

AI is here

You need to get on board.

AI is world
changing and you
need to be
thinking about it.

About me



A little about me

My name is **Benjamin Powell**, I'm an **AI solutions architect** and founder

Over the last 20 years I've been in many C-level product, management and marketing roles.

I've also **built and launched 10+ products** with two successful exits.



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Brief History of ML & AI

Machine Learning and AI has evolved from Alan Turing's concept of a 'thinking machine' to today's sophisticated algorithms, that began in the late 50's.

AI's goal is to enable machines to perform tasks that usually require human intelligence.

GPT's are generative pre-trained transformers. This is the most recent iteration of AI, and it has blown up the internet with ChatGPT.

Let's bust a myth:

AI is not a program, AI is a prediction engine. The language around AI has anthropomorphised the technology and that I believe is problematic.

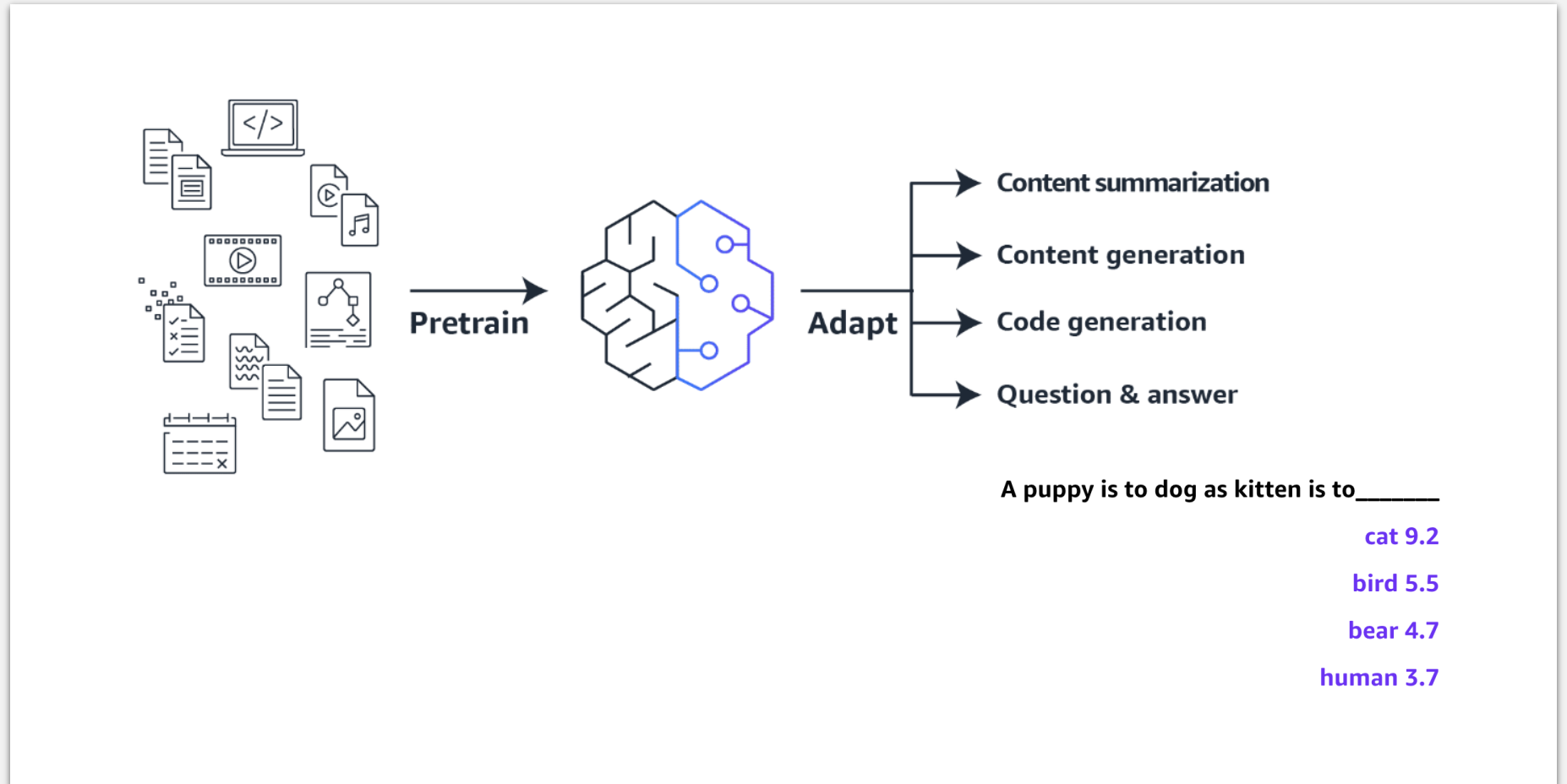
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Um... How?

How does it work?



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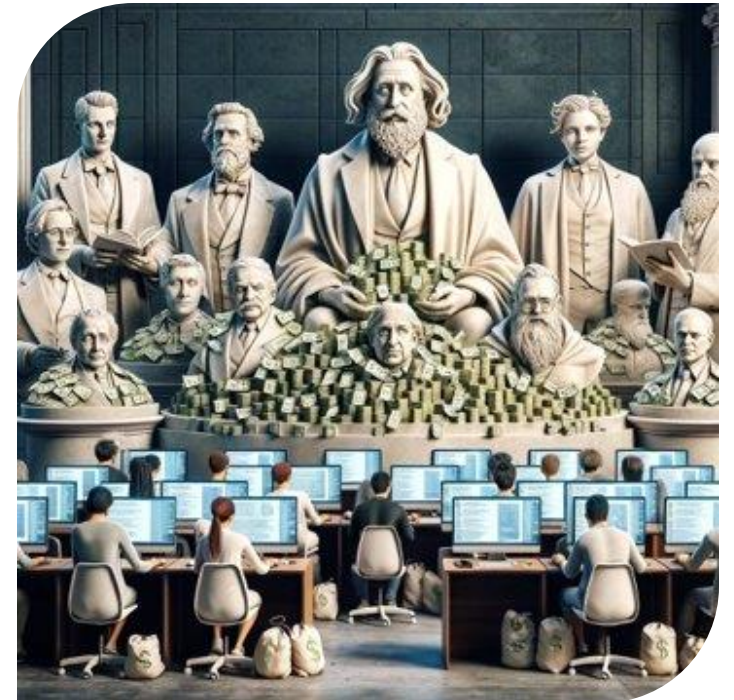
Training ethic

Can we ethically train?

Sam Altman was recently asked this question.

Our take:

If we're standing on the shoulders of giants,
do we have to pay them a royalty?



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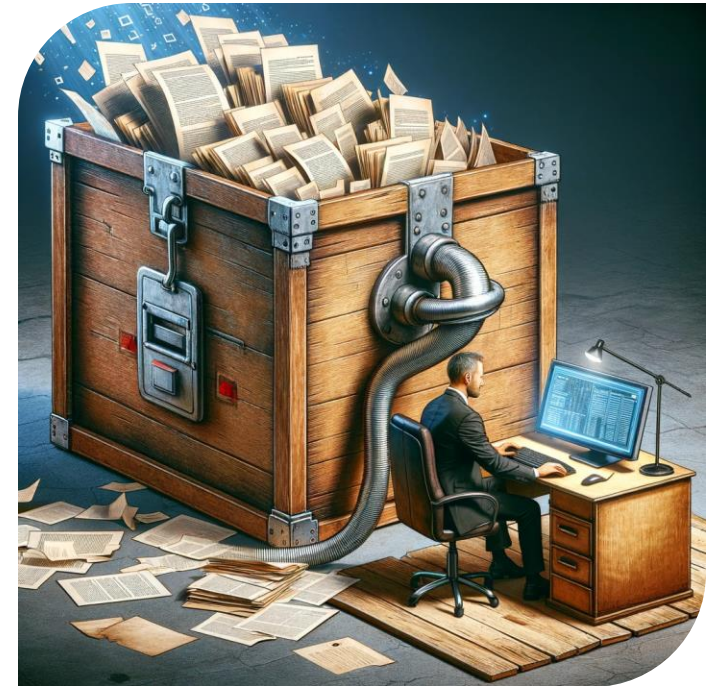
Data privacy

You have to train on something

The biggest concern I have is leakage through direct attacks.

Data leakage :

Through prompt engineering you
can capture training data in an output.



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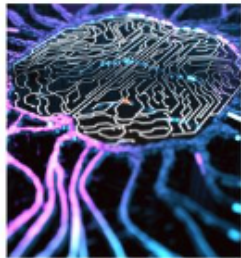
Data privacy

Data security

Be smart

Secure design
Secure development
Secure deployment
Secure operation and maintenance

Guidelines for secure AI
system development



Pdf • 2334 KB

Guidelines for secure AI system development

Guidelines for providers of any systems that use artificial intelligence (AI),
whether those systems have been created from scratch or built on top of tools...

<https://www.ncsc.gov.uk/collection/guidelines-secure-ai-system-development>

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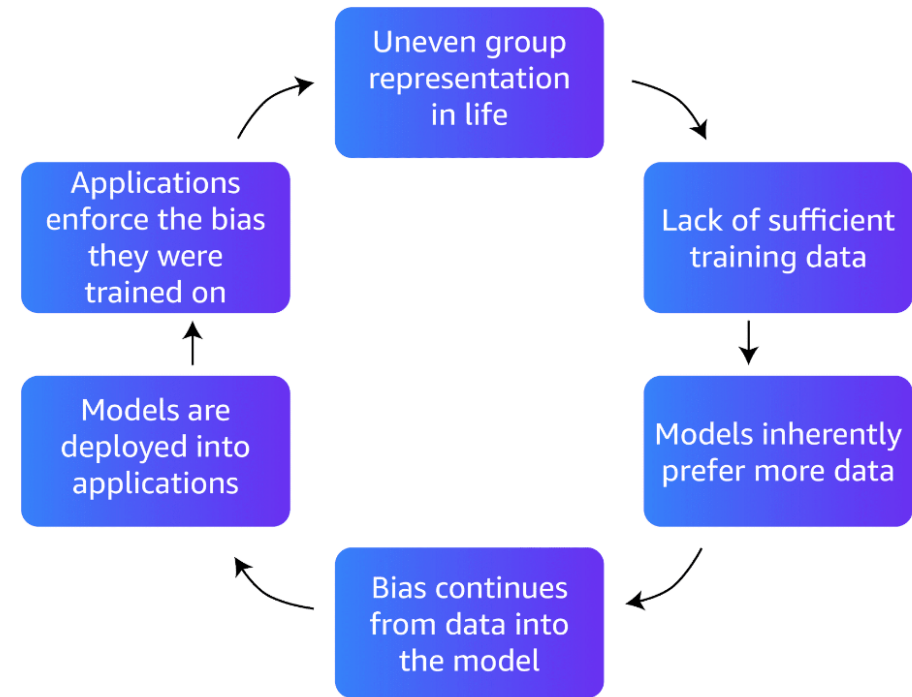
Data privacy ✓

Data security ✓

Data bias 🌓

Shit in = Shit out

Human Bias
Hidden Bias
Data Sampling Bias
Long Tail
Intentional Bias



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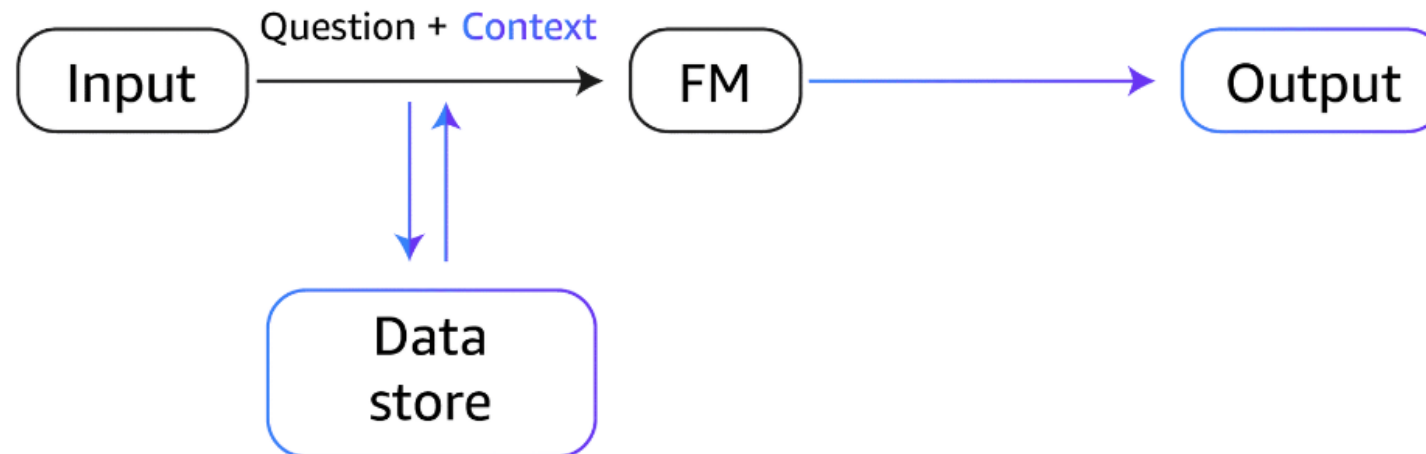
Data bias ✓

R.A.G. 🌙

How do you get a better output?

Like the most committed TV host, AI can say the most incorrect things with the most confidence.

RAG. Retrieval Augmented Generation



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Applications

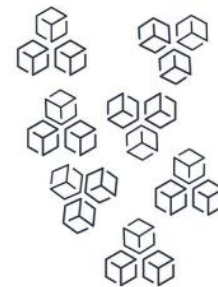
Fraud detection in remittance

Traditional detection relies on rules, great if you know what you're looking for.

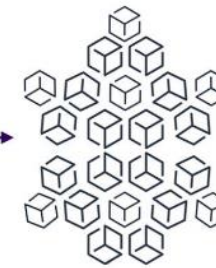
Using AI:

Here are 50 cases of
known fraud that our rules
didn't catch.

Transaction data, app use
data, messages, text input,
IP details... everything.



Dataset



Recognize patterns



Make predictions

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Regulation

Regulation

Expert groups should lead AI policy creation,
with politicians' roles limited to legal enactment
and review, not policy decision-making.



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The Future

The future

AI assistance integrated into:

Every system

Every device

Every process

Devices: OpenAI are working on a device now, my bet will be glasses

AGI: It's a long way time off but only then will we have the AI replacements.

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Regulation ✓

The Future ✓

Thankyou ✓

Thankyou

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