



# **2023**

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# **INVESTOR'S**

# **GUIDE**

## **TO ARTIFICIAL INTELLIGENCE AND AI MARKETS**

A condensed yet comprehensive look at the AI landscape, covering key aspects and future trends.

## **AN OVERVIEW**

### **BROUGHT TO YOU BY:**

EmotionTrac The Leader in  
Emotion AI 's Application in High-  
Growth Markets

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With Artificial Intelligence (AI) at the forefront of technological innovation, we're witnessing a radical shift in industries that are opening a gateway to immense growth potential! As an investor, it's a field filled with exhilarating opportunities if you understand the AI landscape. This guide will help you understand the technology, the high-growth industries AI is serving, and what's on the horizon.

AI-based technologies like machine learning, deep learning, natural language processing, facial recognition, and emotion detection form a vibrant ecosystem. They are

transforming sectors that include healthcare, finance, advertising and beyond, propelled by advances in computational power, data availability, and algorithmic innovation from emerging companies.

**"This guide will help you understand the technology, the high-growth industries AI is serving, and what's on the horizon."**

**Where you go from here is up to you...**

This is not investment advice. It's a guide to get you started as you explore the potential that Artificial Intelligence technologies represent across multiple growth industries. It

offers a condensed yet comprehensive look at the AI landscape, covering key aspects and future trends. Where you go from here is up to you...

**"One thing that we should keep in mind is that innate biological intelligence is fixed... the crossover point is around 2030 and non-biological intelligence will continue its exponential rise." --Dr. Ray Kurzweil**

## Understanding The Technologies That Are TRANSFORMING the Market

Artificial Intelligence (AI) is an umbrella term that encompasses several distinct technologies, all aiming to replicate or simulate human intelligence in machines. Let's explore the major types of AI technologies.

**1. Machine Learning (ML):** Machine learning is arguably the most well-known subset of AI. It involves training machines to learn from data, recognize patterns, and make decisions or predictions accordingly. ML systems improve automatically through experience, negating the need for explicit programming. Two common subsets of machine learning are Supervised Learning (where the model is trained on labeled data) and Unsupervised Learning (where the model identifies patterns in unlabeled data).

**2. Deep Learning (DL):** Deep learning is a type of machine learning that mimics the human

brain's neural networks. It utilizes layers of artificial neurons to process data and make decisions. Deep learning models are exceptional at processing vast amounts of data and recognizing complex patterns, often surpassing human capabilities in areas such as image and speech recognition.

**3. Natural Language Processing (NLP):** NLP allows machines to understand, interpret, generate, and interact in human language. It's used in many applications, including chatbots, voice assistants, and translation services. NLP's subsets include Natural Language Understanding (NLU), which involves comprehending the intent behind human language, and Natural Language Generation (NLG), which enables machines to generate human-like text.

**4. Computer Vision:** This technology enables machines to see, identify, and process images like the human eye, and then make decisions based on

that understanding. It is widely used in facial recognition systems, autonomous vehicles, medical imaging, and augmented reality.

**5. Robotics Process Automation (RPA):**

RPA uses AI to automate repetitive tasks traditionally performed by humans. It's often used in business processes, data manipulation, and communication tasks.

**6. Reinforcement Learning:**

A part of machine learning, reinforcement learning is about training models through the system of rewards and penalties. It is instrumental in teaching machines to navigate an environment or learn a game.

**7. Generative AI:**

Utilizing NLP, ML, and other AI technologies, Generative AI has the ability to produce text, images, or different forms of media as a reaction to certain prompts. These generative models of AI understand and

absorb the structure and patterns present in the data they're trained on, following which they are able to create new data that mirrors these similar features.

**8. Emotion Detection/Recognition:**

This technology is beginning to make major changes not only to how computers interact with humans, but also how humans understand and improve their communication with each other. It uses a combination of Computer Vision, Machine Learning, Natural Language Processing, and Deep Learning techniques to develop algorithms that can analyze and interpret human emotional responses. Advances in these technologies are poised to change *many* markets.

Each of these AI technologies has unique capabilities and applications, and they contribute to the diverse and fast-evolving AI landscape. It's this very diversity that makes AI an exciting field for both exploration and investment.

**But it's not these individual technologies-- by themselves-- that fuel the market. It's how they're USED to create innovative products that fuel market growth.**

**"The next level of emotion AI not only detects human emotion but has the ability to respond accordingly. One great example of how this can be used is with the population who live with dementia... Emotion AI allows us to predict what a person's state is with a level of competency that can be as good or even better than what a caregiver could tell us... This can increase compassion toward caregivers."**


**--Forbes.com**





# Understanding the Products:

## Where is AI Being Used to Change Industries?



Artificial Intelligence technologies have permeated many market sectors, transformed traditional methods and paving the way for a more data-driven, automated, and efficient ecosystem. AI is probably already playing a critical role in your life and work without you knowing. Here are just a few of the markets being transformed by Artificial Intelligence:

### Finance

Financial Technologies, or “FinTech”, is already a high-growth market that is changing many areas of how financial data is handled, analyzed, and processed. Machine Learning is used for credit scoring, algorithmic trading, fraud detection, and other crucial areas of finance to move the wheels of commerce at never-before-seen speed and efficiency. Robotic Process Automation is further driving efficiency as it gains popularity with banking and insurance for repetitive, rule-based tasks like data entry and invoice processing are common.

### Healthcare

AI is revolutionizing the healthcare sector with improved diagnostics, personalized treatment, and enhanced patient care. Machine Learning and Deep Learning are being used to interpret medical images such as X-rays, CT scans, and MRIs. They help in detecting diseases like cancer, tuberculosis, or brain disorders at an early stage with high precision. For instance, Google’s DeepMind has developed an AI system that can diagnose eye diseases by analyzing retinal scans.

### Automotive

Almost every new car model offers some form of collision avoidance, lane departure, or semi-autonomous driving. Maybe you even own a car with some of these features yourself! Deep Learning and Reinforcement Learning play a significant role in developing these capabilities as it enables object detection which allows the car’s computer to react to its environment. As cars

become more and more sophisticated, this trend is likely to continue to grow and mature in the automotive industry.

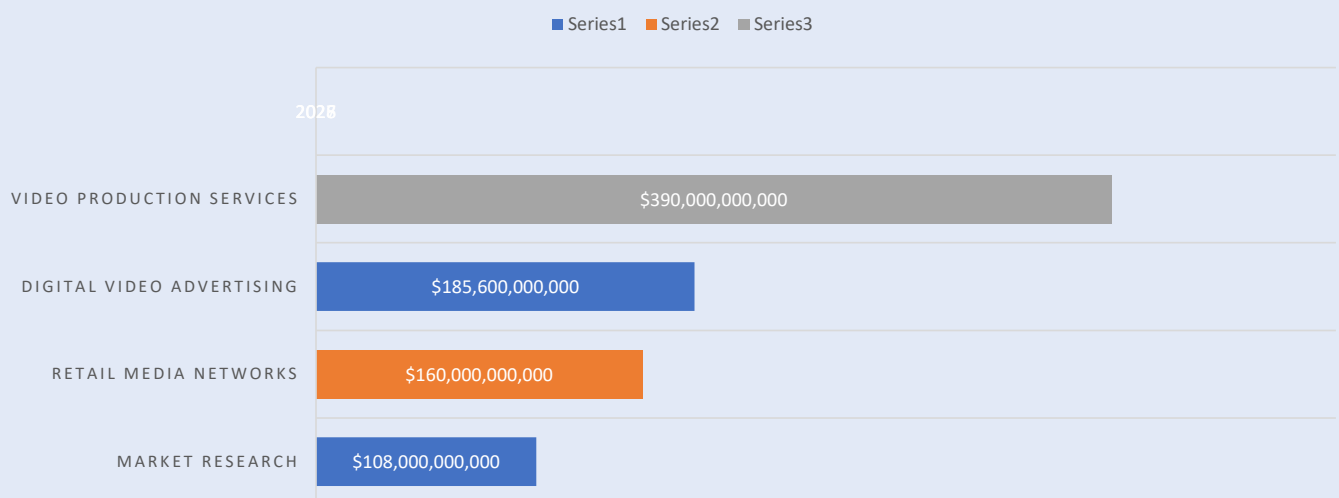
## Consumer Marketing and Market Research

While it might seem counterintuitive, the massive growth of e-commerce, online shopping, and digital advertising has actually made buying **MORE PERSONAL**. Think about it. Before multi-billion dollar online shopping behemoths like Amazon were around, the closest thing to such a large selection of consumer products might have been the old Sears Catalog. Everybody got the same one in the mail, and everybody was marketed the same products. Now, it's personal. On social media, you see ads for products that companies think you might be interested in based on your social media interactions, and most e-commerce platforms use your shopping behavior on their platform to show you products that are more likely to interest you. Rest assured; nobody is sitting at a computer actively looking at your activity online. It's AI Machine Learning and other technologies working to try to help you identify the products you'll want to buy—in the ads you see, in the products shown to you in search results, and the products that are recommended to you when shopping online. **It's personal, and it works.**

**But ad targeting and e-commerce are mature uses of AI that are well established.**

**Market Research** and **Content Creation** are just beginning to leverage the great potential of AI to experience explosive growth. Natural Language Processing tools like ChatGPT and Generative AI tools from Open AI, Adobe, and several other companies are changing how content is created at a break-neck speed. Within market research, Emotion AI is emerging as a **KEY INNOVATION** that is helping to dramatically improve the Return on Investment spent on multi-media advertising and communications of all types. It has the power to interpret and analyze an audience's reaction to a particular message **BEFORE** they launch a campaign or publish media to make sure that message resonates with its intended audience. According to KBV Research, Digital Video Advertising alone is predicted to reach an annual market value of \$185.6 Billion by 2026.

### PROJECTED VALUE OF KEY MARKETS SERVED BY AI



# What's Next?

This guide has just scratched the surface of explaining how Artificial Intelligence is changing the landscape of virtually all markets. It's a good start that should give you a general understanding of many concepts as you do your own research and further study. As an investor looking for high growth, it's important to look for opportunities where you can invest early in a company with an innovative product that will deliver value to high-growth markets. Be sure to keep your eyes open, and good luck as you explore these exciting technologies!

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**"The future of the AI industry looks very promising. With the rapid growth of AI, it is expected that more and more industries will integrate the technology into their business model. AI will be used in everything from teaching to safety."**

**--Startup Savant**

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