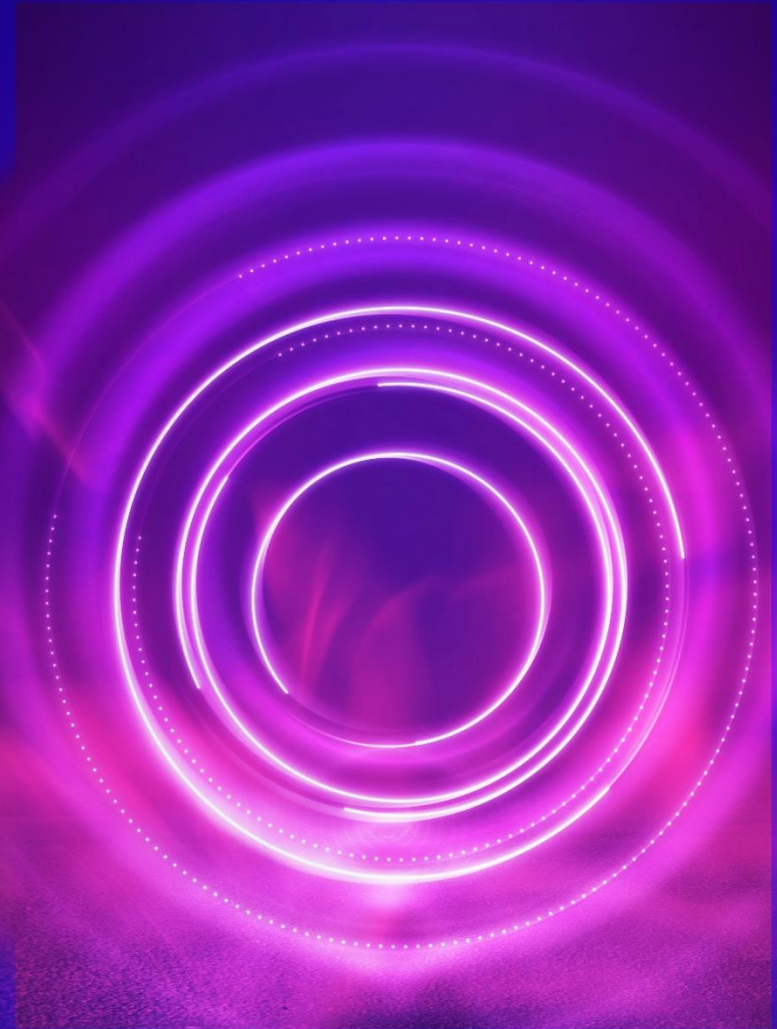


**This changes *everything*.**

**Generative AI and the next  
competitive advantage**

**Retail Council of Canada  
Retail West Conference**

**November 2023**




## 4 key takeaways today:

AI is here

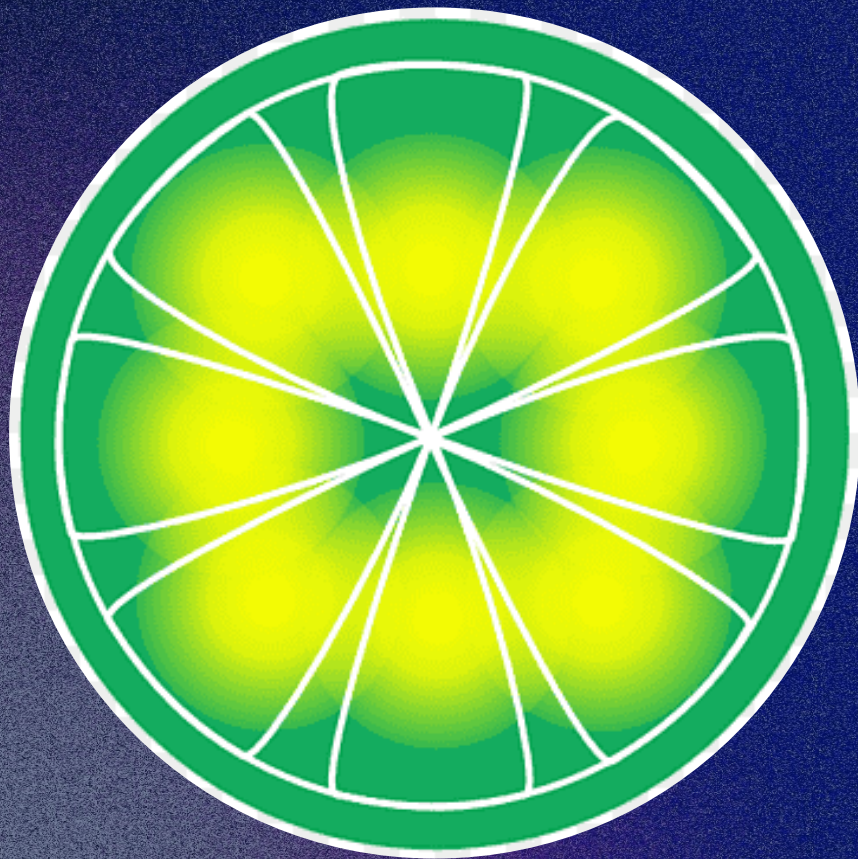
This changes everything

Thoughtful is the way to go

Start small if you must but above all, *start*



**Engineer  
turned  
innovator.**



**5¢ Microsoft Paint logo,  
\$61bn disruption.**



**Technology is the catalyst...**

...but user  
experience is  
what disrupts.

The screenshot shows the LimeWire application window titled "LimeWire: Enabling Open Information Sharing". The interface includes a menu bar (File, View, Navigation, Resources, Tools, Help), a toolbar with Search, Monitor, and Library buttons, and the LimeWire logo in the top right. A search results pane on the left shows filters for Media, Artist, and Album. The main area displays a list of search results for "music (86)".

Q...	...	Name	...	Size	Sp...	Bi...
★★★★	11	OutKast - Ghetto Musick	mp3	5,528...	T3 or ...	192
★★★★	11	Dem Franchise Boyz - On Top O...	mp3	3,425...	T3 or ...	128
★★★★	8	Musical - Rent - 525600 Minutes	mp3	3,844...	T3 or ...	160
★★★★	2	Afroman - Because I Got High (M...	mpg	33,35...	Modem	
★★★★	2	Jay-Z - Jay - Music Videos - Dirt ...	mpg	47,19...	Modem	
★★★★	2	70's & 80's Music - Nancy				
★★★★	2	Lil' Wayne - Fireman (Music	mpg	62,73...	Modem	
★★★★	2	Chingy Right Thurr Music Video (...	mpg	39,43...	Modem	
★★★★		2pac Ft. Outlawz & Val Young - ...	mp3	5,133...	T1	192
★★★★		Eminem - Stan (Full Uncut Versio...	mpeg	83,22...	Modem	
★★★★		D12 & Eminem - Fight Music	mp3	6,170...	Modem	192
★★★★		Techno - Abercrombie & Fitch - ...	mp3	4,044...	T3 or ...	128
★★★★		MC Hammer & Vanilla Ice - Play T...	mp3	4,644...	T3 or ...	128
★★★★		House music-Techno - Dance.Ra...	mp3	4,045...	T3 or ...	128
★★★★		DJ Tiesto - Live @ Heineken Mus...	zip	851.7...	Cable/...	

At the bottom of the results pane are buttons for Download, Browse Host, Stop Search, and Junk. A tooltip is visible over the "Jay-Z - Jay - Music Videos - Dirt Off Your Show" entry.

Purchase LimeWire PRO to help us make downloads faster. ⏪ ⏩ ⏸ ⏹ ⏴ LimeWire Media Player

Nobody ever sees it coming.



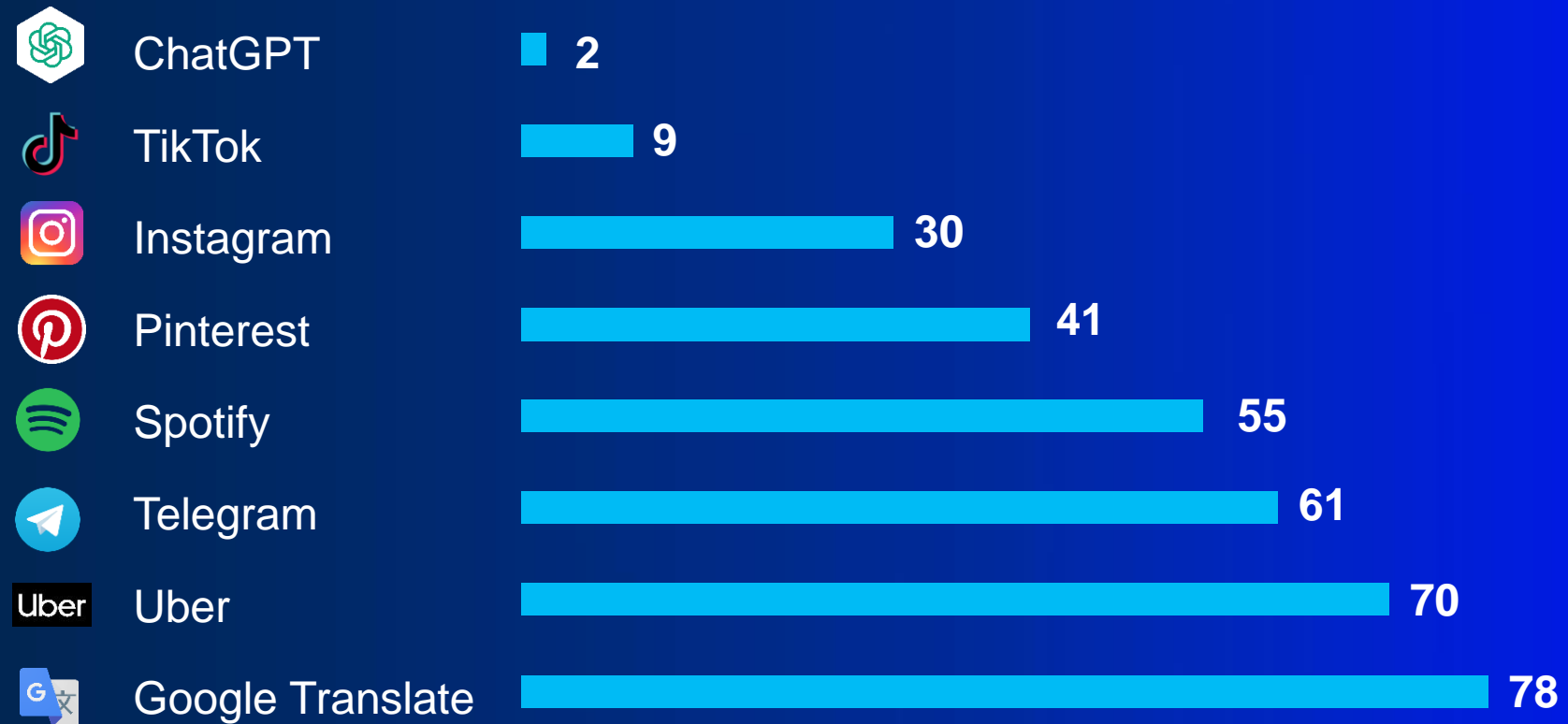




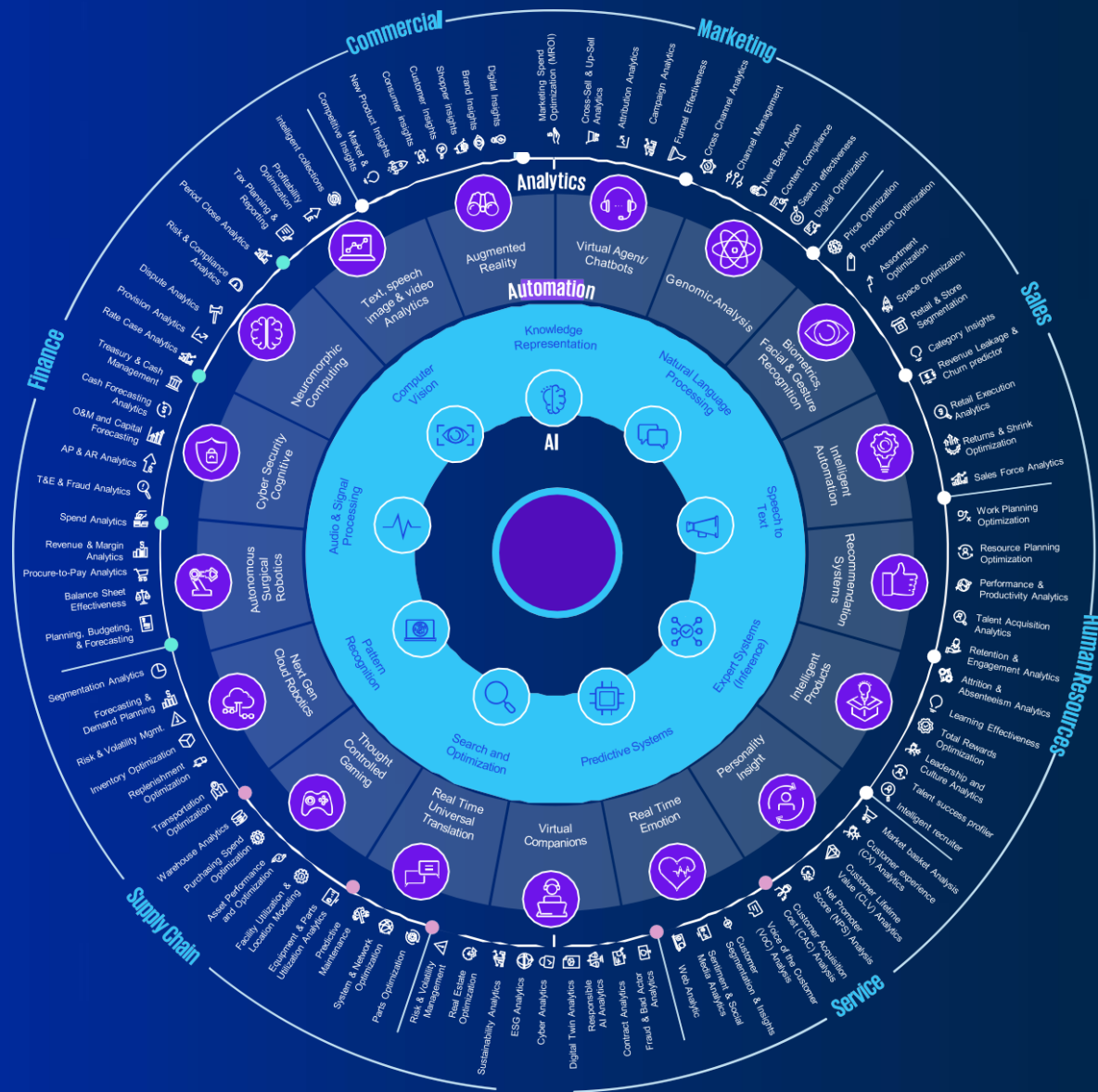
**(Gen)AI is here.**

# Users are voting with their feet.

# of months to hit 100M monthly users:

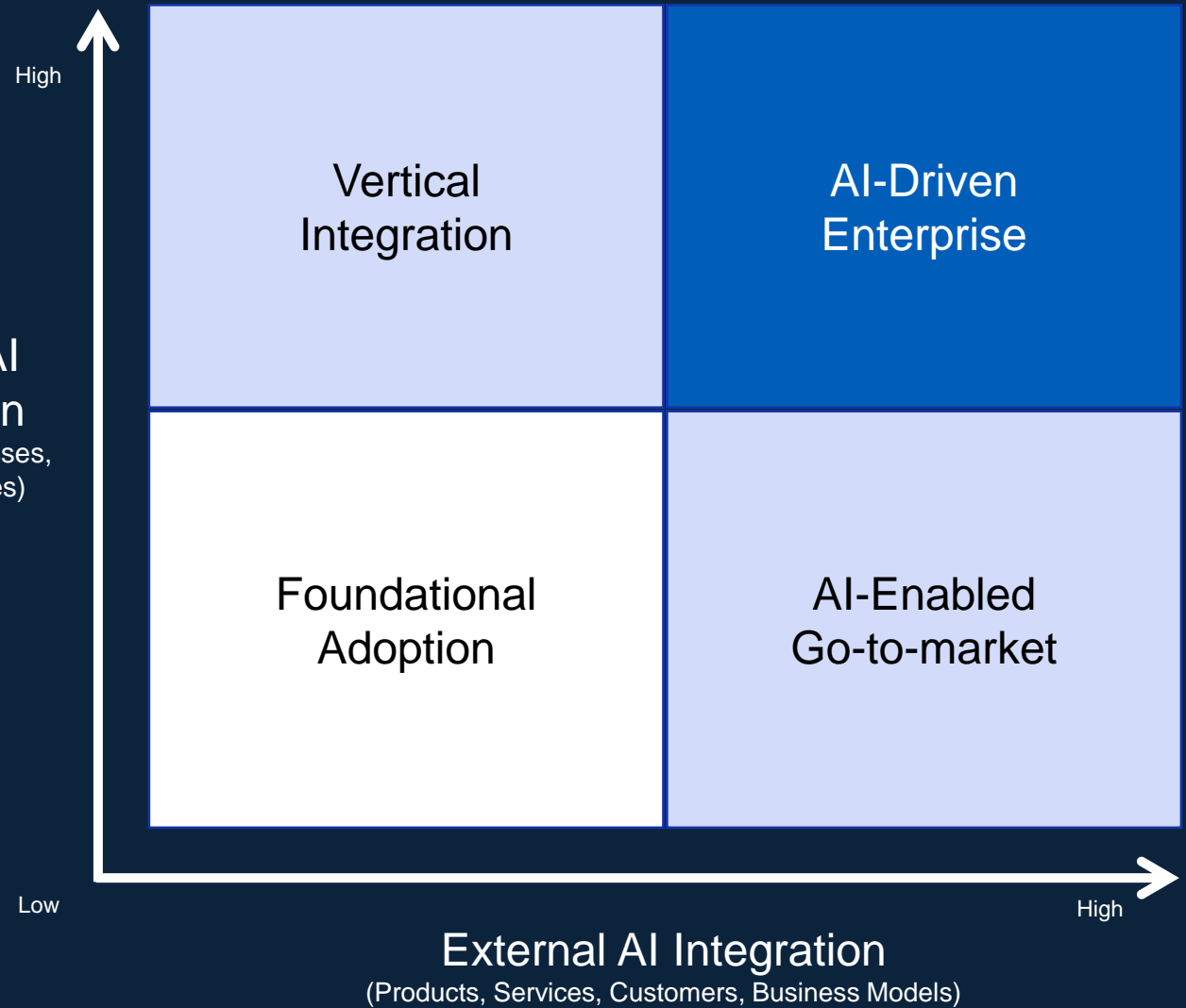


# This. Changes. Everything.



AI is not just  
a technology;  
it's a *paradigm*  
change.

Internal AI  
Integration  
(Systems, Processes,  
Data, Resources)



**GenAI =  
Organizational  
superpowers.**

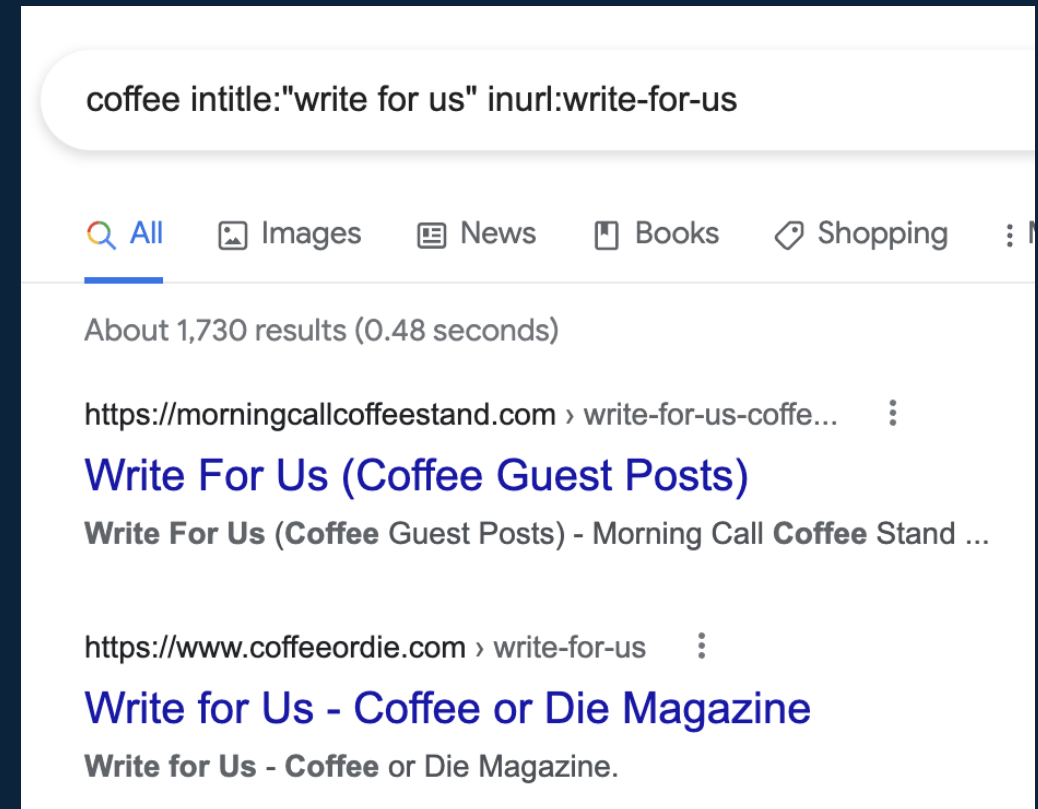
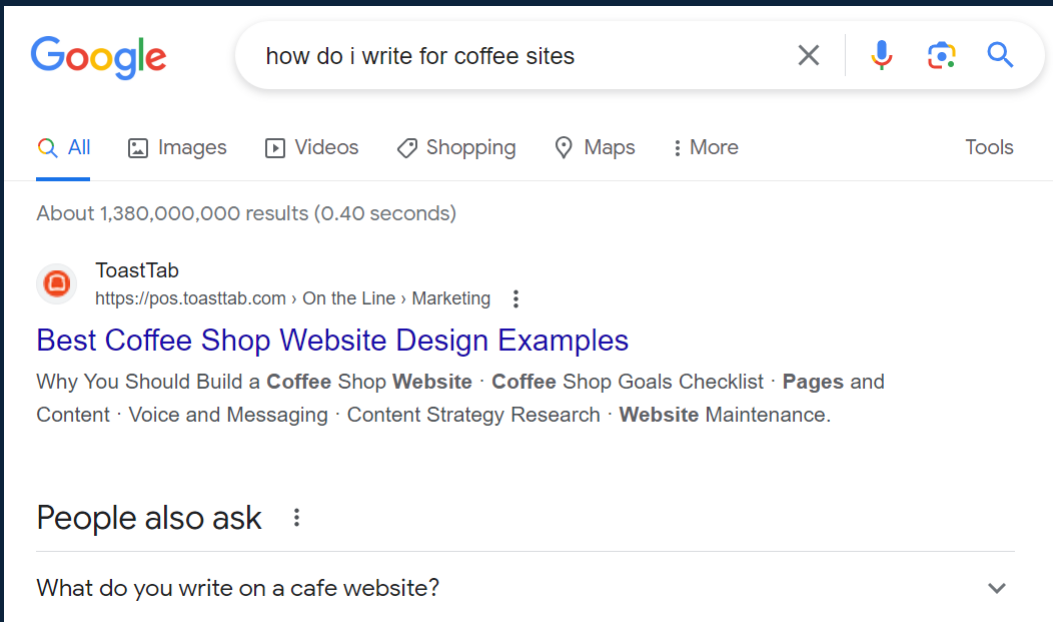
**LEVEL UP!**

A well-equipped gym with various exercise machines, weights, and a large window overlooking a scenic view. The gym features a variety of equipment including treadmills, ellipticals, a large white power rack, and several red and black weight benches. A blue punching bag hangs from the ceiling. The room has a carpeted floor with black mats, and the walls are decorated with wood paneling and large windows. The text "It's not (just) about the recipe." is overlaid in the center of the image.

**It's not (just) about the recipe.**

# It's the difference between this:

# ...and this.





**Some caution is warranted.**





**In this new world,  
authenticity and  
connection will be  
more important  
than ever.**

Start slow if you must,  
but *start*.

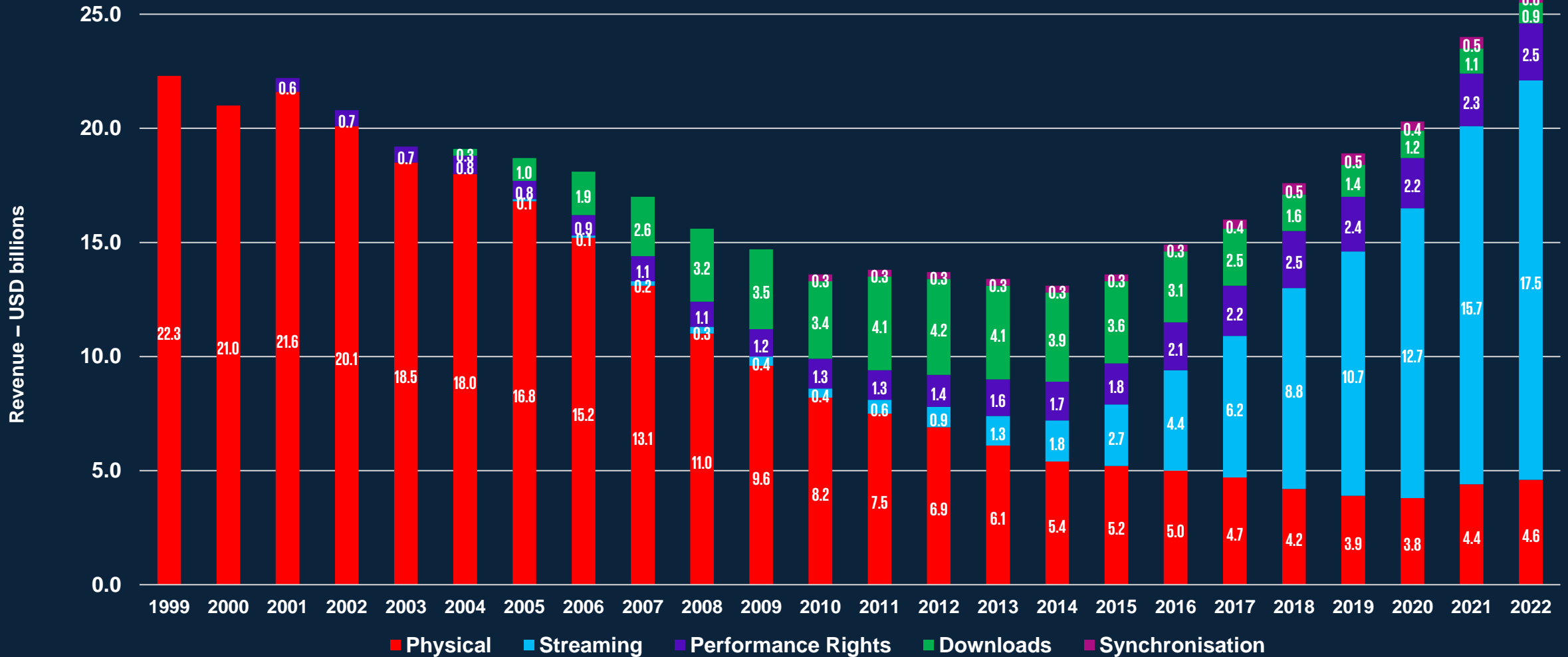
Learn, adjust  
& develop new  
use cases

Building a  
repeatable  
internal process  
for your  
organization.



# Change ≠ Extinction

## Total U.S. music industry revenue - USD billions





# Thank you!



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