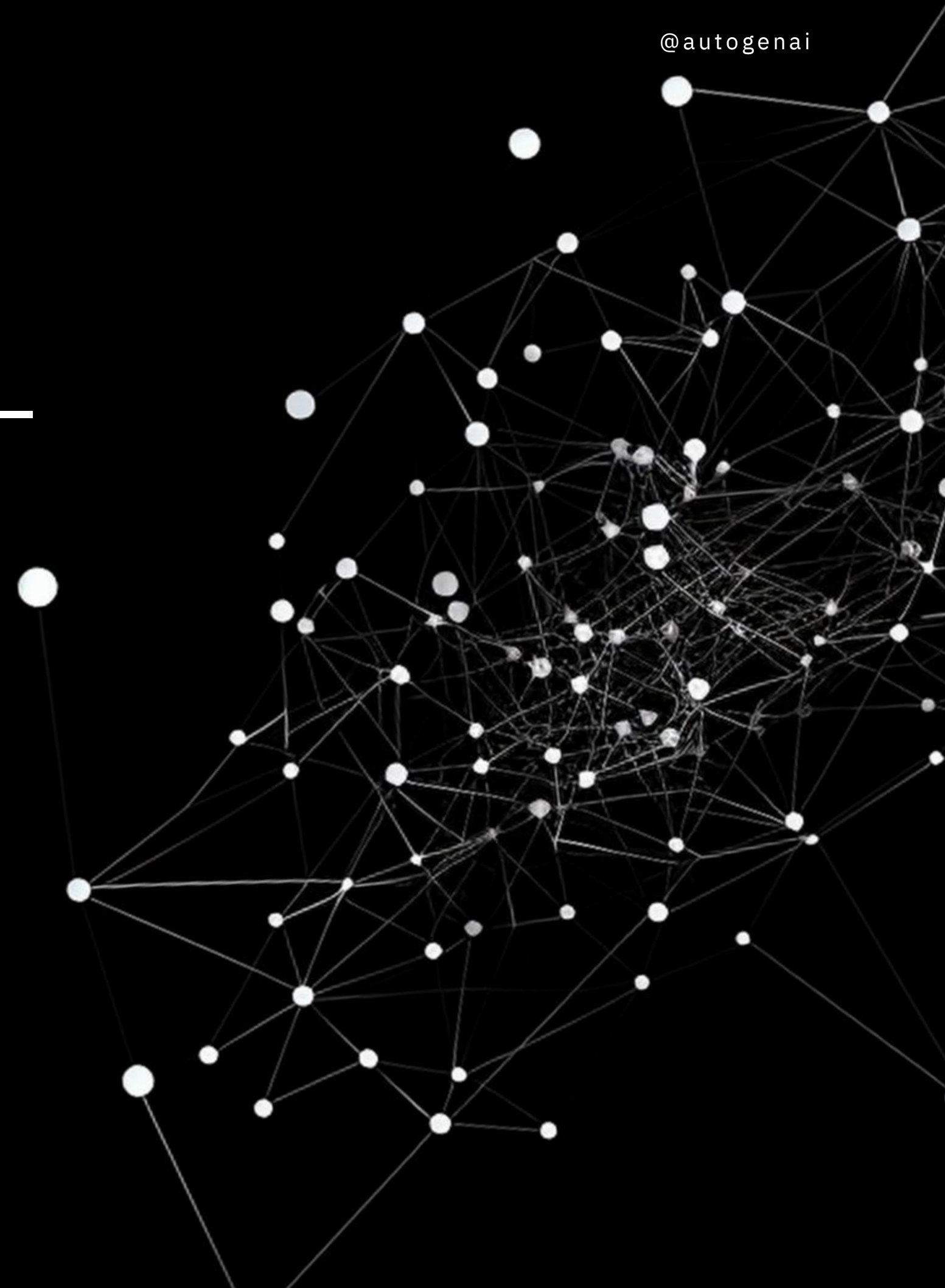# Women in Construction – Melbourne 2025
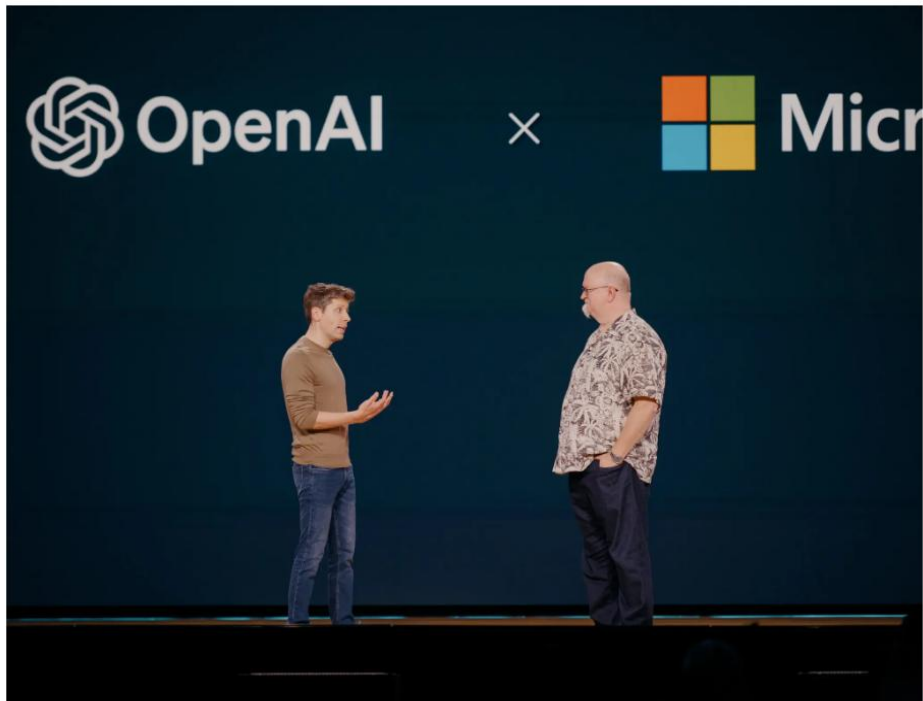
Wednesday 30th of April 2025

Microsoft and OpenAI's Close Partnership Shows Signs of Fraying

The "best bromance in tech" has had a reality check as OpenAI has tried to change its deal with Microsoft and the software maker has tried to hedge its bet on the start-up.

▶ Listen to this article · 9:30 min Learn more

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Sam Altman, left, has pushed Microsoft executives like Kevin Scott, right, to give his company more computing power. Grant Hindsley for The New York Times

Microsoft reported $19 billion in quarterly capital expenditures, racing to expand and update its data center infrastructure to keep up with demand for AI.

The world runs on Nvidia.

NVIDIA Corp
NASDAQ: NVDA

Overview | Compare | Financials

Market Summary > NVIDIA Corp

111.01 USD

+4.58 (4.30%) ↑ today

Closed: 25 Apr, 7:59 pm GMT-4 · Disclaimer
After hours 110.90 −0.11 (0.099%)

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max

Open	106.85	Mkt cap	2.71T	52-wk high	153.13
High	111.92	P/E ratio	37.78	52-wk low	78.22
Low	105.73	Div yield	0.036%		

Saying 'please' and 'thank you' to ChatGPT costs OpenAI millions, Sam Altman says

Being nice to your AI chatbot requires computational power that raises electricity and water costs

By Shannon Carroll Published April 21, 2025
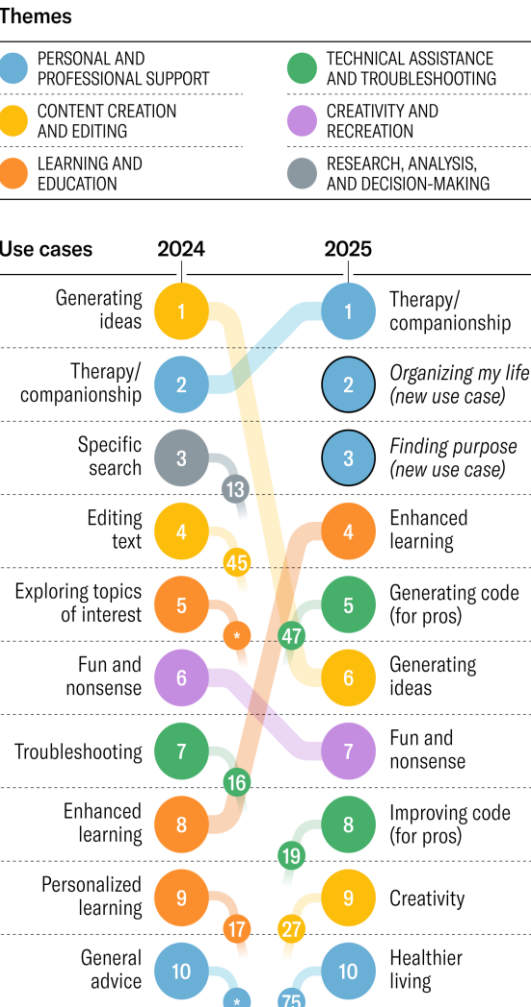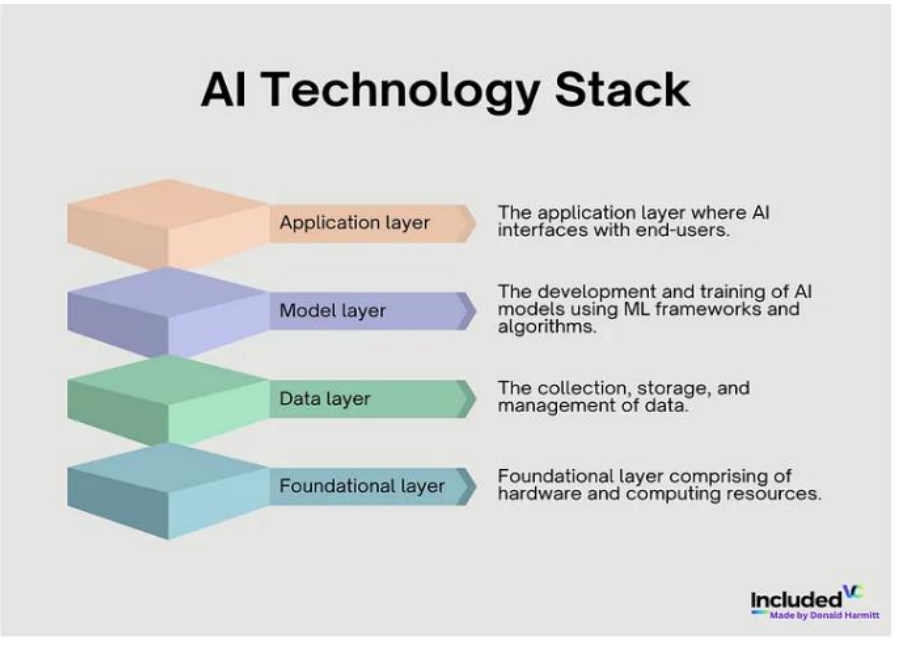
Photo: Tomohiro Ohsumi (Getty Images)

Our latest research estimates that generative AI could add the equivalent of $2.6 trillion to $4.4 trillion annually across the 63 use cases we analysed.

Apple Intelligence

Generative AI

How People Are Really Using Gen AI in 2025
by Marc Zao-Sanders
April 9, 2025

Cracking AI's Competitive Code: What It Takes to Win at the Application Layer

Donald Harmitt Follow 10 min read · Jan 31, 2025

AI Technology Stack

Application layer	The application layer where AI interfaces with end-users.
Model layer	The development and training of AI models using ML frameworks and algorithms.
Data layer	The collection, storage, and management of data.
Foundational layer	Foundational layer comprising of hardware and computing resources.

Included VC
Made by Donald Harmitt

Top 10 Gen AI Use Cases

The top 10 gen AI use cases in 2025 indicate a shift from technical to emotional applications, and in particular, growth in areas such as therapy, personal productivity, and personal development.

Themes

- 🔵 PERSONAL AND PROFESSIONAL SUPPORT
- 🟢 TECHNICAL ASSISTANCE AND TROUBLESHOOTING
- 🟡 CONTENT CREATION AND EDITING
- 🟣 CREATIVITY AND RECREATION
- 🟠 LEARNING AND EDUCATION
- ⚫ RESEARCH, ANALYSIS, AND DECISION-MAKING

Use cases

2024	2025
1 Generating ideas	1 Therapy/ companionship
2 Therapy/ companionship	2 Organizing my life (new use case)
3 Specific search	3 Finding purpose (new use case)
4 Editing text	4 Enhanced learning
5 Exploring topics of interest	5 Generating code (for pros)
6 Fun and nonsense	6 Generating ideas
7 Troubleshooting	7 Fun and nonsense
8 Enhanced learning	8 Improving code (for pros)
9 Personalized learning	9 Creativity
10 General advice	10 Healthier living

About Me

I am a bid industry leader with decades of experience across the globe, leading business development efforts for companies to secure pivotal contracts. In 2023, I took on the exciting challenge of launching AutogenAI's Asia-Pacific division. Under my leadership, we have swiftly scaled the division to achieve impressive revenues, establishing ourselves as a major player across sectors in the market in utilising generative AI for bidding and procurement.

I was raised in County Victoria, where my dad, a self-taught bidder, instilled in me the excitement of the win from a young age by securing contracts for his thriving civil construction business. He taught me that success means creating opportunities, not just waiting for them.

Emma Crichton
APAC CEO, AutogenAI

About AutogenAI

- Founded in 2022 in London, UK; Australian Office started in September 2023: 30 staff within a year.

- 3x size to meet demand Globally and in Australia

- "No one will write a bid without AutogenAI"

- Tailored ROI for company needs; improved bidding resource efficiency by 50-85%.

- Recognised as one of the fastest-growing AI companies worldwide.

AutogenAI

Technological Innovation
Speeding Things Up
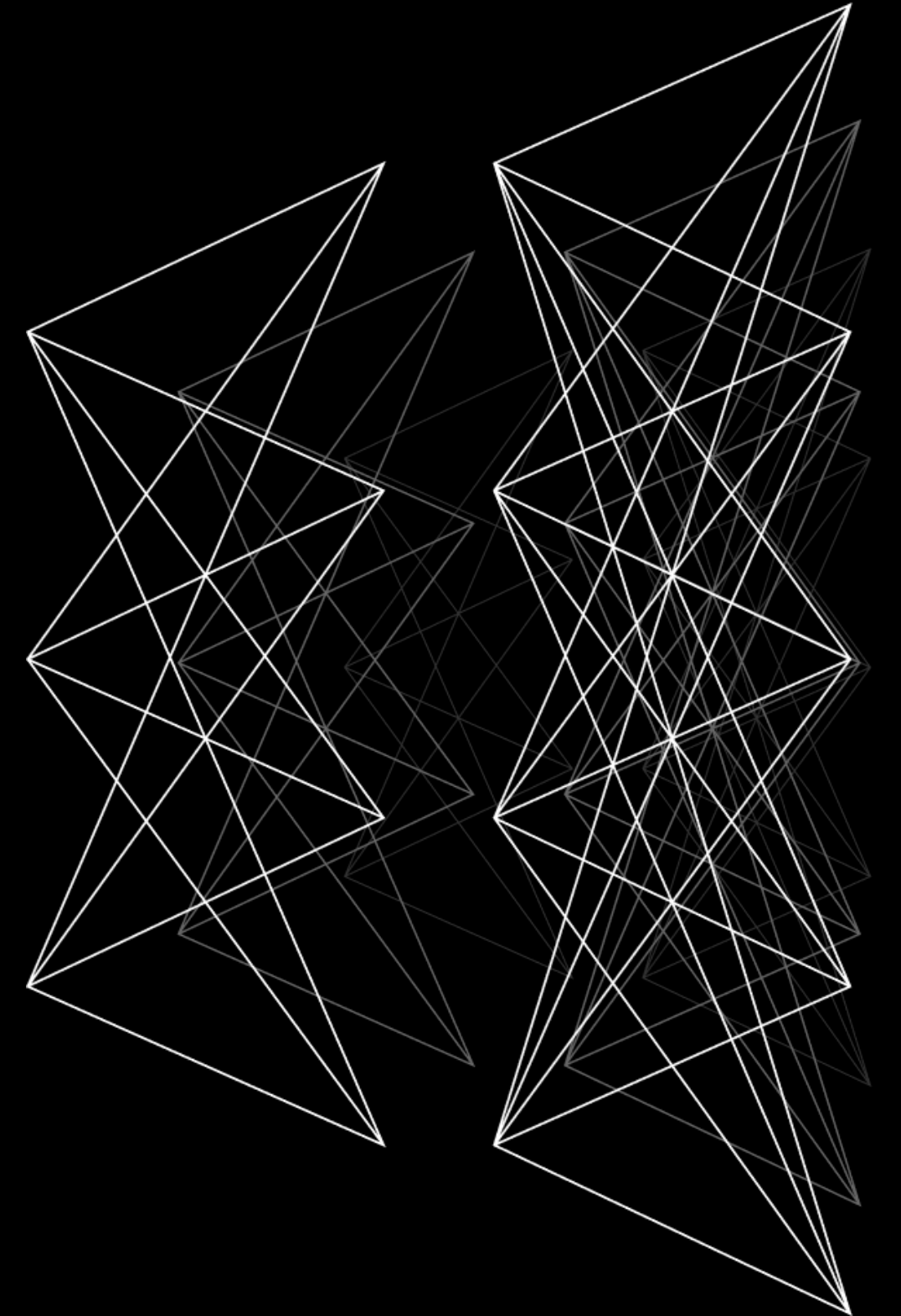
INNOVATION IS ABOUT **SPEEDING THINGS UP**.
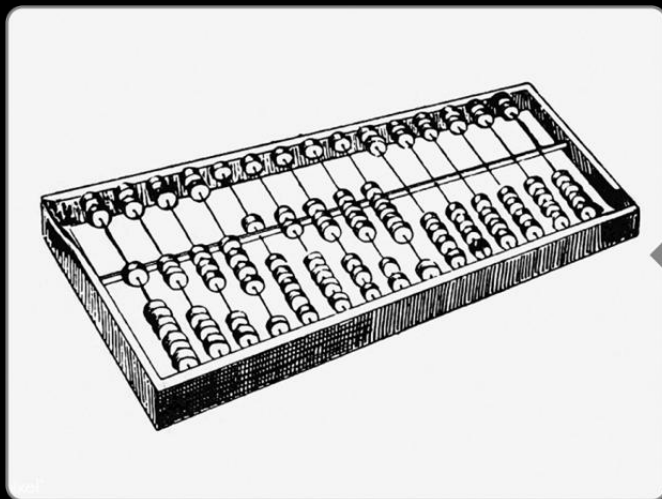
2700 BCE

The Abacus
Speeds up arithmetic.
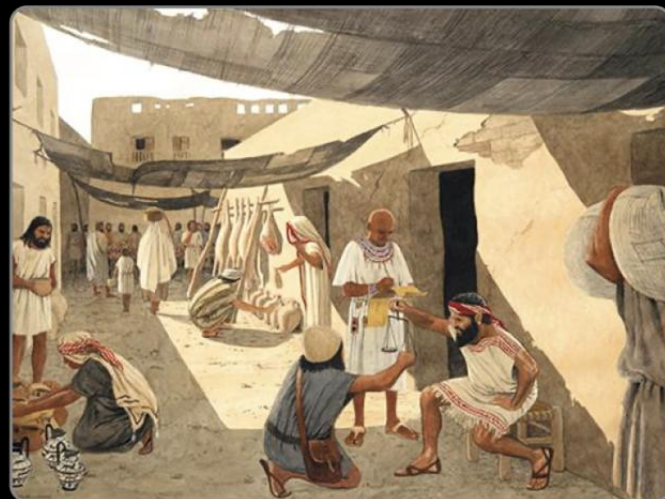
Speeds up the trading of good and services – something that is innately human.
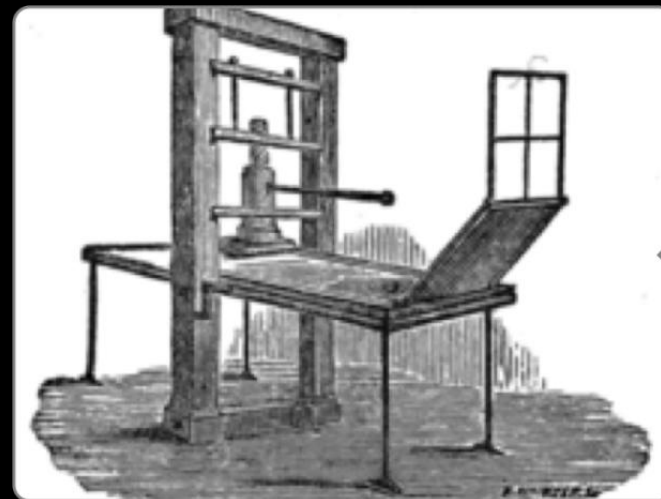
1440

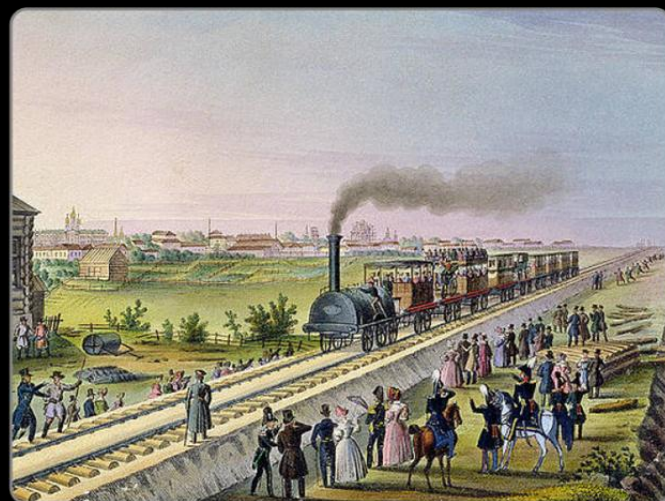The Printing Press
Speeds up the sharing of ideas.

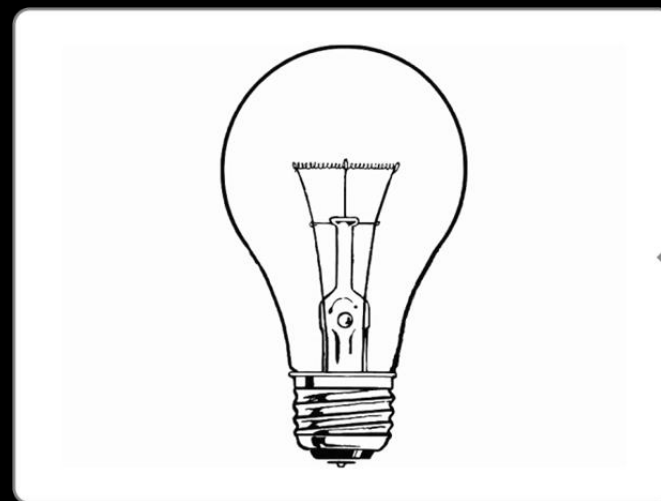Literacy rates increase. Development of new ideas and scientific discoveries catalysed.
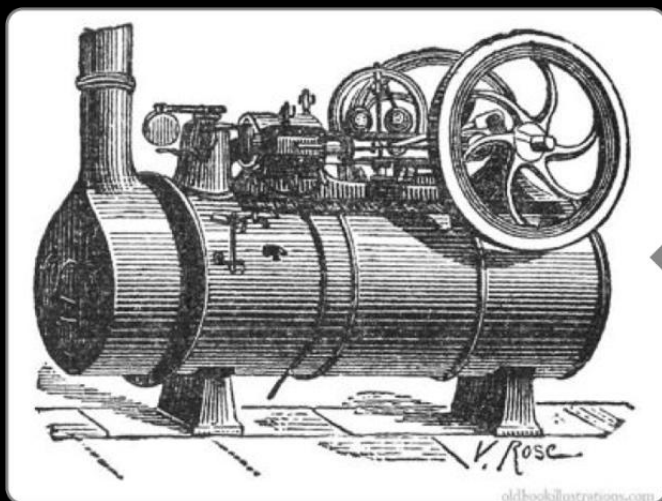
1764

The Steam Engine
Speeds up powering machines.

Factories and machines can be reliably powered. Industrial Revolution enabled. Mass Production of goods, in turn leading to an increase in economic productivity and growth.

19TH CENTURY

Electricity
Speeds up the development of new tools and devices.

Enabling the invention of electric lights, motors, heaters, telephones and radio and the development of medical devices such as X-rays.
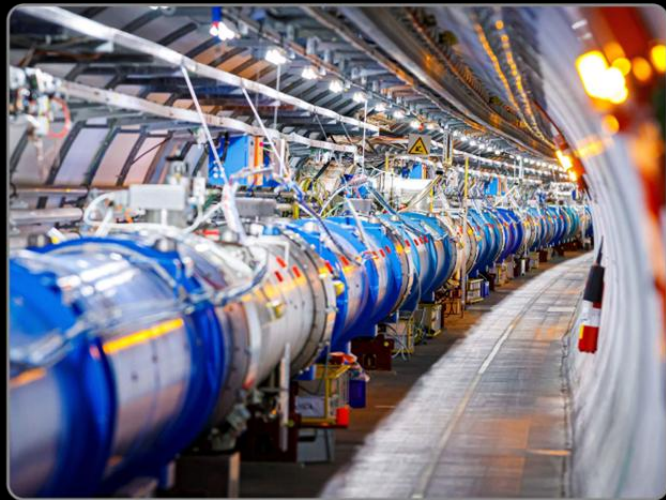
AutogenAI

INNOVATION IS ABOUT **SPEEDING THINGS UP**.
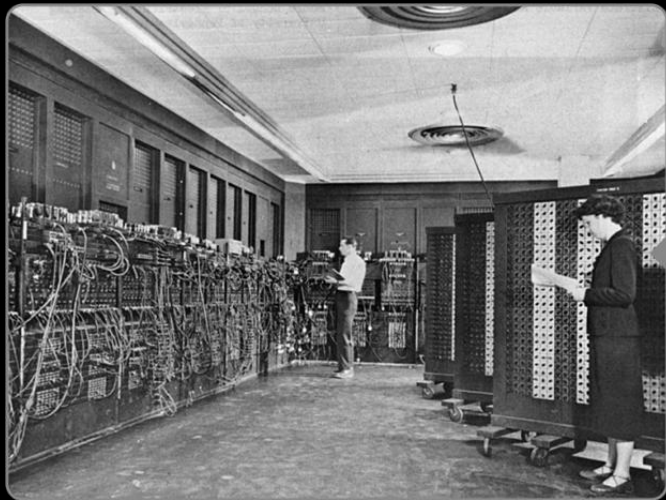

EARLY 20TH CENTURY

Radioactivity

Speeds up converting matter to energy.

Nuclear physics, radiology as well as nuclear power and weapons.
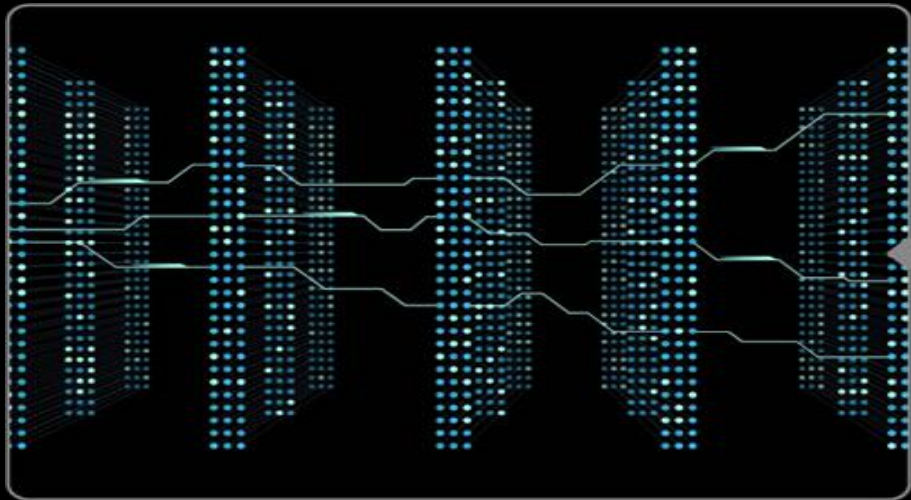

LATE 20TH CENTURY

The Internet

Speeds up the **sharing** of knowledge and ideas.
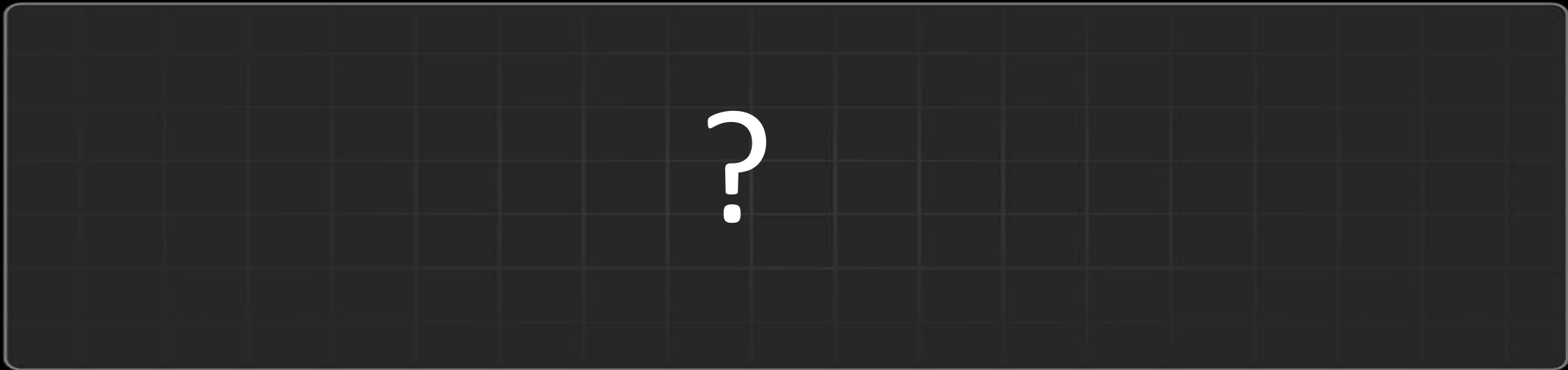

Revolutionises the way people access and share information on an unprecedented scale, as well as communicate and do business globally.

2017

Large Language Models

Speeds up the **creation** of knowledge and ideas.

?

Large Language models and conversational AI allow unprecedented access to information and expertise as well as rapid content generation and analysis. AI becomes integrated into consumer products including Music Streaming, Art, Science and Search Engines.

AutogenAI

Computers couldn't write.
Now they can...

Expand

Select an option to insert:

There is much debate over what the meaning of life is, or whether it exists at all. Unfortunately, there is no one answer that is universally agreed upon. For some people, life might be about making the world a better place, while others might believe that the meaning of life is more personal and internal, such as finding happiness and fulfillment. A study conducted in 2016 found that the most common answer people gave when asked about the meaning of life was "to be happy and to feel fulfilled." However, there was a wide range of other answers given, including "to help others," "to make the world a better place," and "to enjoy life."

Option 1

In 2016, a study found that the mos fulfilled." However, there was a wide "to enjoy life." The study found that t a personal and internal experience. making the world a better place, whi happiness and fulfillment.

To find and follow one's passion

To find one's passion, one must first identify what it is that brings them joy and fulfillment. This can be done through introspection and self-reflection, or by seeking out guidance from others who may be able to help point them in the right direction. Once they have a better understanding of what it is they are passionate about, they can begin to take steps to pursue it. This may involve making changes in their life to better align with their passion, or taking risks in order to chase after it. It is important to remember that not everyone will find their passion right away, and that it is okay to explore different interests before settling on one. The most important thing is to keep an open mind, and to be willing to put in the work to find what it is that makes them truly happy.

Option 2

The meaning of life is a question tha upon. For some people, life might be more personal and internal, such as answer people gave when asked abo other answers given, including "to he that is unique to each individual.

To make a positive impact on the world

To make a positive impact on the world, we need to do more than just talk about the problems. We need to take action and make a difference. One way we can do this is by supporting organizations that are working to make a positive impact. For example, we can donate to charities that are working to end poverty or protect the environment. We can also volunteer our time to help those in need. In 2017, volunteers in the UK gave over 2.1 billion hours of their time to help others. This is the

Option 3

There is much debate over what the universally agreed upon. For some p meaning of life is more personal and most common answer people gave v wide range of other answers given, i

Human Benchmarks

"We did no specific training for these exams" - OpenAI

Bar Exam: scored 90th percentile
(better than 90% of lawyers)

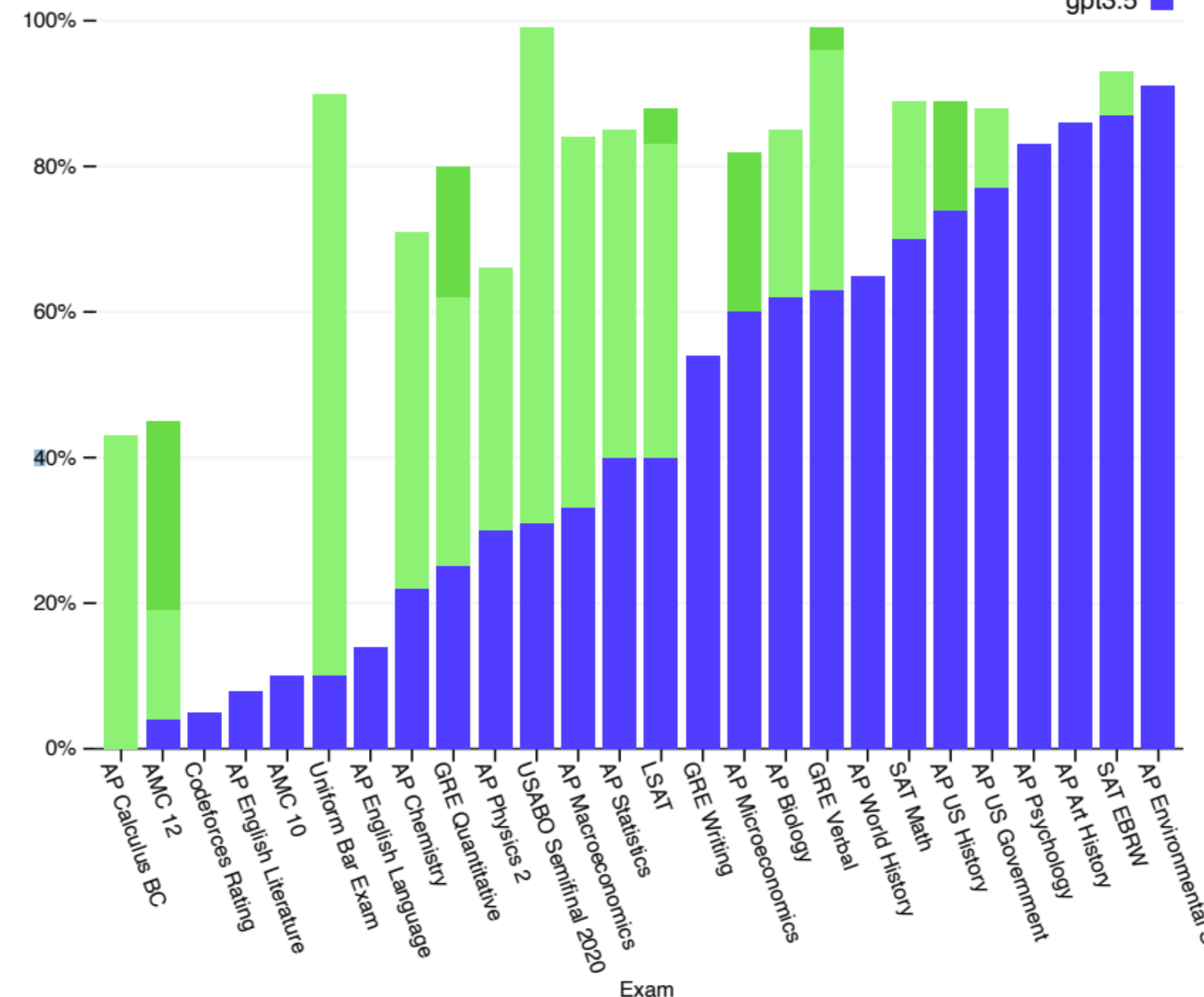**College Maths, History, Biology & Physics:**
86th - 100th percentile

Advanced Sommelier (theory): 77%

**Creative Writing:** 44%

Computer Programming (hard): 3%

Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)

Legend:
- gpt-4
- gpt-4 (no vision)
- gpt3.5

X-axis (Exam): AP Calculus BC, AMC 12, Codeforces Rating, AP English Literature, AMC 10, Uniform Bar Exam, AP English Language, AP Chemistry, GRE Quantitative, AP Physics 2, USABO Semifinal 2020, AP Macroeconomics, AP Statistics, LSAT, GRE Writing, AP Microeconomics, AP Biology, GRE Verbal, AP World History, SAT Math, AP US History, AP US Government, AP Psychology, AP Art History, SAT EBRW, AP Environmental

AutogenAI

Adoption

ONLINE SERVICE	LAUNCH YEAR	TIME TO 1M USERS
DeepSeek	2025	5 days
ChatGPT	2022	5 days
Instagram	2010	2.5 months
Spotify	2008	5 months
Facebook	2004	10 months
Twitter	2006	2 years
Airbnb	2008	2.5 years
Kickstarter	2009	2.5 years
Netflix	1999	3.5 years

AutogenAI

Hype vs Reality

AutogenAI
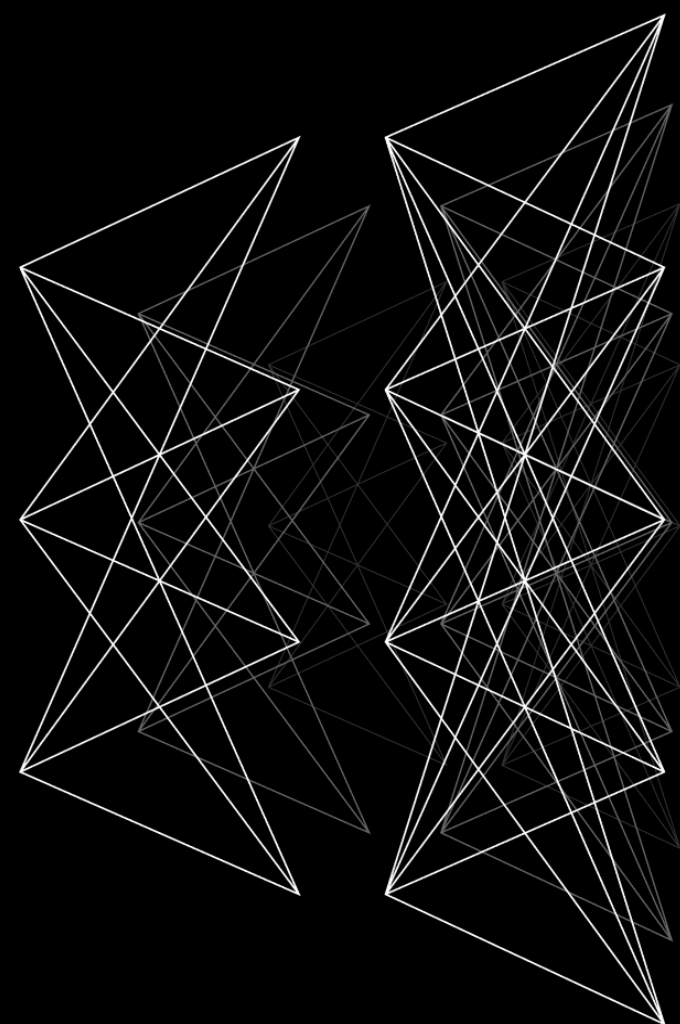
Where are we in the AI Hype Cycle?

GARTNER HYPE CYCLE

DEVELOPMENT CURVE
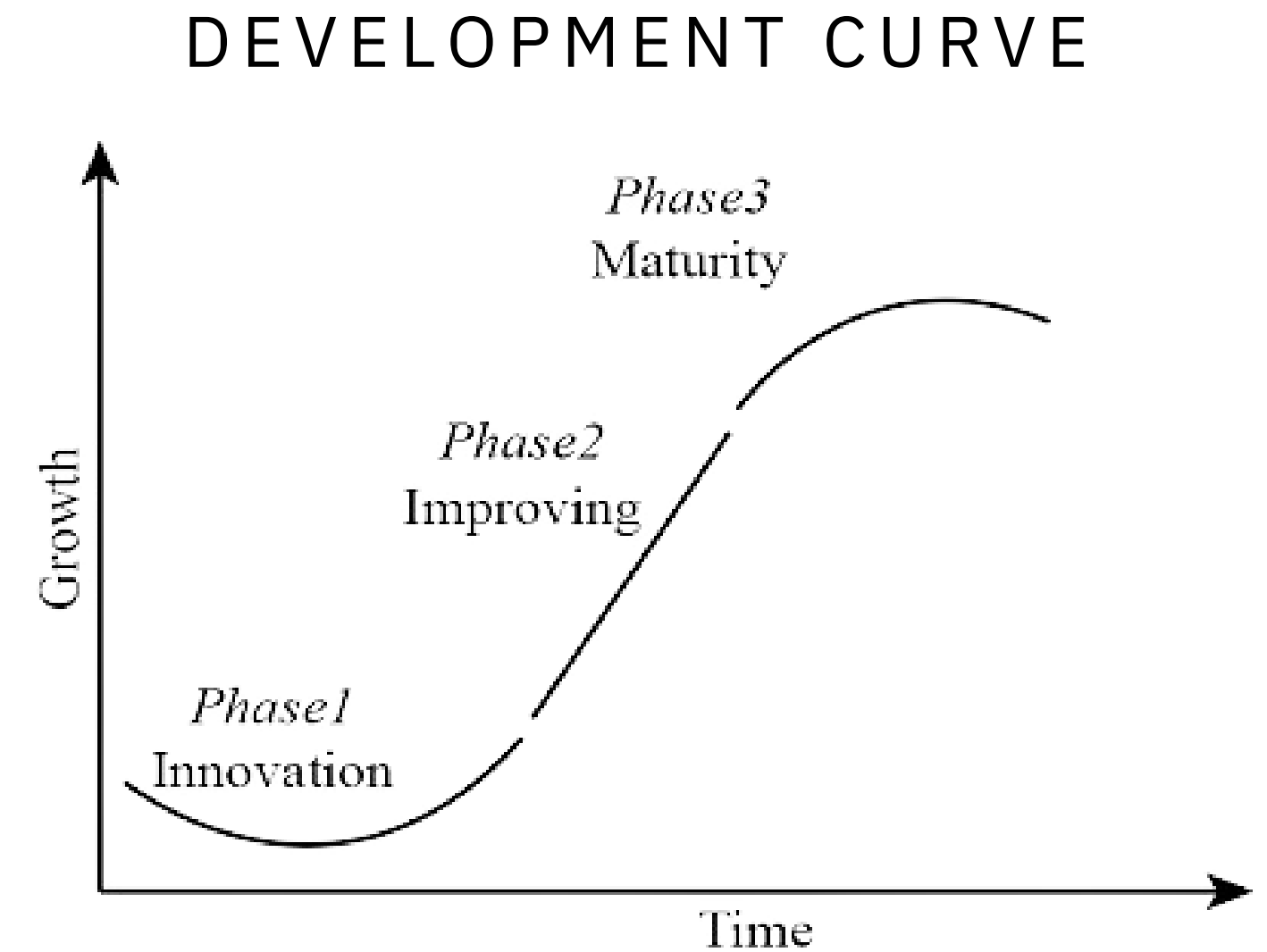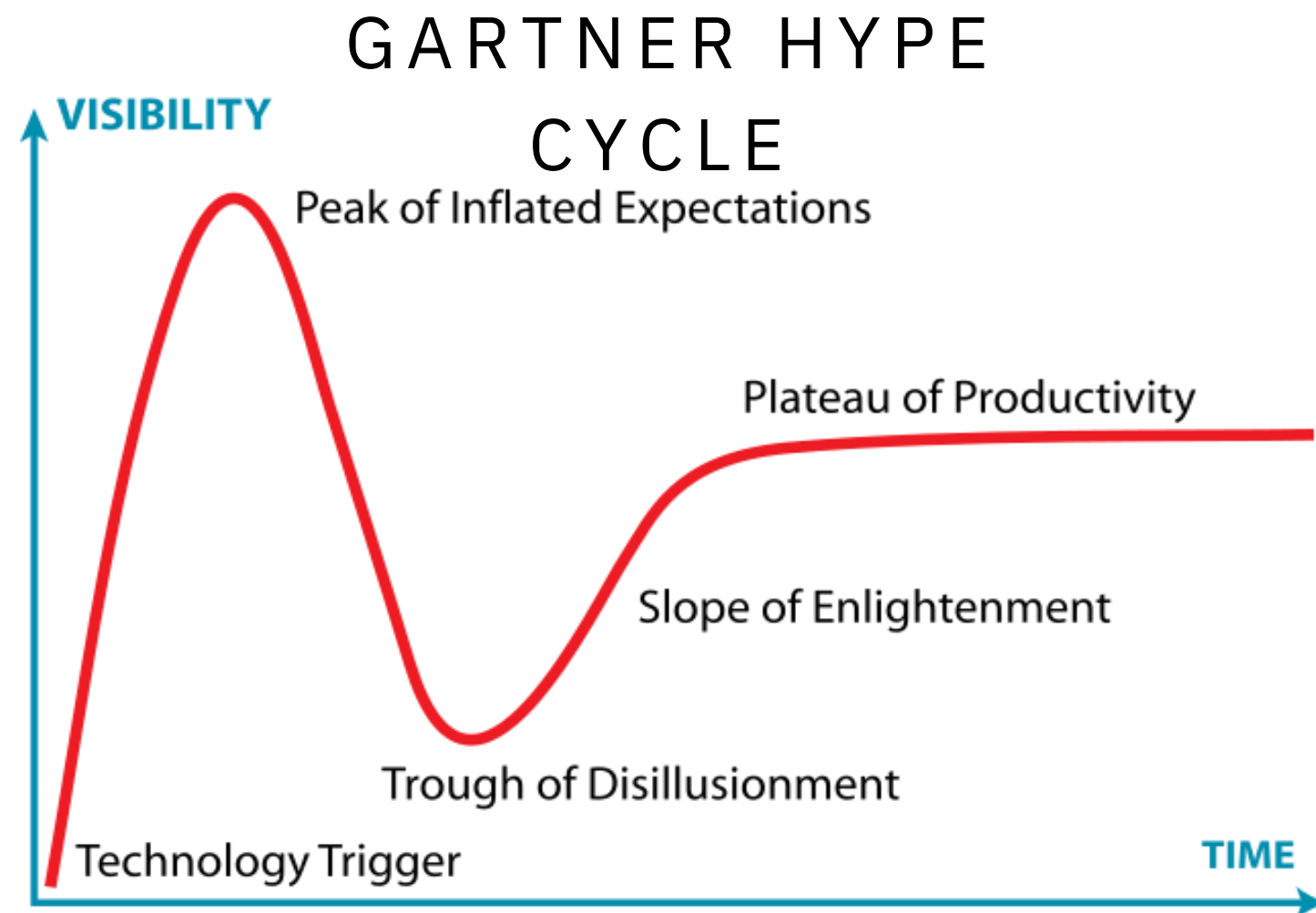
Hype	Reality
AI no longer hallucinates	You need a human in the loop
AI will leak all your data	AI is safe if it's used safely, like any other tech
AI will replace you	People who use AI will replace those who don't
A chatbot is the best interface	In controlled studies, our editor beats ChatGPT by a wide margin
Buying AI will revolutionise your business	You still have to change what you're doing
AI will give a permanent competitive advantage	Only early adopters gain competitive advantage

Microsoft and OpenAI

- Recently, Microsoft reconsidered investing more money into OpenAI after OpenAI's CEO was briefly ousted by its board of directors.

- Microsoft has to date invested $13 billion in OpenAI, but disagreements over funding and computing power are reportedly beginning to strain the partnership.

The New York Times

Microsoft and OpenAI's Close Partnership Shows Signs of Fraying

The "best bromance in tech" has had a reality check as OpenAI has tried to change its deal with Microsoft and the software maker has tried to hedge its bet on the start-up.

# Pioneering AI scientists win Nobel Prize for Physics

- John Hopfield of Princeton University and Geoffrey Hinton of the University of Toronto have been awarded the Noble Prize in physics for their work on artificial neural networks.

- Hopfield and Hinton's work focused on modelling neural networks using abstract nodes and connections, and their findings paved the way for the development of modern AI algorithms.

- Their use of physics tools has laid the groundwork for today's advanced machine learning technologies.

NEWS

Proponents who laid groundwork for AI, John J. Hopfield and Geoffrey E. Hinton, receive Nobel Prize
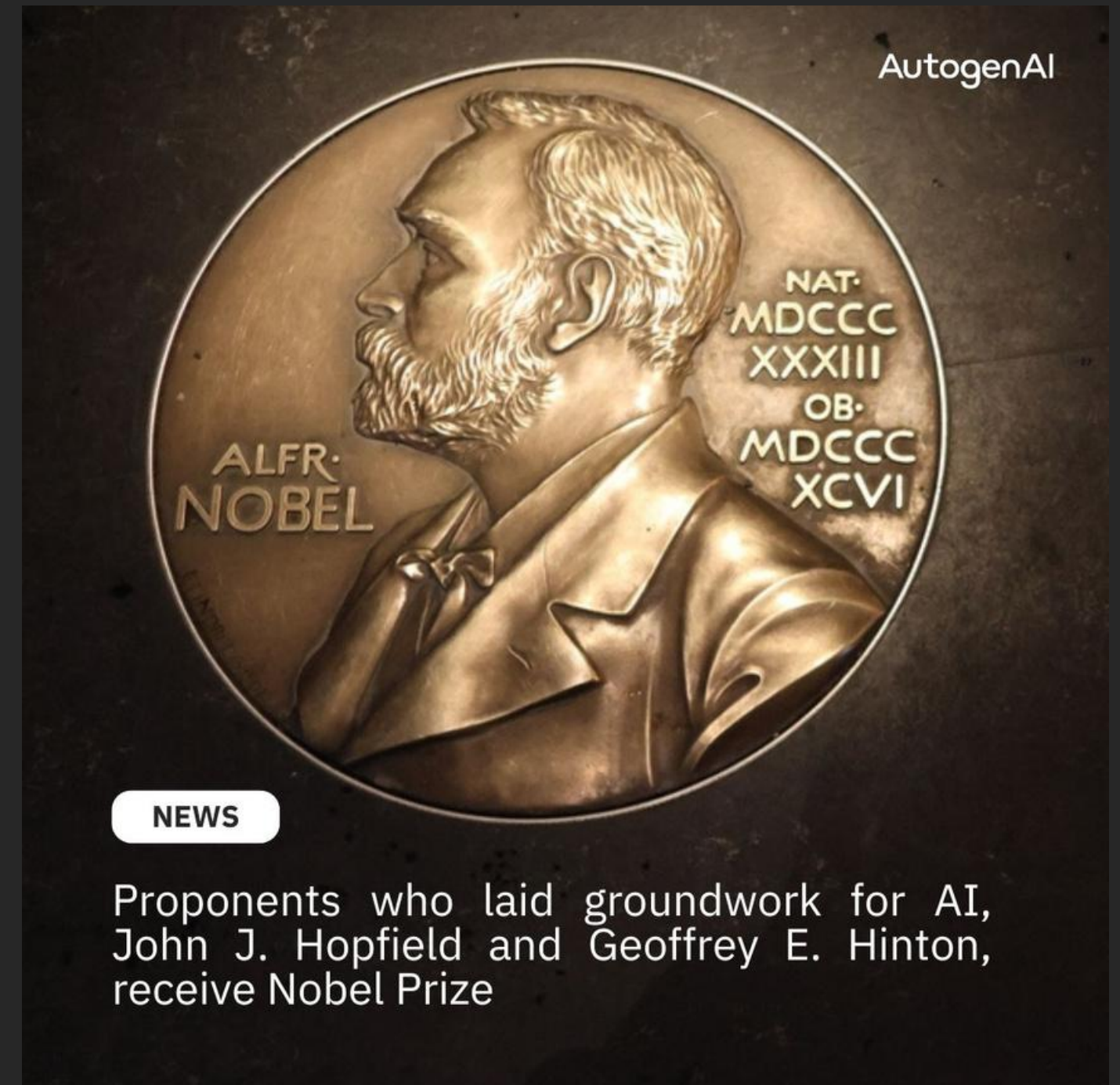
Highly accurate protein structure prediction with AlphaFold

AlphaFold produces highly accurate structures.

- The AlphaFold neural network-based model can predict protein structures accurately, even without similar known structures.

- So far, AlphaFold has predicted over 200 million protein structures – nearly all catalogued proteins known to science.

- It has over two million users in 190 countries
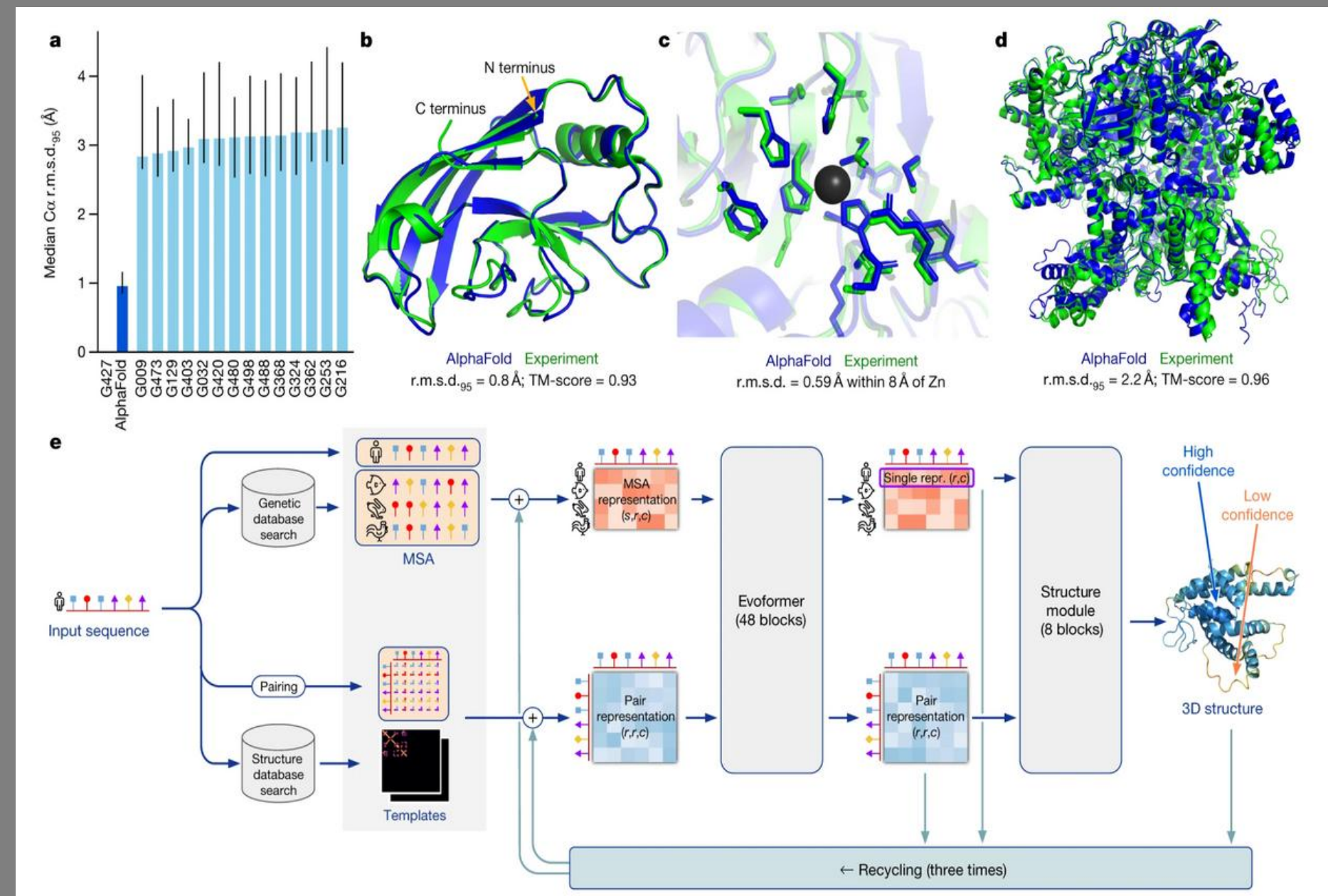
AlphaFold has revealed millions of intricate 3D protein structures, and is helping scientists understand how life's molecules interact.

People that use AI will replace those that don't

2016

"People should stop training to be radiologists now. It's obvious that within five years AI is going to do a better job than humans."

GEOFFREY HINTON | "A GODFATHER OF AI"

GOOGLE DEEPMIND

2020

"AI has reported superior performance over radiologists."

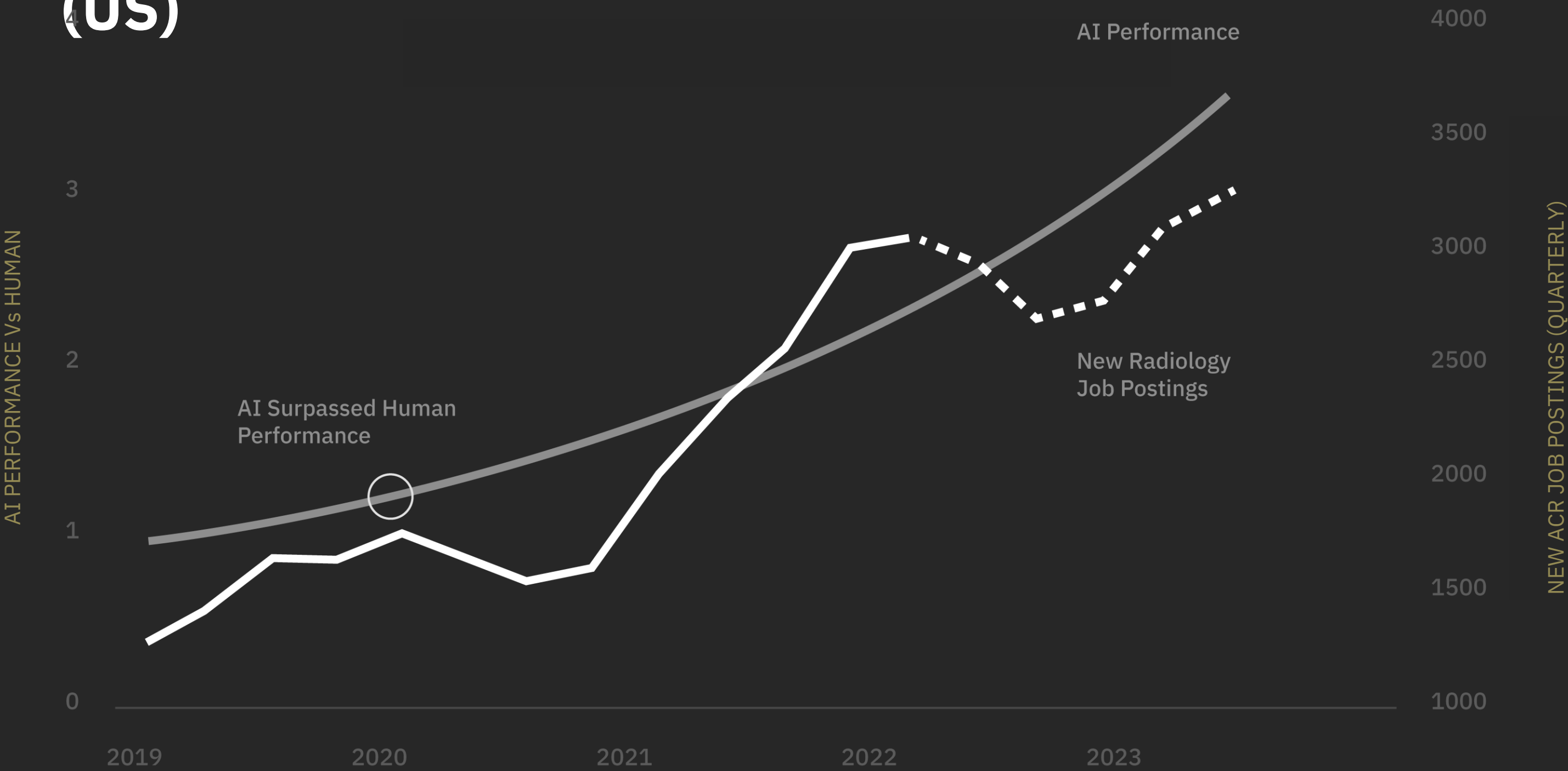**HEANG-PING CHAN 1, RAVI K SAMALA**

DEEP LEARNING IN MEDICAL IMAGE ANALYSIS

2022

"The only radiologists whose jobs may be threatened are the ones who refuse to work with AI"

HARVARD BUSINESS REVIEW

HARVARD UNIVERSITY

2023

"Geoffrey was totally wrong. We have data to back that up now."

YANN LECUN | "A GODFATHER OF AI"

META

Adoption
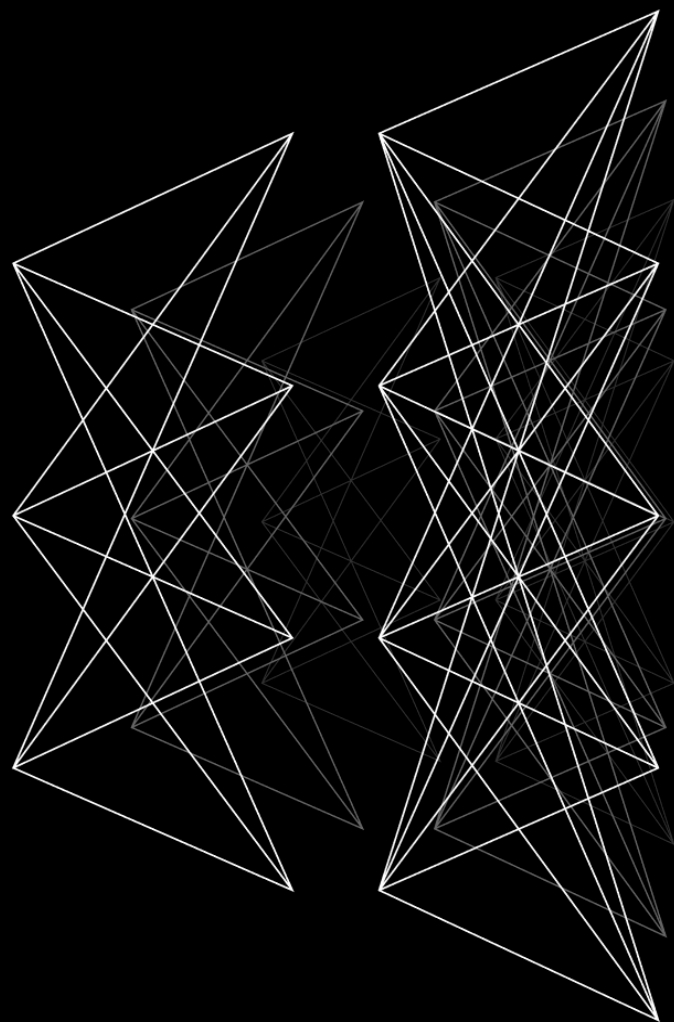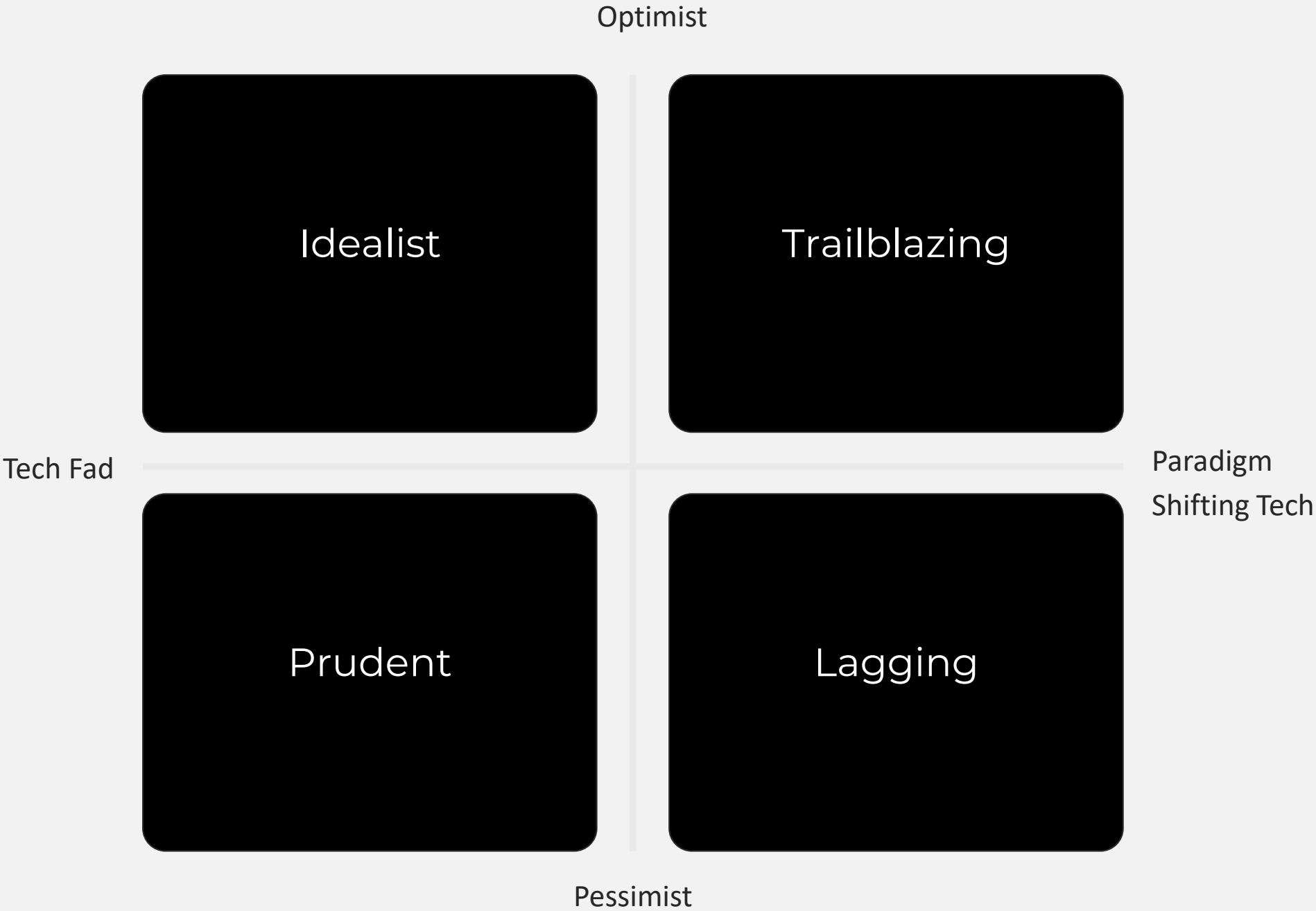
Tech Fad...

Paradigm Shift...

Idealists

Tend to look at the world with an overly optimistic and naive viewpoint. They embrace every tech fad. They don't just view the world through rose-tinted glasses – they view the Metaverse through rose-tinted Google Glasses. Idealists waste time and effort on tech that is going nowhere.

Laggards

Slow to adapt to game changing technology. They get left behind and are out-competed by the Trailblazers.

Trailblazers

Embrace paradigm shifting tech and are quick to adopt it into their day-to-day working practices. Quickly adopt advances like electricity and the internet and rapidly see their commercial potential.

Prudent

Suitably skeptical about the latest technology fads and do not spend time and resources trying to use them.

It is better to be Prudent than Idealist.

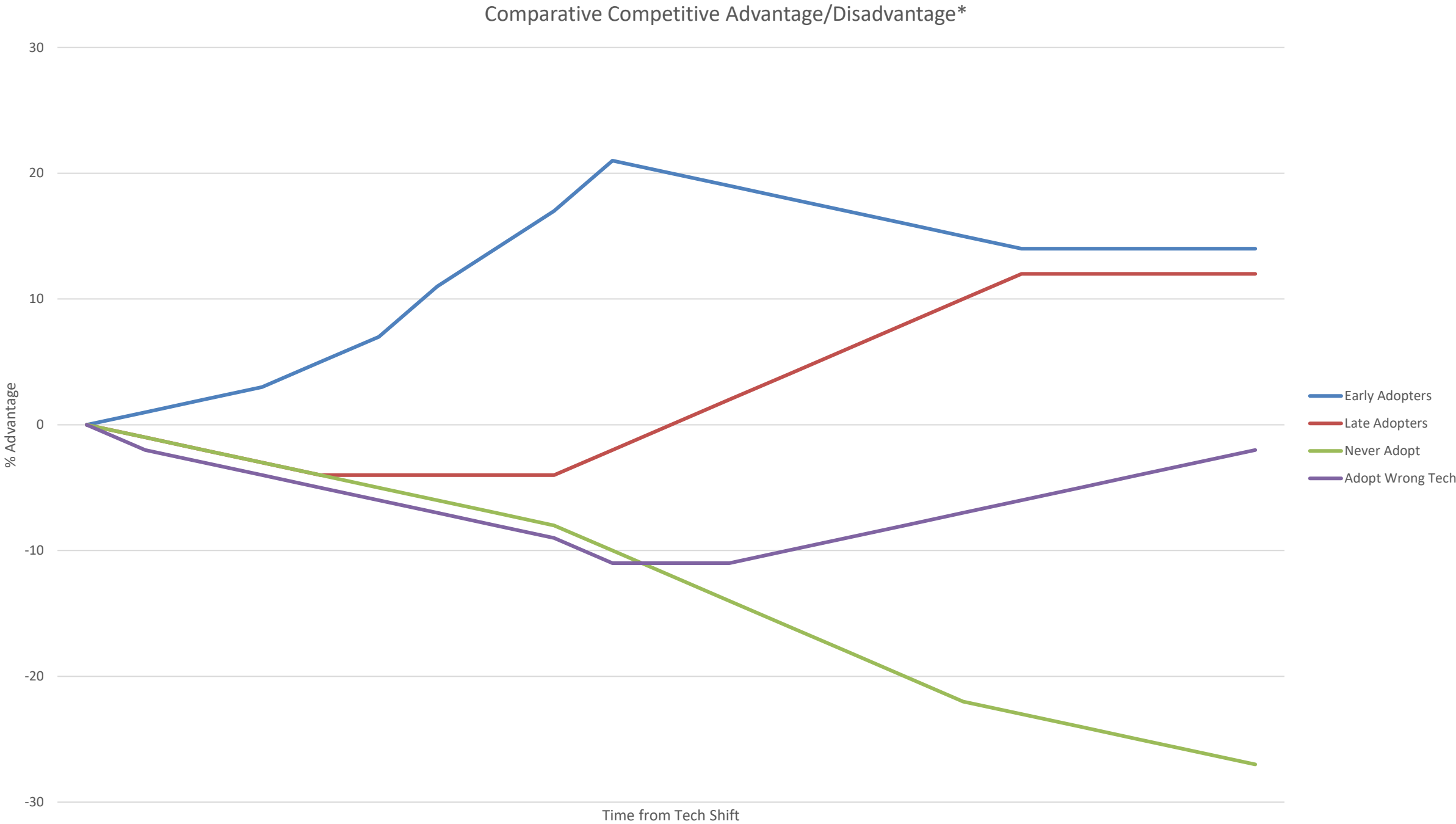# It is better to be Trailblazing than Lagging.

If you can reliably tell if a new technology is ground-breaking or just a fad then you can adjust your level of optimism/pessimism accordingly.

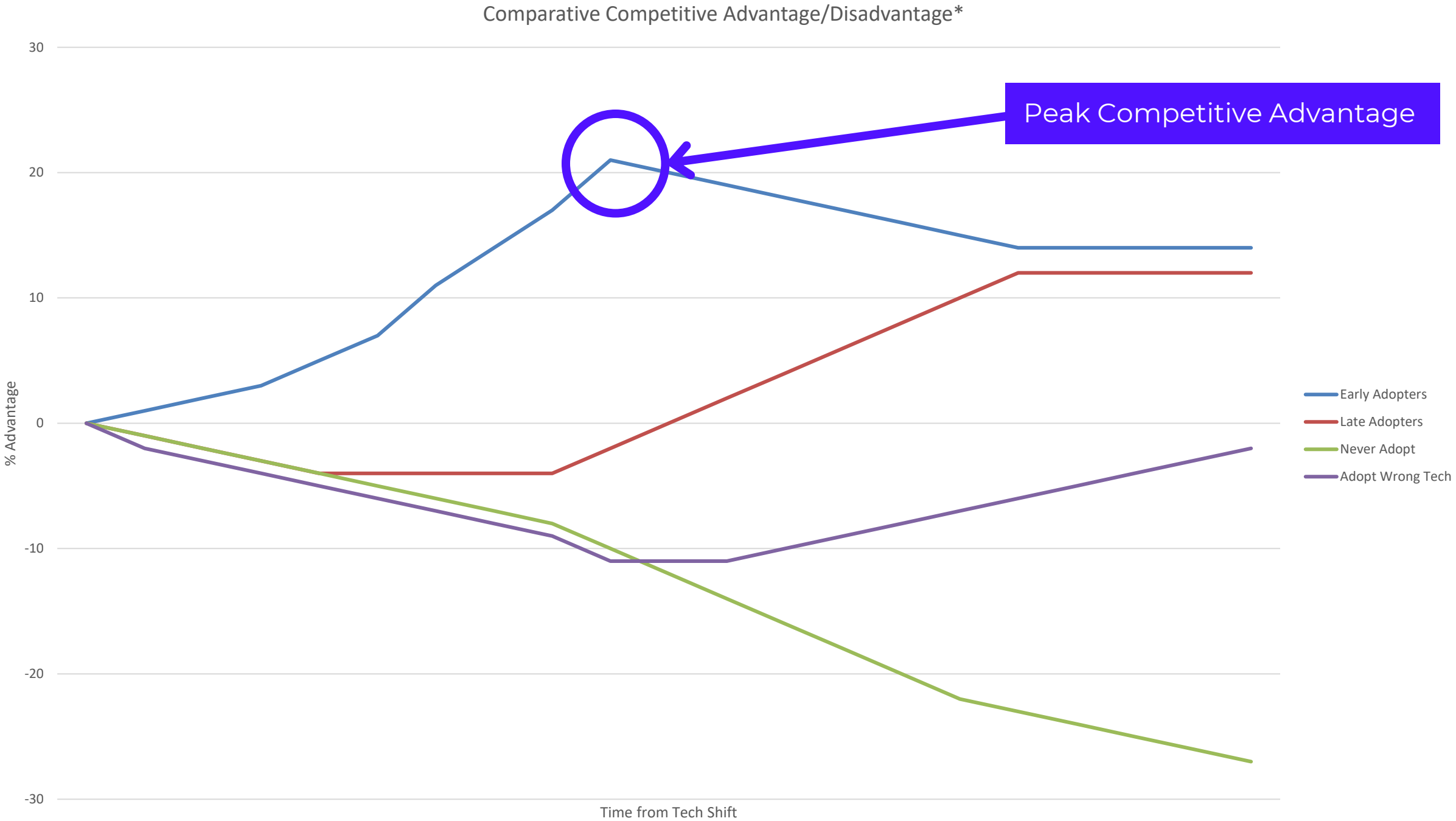How can you do this? There isn't a simple one sentence answer to this, but here are some sensible approaches:

1) Analyse the technology's use cases to determine if it solves a real problem or if it is just a novelty.

2) Examine if there is real market demand for the technology.

3) Ask industry experts for their opinion on the new technology.

4) Compare the new technology with existing solutions and see how it stacks up.

5) Try out the new technology yourself to get a first-hand experience of it.

6) Understand as far as you possibly can how the new technology works.

The Edge for Early Adopters

Comparative Competitive Advantage/Disadvantage*

% Advantage

Time from Tech Shift

- Early Adopters
- Late Adopters
- Never Adopt
- Adopt Wrong Tech

The Edge for Early Adopters

Comparative Competitive Advantage/Disadvantage*

Peak Competitive Advantage

% Advantage

Time from Tech Shift

Early Adopters
Late Adopters
Never Adopt
Adopt Wrong Tech

AutogenAI

The Edge for Early Adopters

Comparative Competitive Advantage/Disadvantage*

Late Adopters Realise Their Error

% Advantage

30

20

10

0

-10

-20

-30

Time from Tech Shift

Early Adopters

Late Adopters

Never Adopt

Adopt Wrong Tech

The Edge for Early Adopters

Comparative Competitive Advantage/Disadvantage*

% Advantage

30

20

10

0

-10

-20

-30

Time from Tech Shift

Wrong Tech Adopters Change Horses

- Early Adopters
- Late Adopters
- Never Adopt
- Adopt Wrong Tech

The Edge for Early Adopters

Comparative Competitive Advantage/Disadvantage*

Sustained Competitive Advantage for Early Adopters

% Advantage

Time from Tech Shift

- Early Adopters
- Late Adopters
- Never Adopt
- Adopt Wrong Tech

The competitive advantage from early adoption comes from adopting the right technology.

How not to build AI solutions

Case Study: Humane AI Pin
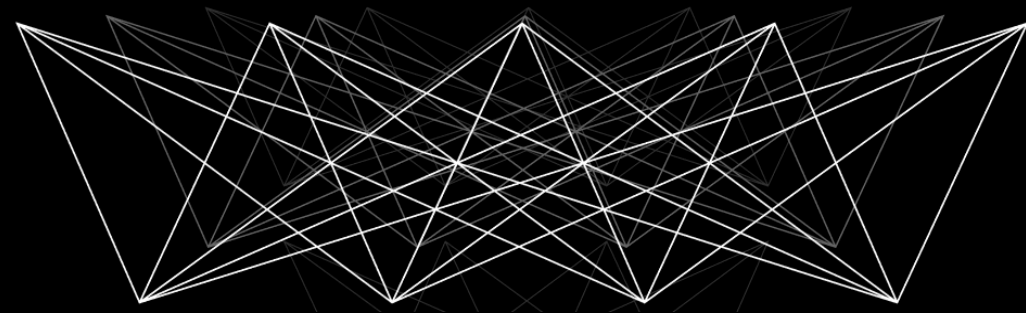
Humane AI Pin

It's a cool idea – an assistant in your pocket, powered by a multi-modal LLM.

Raised more than $200 million.

But has totally flopped...

Fewer than 7000 remain in the hands of users and returns are currently outpacing sales.

There's no clear 'problem' that it solves.

Its "cool tech" and can make for an impressive demo.
But its still looking for a problem to help with.

Almost all of what it does is done better by your phone.
Its trying to replace workflows that are already highly optimised.

It also lacks focus, or a clear narrative. This makes it hard to
articulate the value proposition or measure the impact.

Doesn't have enough context

Even a simple query like "what's good for lunch around here"
requires massive quality of data to get a good answer for.

Your friend would know things like where you are, what transport
links are like, parking in the area, what you like to eat, who you are
going with, what the occasion is, what budget you might be thinking
of, what you've eaten recently etc.

You can give models this context... but doing it over a large range of
tasks is very hard. In practice, the human AI generally fails.

Wraps GPT & Relies on rapid improvement

The pin doesn't do much on its own – its in constant communication
with GTP.

Expanding out to meet the goals of Humane AI relies heavily on GPT
getting stronger and implementing new features.

Other concerns

• Working "in place" of a human not "alongside"
• Tackling things that AI isn't that good at
• Hard to 100% trust the AI (and difficult to gain value otherwise)
• Very large change in workflows
• Poor UX

AutogenAI
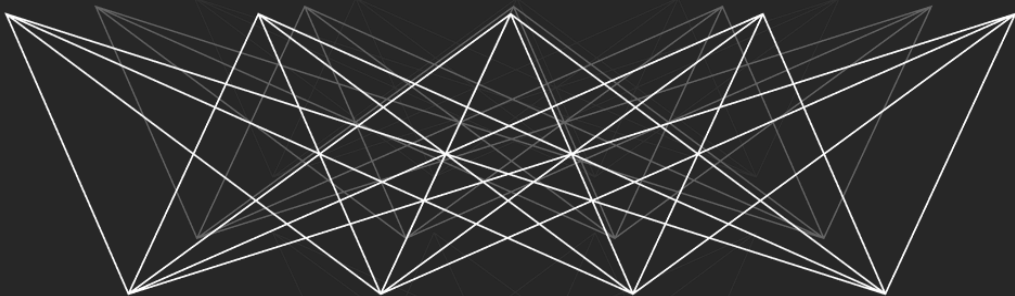
Our Approach

Our approach to building a platform that's resilient

Challenge 1
The trough of disillusionment

We think we'll see some AI companies go out of business over the next year or two.

Anything 'just wrapping' AI is going to struggle. As will anything without a clear problem to solve.

We think we'll do better by:
- Thinking carefully about how to leverage data
- Understanding users and their problems
- Understanding what LLMs are well suited to
- No over promising.

Challenge 2
Rapidly changing set of providers

We don't know which providers are going to do well.

There are a lot of moving parts including legislation, geo-politics, client requirements, technology etc.

So we think it's risky to be tied too closely to any one provider (LLM)

We think we'll do better by being able to leverage all the options effectively, and by continuing to test to confirm what works well for us.
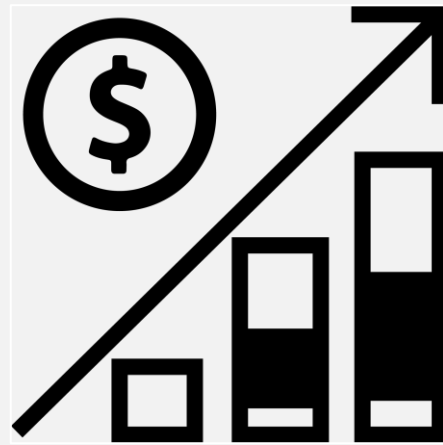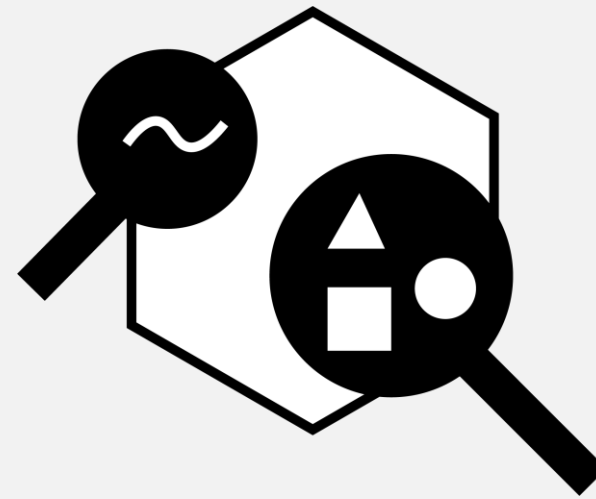
Focus on Bid Writing

We want to build great Bid Writing Software.

The problems are clear and well known. LLMs are a natural part of a solution in this space.

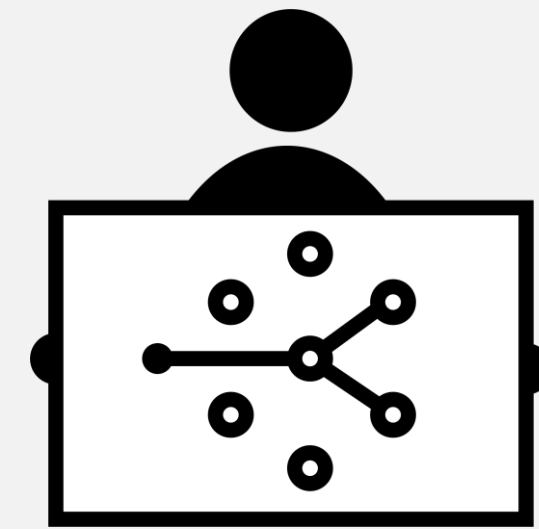Value proposition is direct, compelling and measurable.

Context Matters

Finding the right information and setting it in the right context are the key drivers of high quality output.

We make sure that bidders have all the information they need, right at their fingertips.

The AI benefits from this too, creating accurate, evidenced content.

Human in the Loop

In most cases, AI isn't good enough yet to complete complex tasks unaided.

But it can get you a lot of the way there, or provide helpful suggestions, or help find information.

The key to leveraging is power is to make it easy for the user to work alongside the LLM,

Three Predictions That Came True: How AutogenAI Saw the Future of AI in Proposal Writing

1**: LLMs Will Become Commoditised** - Their power is only unlocked when paired with tools that solve specific, difficult problems.

2: **AI for Everyone is AI for No One** - Specialist AI tools, integrated with process intelligence frameworks, deliver unmatched results and operational efficiency.

3: **Companies Will Struggle to Build Specialist Tools In-House** - In-house teams have realised they lack the intimacy with and dedication to the specialist use case to create a tool that delivers market leading ROI.

Let's Continue the Conversation

Emma Crichton

APAC CEO

emma@autogenai.com