

TOP AI DRIVEN COMPANIES 2023

REPORT PRESENTATION

27 NOVEMBER 2023

BAIN & COMPANY 

mci
CAPITAL ASI S.A.

 **ART OF
NETWORKING**

THE FIRST SUCH STUDY IN
THE REGION:

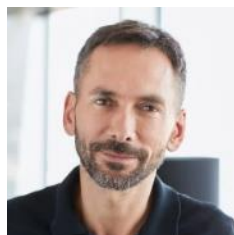
How strongly are Polish companies AI-driven?

- We decided to create a **new report identifying AI leaders** in Poland in two categories: **technology providers and its users**
- The aim of its 1st edition is to **present local champions** which are **advanced in the implementation of Artificial Intelligence** and at the same time **have become its ambassadors**. Hence we used the following criteria for selecting companies:
 - Companies **originating from Poland**
 - Implementations of **significant scale**
 - **Recognition** of solutions and **promotion** of implementations
- **In subsequent editions**, we will expand the geographical scope of the report to Central and Eastern Europe and introduce **the Rising Starts of AI section** with proprietary and world-class solutions.

The jury of the TOP AI Driven Companies 2023 study



Beata Mońka
CEO
Art Of Networking



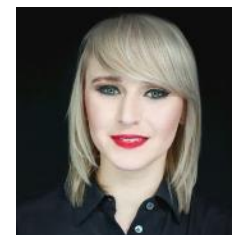
Tomasz Czechowicz
CEO
MCI Capital



Jacek Poświata
Managing Director
Bain & Company



Wiktor Namysł
General Partner
Orbit Capital



Paula Januszkiewicz
Founder and CEO
CQURE



**Michał Paschalis-
Jakubowicz**
CEO
IAI



Jarosław Sroka
Member of the Management Board
Kulczyk Investments S.A.
Coordinator of the InCredibles
Program



Aleksandra Sroka-Krzyżak
VP Group Strategy, M&A
& Corporate Development
Allegro



Aleksander Poniewierski
Global Digital & Emerging
Technology Leader
EY



Magdalena Dzięguć
Country Manager
Google Cloud Poland



Piotr Witwicki
Editor in Chief
Interia.pl



Dominika Bettman
General Manager
Microsoft Polska



Adam Marciniak
CEO
VeloBank



Piotr Płoszajski
Professor
Warsaw School of Economics (SGH)

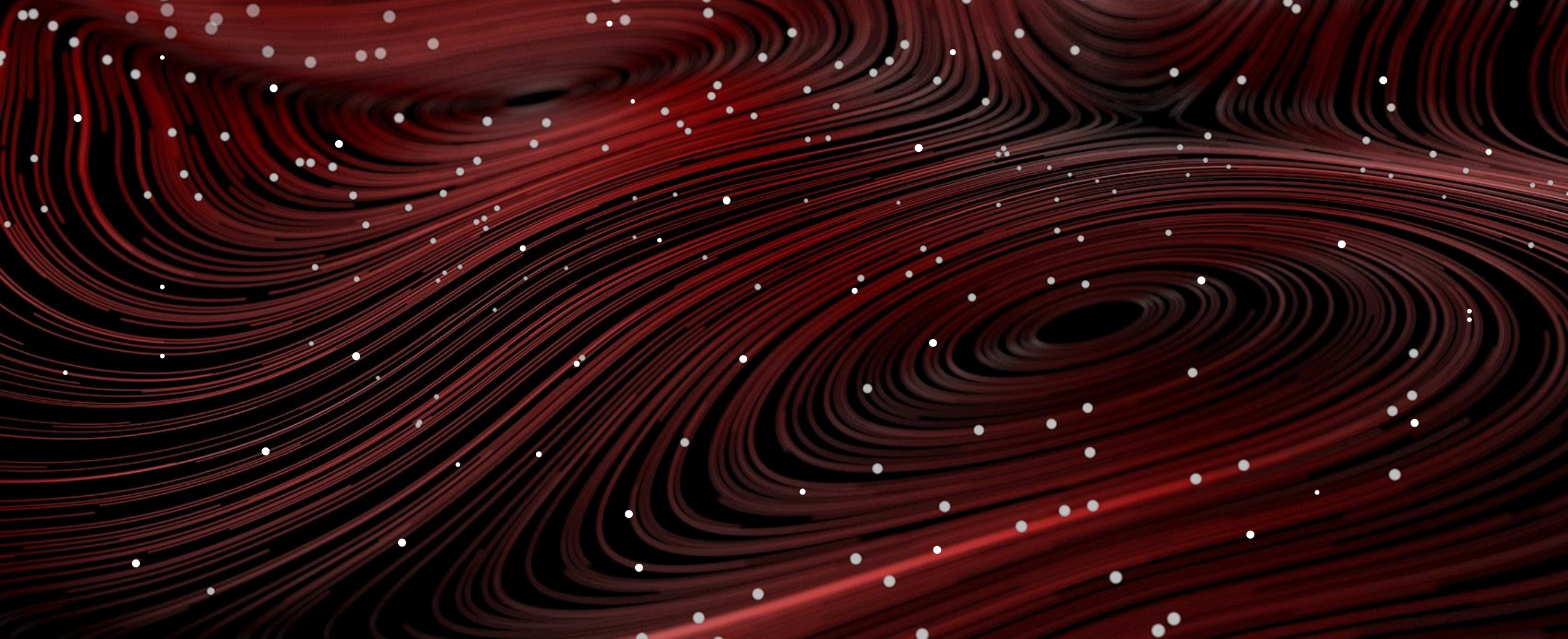


Zbigniew Jagiełło
Chairman of the Supervisory Board
MCI Capital



Edi Pyrek
Chief Visionary Officer
GAIA (Global AI Alliance)

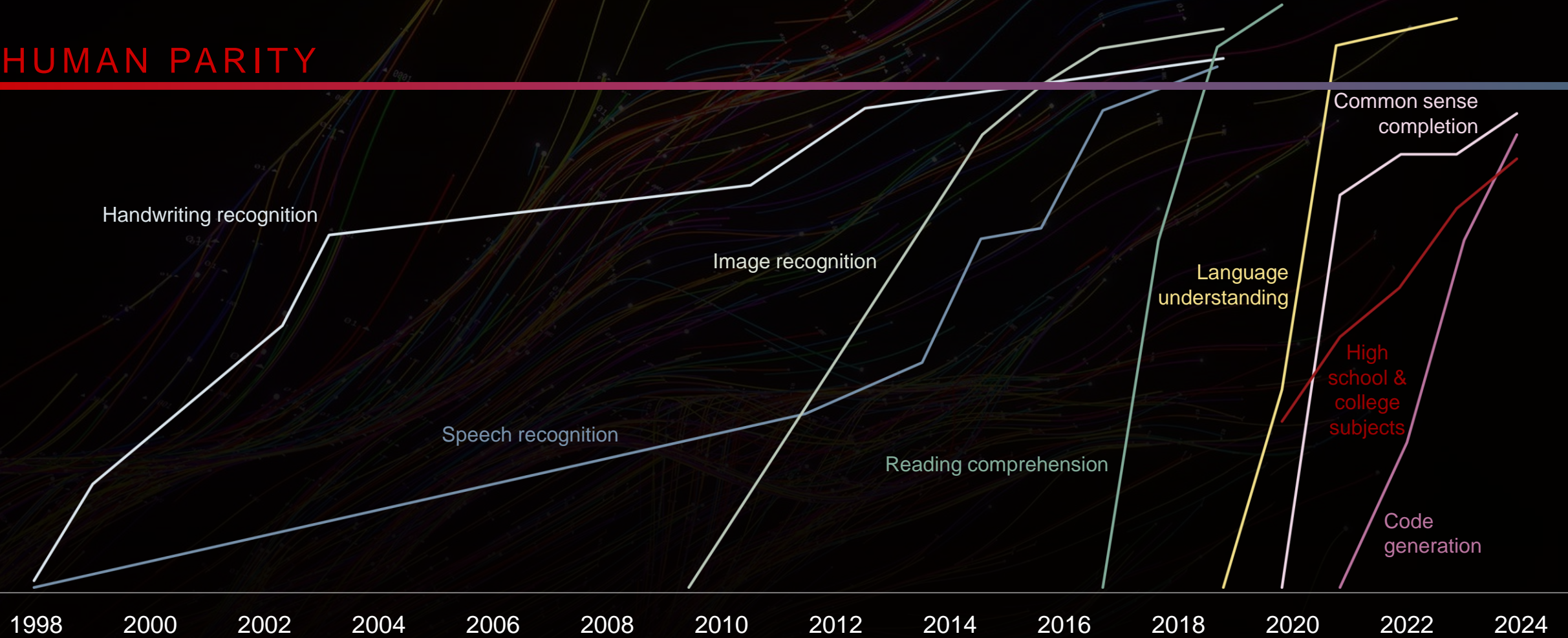




AI TECHNOLOGY PROVIDERS

AI has already reached human cognitive levels in most fields

HUMAN PARITY



AI poised to improve the productivity of human work

Example: designing marketing materials



Analog
(1950-1960)

MONTHS

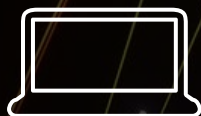
Desing on paper

Iterate on physical copies

Physical

Single-player

Manual



PCs
(1960-1990)

WEEKS

Desing on local software

Easy to iterate

Digital

Single-player

Manual



Internet & Cloud
(1990-2020)

DAYS

Design on web apps

Instant collaboration

Digital

Collaborative

Manual



Generative AI
(2020 – beyond)

MINUTES

Ai-created design

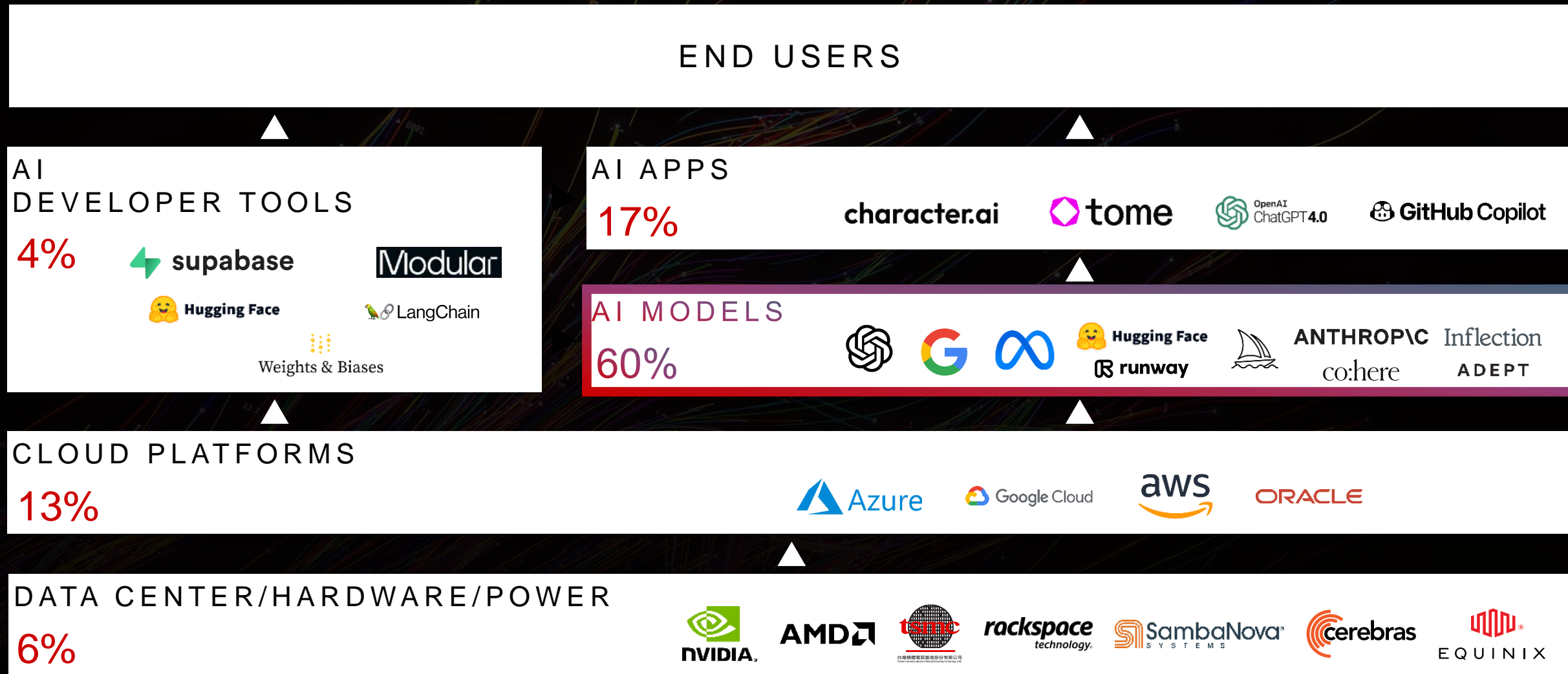
Human prompts with text

Digital

Collaborative

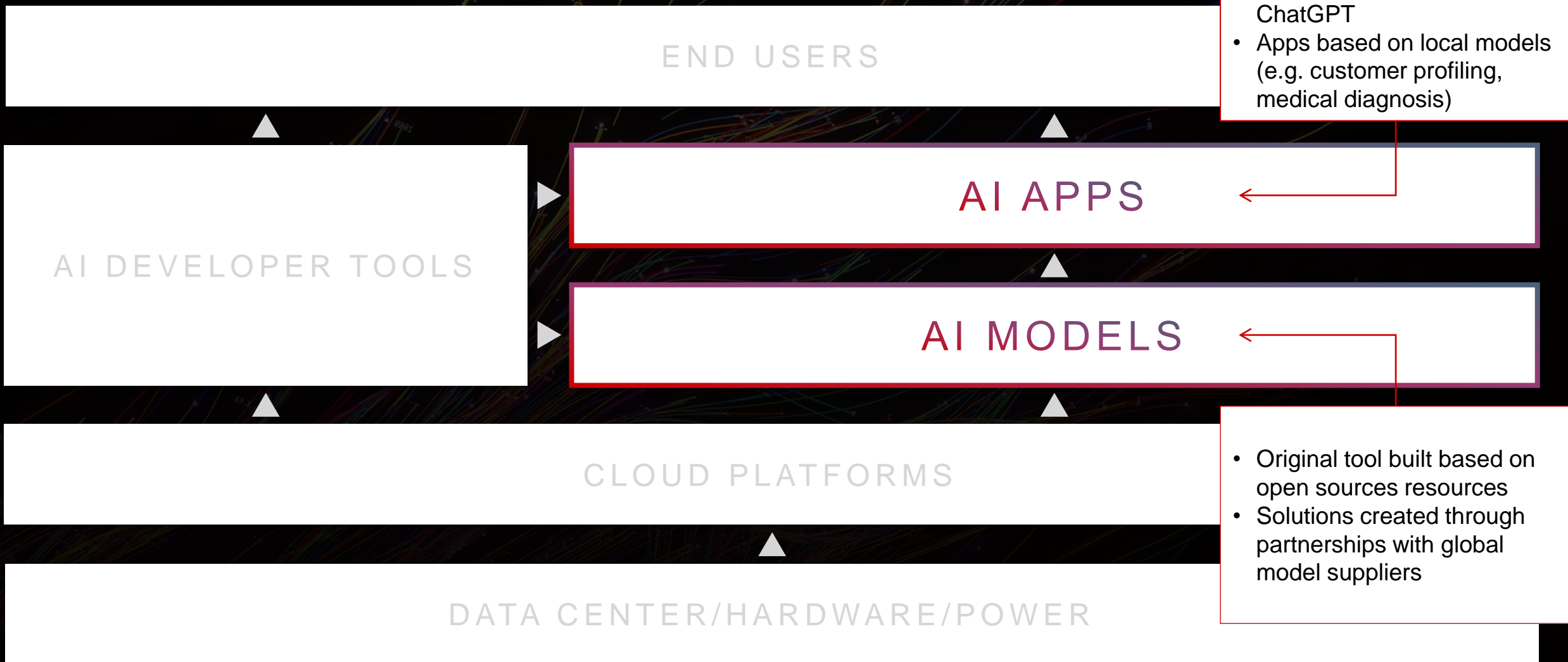
Automated

We are witnessing the birth of a new stack of AI solutions



x% % of global AI funding to date

Polish AI suppliers are mainly integrators of global solutions and application developers



TOP50 AI Providers are companies with great potential

IMAGE & TEXT RECOGNITION



CUSTOMER COMMUNICATION



MARKETING TECHNOLOGY



TRANSPORT OPTIMIZATION



CYBERSECURITY & FRAUD DETECTION



INDUSTRY 4.0 & ROBOTICS



MEDTECH



MLOPS



SOFTWARE HOUSES



Outstanding AI Providers from other countries in the CEE region

NAME

HQ

AI SOLUTION

veriff 



Identifying fraud attempts and ensuring compliance

STARSHIP



Autonomous robots for local deliveries

PACTUM 



Conducting autonomous negotiations

ROSSUM



Automation of document flow

UiPath



Robotization and automation of business processes

(h[s])[®]
HYPERSCIENCE

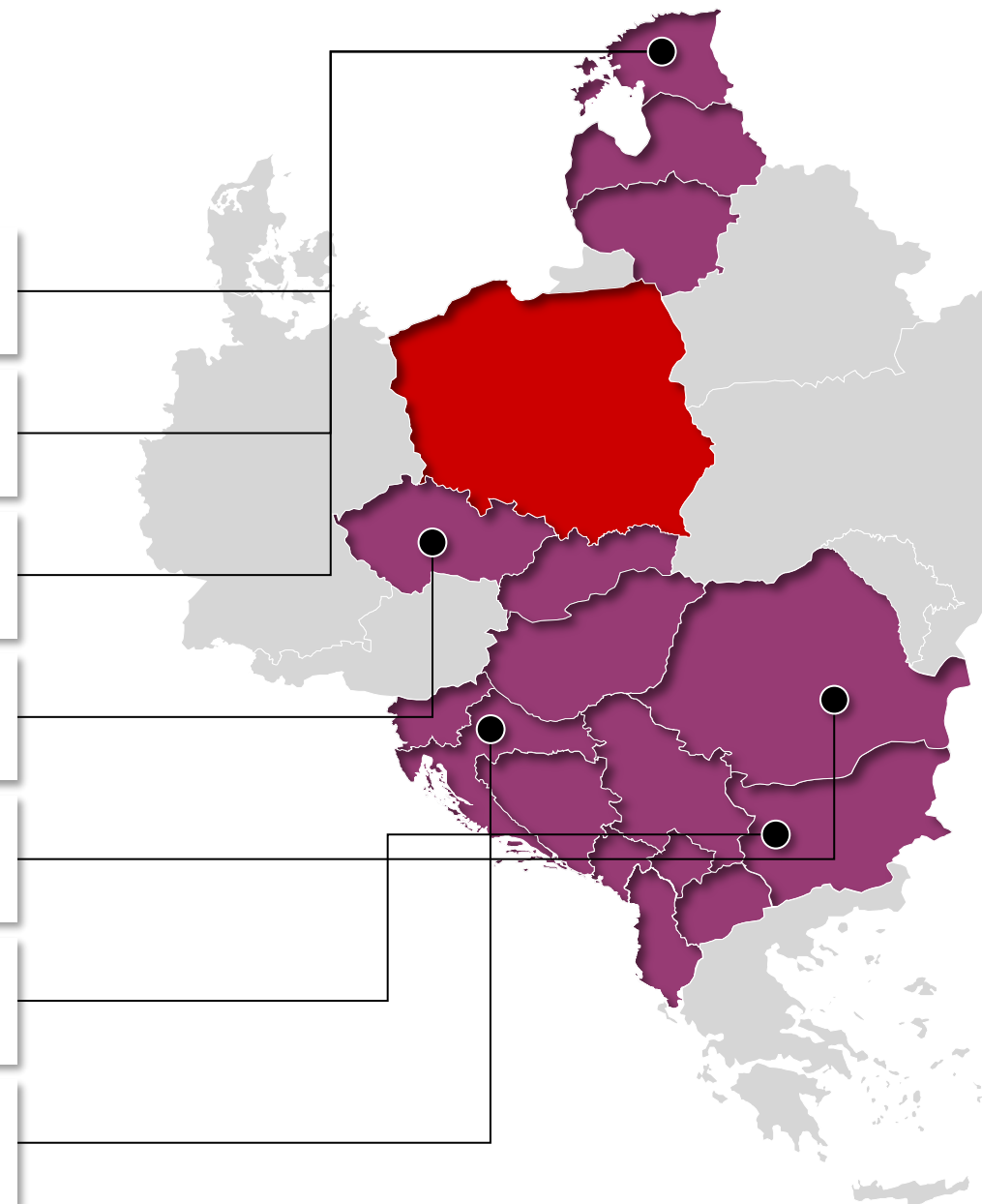


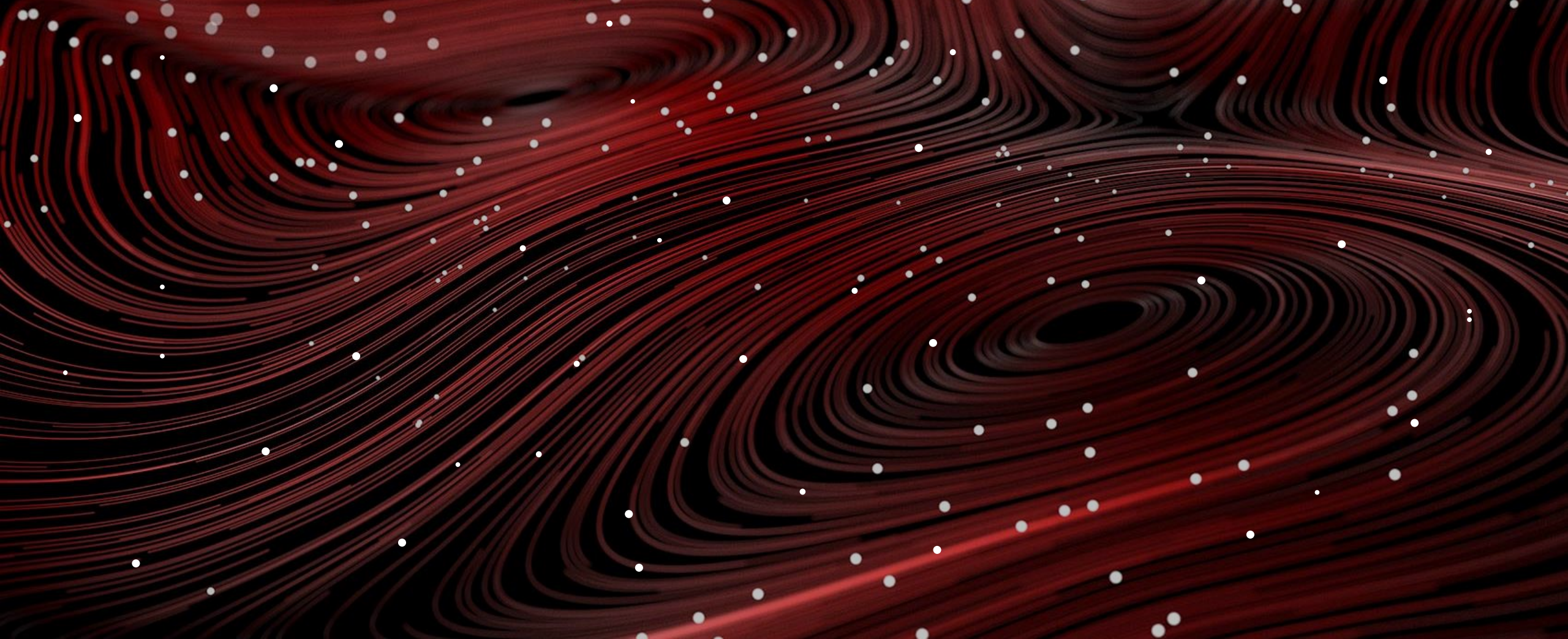
Processing and analysis of paper documents

 MICROBLINK



Intelligent scanning of ID cards, credit cards and receipts

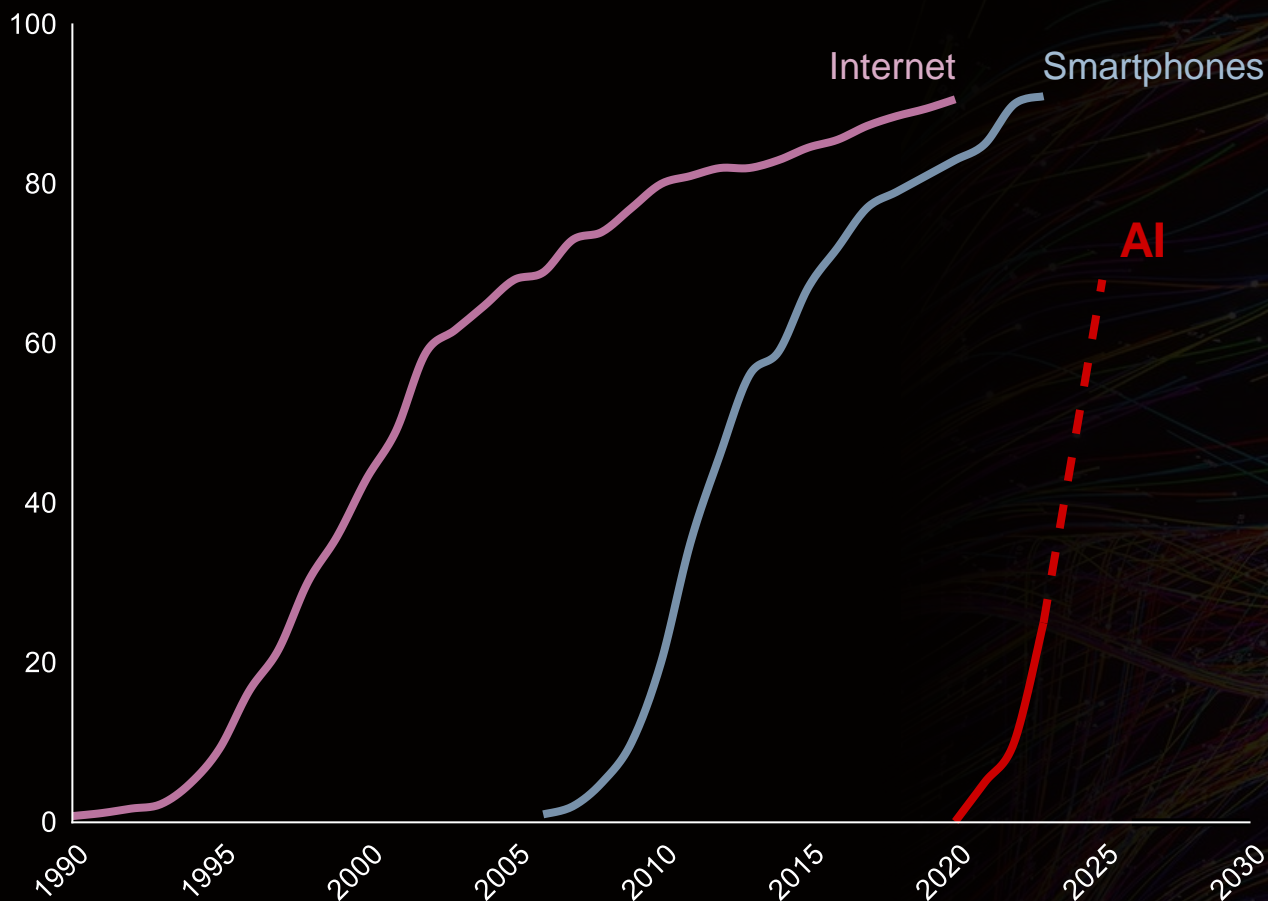




AI USERS

The development of generative AI was a turning point in the popularization of artificial intelligence

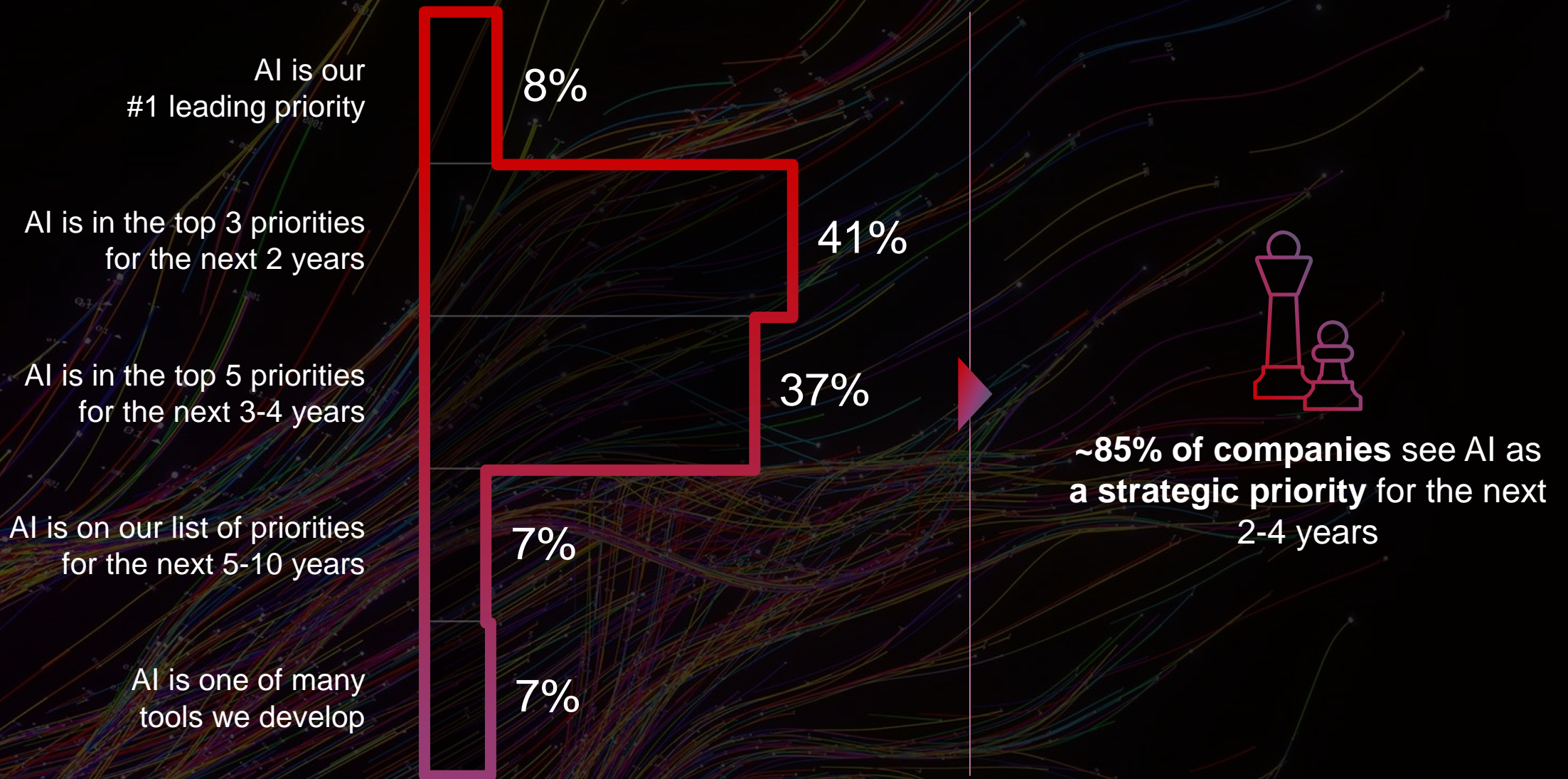
Percentage of population using a given type of technology in the US, (%)




The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the Internet, and the mobile phone. It will change the way people work, learn, travel, get health care, and communicate with each other.

BILL GATES
CEO, Microsoft

The priority of AI has also increased in companies



Companies use AI to redefine customer offerings and increase efficiency; most address both areas



74%

Using AI to **improve** your value proposition



81%

Using AI to **automate** processes and **increase** efficiency



55%

▶ **The use of AI in both fields** – improving the value proposition and automating processes and increasing efficiency

Globally, most companies are using AI to improve their value proposition...

74%

Utilizing AI to improve the value proposition

IMPLEMENTATION EXAMPLES

Hopla
● In training

Hello, I'm Hopla, your intelligent assistant 🤖

Thanks to ChatGPT technology, I help you find recipes and make your shopping lists. For now I'm an experiment and I'm still learning every day, please bear with me 😊

For your information, I just have to tell you that Carrefour France implements processing of personal data concerning you to process the requests you send to me.

Find out more about Hopla and our data protection policy:

Ask me a question

Hopla
● In training

Can you provide me with an ingredients list for pancakes?

Of course ! Here is the list of ingredients to prepare pancakes for 4 people: - 250 g of flour - 2 eggs - 300 ml of milk - 1 sachet of baking powder - 2 tablespoons of sugar - 50 g of melted butter You probably already have these common products: salt, butter for cooking. It's your turn now! Let me know if you would like me to post the instructions for you to download. Or click on the button below to see the ingredients in your Carrefour store, and modify them as you wish.

Buy the products

Ask me a question

0.36€ CARREFOUR CLASSIC baking powder

1.69€ SIMPL powdered sugar

2.07€ Soft Butter 60% Matt. Gr. MONTFLEURI

0.80€ Wheat flour type 55

1.69€ Fresh free-range eggs from CARREFOUR...

2.03€ CARREFOUR BIO semi-skimmed organic milk

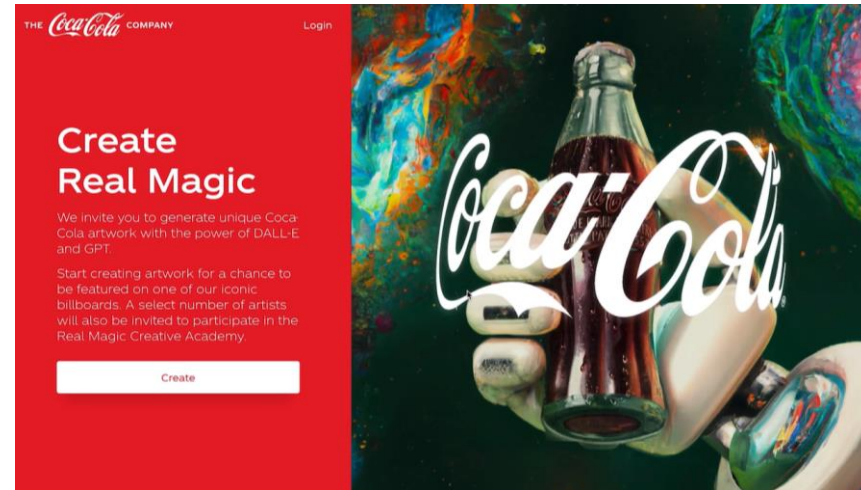
AI assistant to make everyday shopping easier (Carrefour France)

...and to automate processes and increase productivity

81%

Utilizing AI to process automation and increased efficiency

IMPLEMENTATION EXAMPLES



Automated creation of marketing content



Generative AI will bring broad benefits on many levels



SCALE OF CHANGE

Some of the professional activities streamlined by Generative AI

15%

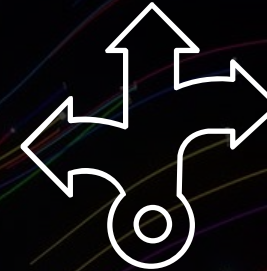
Thanks to the base models themselves

50%

Using additional software

35%

Higher productivity



DIRECTION OF CHANGE

Examples of benefits achieved in previous implementations

60%

Greater job satisfaction

21%

Higher quality of services/products

Polish companies use AI mainly to optimize internal processes

The most popular applications of AI technology by Polish companies

% of surveyed companies (N=50)

Communicated usage

Improving
the value proposition

Internal optimization

20%

35%

33%

27%

25%



New functionalities
using AI



Personalization of the offer



Automation and optimization
of customer service







Increasing marketing
efficiency



Improving the product/service
development process

Polish companies using AI are highly diversified by sector

Examples of Polish companies actively using AI-based solutions:



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CAPITAL ASI S.A.

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NETWORKING**