GSV Ventures

AI-Powered Accelerated Learning

Generative AI Landscape

NOV 2022
CZ/AA

Generative AI Landscape

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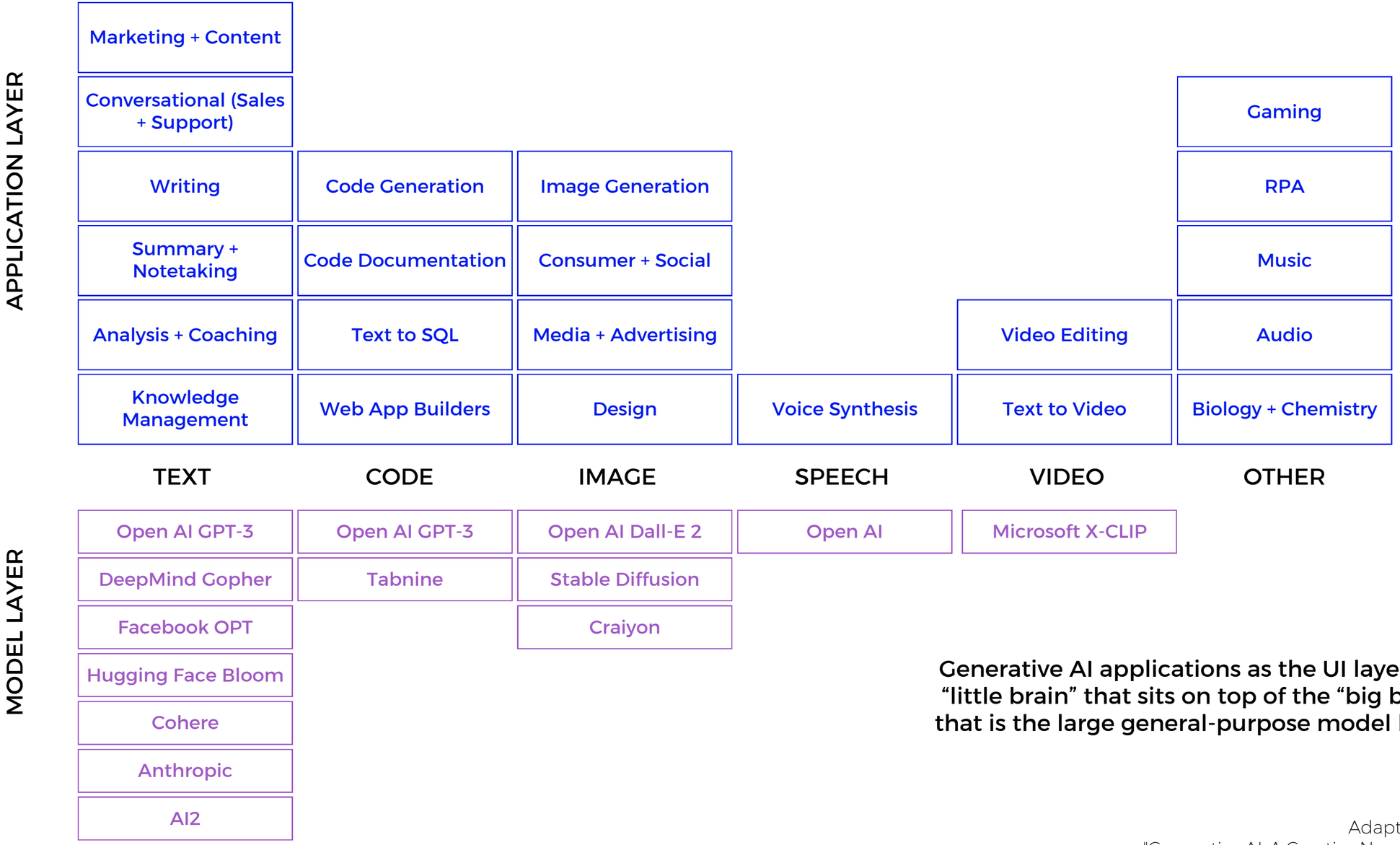

Generative AI applications as the UI layer and "little brain" that sits on top of the "big brain" that is the large general-purpose model layers

Adapted from Sequoia,
"Generative AI: A Creative New World", Sep 2022

Application Layer: Text/Natural Language

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Marketing / Content

Jasper, copy.ai, Rytr, Hypotenuse AI, Writesonic, copysmith, WRITER, Peppertype.ai, Smartwriter.ai, regie.ai, anyword, Clickable

Writing

QuillBot, youMakr, grammarly, HyperWrite, LEX, AI21labs, Moonbeam, COMPOSE AI, sudowrite, NovelAI, Correcto.

Summary

upword, Spoke, summari

Plagiarism

Plagramme, UNICHECK, turnitin

Knowledge Management

mem, GOLDEN, GURU, Common Room, DASHWORKS, glean, ThoughtSpot, Spoke

Employee Analysis + Coaching

JIMINNY, GONG, CHORUS, AVOMA, poised, people.ai, mindtickle, Revenue, Outreach, Trellus

Math Doubtsolving

photomath, QANDA, Symbolab, Mathway, Gauthmath, Wolfram Mathematica

Conversational AI (Sales/Support)

CRESTA, Tymely, Forethought, sprinklr, ada, yellow.ai, Ivy.ai, sonero, Cohere, DeepConverse

Conversational AI

Woebot Health, Replika, Speak, KEYS, Inflection, Character.AI

Notes / Transcription

VOWEL, cogram, Otter.ai

Learning Support

digest.ai, KyronLearning, OKO, Leminda, Sana, NOLEJ, TeachFX, Amira LEARNING, foondamate, Questgen

Application Layer: Everything Else

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Voice / Speech

RESEMBLE.AI
WELLSAID
MURF.AI
PolyAI
Mosaic Voice
reSPEECHER

Coding

tabnine
Kodezi
Mintlify
Debuild
Stenography
GitHub Copilot
kite
MUTABLEAI

Gaming

inworld
The Infinite Story
AI DUNGEON
MODULATE
REGRESSION GAMES

Music

SOUNDRAW
Aiva Technologies

Workflow

bardeen
Adept
rby AI

Video

runway
synthesia
tavus
FLAWLESS
descript
Reduct Video
Figaro Analytics
THE COMMUNICATION INTELLIGENCE PLATFORM
deepdub.ai
glossai

Predictions

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- Truly disruptive technology companies are the pairing of novel tech with unique market conditions. **Technology alone isn't sufficient** - will need incredible marketing, beatable competitors and the right team. AI startups will have to ask **if their breakthrough is defensible and revolutionary enough** that it will justify replacing existing workflows
- These **tools will only cement the market positions of existing companies**. Easier for Tableau to put in a text prompt box or for Unity to incorporate AI-enabled tools than for an ML startup to build an entire visualization suite or gaming engine
  - Currently, generative AI companies primarily **exist as plugins in existing software ecosystems**: code completions happen in your IDE (GitHub Copilot); image generations happen in Figma or Photoshop;
- Disruption will happen in 2 broad categories
  - **(1) Creation**: Making stuff from scratch that acts as complete replacements of products that previously would've required human input
  - **(2) Collaboration:** Humans are paired with an AI tool to dramatically improve and speed up their work flows
  - **99% of the disruption will actually be on the collaboration side**. The image creation demos are flashy but limited/"one-and-done". **Automating away rote, low-value work is where the majority of productivity gains** will come from.
- The **"content treadmill" will be de-risked** significantly, freeing up developers and human capital for higher ROI activities
- These tools will **end up being more disruptive for individual workers than large companies. New innovations enforce the power law**. Top performers will no longer require support staff, they can just AI away the easy stuff. 10x engineers -> 15x engineers

"Creation Goes to Zero"

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Atomic Activity of any Company	Technological Innovation	
Create Stuff (Cost of goods sold)	generative AI = creation at zero cost →	• more power will accrue to those companies who have novel acquisition methods • “addiction will be the blood sacrifice required of consumers for businesses to win" • winning products will be those that feed the best data into their AI models - products that can be redone to have better training inputs (eg Tik Tok)
Acquire Customers to Buy Stuff (Sales and marketing expense)	→	
Distribute that Stuff (Other operating expenses)	internet = distribution at zero cost →	• peer-to-peer physical connections -> marketplaces • dissolving geographic arbitrage • digital goods/services (once built) can be scaled for free, with only acquisition costs to worry about

Adapted from Evan Armstrong, Napkin Math,
"When Creation Goes to Zero", Sep 2022