



# ***Innovazione e accesso ai mercati attraverso l'impiego dell'AI***

Domenico Greco

# Entrepreneurial Background

## Domenico Greco

Independent Advisor at Policy Maker, Universities,  
Labs, and Corporations

### 2000 – AI Pioneering

- Retailing Automation
- CRM Automation
- Business Analytics

### 2008 – Transformational Projects Roadmap

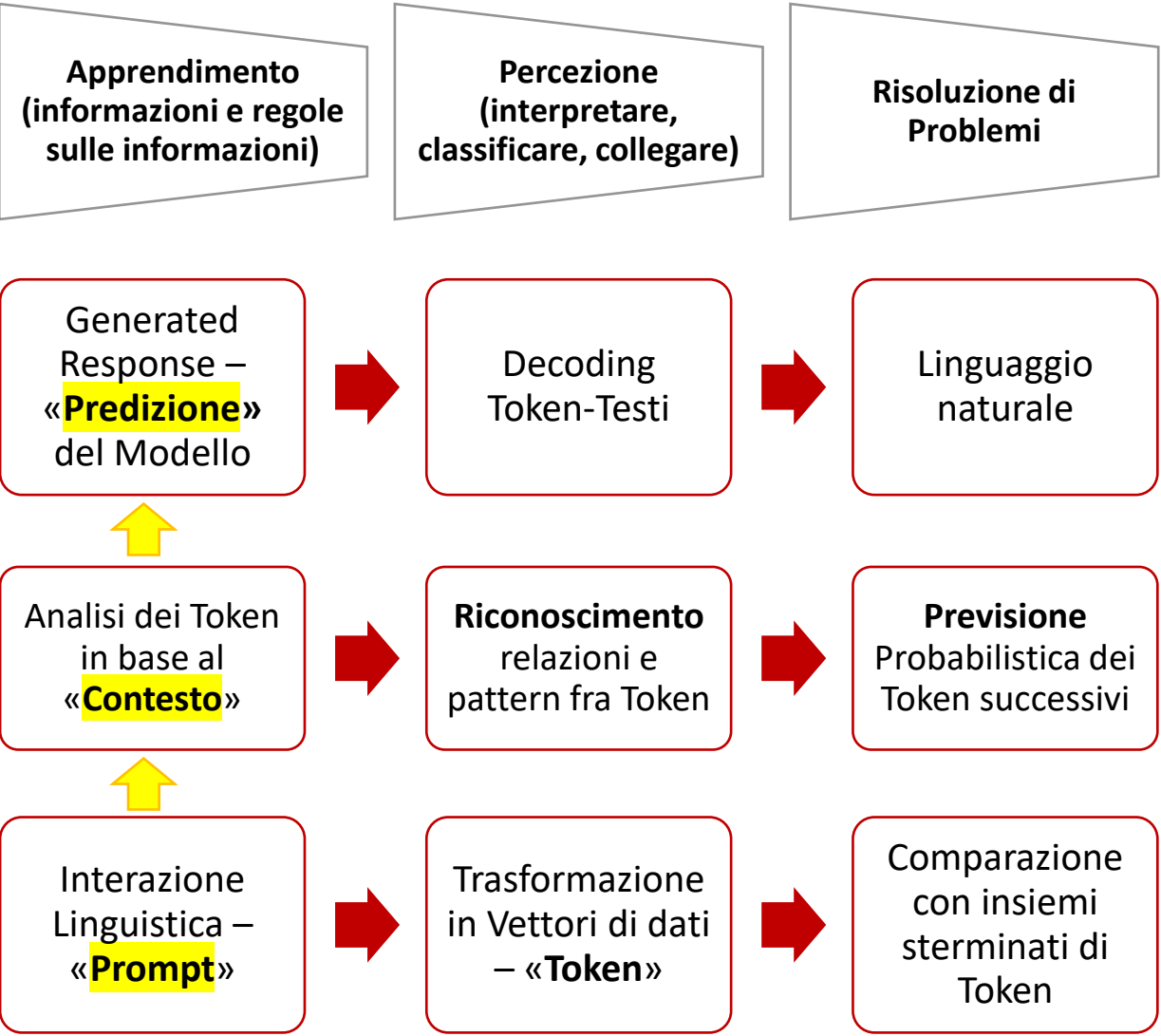
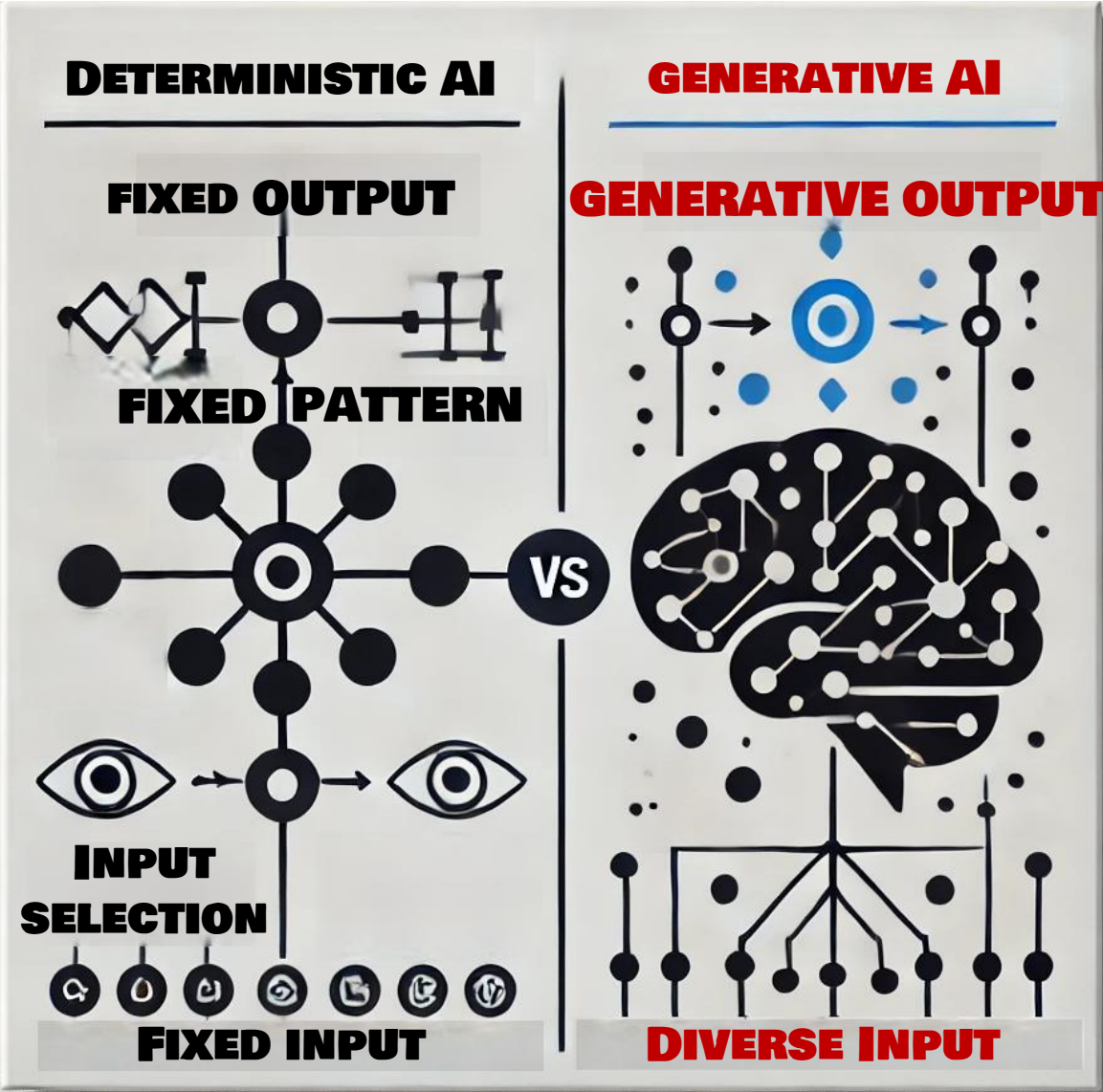
- “**Deterministic**” AI Prototypes:
  - *International Conference of Datamining*, Pisa 2008
  - *Customer Centricity Summit*, LA (USA) 2009
- 6 Industries

### 2015 – Innovation Eco- system Advisory

- Horizon Europe
- Innova
- Italian Trade Agency
- PNRR
- >300 startups/Innovation Projects
- 6 Countries



# Cos'è la Generative AI



# Come ci può aiutare la Gen-AI?

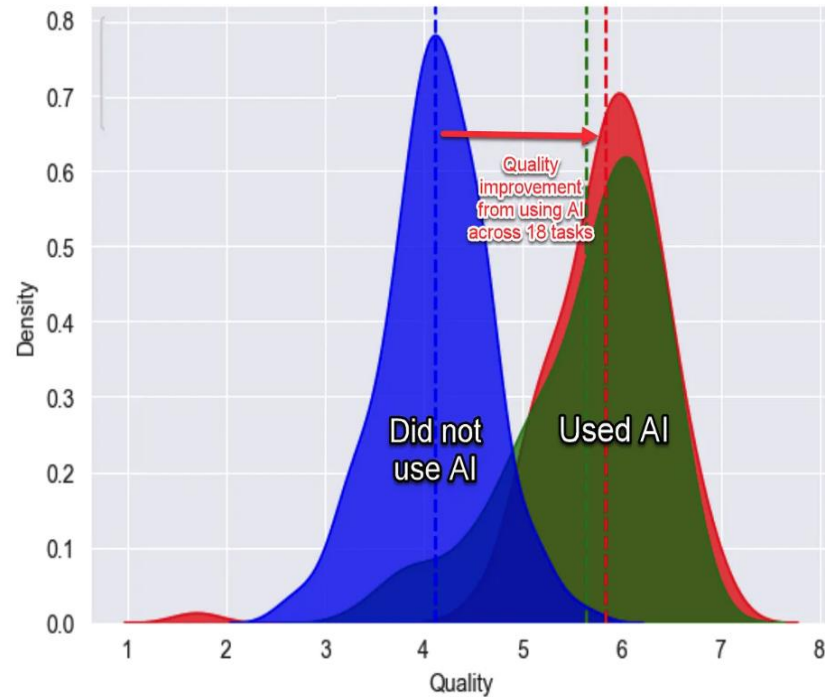
## Potential AI Impact on Different Occupations

Share of each job exposed to AI, by broad occupation

Legal	45.2%
Computer and mathematical	44.8
Business and financial operations	44.6
Architecture and engineering	42.1
Educational instruction and library	40.2
Management	39.9
Life, physical, and social science	39.7
Office and admin support	39.0
Community and social service	38.8
Arts, design, entertainment, sports, and media	37.1
Sales and related	33.2
All occupations	31.9
Health care practitioners and tech	31.5
Personal care and service	27.6
Protective service	26.3
Health care support	26.1
Food preparation and service	25.6
Production	23.9
Installation, maintenance, and repair	23.3
Construction and extraction	21.4
Transportation and material moving	19.5
Building, grounds cleaning, and maintenance	19.3



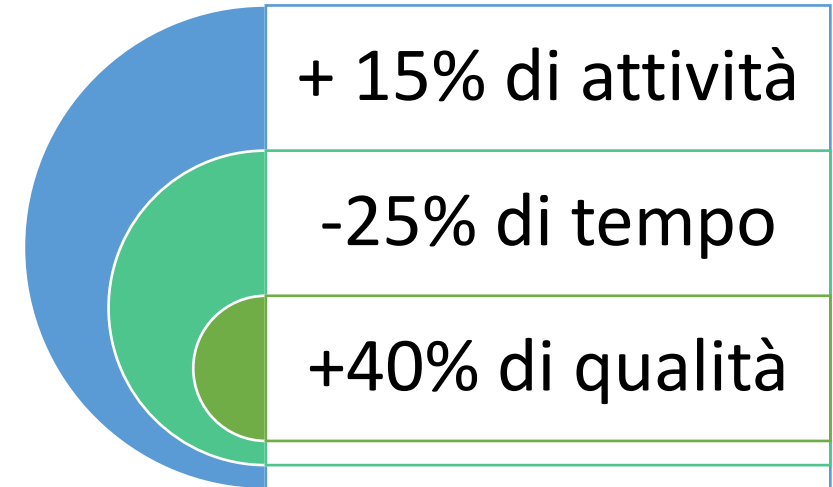
L'AI migliora più che sostituire



Distribution of output quality across all the tasks. The blue group did not use AI, the green and red groups used AI, the red group got some additional training on how to use AI.

Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality - [Harvard Business School Technology & Operations Mgt. Unit Working Paper No. 24-013 - The Wharton School Research Paper](#)

Impatti stimati, in media:



**La Gen-AI è un punto di partenza, mai di arrivo**

# Come si usa la Gen-AI?



Gemini

ANTHROPIC



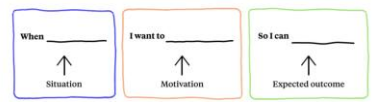
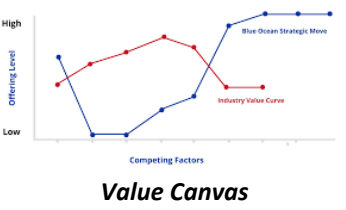
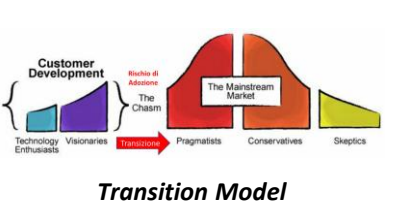
## Livello I – Prompt Engineering

*Quale mercato internazionale scegliere?*

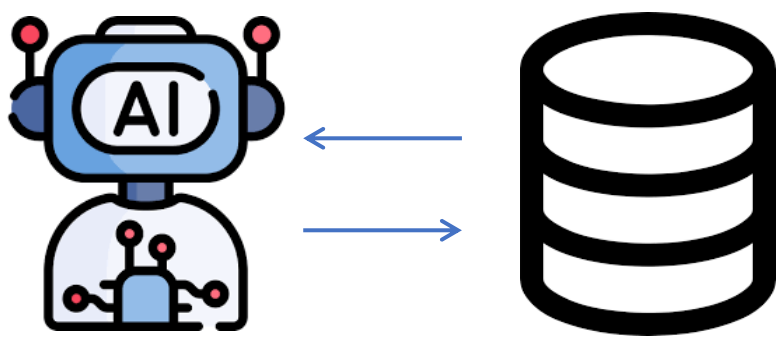
*Come descriviamo il nostro posizionamento obiettivo?*

*Quali Alleati scegliere e perché?*

Prompt Based on



## + Livello II – Dataset Analysis



*Ricerca Potenziali Partner o Clienti*

*Innovazione di prodotto*

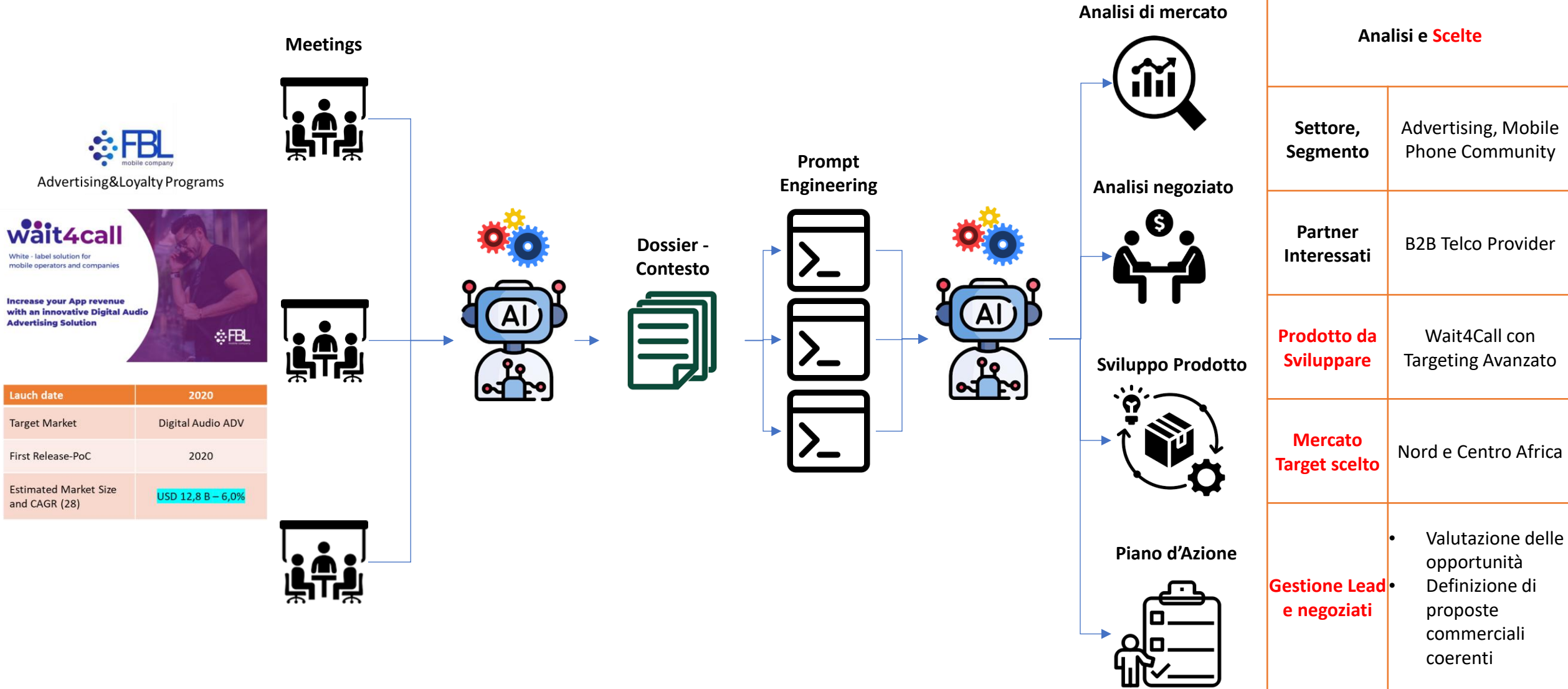
## + Livello III – Dataset Generation



*Predizione IP Asset a partire da progetti di Ricerca*

*Generazione dati per la valutazione di Progetti di Innovazione*

# Livello I – Prompt Engineering



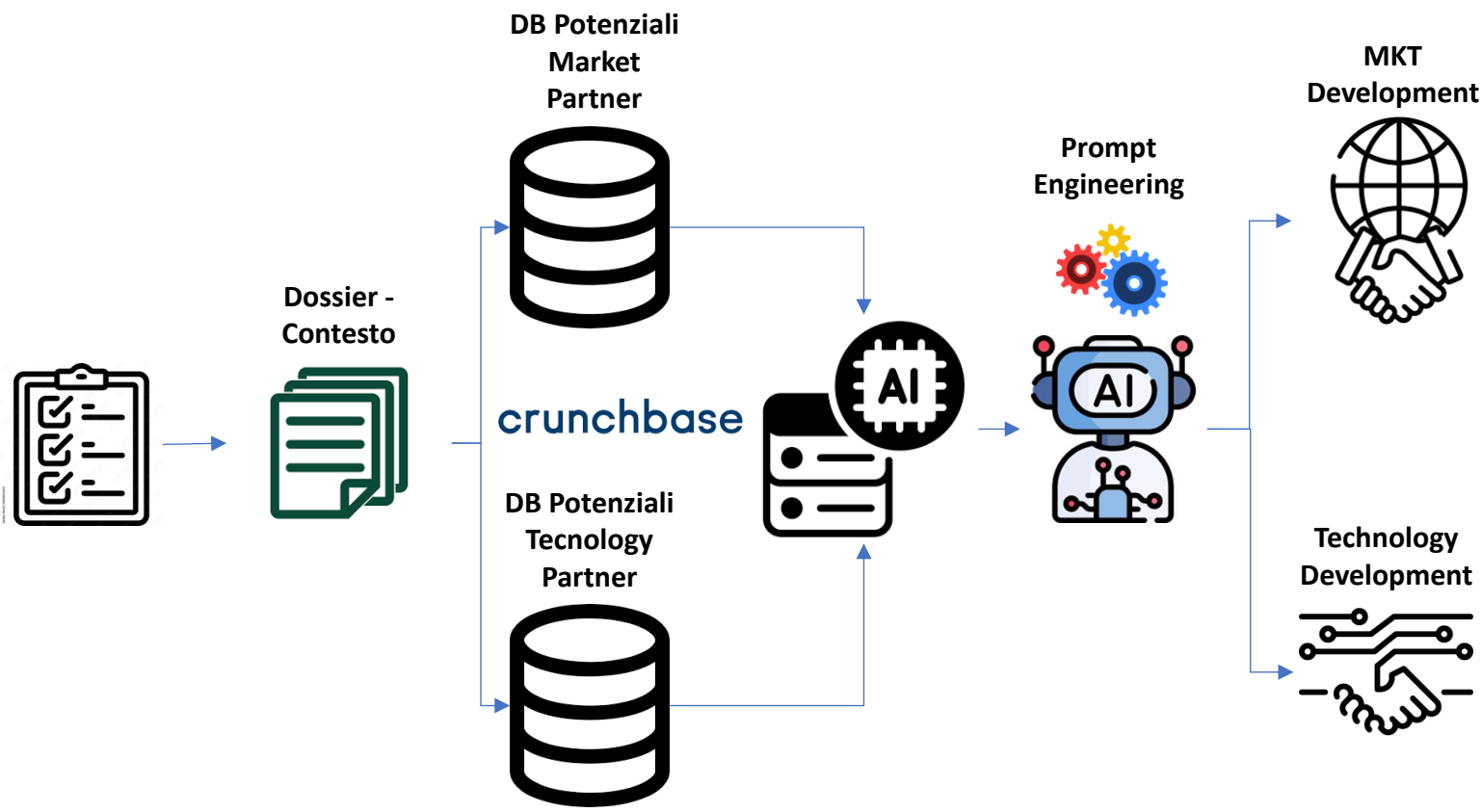
# Livello II – Dataset Analysis



Surveying and Mapping Automation



Launch date	2018
Target Market	HL Precision GPS
First Release-PoC	2020
Estimated Market Size and CAGR (28)	USD 5,2 B – 8,8%

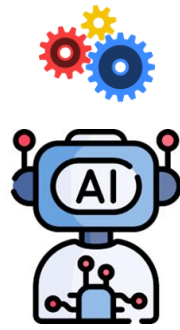


Analisi e <b>Scelte</b>	
<b>Settore, Segmento</b>	Mining-Tunnelling, High Geological Risk Jobs
<b>Partner commerciali per mercato</b>	Construction & Energy Companies
<b>Mercato Target scelto</b>	Spagna, Olanda e Nord-Centro Africa
<b>Partner tecnologici</b>	<ul style="list-style-type: none"> <li>- AI;</li> <li>- Navigation;</li> <li>- Robotics;</li> <li>- Aerospace.</li> </ul>
<b>Opportunità di Sinergia Tecnologica</b>	<ul style="list-style-type: none"> <li>• Gestione di rifiuti speciali;</li> <li>• Manutenzione urbana;</li> <li>• Applicazioni Geo e Aereo-spaziali</li> </ul>

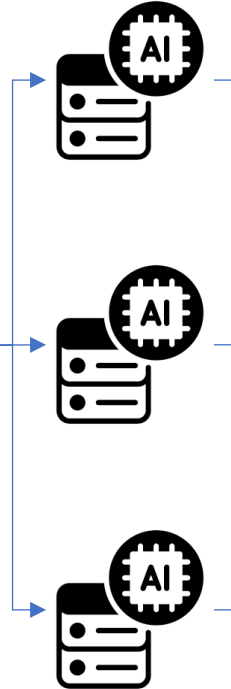
# Livello III – Dataset Generation



Several Business Plans



Campi dinamici o «sintetici»



Insights



Analisi e <b>Scelte</b>	
<b>Classificazione BP</b>	Per Industry, mercati target, verticali tecnologiche
<b>Insight rilevanti</b>	Tassi di crescita, rapporti, vantaggio competitivo
<b>Benchmarking fra BP omogenei</b>	Confronti, coerenze, ridondanze
<b>Valutazioni più oggettive, meno discrezionali</b>	<ul style="list-style-type: none"> <li>- Prospettive di mercato;</li> <li>- Processi di Crescita e scalabilità;</li> <li>- Prospettive finanziarie.</li> </ul>



# Grazie!

*Scrivetemi e sarò lieto di darvi il mio feedback*

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