



# State of AI

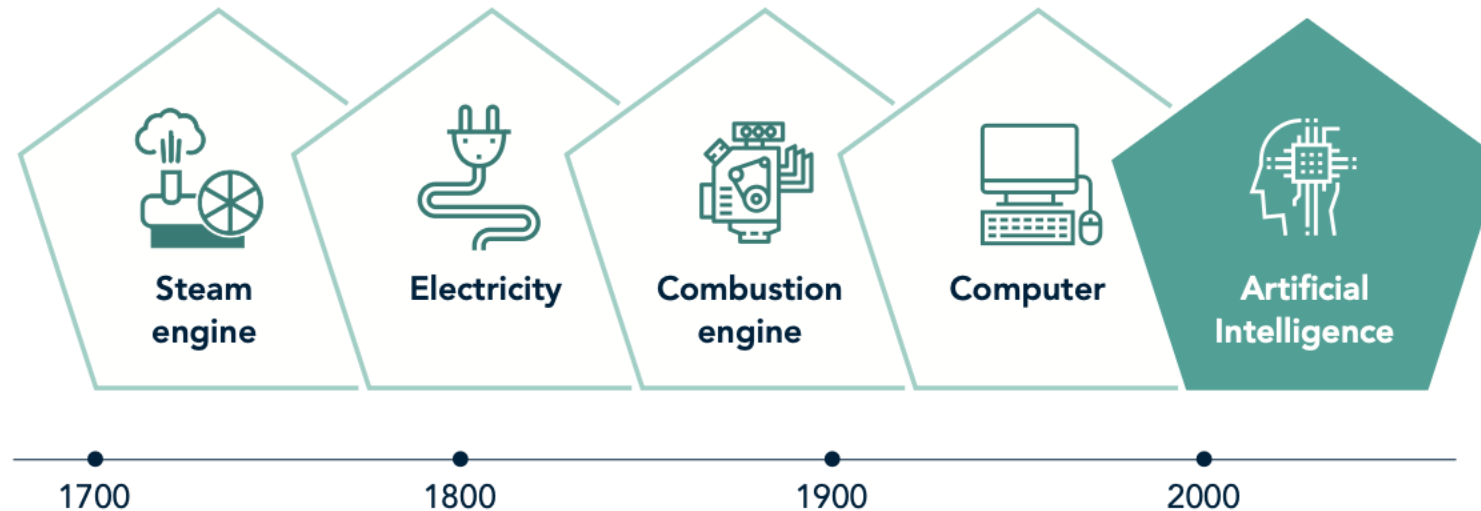
by Rik van der Woerdt, Co-founder & CEO ADC

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ADC SAIL EVENT, 20 AUGUST 2025

**SAIL 2025**  
AMSTERDAM

The Netherlands Scientific Council for Government Policy (WRR): “Artificial Intelligence (AI) should be considered a **system technology** [...] Taking this approach helps to look beyond the issues of the day and instead make long-term recommendations about how AI can be embedded in society.”

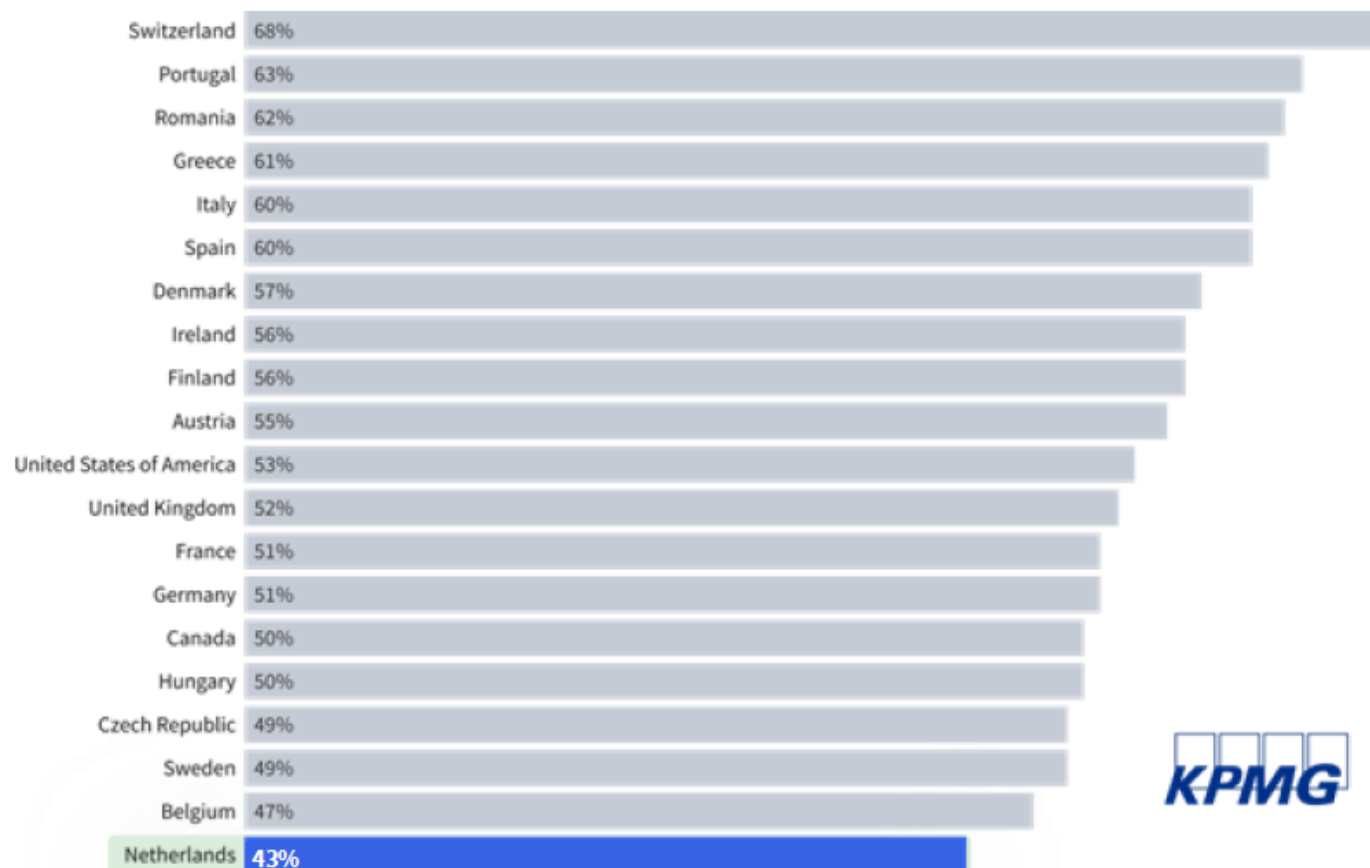


## Distrust and lack of awareness results in long sales cycles and limited adoption

Source:

"Trust, attitudes and use of AI: A global study" by KPMG;  
\*Using AI on a semi-regular basis: every few months, monthly, weekly or daily.  
Global survey with 1001-1098 respondents per country.

Share of respondents using AI on a semi-regular basis\*



techleap.nl

prosus

dealroom.co



29 nov '24 11:00

# Nederlanders vinden AI maar niks. Hebben we een toeslagentrauma?



Sandra Olsthoorn

Nederlanders zijn er altijd als de kippen bij om nieuwe technologie te omarmen. Behalve als het gaat om ChatGPT en soortgelijke programma's, zo lijkt het. Zou het aan de toeslagenaffaire liggen?



# Prediction in difficult

"I think there is a world market for maybe five computers." *Thomas Watson, chairman of IBM, 1943.*

"The idea of a personal communicator in every pocket is a "pipe dream driven by greed."  
*Andy Grove, then CEO of Intel, 1992.*

"In from three to eight years we will have a machine with the general intelligence of an average human being." *Marvin Minsky, co-founder MIT AI laboratory, 1970.*



# AI 2027

Daniel Kokotajlo, Scott Alexander, Thomas Larsen, Eli Lifland, Romeo Dean

Artificial Superintelligence

2000x AI R&D Multiplier

Superintelligent AI Researcher

250x AI R&D Multiplier

Superhuman Remote Worker

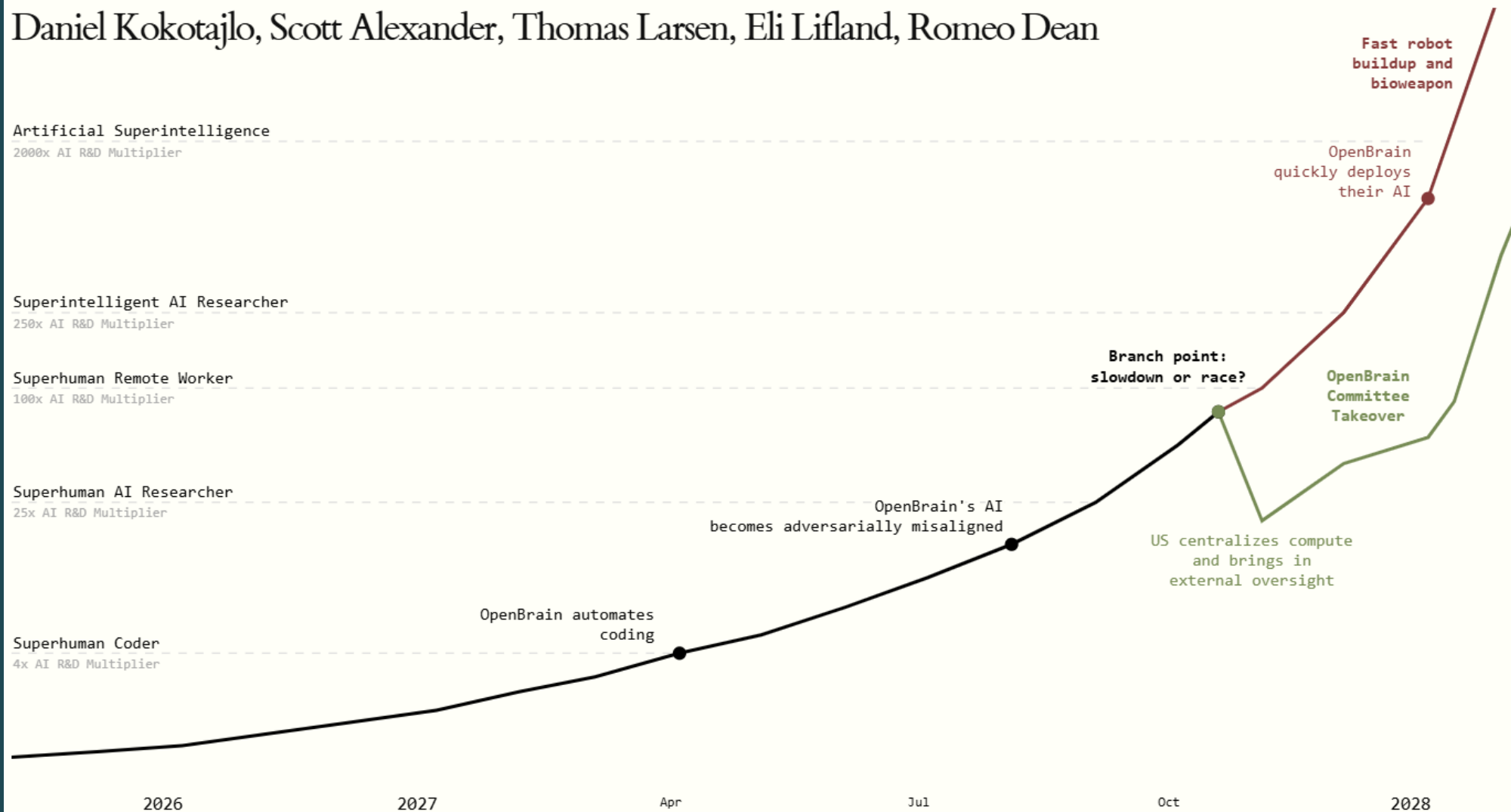
100x AI R&D Multiplier

Superhuman AI Researcher

25x AI R&D Multiplier

Superhuman Coder

4x AI R&D Multiplier





# AI's \$600B Question

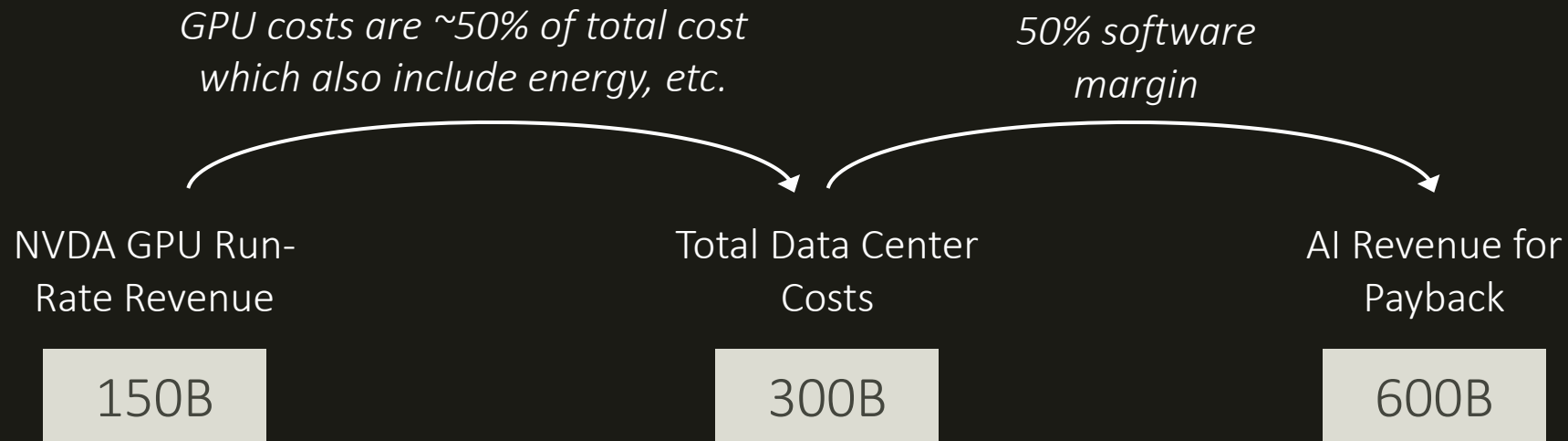
*(& 500B gap)*

The AI bubble is reaching a tipping point.  
Navigating what comes next will be essential.



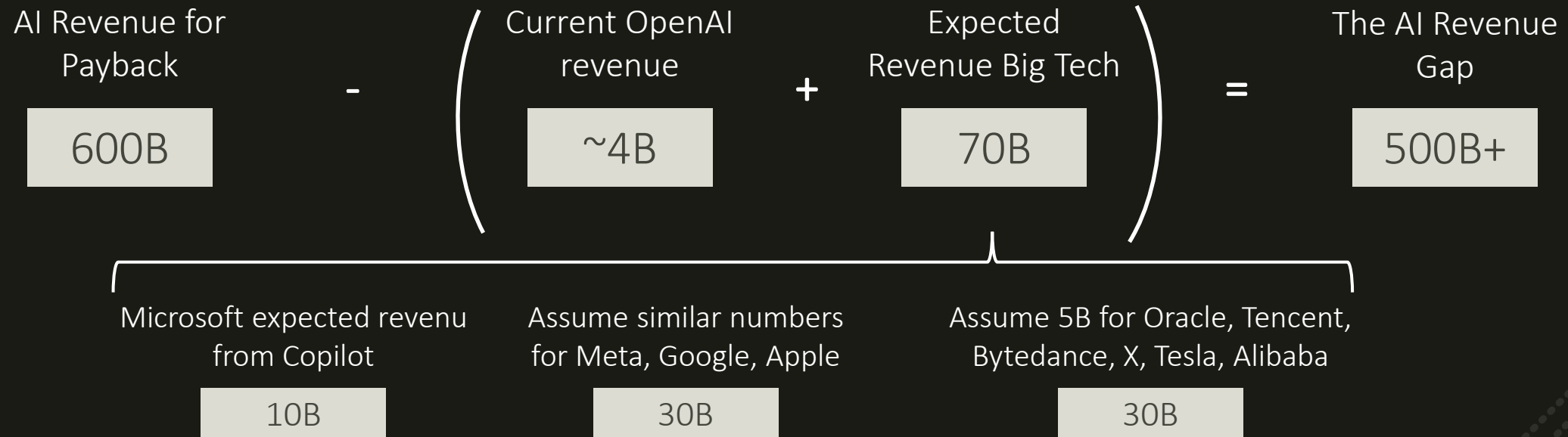
# The yearly investments in GPUs suggest that the lifetime value generated from these GPUs needs to be 600B to break even

Every year!

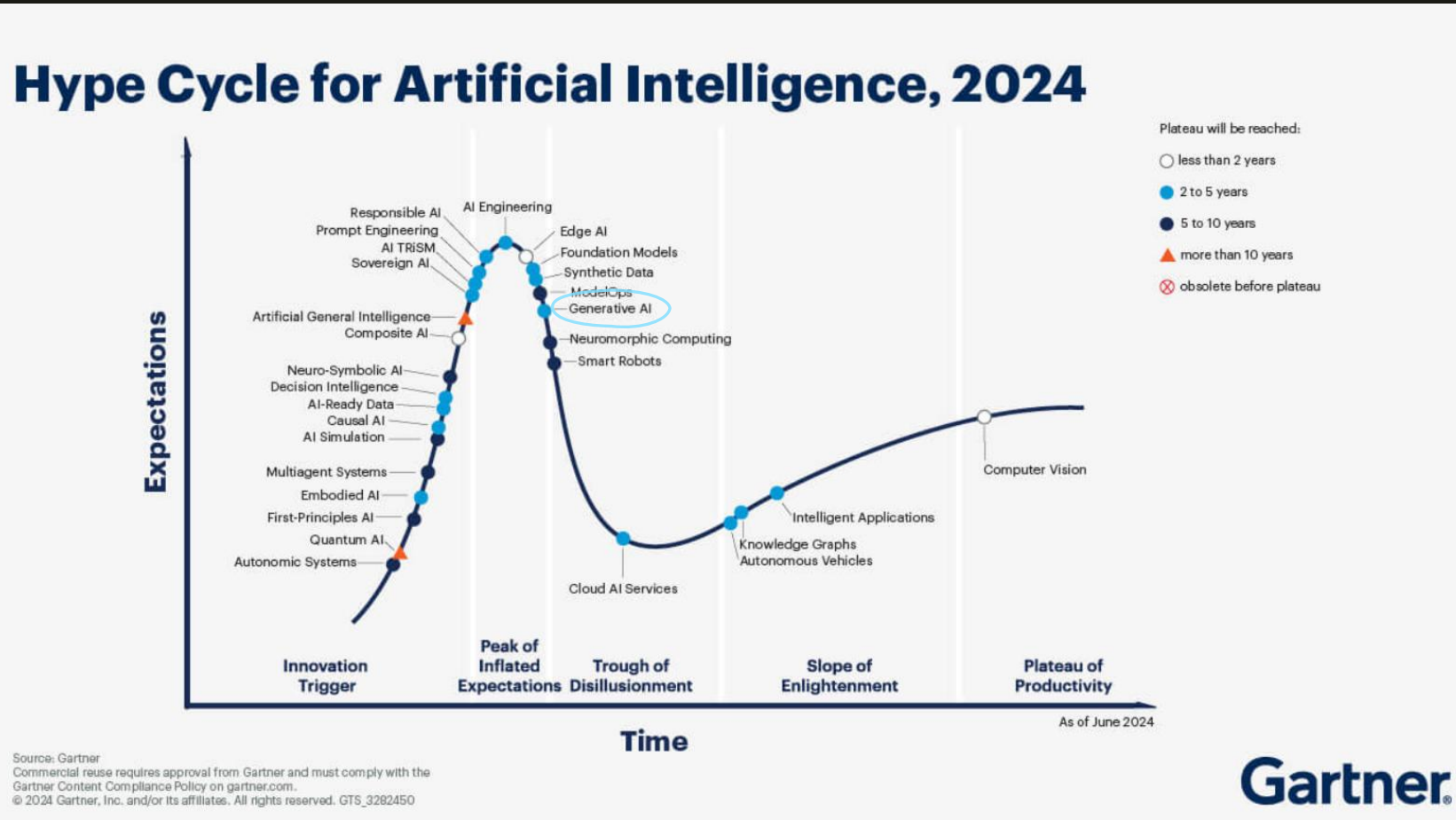


However, even with optimistic assumptions, the current customer value generated by AI is <100B, leaving a 500B gap to be filled

Again, every year!



Different sources paint a similar picture – most (Gen)AI related technologies are at or before the peak of the hype cycle



Home > Opinions > AI

# GPT-5 Is Supposed to Be Smarter, But It Just Makes Me Want to Switch Chatbots

Although GPT-5 delivers on some of what I wanted, it doesn't solve the problems that actually matter. OpenAI needs to make swift and thorough changes to convince me to stay.



By [Ruben Circelli](#)

August 12, 2025



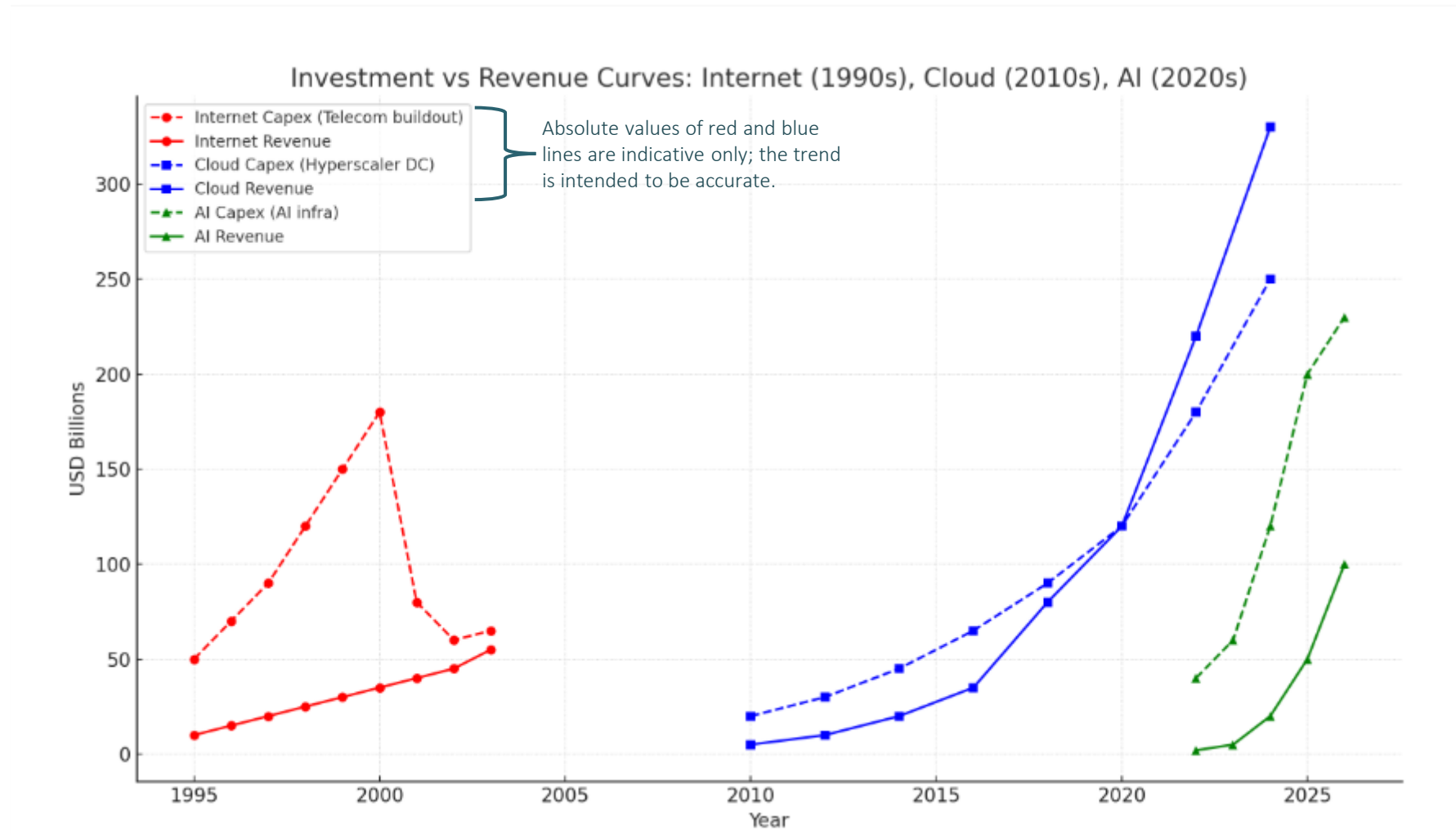


Milou Brand

# Instagram-spiritualiteit of Wall Street-rationaliteit?

09:21





Source: curves drawn based on various sources. The green lines are in line with the y-axis; the red and blue lines are indicatives only and solely intended to display the investment and revenue developments accurately, not the absolute values.

How did we get here?



*AI is changing the world,  
in three major milestones,  
in only three years.*



Since November 2022, we have ChatGPT



Since November 2022, we have ChatGPT; intelligence emerged out of predicting tokens. Just like humans, it makes educated guesses—called *hallucinations* when wrong.



This

statement

is

correct

78%

false

11%

...

..%

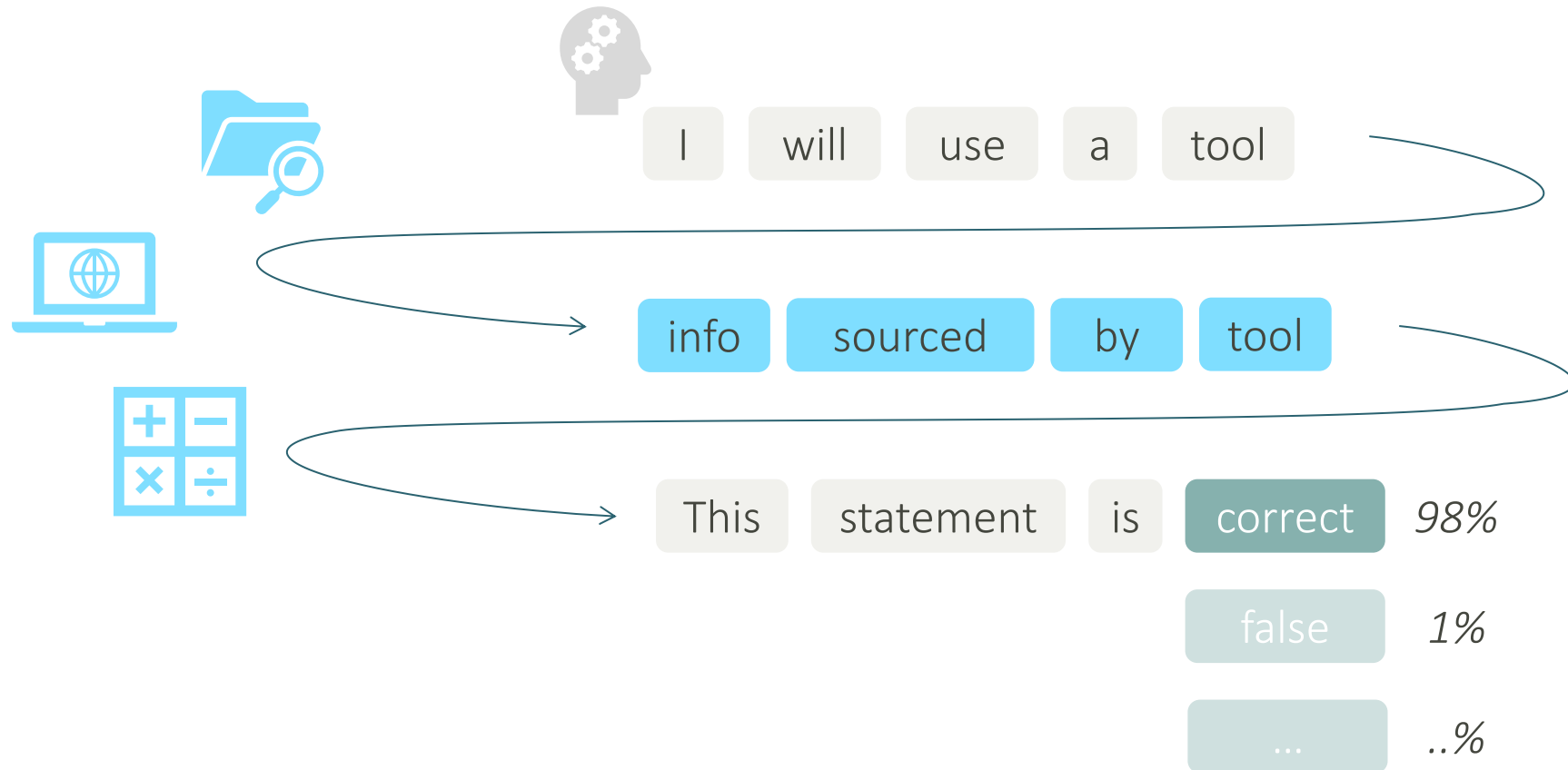




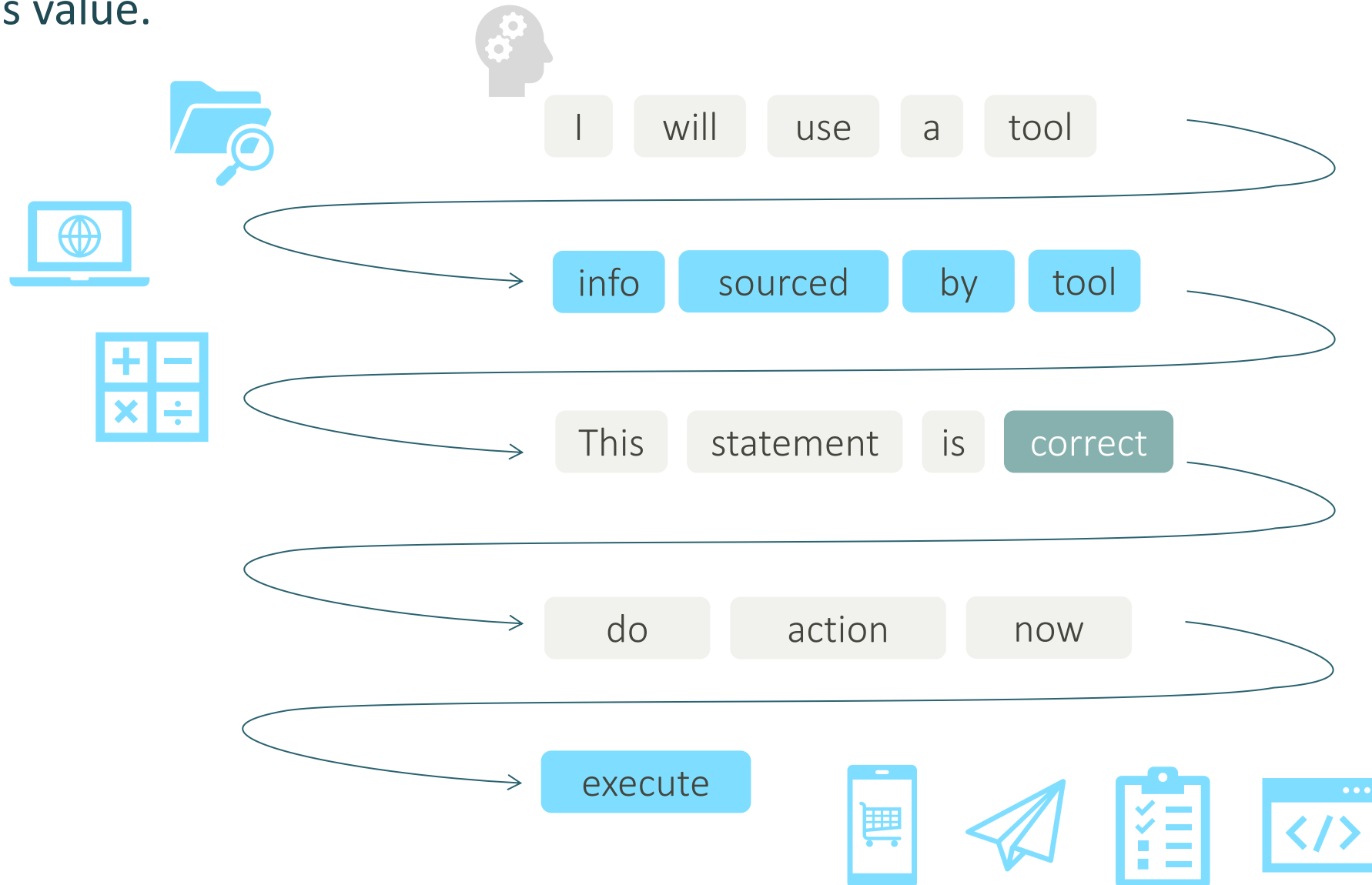
In 2024, we empowered LLMs with **tools** creating AI Agents



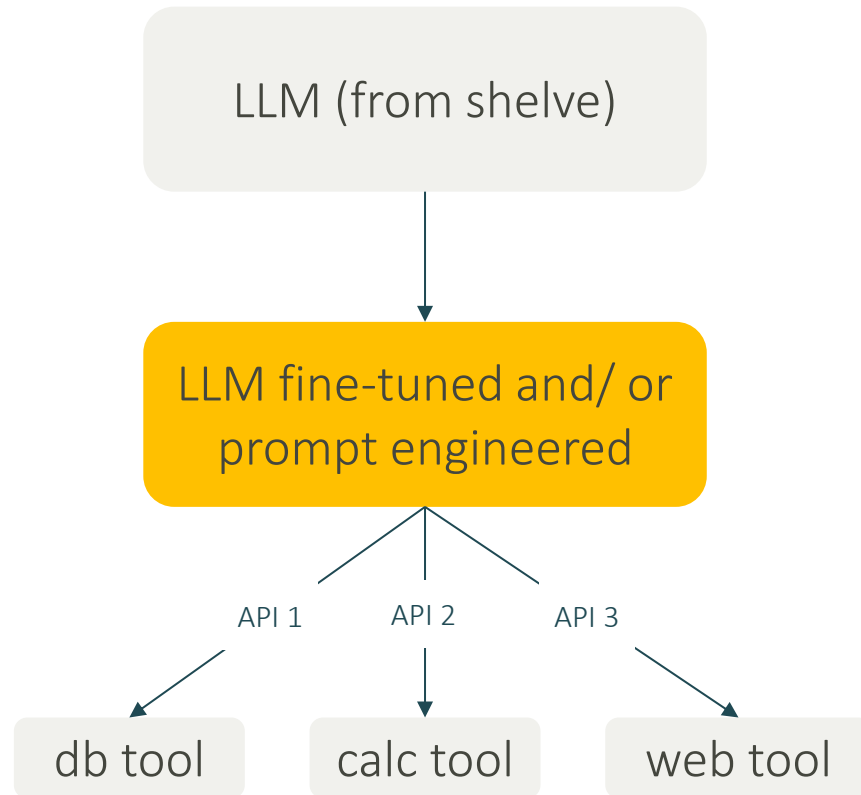
In 2024, we empowered LLMs with **tools** creating **AI Agents** mitigating hallucinations, AI became useful for professionals.



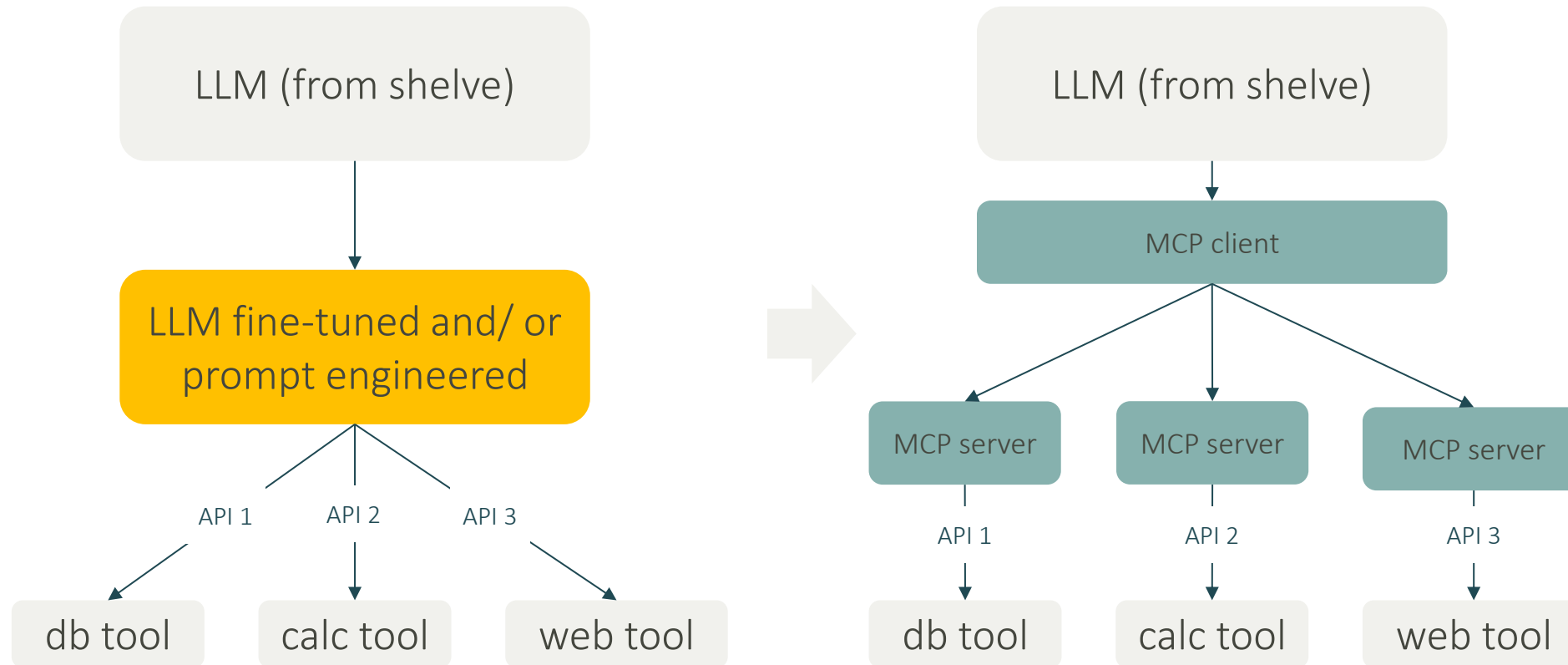
AI Agents can use **tools** two-directional; to source information and **take action** creating real business value.



Tool use was first optimised via fine-tuning and prompt engineering;



Tool use was first optimised via fine-tuning and prompt engineering; now there is the model context protocol (MCP)\* enabling enterprise robust agents.



\*The Model Context Protocol is an open standard that enables developers to build secure, two-way connections between their data sources and AI-powered tools



Growth >

# More power. More control. Introducing the Mollie MCP server.

Tired of AI hallucinations & brittle prompts? The Mollie MCP Server is a new open protocol that gives your business the tools to build reliable, predictable AI applications.

29 JUL 2025



**and the third revolution;**

AI agents can sound and look human

(enabling hyper personalisation, valuable interactions, *and* the spread of fake information )





Where are we going?

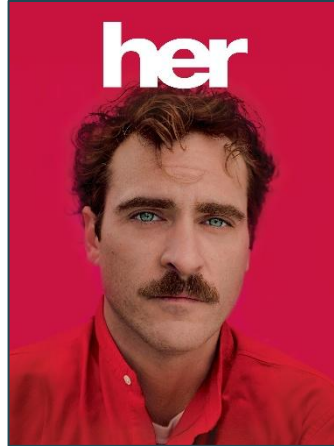




# Where is AI heading?



1. LLMs are plateauing without new breakthroughs.



2. AI will get faster (for a premium), enabling real-time voice.



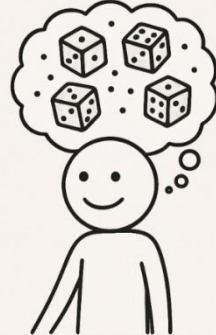
**Lovable**

3. AI apps will rise, and disappear, at high speed.



4. AI assistants will become an important digital interface.

**STOCHASTIC  
MINDSET**



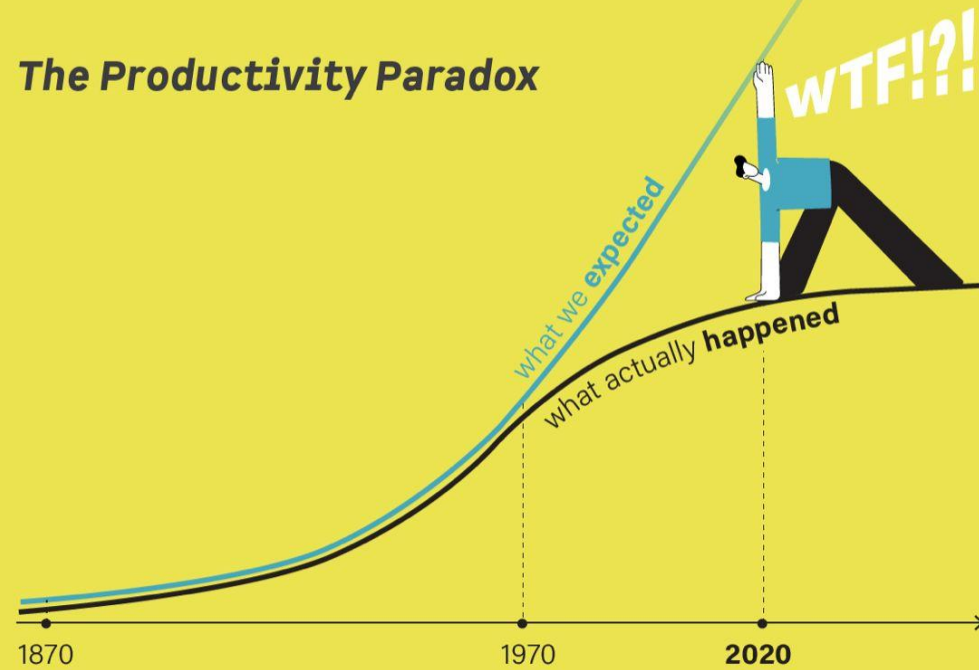
5. Tools get smarter, governance will become the bottleneck.



6. Adoption drives value – leadership must lead



## The Productivity Paradox



“I genuinely believe that generative AI might be able to fulfill the promise of the productivity nirvana and finally solve the Productivity Paradox.”

*Peter Hinssen, international keynote speaker*

“Technology only frees people from work if the boss — or the government, or the economic system — allows it.”

IDEAS

# Three Theories for Why You Have No Time

Better technology means higher expectations, and higher expectations create more work.

By Derek Thompson





# Impactful AI transformations

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