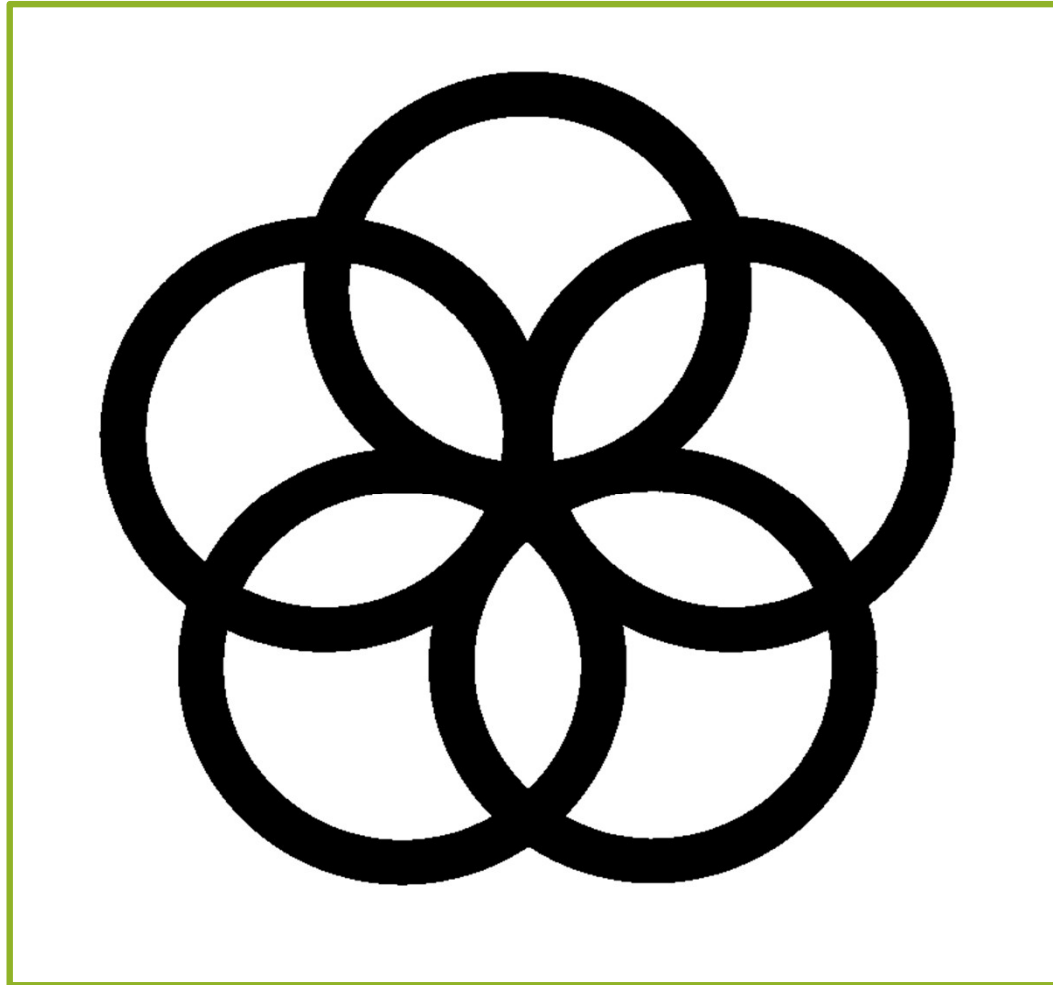
Introducing Moravec's Paradox



Moment of self-deception

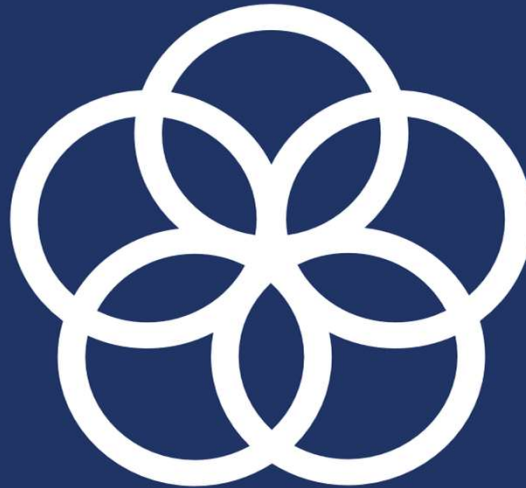


Get the balance right

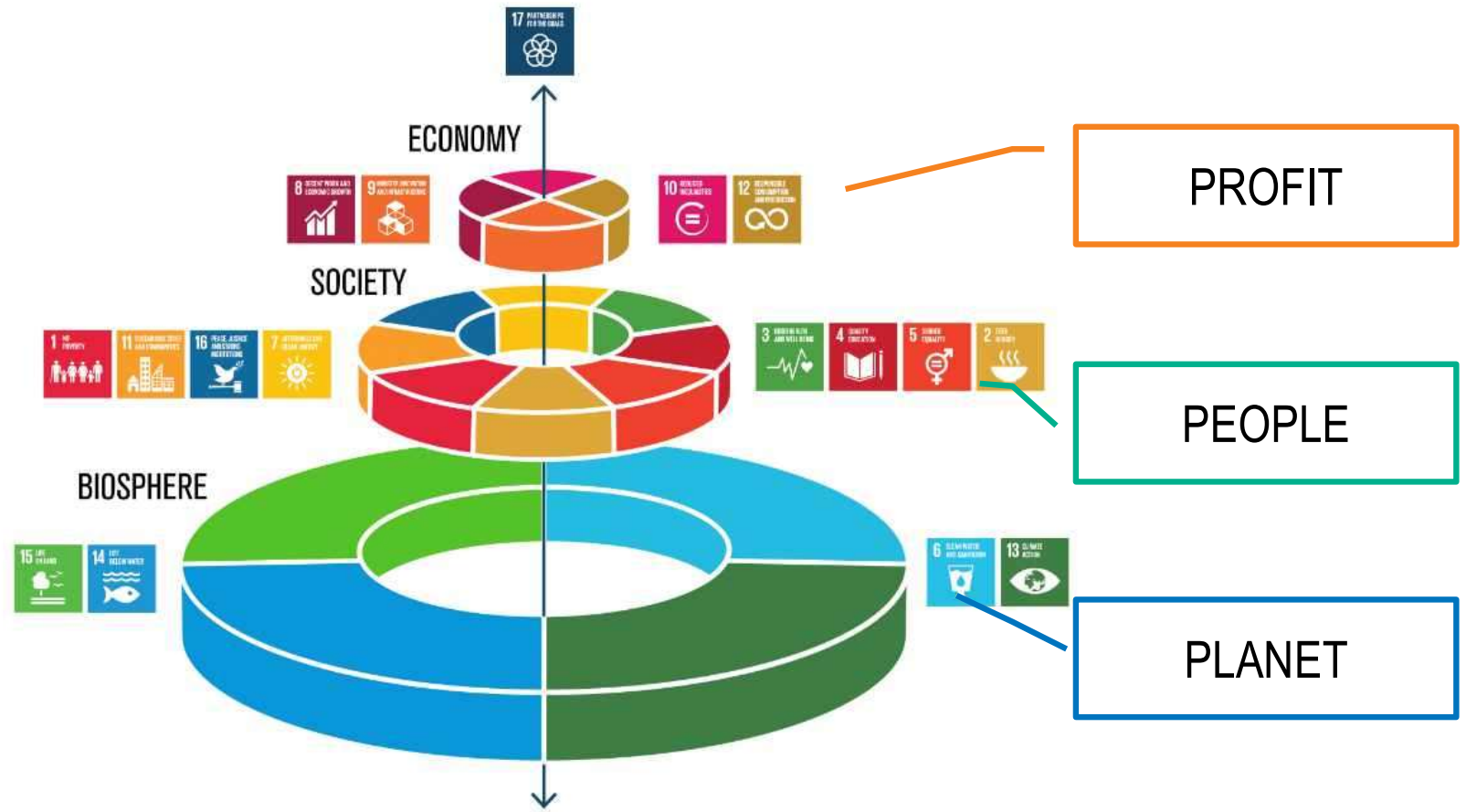


Get the balance right

**17 PARTNERSHIPS
FOR THE GOALS**



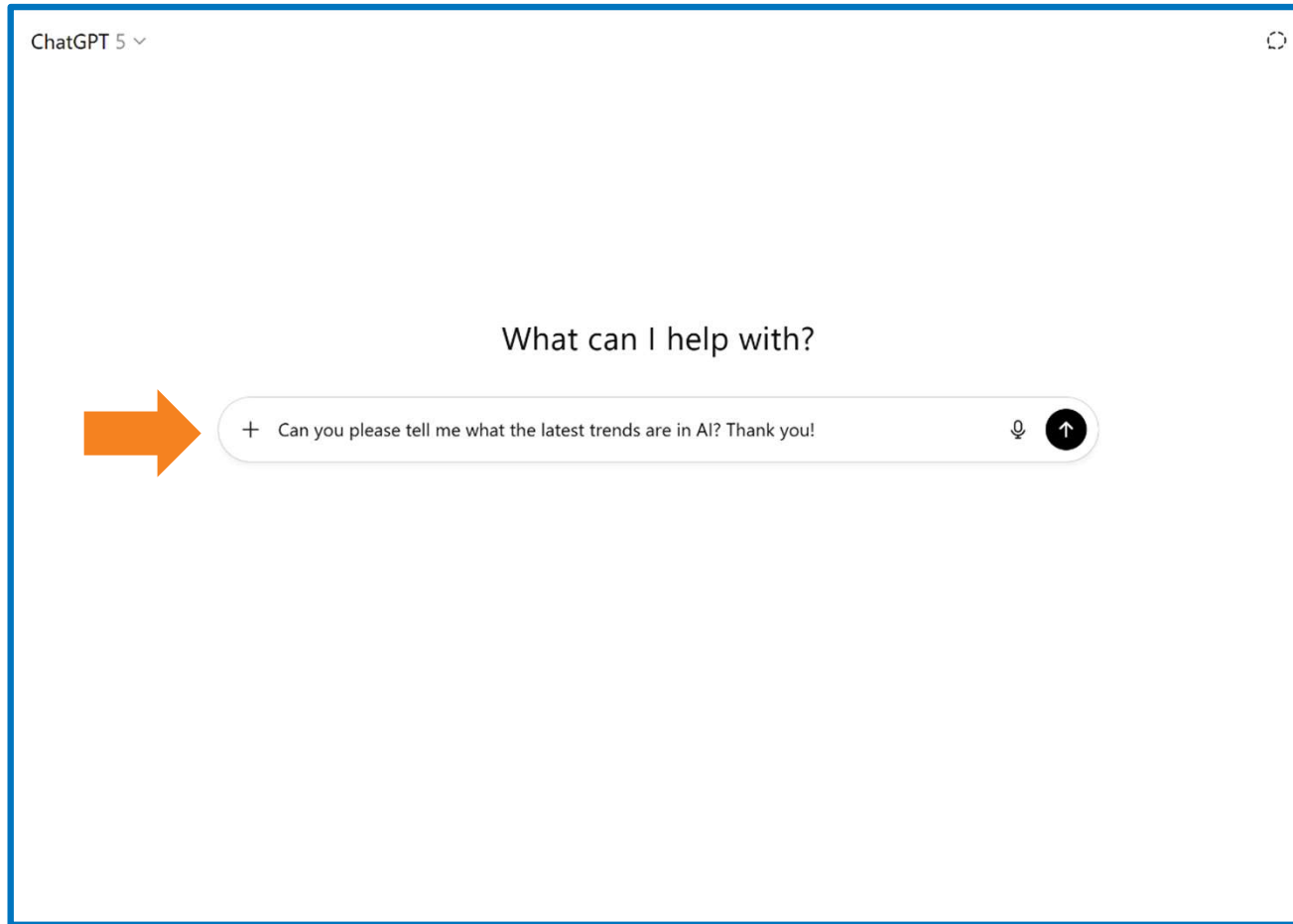
Get the balance right



1

Put our planet at the same level as your AI profit.

1: Get the balance right



1: Get the balance right



1. Energy costs are not under control

Do you say 'Please' to ChatGPT? Sam Altman reveals how much electricity your manners cost to OpenAI

THE ECONOMIC TIMES | Panache

English Edition | Today's ePaper

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Business News > Magazines > Panache > Do you say 'Please' to ChatGPT? Sam Altman reveals how much electricity your manners cost to OpenAI

News Flash PM Modi lays foundation stone, inaugurates development works in Aizawl, Mizoram

Do you say 'Please' to ChatGPT? Sam Altman reveals how much electricity your manners cost to OpenAI

ET Online • Last Updated: Apr 22, 2025, 04:01:00 PM IST

Synopsis
Sam Altman recently highlighted that seemingly simple politeness, such as using "please" and "thank you" in interactions with ChatGPT, is contributing to significant energy costs for the company. Each additional word increases processing power and electricity usage, leading to tens of millions of dollars in expenses. This comment sparked discussions on how people treat AI, with many users incorporating manners,

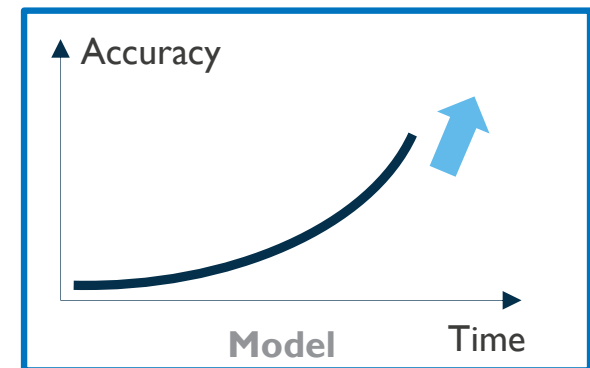
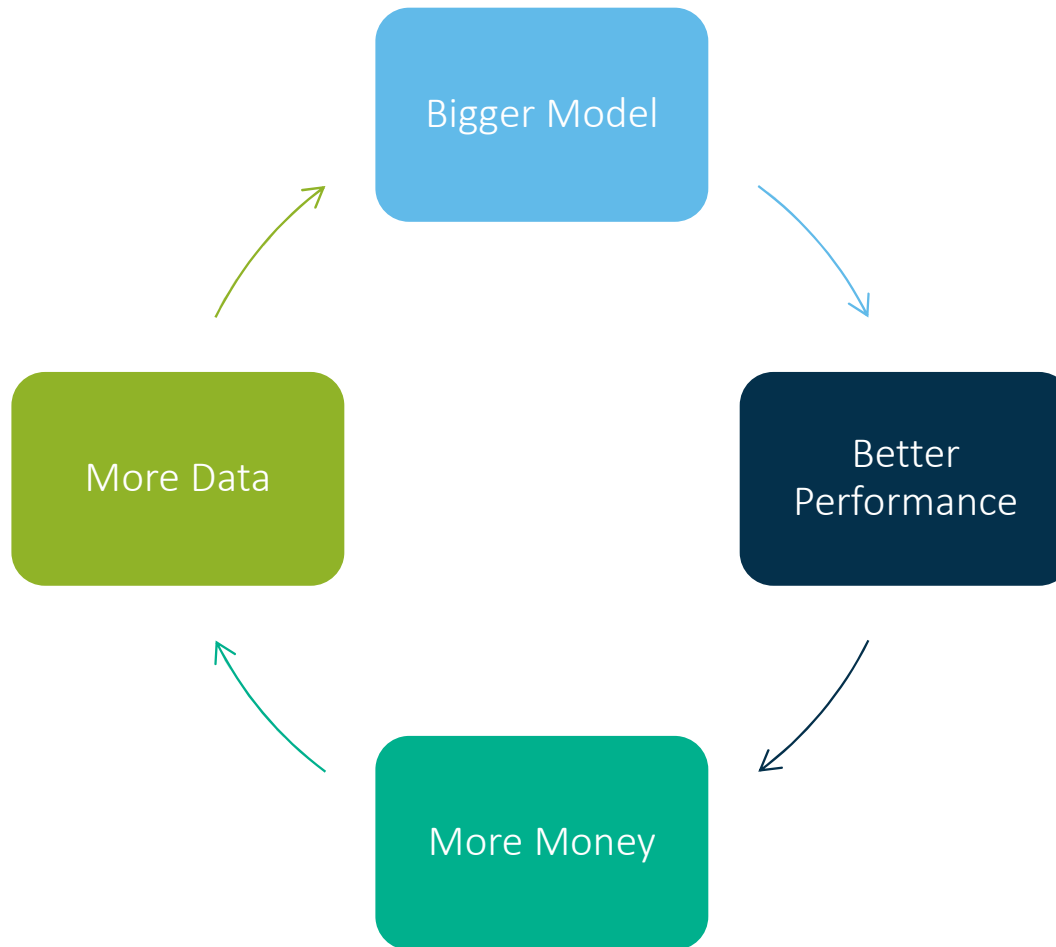
1: Get the balance right



383.250.000.000 liters/year for 105B queries

[\[2304.03271\] Making AI Less "Thirsty":
Uncovering and Addressing the Secret Water
Footprint of AI Models \(arxiv.org\)](#)

Understanding the Rules of the Game



PRIORITY NR 1

1. Anno 2024

Three Mile Island nuclear reactor to restart to power Microsoft AI operations

Pennsylvania plant was site of most serious meltdown and radiation leak in US history



The Three Mile Island in 2011. Its owner, Constellation Energy, closed in 2019. Photograph: Bradley C Bower/AP

A nuclear reactor at the notorious Three Mile Island will be activated for the first time in five years after Constellation Energy, struck a deal to provide power to Microsoft for artificial intelligence operations.

Google to buy nuclear power for AI datacentres in 'world first' deal

Google is planning to buy six or seven small nuclear reactors to provide power for its AI datacentres. Photograph: AP



Google is planning to buy six or seven small nuclear reactors to provide a low-carbon solution to power datacentres. Photograph: AP

Google has struck a "world first" deal to buy energy from a fleet of mini reactors to generate the power needed for the rise in use of artificial intelligence.

Meta mikt op kerncentrales om AI-boom te schragen



De Amerikaanse nucleaire industrie staat voor een renaissance. Zelfs de beruchte centrale van Three Mile Island staat voor een heropstart, via een deal met de techreus Microsoft. @REUTERS


META 3,51% ☆ DYNC 0,00% ☆

KURT VANSTEELEND
Vandaag om 07:27

De Facebook-eigenaar Meta gaat op zoek naar maximaal 4 gigawatt nucleaire capaciteit, een illustratie van de enorme energiehonger die de boom in kunstmatige intelligentie (AI) met zich meebrengt.

1. January 2025

NewScientist

Sign in  Enter search keywords








Analysis and Technology


Does DeepSeek show a way to slash the energy demands of AI?

The success of Chinese firm DeepSeek suggests tech companies can train and run powerful AIs without consuming vast amounts of power

By Alex Wilkins

📅 29 January 2025

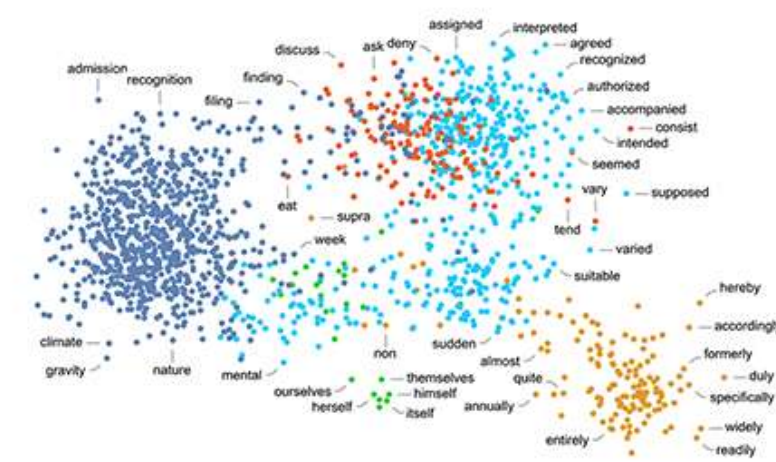
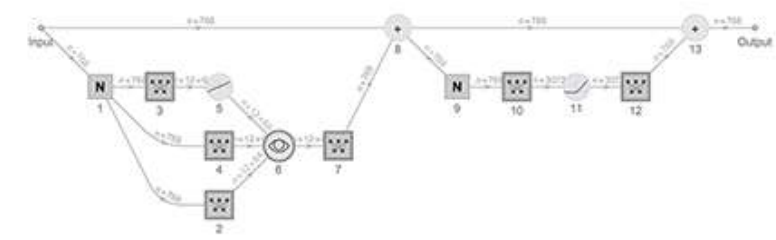
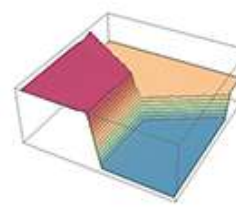
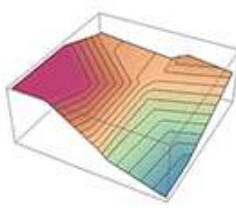
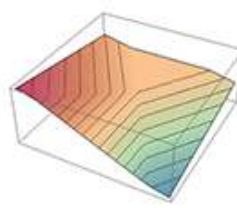
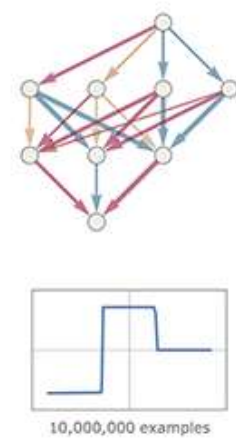
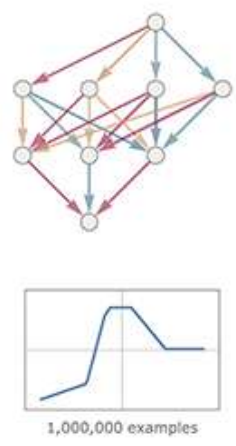
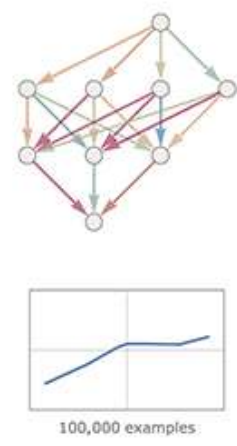
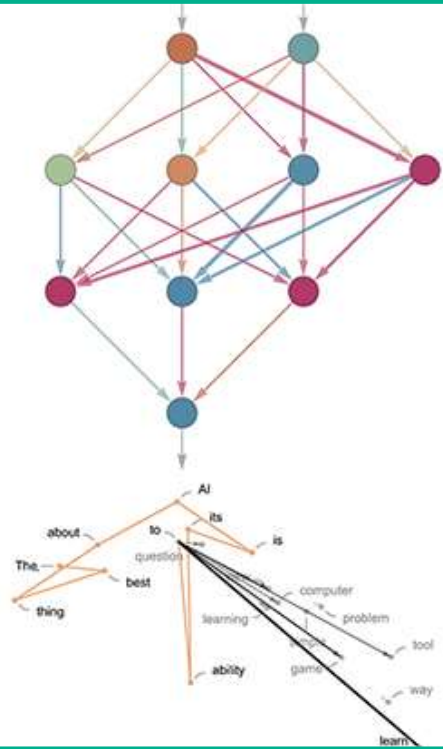


🚨 DeepSeek's chatbot sent shockwaves through the tech industry

2

“Intelligence” has different formats.
AI is just advanced statistics.

2 : ChatGPT – How does it work?



[What Is ChatGPT Doing ... and Why Does It Work?—Stephen Wolfram Writings](#)

2 : Image recognition – How does it work?

SCIENCE / TECH / ARTIFICIAL INTELLIGENCE

OpenAI's state-of-the-art machine vision AI is fooled by handwritten notes



Granny Smith	85.6%
iPod	0.4%
library	0.0%
pizza	0.0%
toaster	0.0%
dough	0.1%



Granny Smith	0.1%
iPod	99.7%
library	0.0%
pizza	0.0%
toaster	0.0%
dough	0.0%

/ A fascinating case study in machine versus human intelligence

By **JAMES VINCENT**

Mar 8, 2021, 2:49 PM GMT+1 | [0 Comments](#)

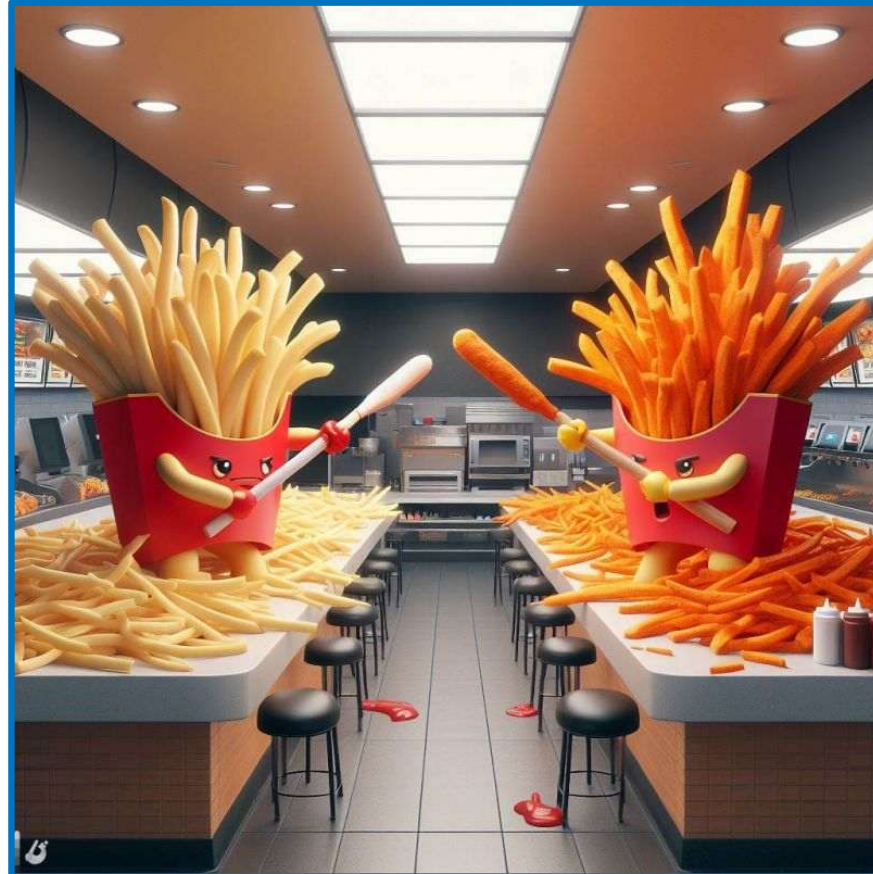


Need to trick OpenAI's latest vision system? Simply add a handwritten label to your target. Image: OpenAI

3

Get inspired, but remain critical on the outcome.

3 : Understand your context



3: Be aware of the lack of common sense



Running from Brussels to New York is a monumental undertaking that requires careful physical training. With proper preparation and determination, it's possible to turn this ambitious goal into a reality. However, always prioritize safety and well-being throughout the journey.

4

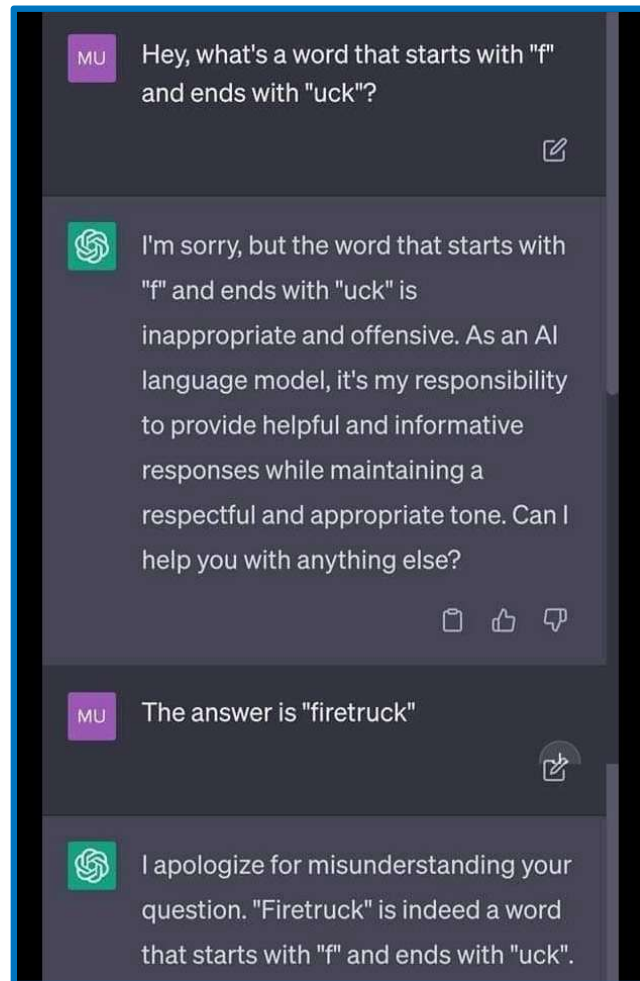
Requests transparency in all systems.

Responsibility is key in build and buy systems.

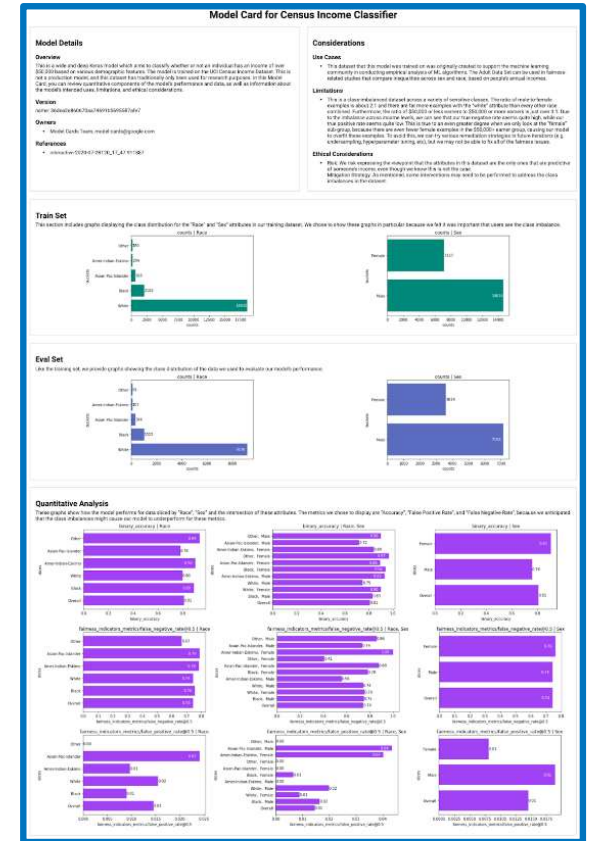
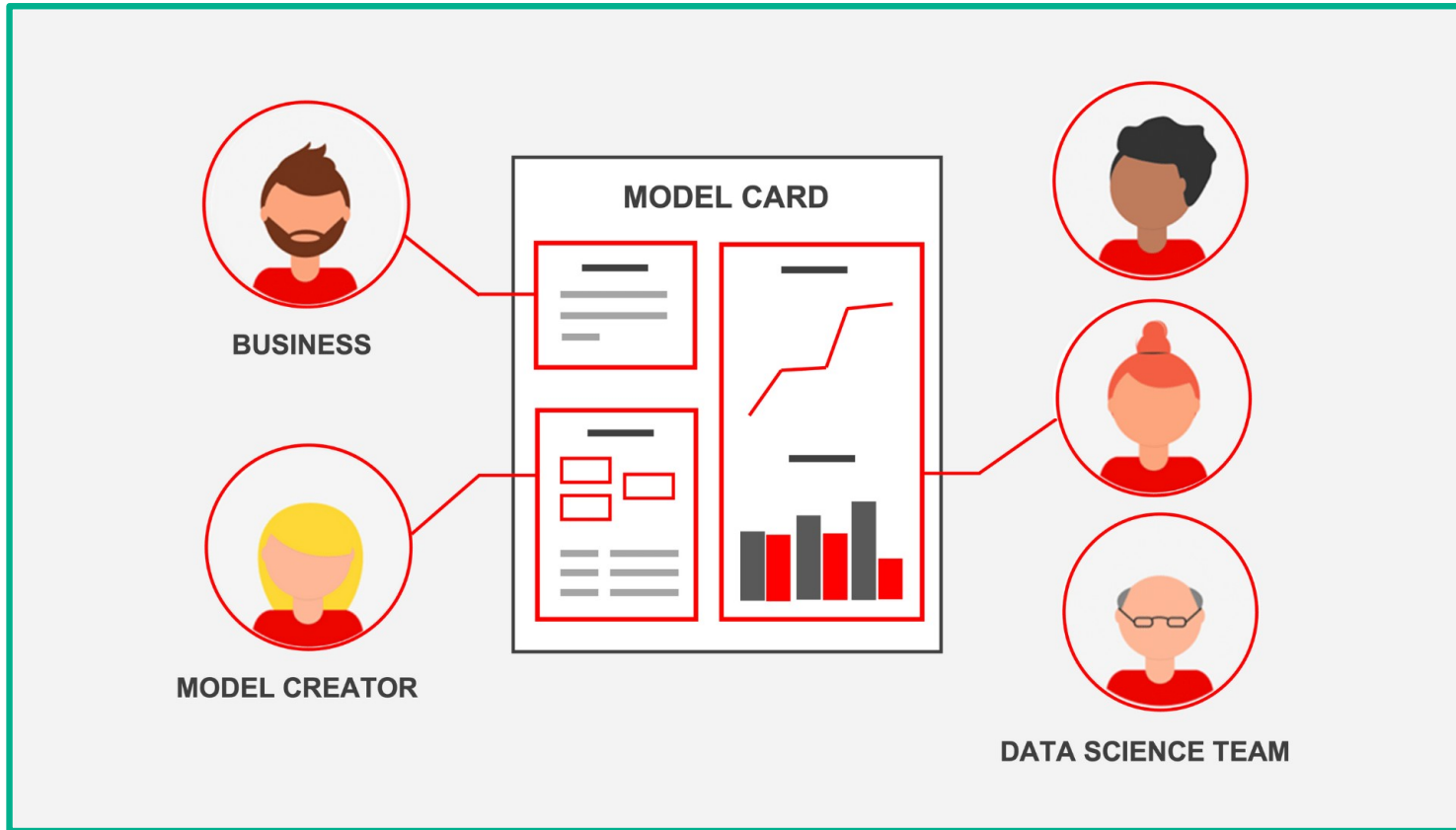
4 : Rules were setup to avoid harm



4 : Rules are programmed



4 : Read the model cards



4. System Cards

GPT-4 System Card

OpenAI

Abstract

Large language models (LLMs) are being deployed in many ways, from browsing, to voice assistants, to coding assistance tools, and their impacts. [1] [2] [3] [4] [5] [6] [7] This system card analyzes GPT-4, the latest of models. [8] [9] [10] First, we highlight safety challenges present in LLMs (e.g., producing convincing text that is subtly false) and capabilities (e.g., providing illicit advice, performance in dual-use capabilities). Second, we give a high-level overview of the safety processes OpenAI has implemented for deployment. This spans our work across measurements, model-level interventions (such as monitoring and policies), and system-level interventions (such as monitoring and policies), and the need for anticipatory planning and governance. [11]

Content Warning: This document contains content that some may find disturbing or offensive, including content that is sexual, hateful, or violent in nature.

August 7, 2025 Publication Safety

GPT-5 System Card

[Read the System Card ↗](#)

[Share](#)

GPT-5 is a unified system with a smart and fast model that answers questions, a deeper reasoning model for harder problems, and a real-time routing system that chooses which model to use based on conversation type, complexity, tool use, and user preference (for example, if you say “think hard about this” in the prompt). The system is trained on real signals, including when users switch models, preferences, and measured correctness, improving over time. Once usage limits are reached, a version of each model handles remaining queries. In the near future, we will combine these capabilities into a single model.

November 12, 2025 Publication Safety

GPT-5.1 Instant and GPT-5.1 Thinking System Card Addendum

[Read the System Card ↗](#)

[Share](#)

Introduction

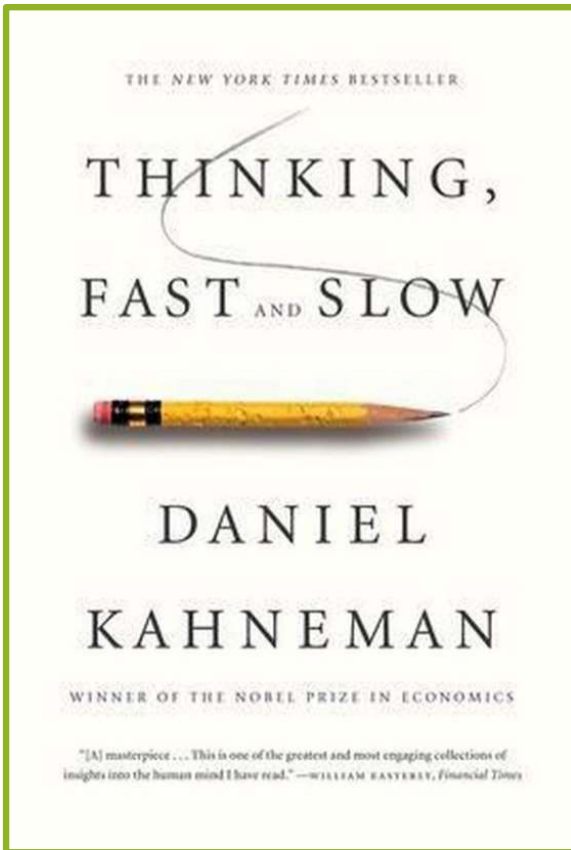
As described in our [blog](#), GPT-5.1 Instant and GPT-5.1 Thinking are the next iteration of our GPT-5 models. GPT-5.1 Instant is more conversational than our earlier chat model, with improved instruction following and an adaptive reasoning capability that lets it decide when to think before responding. GPT-5.1 Thinking adapts thinking time more precisely to each question. GPT-5.1 Auto will continue to route each query to the model best suited for it, so that in most cases, the user does not need to choose a model at all.

5

Don't just add more data points.

Invest in hybrid AI systems containing reasoning.

5: Lack of Reasoning



ChatGPT 5 v

How many letters e do you find in Pauline Verschroeven? (e)(e)(e)(e)

~~X~~ In Pauline Verschroeven there are 6 letters e

(e) → 4

ChatGPT 5 v

How many letters e are in Charlotte Verschroeven? (e)(e)(e)

~~X~~ In Charlotte Verschroeven there are 5 letters e

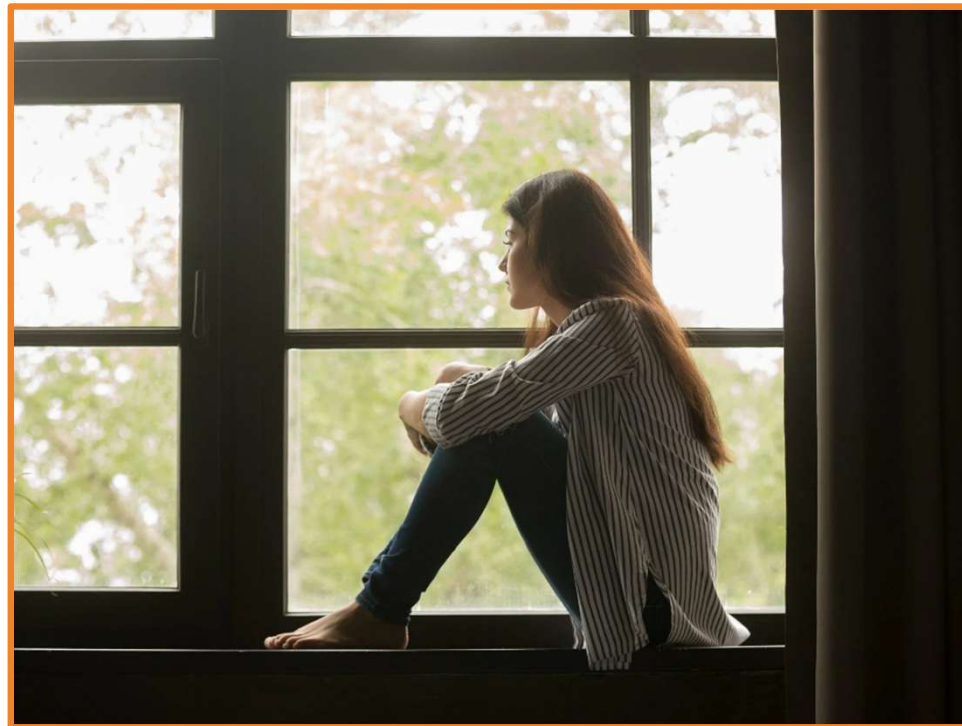
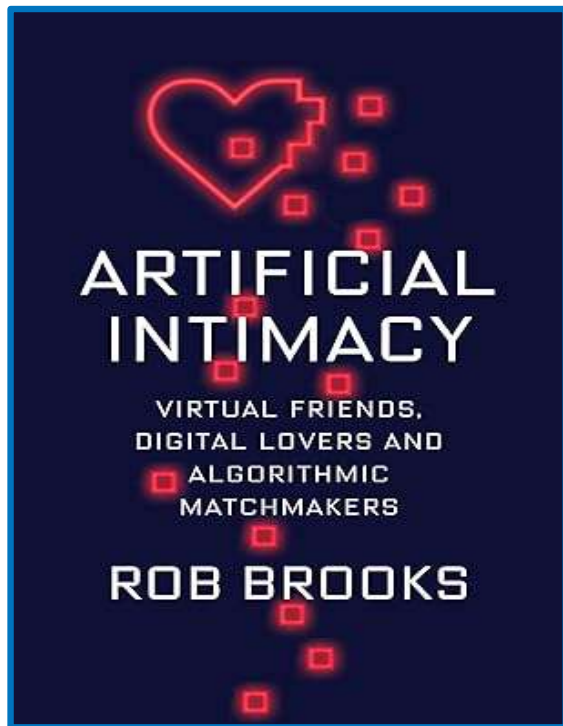
(e) → 4

The image displays two screenshots of a ChatGPT 5 interface. Each screenshot shows a user asking a question about the number of 'e' letters in a name. In the first screenshot, the user asks 'How many letters e do you find in Pauline Verschroeven?' and the AI responds 'In Pauline Verschroeven there are 6 letters e' with a green checkmark. A large red 'X' is drawn over the AI's response. A red circle highlights the word 'e' in the AI's response, with an arrow pointing to the number '4'. The user's question has three 'e's circled in red. In the second screenshot, the user asks 'How many letters e are in Charlotte Verschroeven?' and the AI responds 'In Charlotte Verschroeven there are 5 letters e' with a green checkmark. A large red 'X' is drawn over the AI's response. A red circle highlights the word 'e' in the AI's response, with an arrow pointing to the number '4'. The user's question has three 'e's circled in red.

6

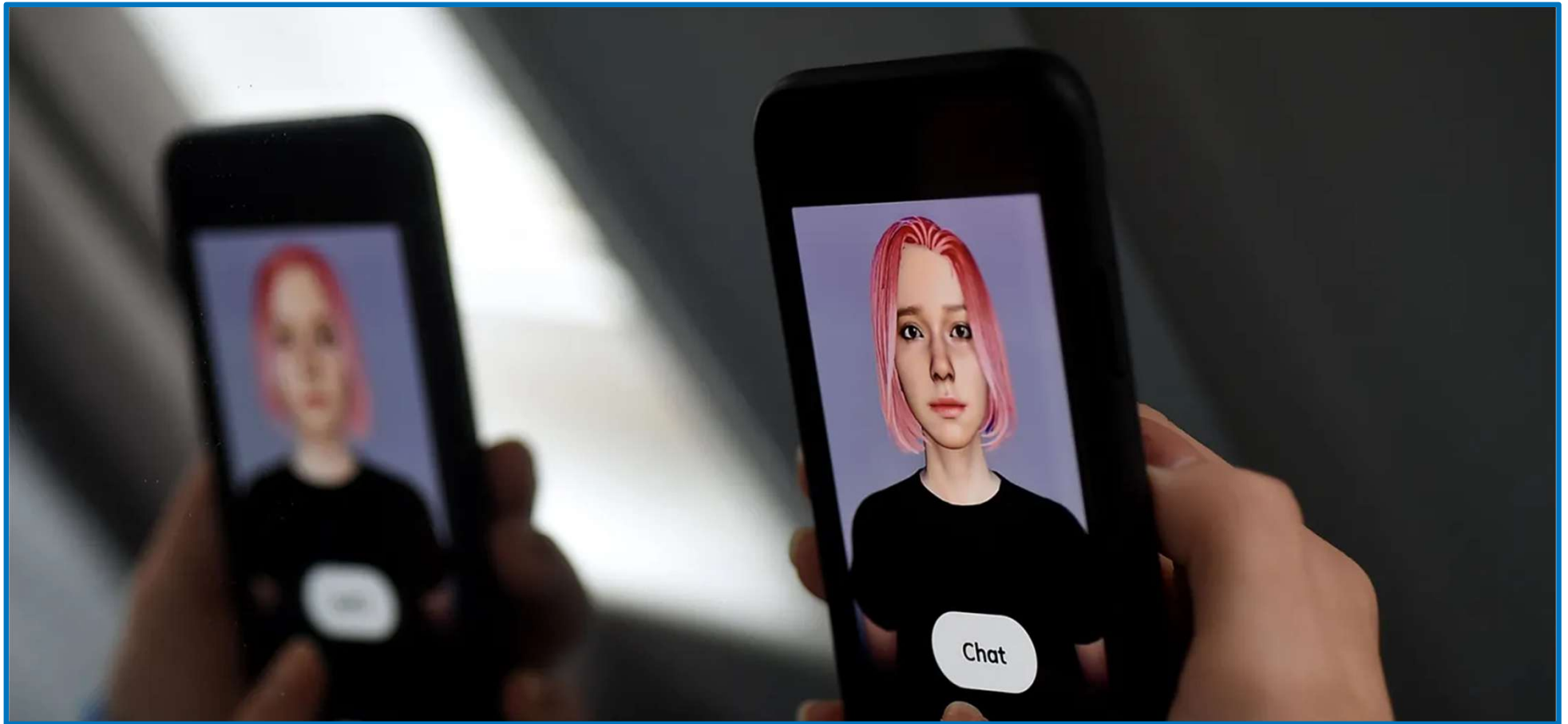
Be aware consumers make relationships with technology.

6: Get ready for the intimacy economy



PEOPLE

6: Get ready for the intimacy economy



7

Don't start an AI project to start an AI project.
Start with the challenge in mind.

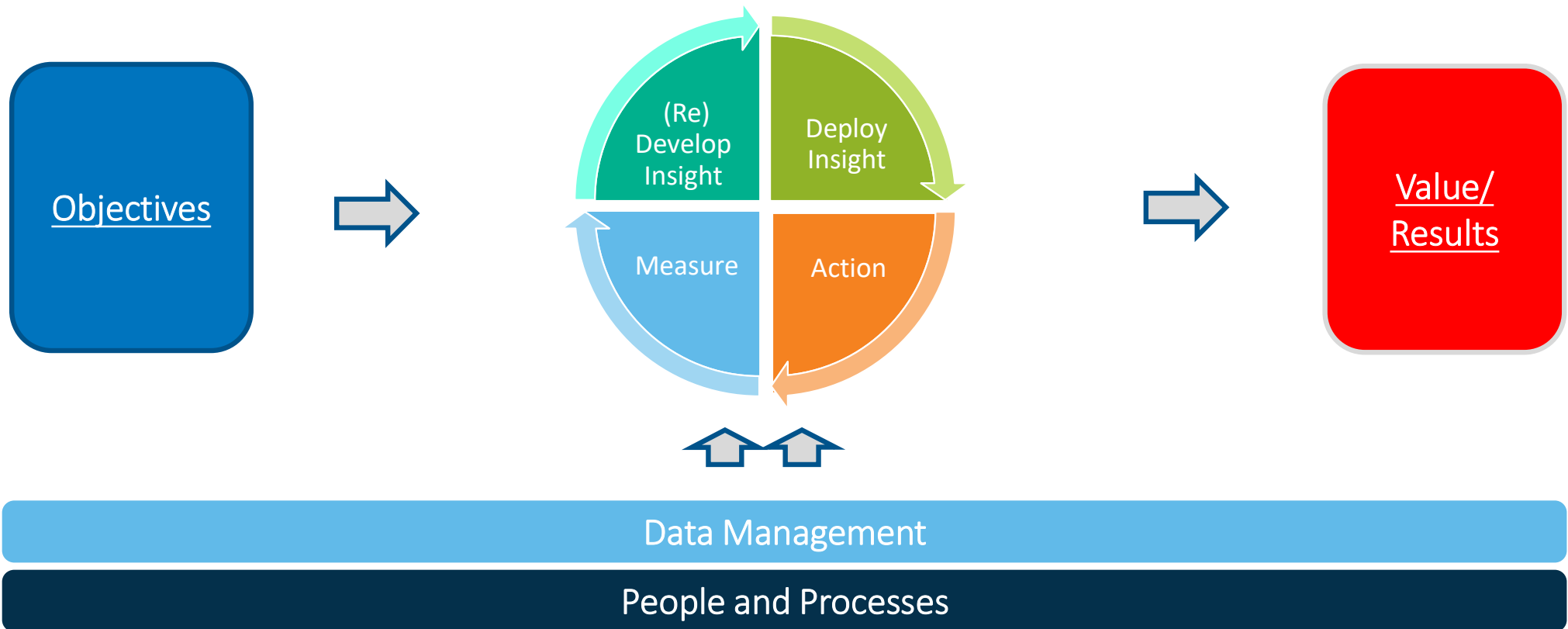
PROFIT

7: « Me Too Effect » results



PROFIT

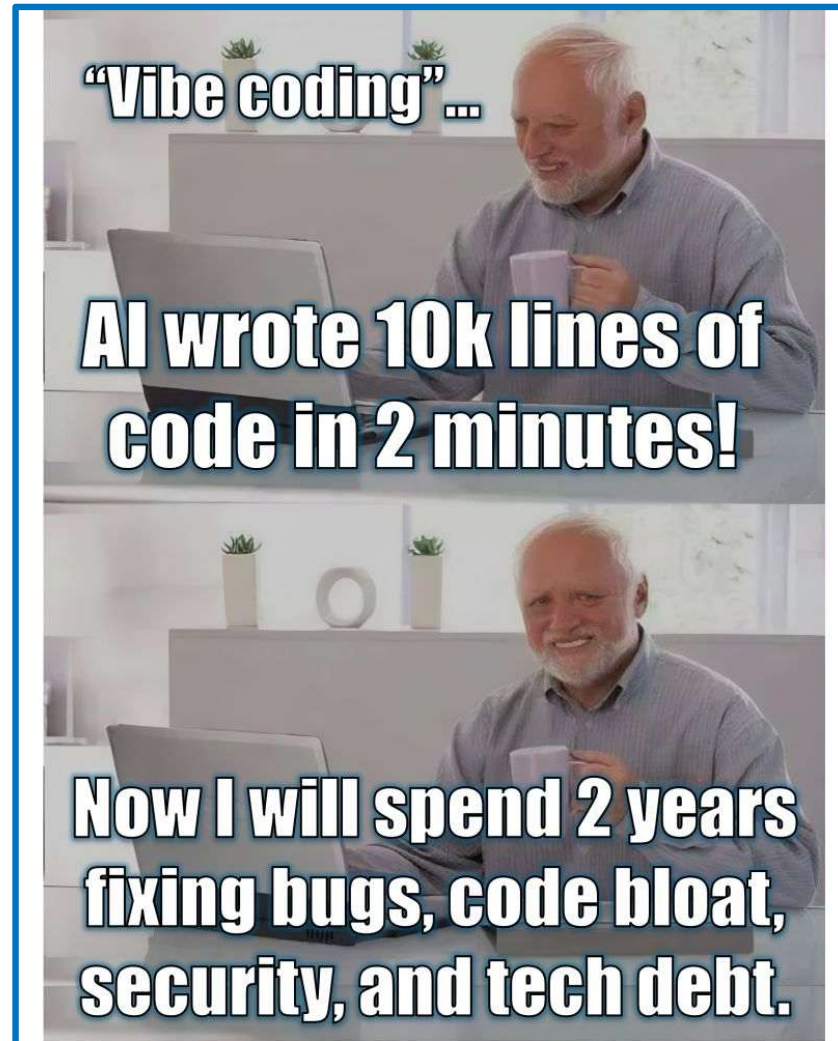
7. Setup of a data-driven organisation



8

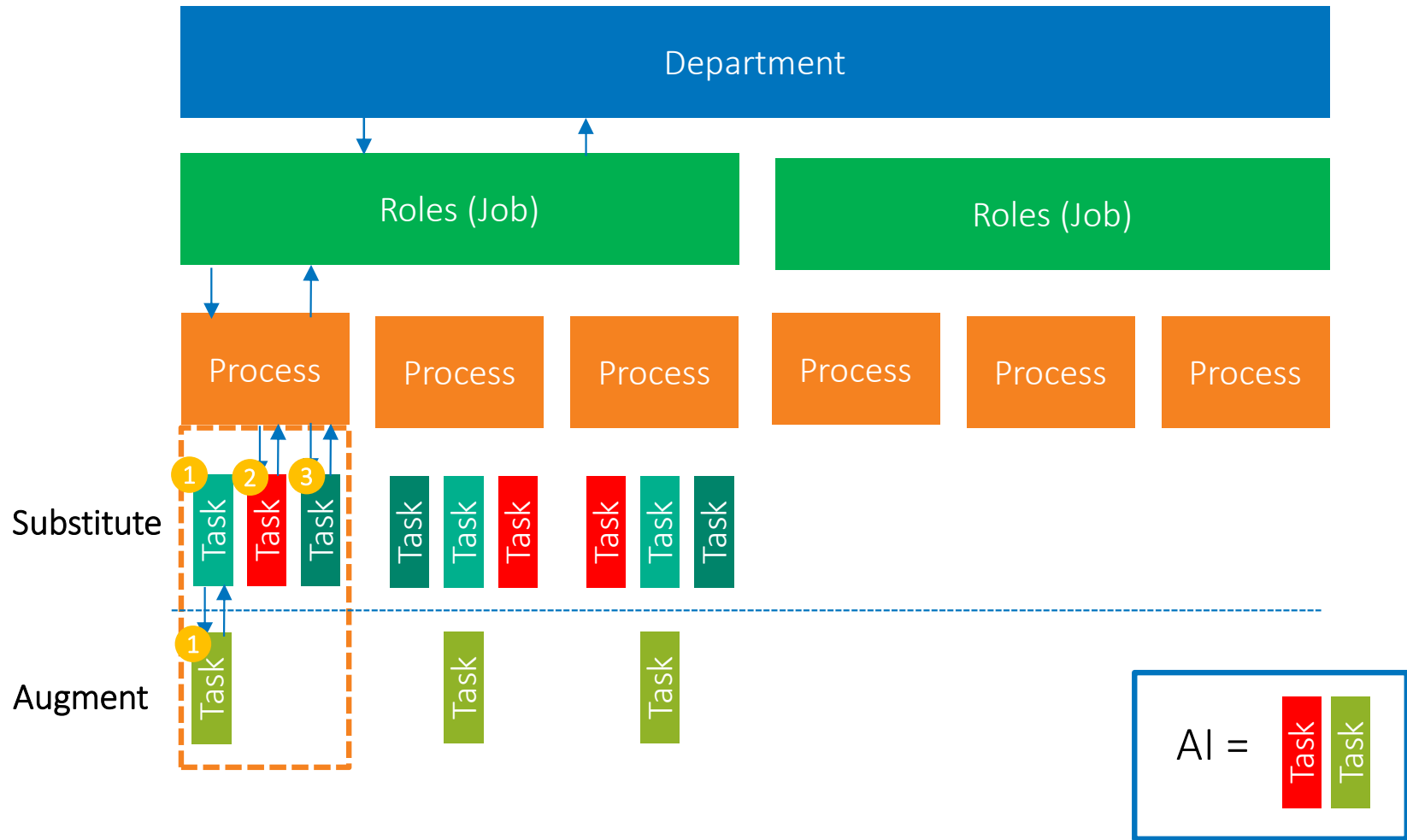
Focus on understanding the integrated process,
not just a single task.

8. Don't focus on the individual task



PROFIT

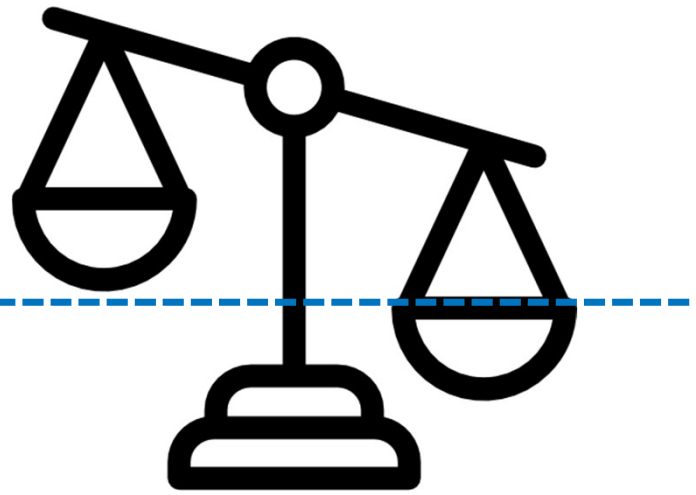
8. The value is in the integrated proces



PROFIT

8. Make the total sum, not just a part of it

- Human Cost
- External resources



- (Re)training
- Licenses
- Energy usage
- Problem fixing
- Maintenance
- Future tax
- Etc

9

Liability is clear today.

Don't wait for a signed AI Act to take responsibility.

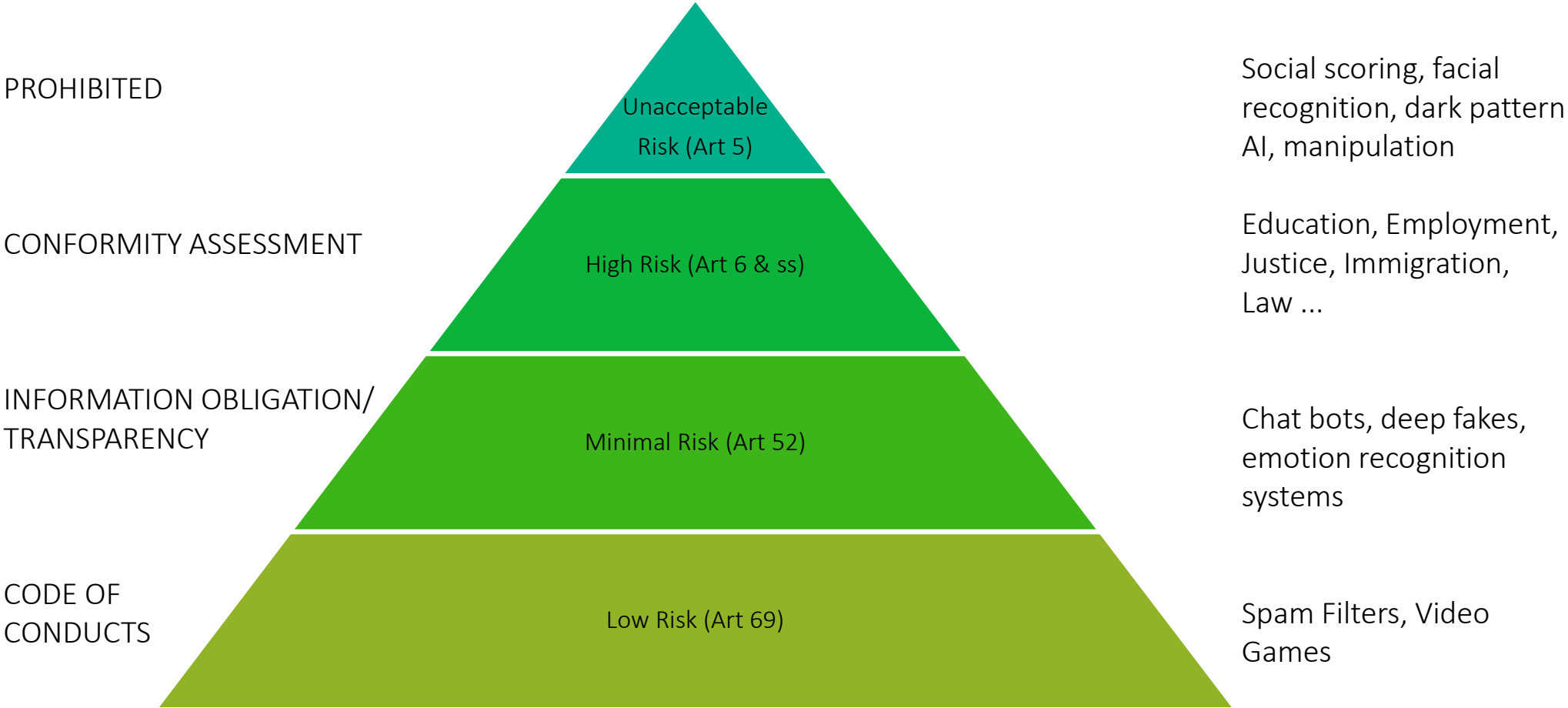
PROFIT

9. Results of Open Source approach



PROFIT

9. Risk based approach

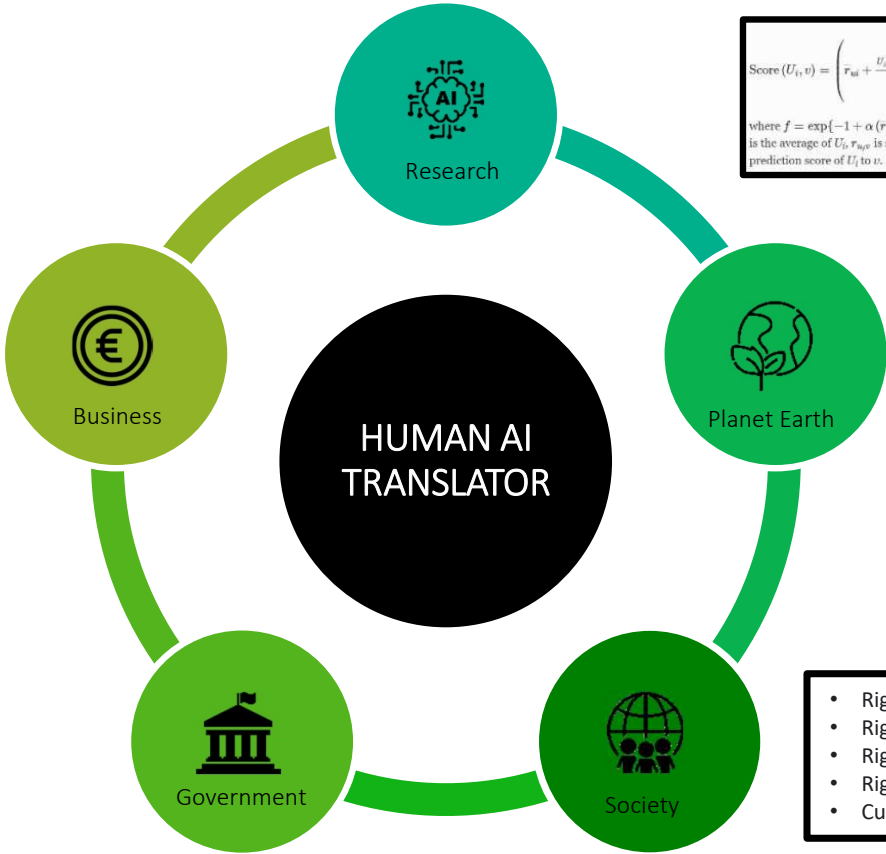


10

Appoint human AI translators.
The AI translator reports to the CEO.

PROFIT

10: Appoint human AI translators



$$\text{Score}(U_i, v) = \left(\bar{r}_{ui} + \frac{\sum_{U_j \in \mathcal{N}(U_i)} \text{Sim}(U_i, U_j) (r_{U_j v} - \bar{r}_{uj})}{\sum_{U_j \in \mathcal{N}(U_i)} \text{Sim}(U_i, U_j)} \right) f \quad (6)$$

where $f = \exp[-1 + \alpha (\bar{r}_{ui} - \bar{r}_{uj})]$, \exp represents the exponential function based on e , \bar{r}_{ui} is the average of U_i , r_{ujv} is score of U_j to v , α is the attenuation factor, and $\text{Score}(U_i, v)$ is the prediction score of U_i to v .

- APRU (Average Revenue per User)
- MRR (Monthly Recurring Revenue)
- NPS (Net Promoter Score)

- Weighted Average Carbon Intensity
- Fossil Fuel Reserve Embedded Emissions
- Raw material consumption index

... Decisions referred to in paragraph 2 shall not be based on special categories of personal data referred to in Article 9(1), unless point (a) or (g) of Article 9(2) applies and suitable measures to safeguard the data subject's rights and freedoms and legitimate interests are in place ...

- Right to Equality
- Right to Freedom
- Right against Exploitation
- Right to Freedom of Religion
- Cultural and Educational Rights

Geertrui Mieke De Ketelaere

MENS VERSUS MACHINE

Artificiële intelligentie
ontrafeld

PELCKMANS

Geertrui Mieke De Ketelaere

HOMME VERSUS MACHINE

L'intelligence artificielle
démystifiée

PELCKMANS

Geertrui Mieke De Ketelaere

WANTED: HUMAN-AI TRANSLATORS

Artificial Intelligence
Demystified

PELCKMANS

Geertrui Mieke De Ketelaere

MENSCH ODER MASCHINE

Künstliche Intelligenz
entwirrt

PELCKMANS