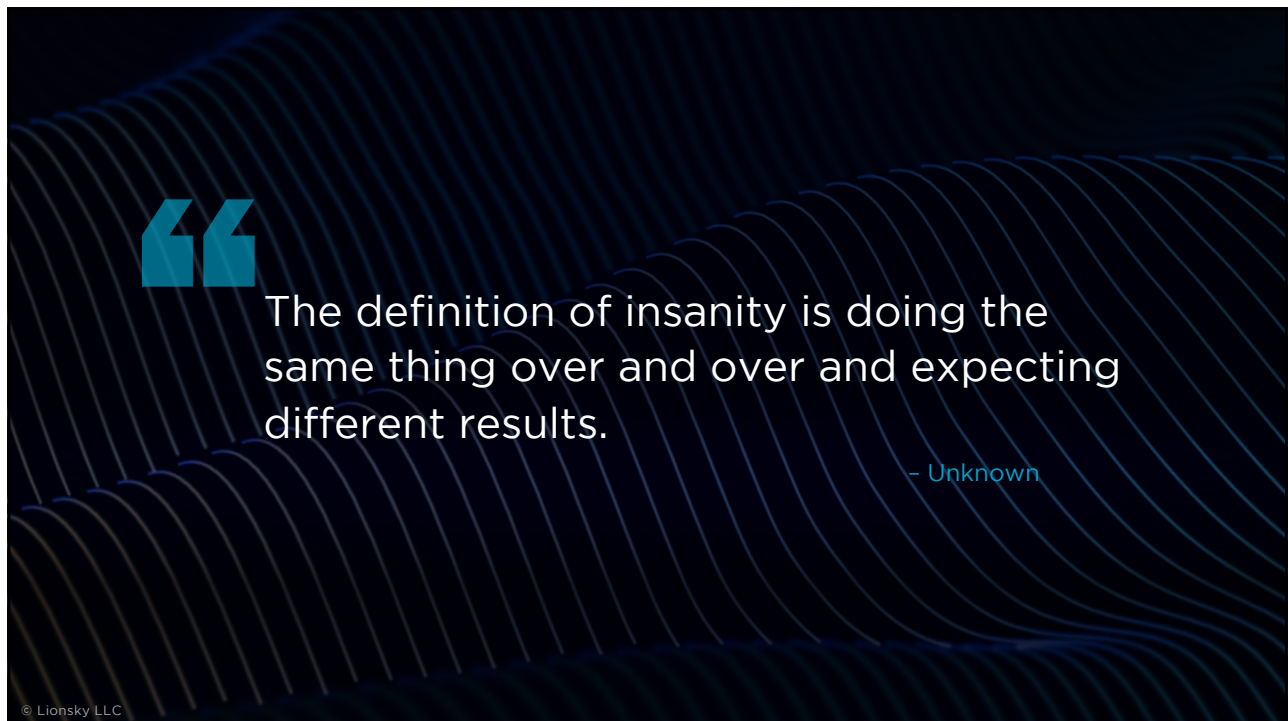




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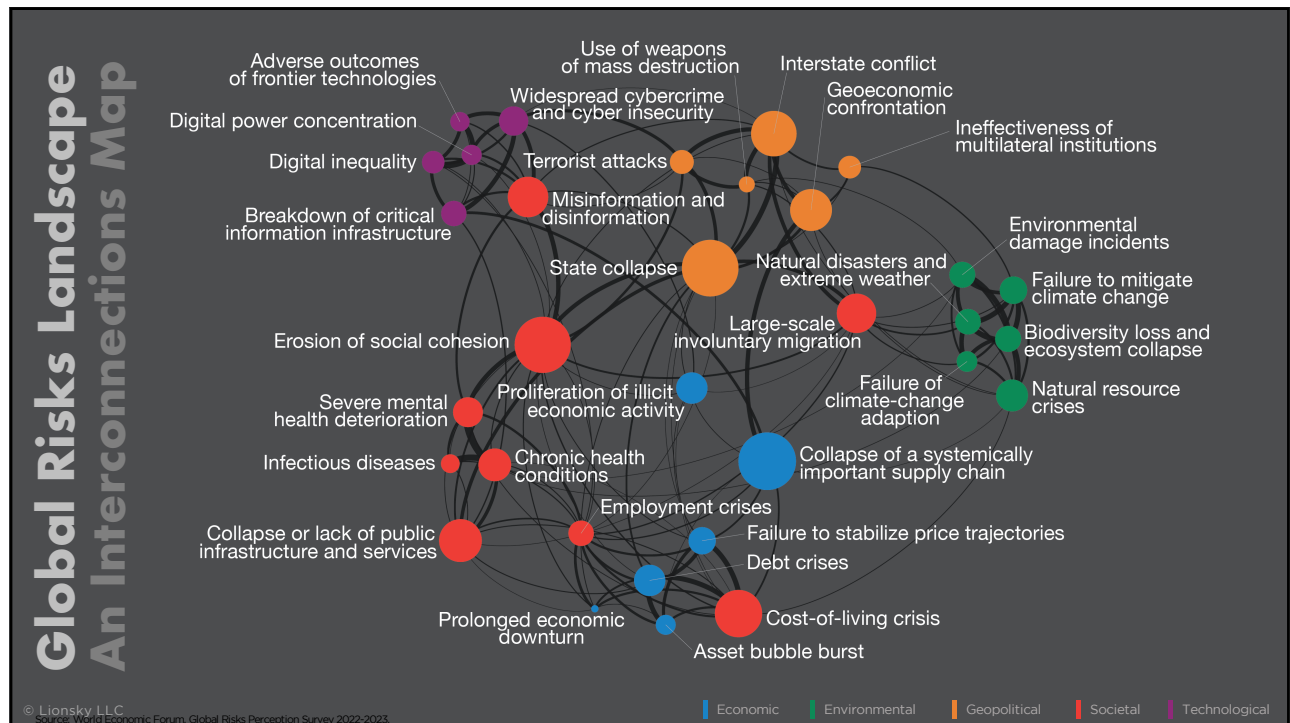
polycrisis
noun | poli-krai-sis | pɒliˌkraɪsɪs

- 1 a cluster of related global risks with compounding effects, such that the overall impact exceeds the sum of each part.
- 2 simultaneous and overlapping crises.

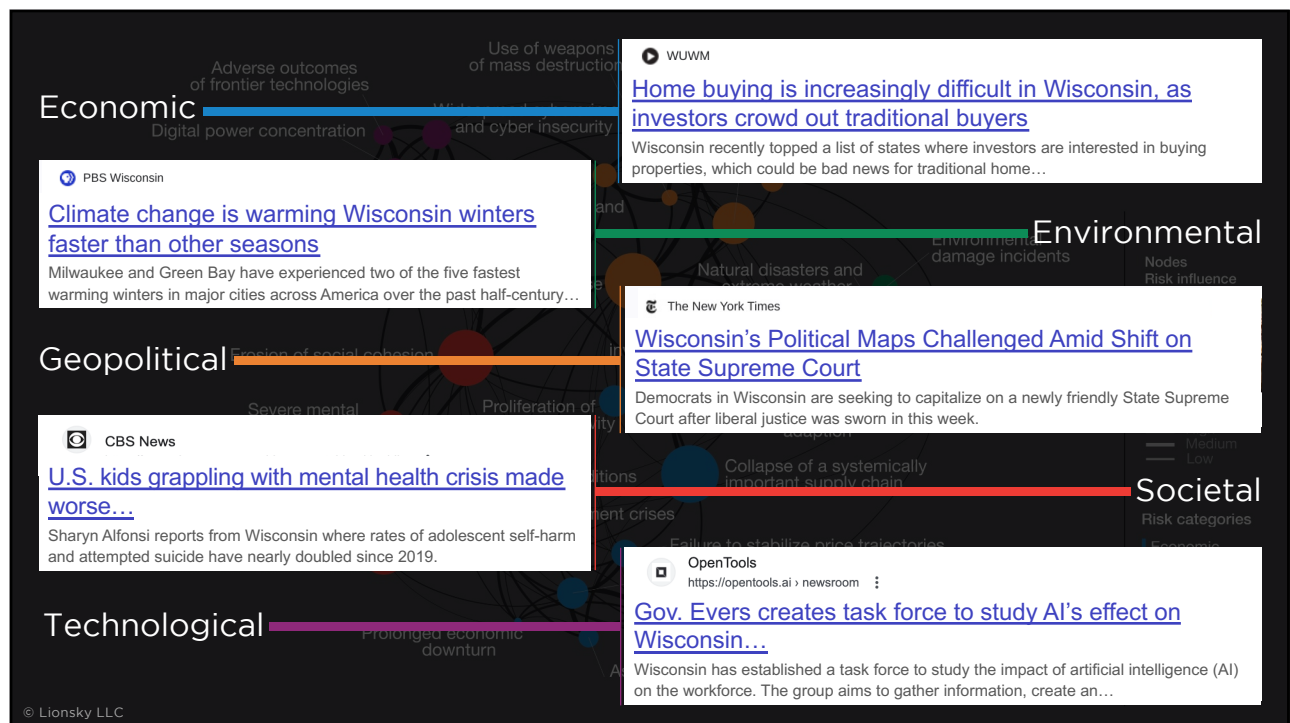
Economic
Environmental
Geopolitical
Societal
Technological

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4



5



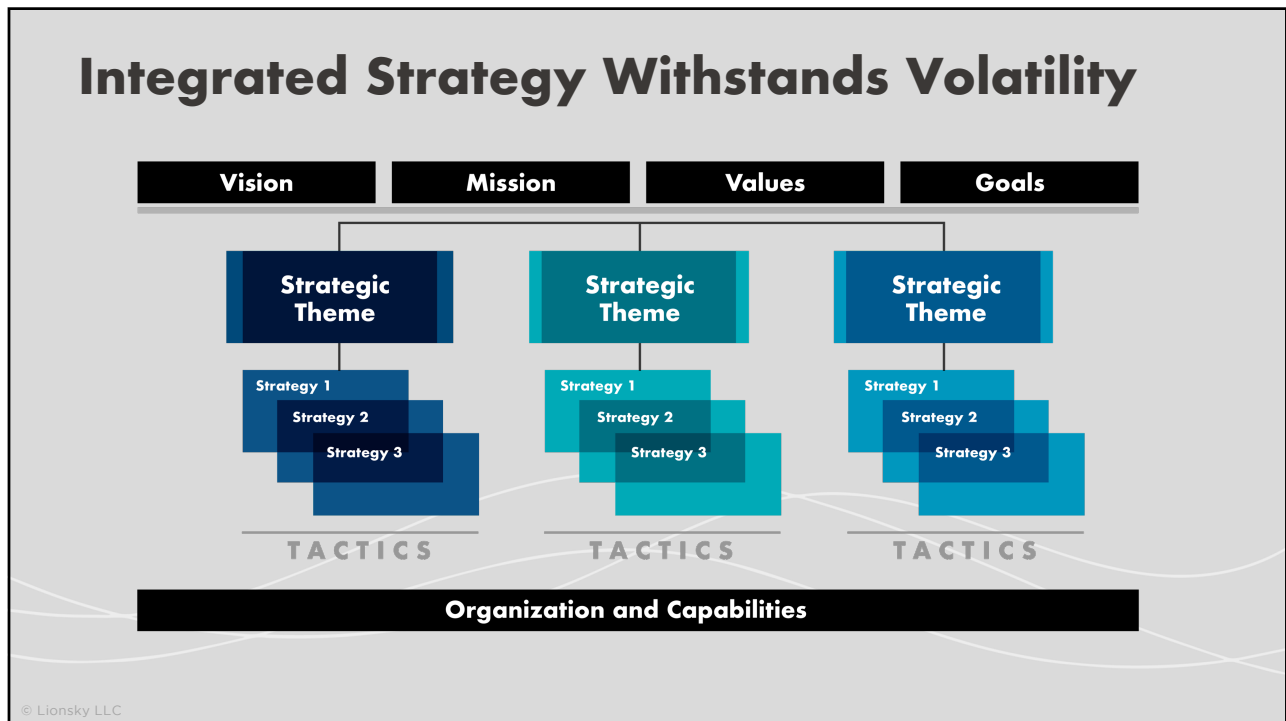
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“ Innovation distinguishes between a leader and a follower. - Steve Jobs

innovation
noun | in-no-va-tion | ,ɪnəˈveɪʃən

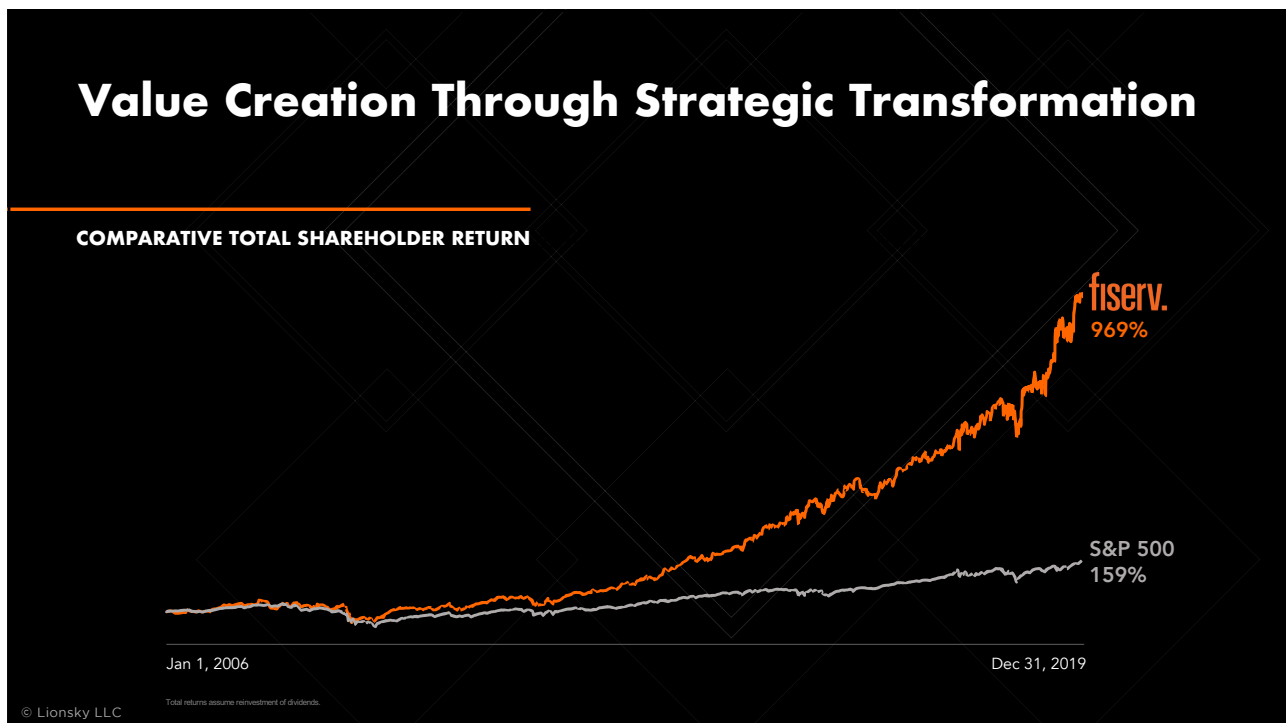
the ability to conceive, develop, deliver, and scale **new products, services, processes, and business models to create new value.**

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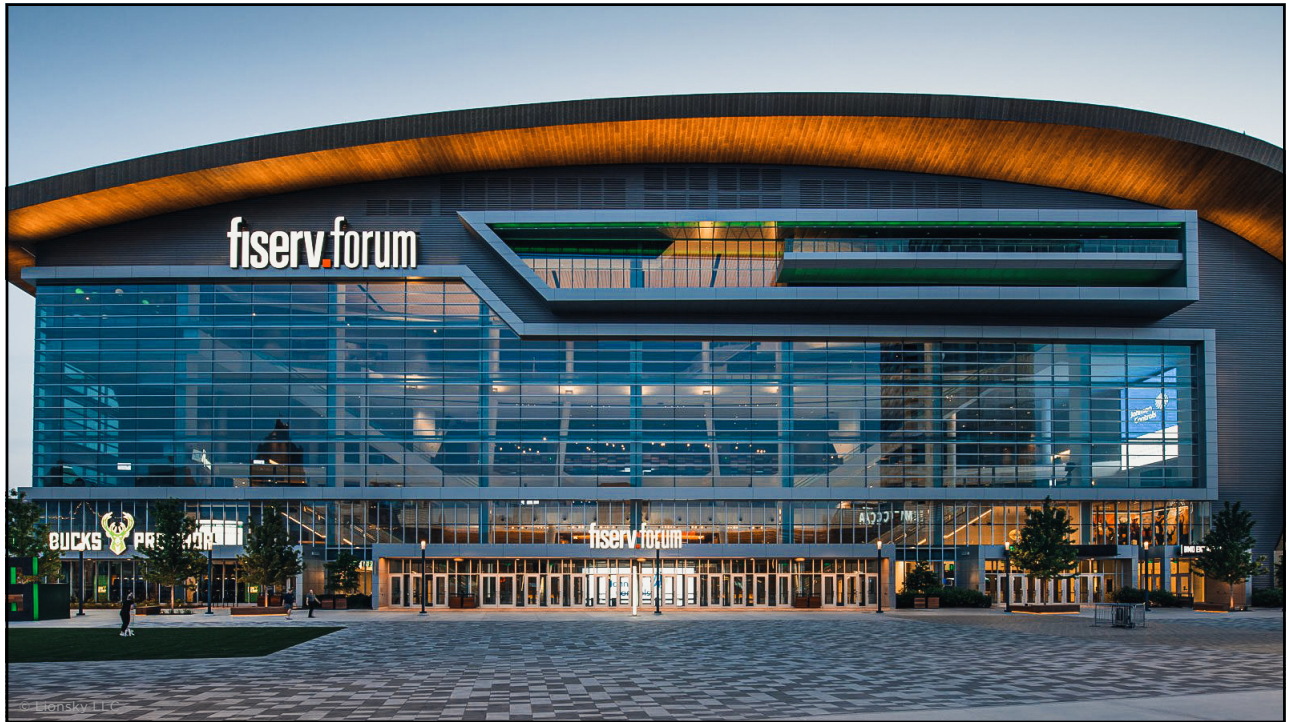
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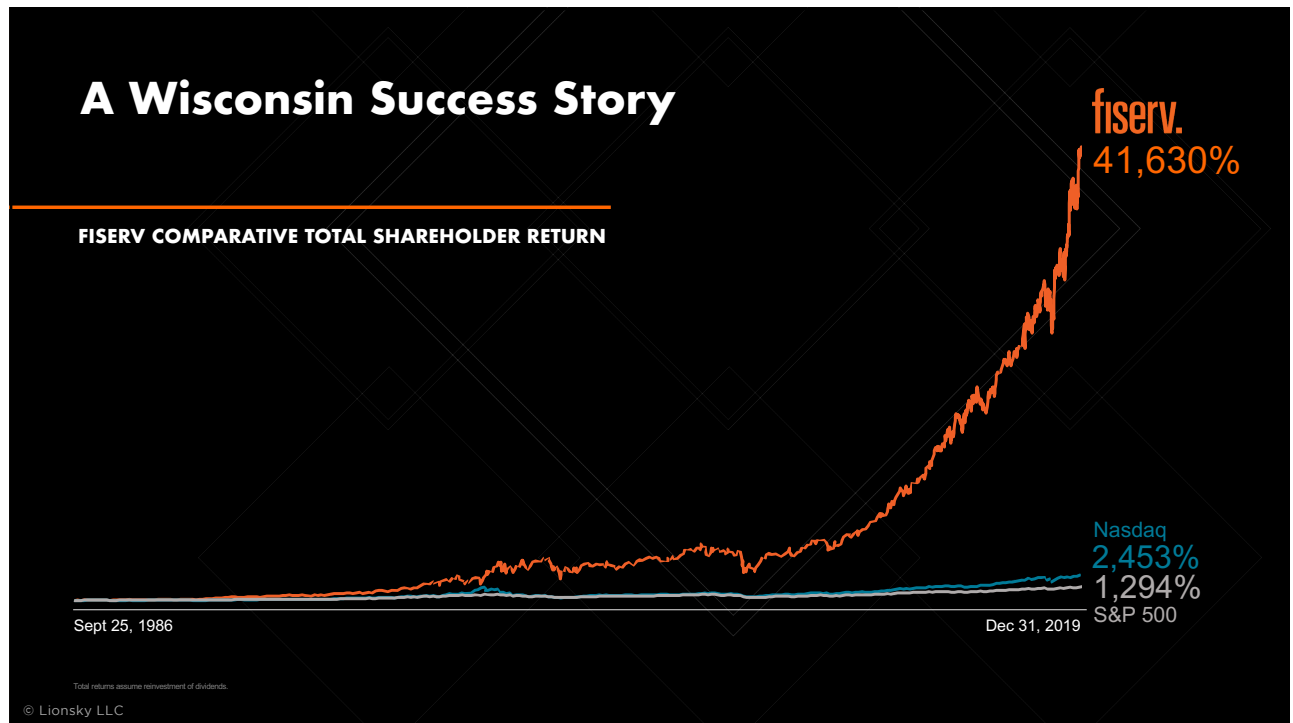
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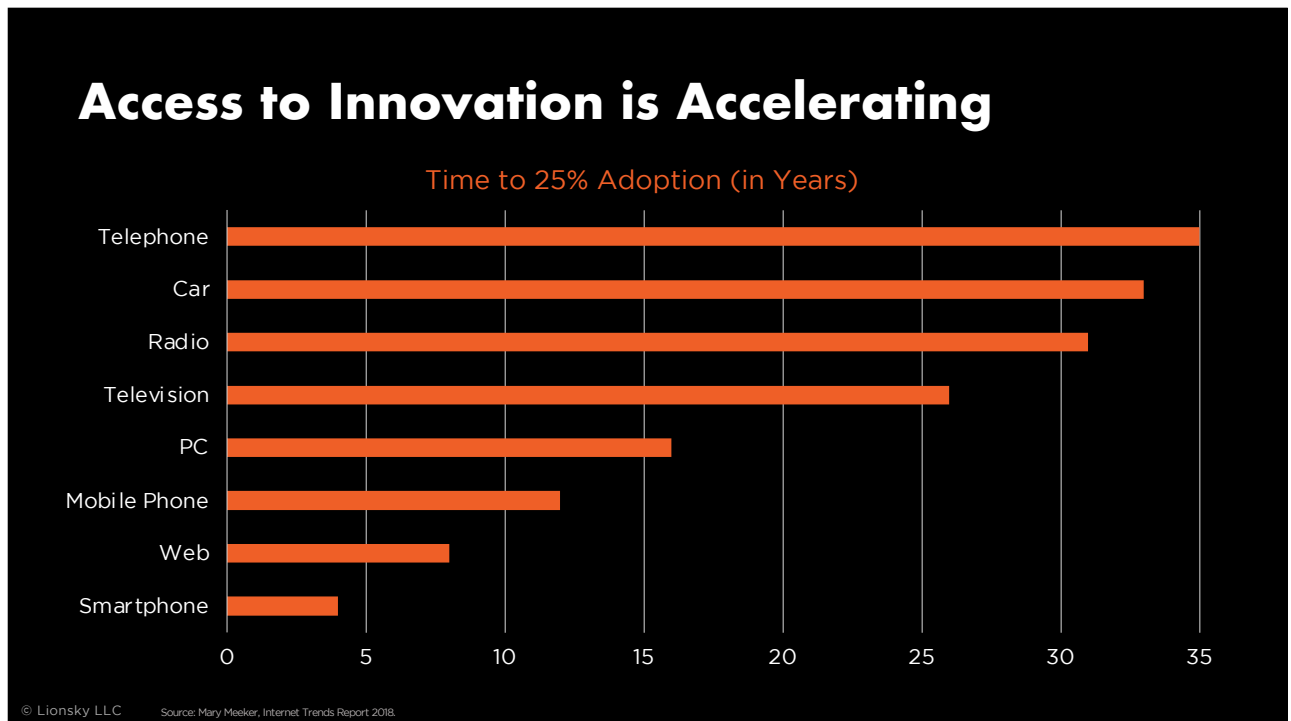
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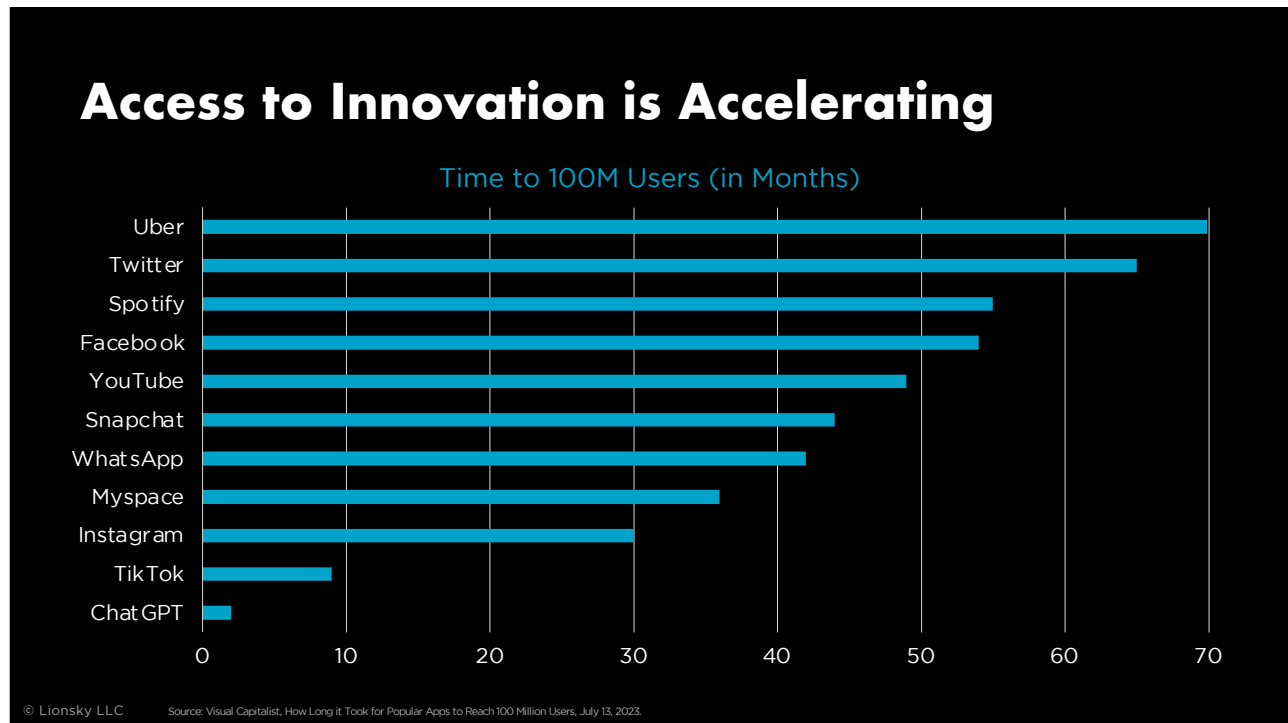
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“

I've always thought of AI as the most profound technology humanity is working on. More profound than fire or electricity or anything that we've done in the past.

- Sundar Pichai, CEO of Google

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18

Artificial Intelligence by the Numbers

Half of today's work activities could be automated by **2045**

By 2030 a major blockbuster film will be released with **90%** of the film generated by AI

52% of Gen Z trust generative AI to help them make informed decisions

80% of current AI research is focused on generative AI

By 2033 AI solutions will result in more than **500 million** net-new human jobs

70% of Gen Z report using generative AI


45% of the US population is using generative AI

Generative AI could add **\$4.4 trillion** of economic value annually

40% of people using ChatGPT say they save 1 to 5 hours per week

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19



dall·ery gall·ery

Nothing you are about to see is real. For real.

The following document contains:

- ⚠ photos that are not real photos
- ⚠ paintings that are not real paintings, and
- ⚠ people, places and things that **do not exist**.

The images you are about to see were all created by an AI tool called DALL-E 2.

All images are © Open AI.

3D render, cute robot holding up a warning sign, shallow depth of field
© Lionsky LLC

20



“A grey kitten standing on a pizza in outer space. The kitten is eating a piece of pizza. Pizza slices flying with angel wings in background, dark cyan galaxy and stars in background, 4K photoshopped image, look at that detail”

L Lucas × DALL-E
Human & AI

© Lionsky LLC Created with DALL-E, an AI system by OpenAI

21

Prompt: Should I move my business to Wisconsin?

- **Market and Customer Base:** Evaluate whether Wisconsin offers a viable market for your products or services. Consider the demographics, consumer behavior, and competition in the area.
- **Industry and Economic Environment:** Research the economic conditions and industry presence in Wisconsin. Some industries may thrive in certain regions due to favorable regulations, incentives, or established supply chains.
- **Tax and Regulatory Environment:** Analyze Wisconsin's tax structure, including income tax, property tax, and sales tax, as well as any tax incentives or credits available to businesses. Additionally, understand the regulatory requirements and licensing procedures relevant to your industry.
- **Workforce Availability:** Assess the availability and quality of the workforce in Wisconsin. Consider factors such as education levels, skills, and labor costs.
- **Cost of Living and Business Costs:** Compare the cost of living and operating a business in Wisconsin to your current location. This includes expenses like rent, utilities, and employee salaries.
- **Infrastructure and Transportation:** Evaluate the state's infrastructure, including transportation networks, to ensure it can meet your logistical needs, especially if your business relies on distribution or shipping.
- **Access to Customers and Suppliers:** Consider whether moving to Wisconsin would improve your access to key customers or suppliers, which can be critical for certain businesses.
- **Quality of Life:** Think about the quality of life for you and your employees. Consider factors like education, healthcare, housing, and recreational opportunities.
- **Business Support and Resources:** Research the availability of business support organizations, such as chambers of commerce, economic development agencies, and networking groups that can assist with your transition.
- **Long-Term Strategy:** Assess how a move to Wisconsin aligns with your long-term business strategy and growth plans.

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22



Prompt: **Should I move my technology startup to Wisconsin? What economic factors should I consider in this decision? Does Wisconsin offer tax incentives for small businesses?**

Economic Factors:

- **Business Environment:** Research the business environment in Wisconsin, particularly in cities like Madison and Milwaukee. Consider whether the state has a supportive ecosystem for technology startups, including access to venture capital, mentorship programs, and networking opportunities.
- **Workforce and Talent Pool:** Assess the availability of tech talent in Wisconsin. The state has universities and colleges producing graduates in various tech-related fields. Consider if there is a sufficient pool of skilled employees for your startup's needs.
- **Cost of Living:** Compare the cost of living in Wisconsin to other tech hubs. Wisconsin generally has a lower cost of living, which can be an advantage for both your business's operational expenses and the living costs for your employees.
- **Quality of Life:** Evaluate the quality of life for you and your employees. Consider factors like education, healthcare, recreational opportunities, and overall lifestyle.
- **Infrastructure and Access to Markets:** Examine the state's infrastructure, including transportation and proximity to your target markets or customers.

Tax Incentives:

Wisconsin offers several tax incentives for small businesses and startups, which can make it an attractive destination:

- **Qualified New Business Venture (QNBV) Program:** Wisconsin's QNBV program provides tax credits to investors in qualified startups. This can help you attract investment to fund your technology startup.
- **Research and Development Tax Credits:** Wisconsin offers incentives for businesses engaged in research and development. Depending on your startup's activities, you may be eligible for tax credits that can reduce your overall tax liability.
- **Economic Development Tax Credits:** These credits are available for job creation and capital investment. As your startup grows and hires more employees, you may qualify for these incentives.
- **Angel Investment Tax Credits:** This program provides tax credits to individuals or entities that invest in qualified Wisconsin businesses, making it easier to attract early-stage investors.
- **Technology Zone Incentives:** Some areas in Wisconsin have designated technology zones with incentives to encourage tech startups and innovation.

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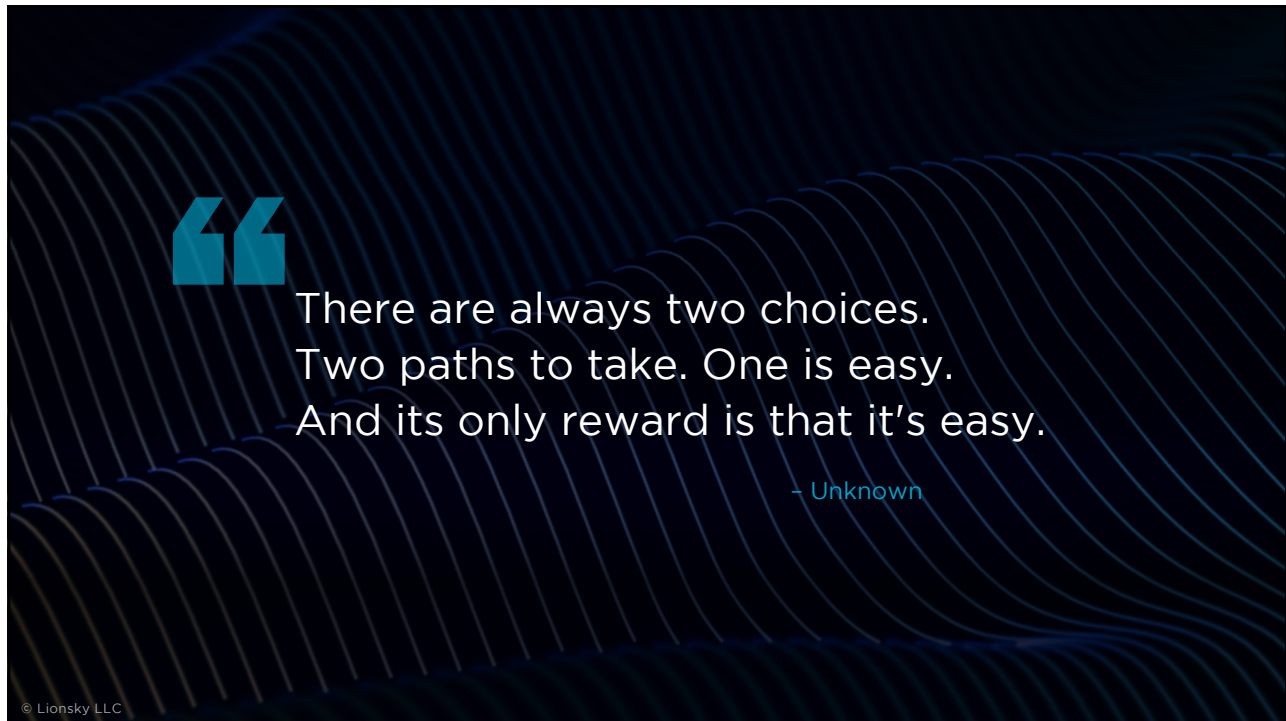
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N E X T G E N E R A T I O N
L E A D E R S H I P

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24



25



26



27



28