

SPACE AND LEMON
INNOVATIONS

MY BEST MATE IS AN AI

2024 Digital Trend Study –
The year of AI adoption

Space and Lemon Innovations has been publishing a yearly digital trend study since its foundation in 2016. This is an excerpt from the 2024 edition.

2024, the year of AI adoption.

In 2024 Artificial Intelligence will be a welcome, regular support in daily life, at the office, at school, in a car, in a supermarket. Faster than expected with a huge second wave of Generative AI (GenAI). AI will grow closer to everyone, closer to business.

2024, the second wave of Gen AI.

The Large Language Models (LLM) are in an incredible dynamic. A race, like a World Cup, powered by massive fundings. A World Cup of Gen AI that is led by Open AI will literally push a new thing every week.

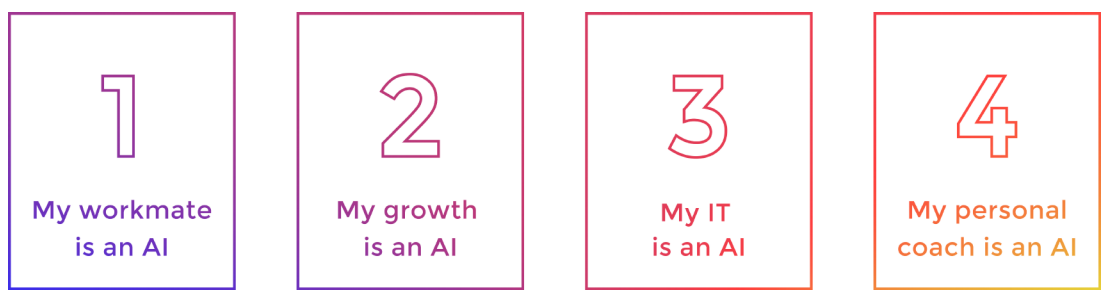
Every professional keeps on using LLM and companies have understood that they can build powerful use cases like knowledge retrieval. The second wave is also formed by less random and sporadic applications. The applications and the use cases will get closer and closer to business.

More versions, more tools, and more magic are accessible to all. The LLM players are good at tackling the next “problems”: lower prices, more inference capacities, safety along the development journey, fewer hallucinations, the same results for the same questions, copyright commitments, closed data silos, etc. New big projects for decision-making will arise.

- * A race of tech giants solving most “issues”
- * New versions of LLM, mightier and cheaper
- * Google back in the game in May 2023
- * Business opportunities are acknowledged and defined
- * New tools close to business
- * AI apps in an app store

Four AI mates in 2024

“My best mate is an AI” - expressed in the study in four mates!



Mate 1 - My workmate is an AI

Copilots in all formats and not only from Microsoft.

The concept of “copilot” will come through, as a whole concept and not only from Microsoft. A sidebar or a pop-up that can take over tasks - any task. And companies will pay for that comfort and productivity gain.

Vertical AI is a new dimension

A LLM that is developed and trained for a specific industry and use case in that industry. Very close to business. Industries and disciplines like retail, call centers, finance, tax, law, telecommunication and marketing.

More and better robots

In a factory, a warehouse, a supermarket so-called “augmented” workers will come. Robots will profit from the LLM, they’ll understand the task well and their training will be perfected.

**The expected productivity gain
in office work: 30%**

Mate 2 - My growth is an AI

Complex business process, therefore visualisation

In a complex business and process world, visualising major business KPIs will be key. A key for decision making.

From brainstorming to products

Tools and practice will pop up for ideas, concepts, key visuals; imagining new products, and even testing their marketing. AI will be key for any market development.

AI is the customer itself. And there is this new concept of the AI deciding on its own and becoming a customer of its own.



„Coworker Friend”
imagined by an AI



„Experienced Business Friend”
imagined by an AI

Mate 3 - My IT is an AI

A profound influence on IT

Code generation will spread. For better code quality and faster coding, even code migration.

No code builder

But the largest transformation will be the availability of many builders like the GPT builder. One can write with natural language an AI app, a “mini ChatGPT”, from OpenAI, Microsoft, AWS, or others.

GPTs are the mini ChatGPT for one purpose. And an “app” store for that. OpenAI GPT-store!



„IT Friend“
imagined by an AI

Mate 4 - My personal coach is an AI

LLM will replace the historical voice assistants

Alexa, Siri, or Google Assistant will integrate LLM or die. And new ones will come as a personal coach, with more context, better understanding and coaching. Exactly what LLM can.

New gadgets and machines, LLM inside

Gadgets and machines will carry a LLM and a conversation interface. Even machines, and boxes for health diagnosis. The crossing to another strong trend “health tech”

Decision making

Coming for personal decisions as a help in a complex world. This is a real mate.



„Friendly Personal Coach“
imagined by an AI

*** 2024 will be a very exciting digital year, drawn by the race of AI and LLM that will become so common and smart that we'll name them "mates".**

Once a year, at Space and Lemon Innovations, we invest resources for a yearly digital trend study – an exciting moment in our research routine. Stop, project ourselves in the year ahead, and select a topic, a focus that can last for 12 months.

Space and Lemon Innovations Research

SLI research for the 2024 trend study was conducted between 09.10.2023 and 08.12.2023 according to strict scouting rules:

- * SLI knowledge database (running in 13 industries)
- * Systematic research on investments in start-ups in the AI sector, source Crunchbase (last 12 months, launch of ChatGPT)
- * Systematic, broad scouting in top tech blogs, from industry opinion leaders, use cases from industry leaders (SaaS, retail, finance, telecommunications, FMCG, manufacturing, travel/mobility, e-commerce)
- * Close monitoring of industry events and conferences (Microsoft Ignite, OpenAI developer conference, Meta Connect, AWS re:invent, Salesforce Dreamforce) and more
- * Testing and demos of AI tools (50+)
- * Geographically: USA, China, Europe (UK, France, Germany, and the Nordics)
- * 3 researchers involved: Astrid Delva, Stefan Barmscheidt, Laurent Burdin

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