



***Ready for machines
smarter than us?***



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Facts & figures



Pobuca
Experience Cloud



≡ Employees
90

≡ Revenue
6M €

≡ Investments
in Pobuca
software & AI
7M €

A Quiz!

Crack The Password?



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A numeric lock has a 3 digit key

HINT

6	8	2
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One number is correct
and well placed

6	1	4
---	---	---

One number is correct
but wrongly placed

2	0	6
---	---	---

Two number are correct
but wrongly placed

7	3	8
---	---	---

Nothing is correct

7	8	0
---	---	---

One number is correct
but wrongly placed

ChatGPT, help me solve this quiz



Thought about solving the quiz for 41 seconds

A succinct way to see it is that **0** must be the first digit (from the clues 206 and 780) and **2** must be the third digit (from the clue 682). Then 614 tells us that **4** is the only digit that can go in the middle. Concretely:

- From 738 $\Rightarrow$ "Nothing is correct," we know 7, 3, and 8 are not in the code.
- From 780 $\Rightarrow$ "One correct but wrongly placed," and knowing 7 and 8 are out, 0 must be the correct digit but not in the third position $\Rightarrow$ 0 is in position 1 or 2.
- From 206 $\Rightarrow$ "Two correct but wrongly placed," those two digits must be 2 and 0 (since 6 is ruled out by other clues). Given 0 cannot be in position 2 (because it's wrongly placed), 0 must be in position 1 and 2 must be in position 3.
- From 614 $\Rightarrow$ "One correct but wrongly placed," and with 6 ruled out, the digit 4 must be correct; since it is wrongly placed in position 3, it must belong in position 2.

Hence the code is **042**.

**AI is a new
business
culture, not
a skill.**



AI surpasses the average human IQ

The logo for Claude 3, featuring an orange starburst icon to the left of the text "Claude 3" in a white serif font.

Mar 2024: IQ 103

The logo for GPT-5.4, featuring the OpenAI logo (a white knot-like symbol) to the left of the text "GPT-5.4" in a white sans-serif font.

Feb 2026: IQ 148



Artificial Super Intelligence

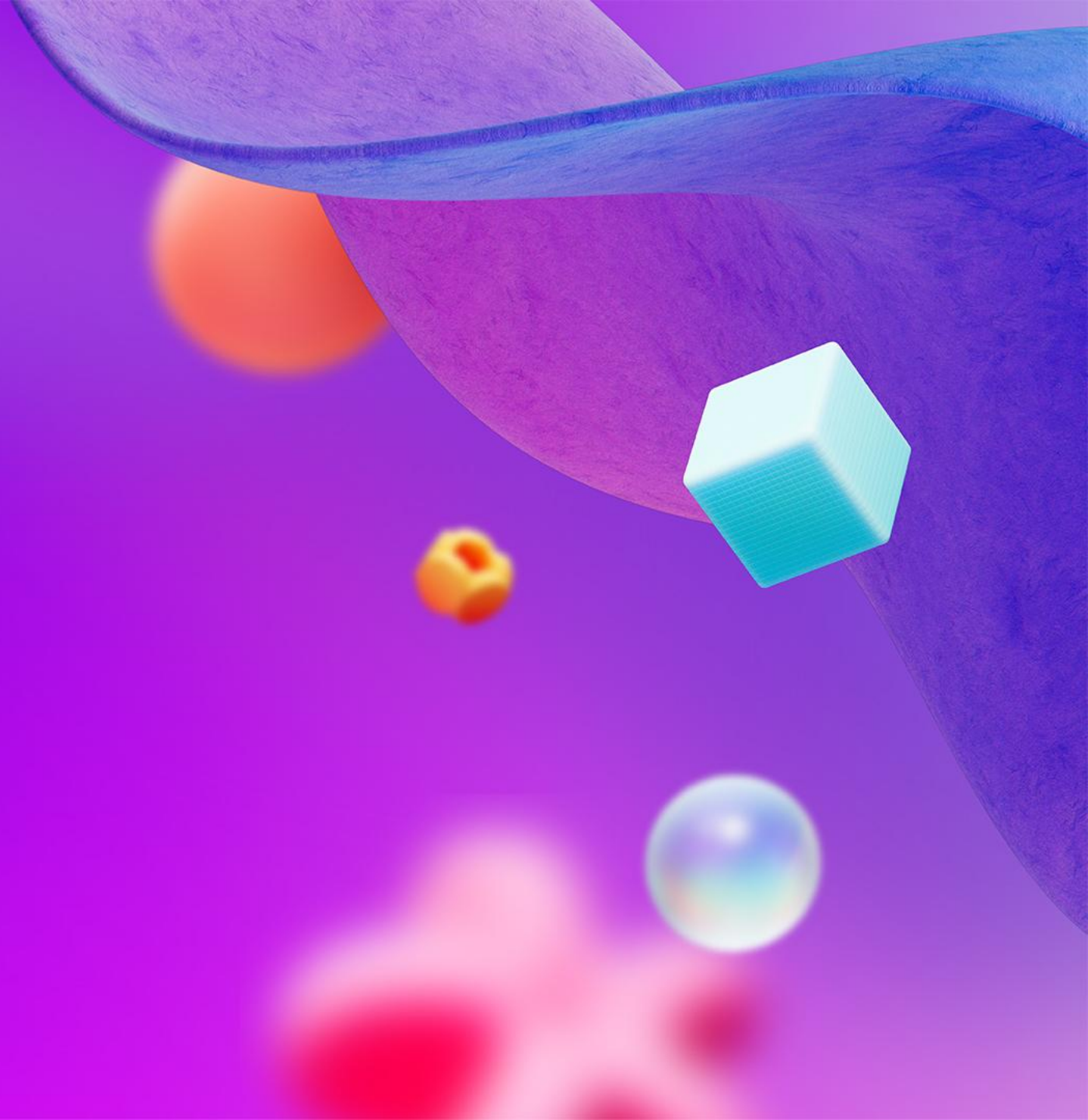
ASI – how it starts by astrophysicist David Kipping



The Turing Test



Demo



AI Types: The Agentic Evolution



Personal Productivity Agents

ChatGPT and LLMs transform into personal agents with deeper system integration.

Full PC and browser control to perform work.

Grounded in all your communications, files, and emails.

Acts as your personal digital companion for work execution.



Autonomous Digital Coworkers (Agentic AI)

Digital coworkers that take ownership of entire roles and processes.

Manage and orchestrate end-to-end business processes and workflows.

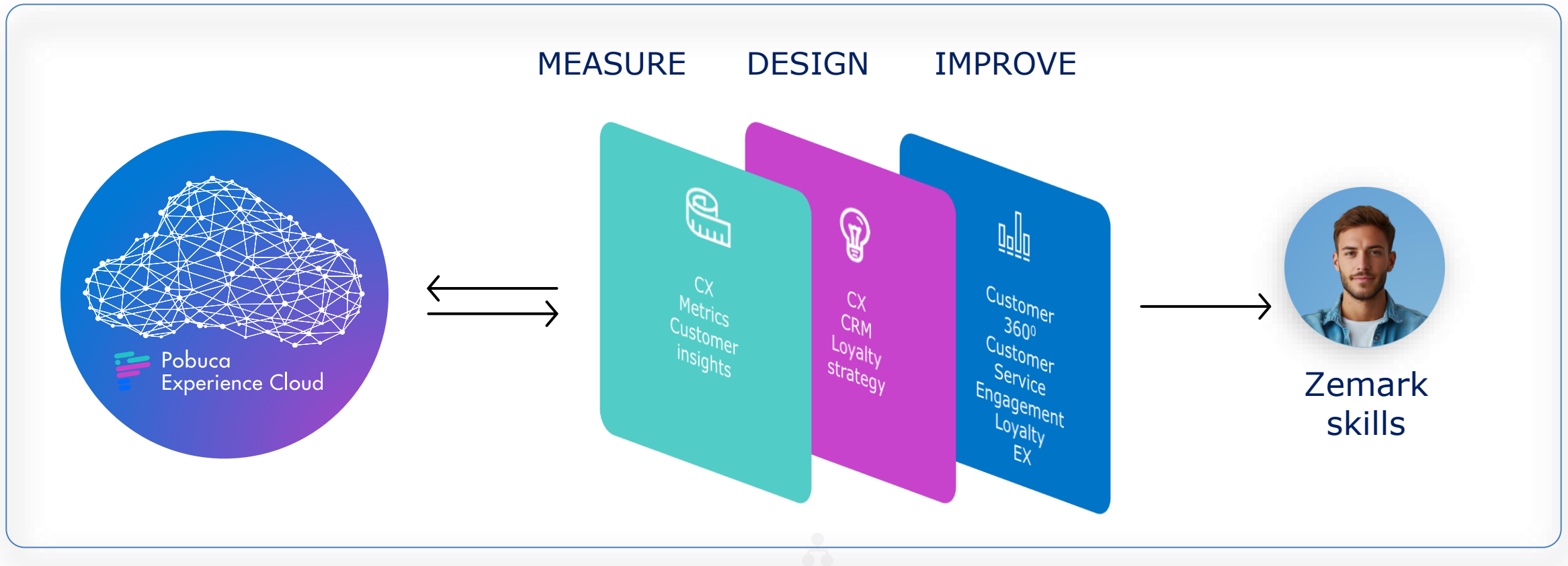
Seamlessly integrate with existing systems (ERPs, CRMs) and data via APIs/SDKs.

Operate within defined governance for multi-agent business operations.
Welcome to the new, scalable digital workforce.

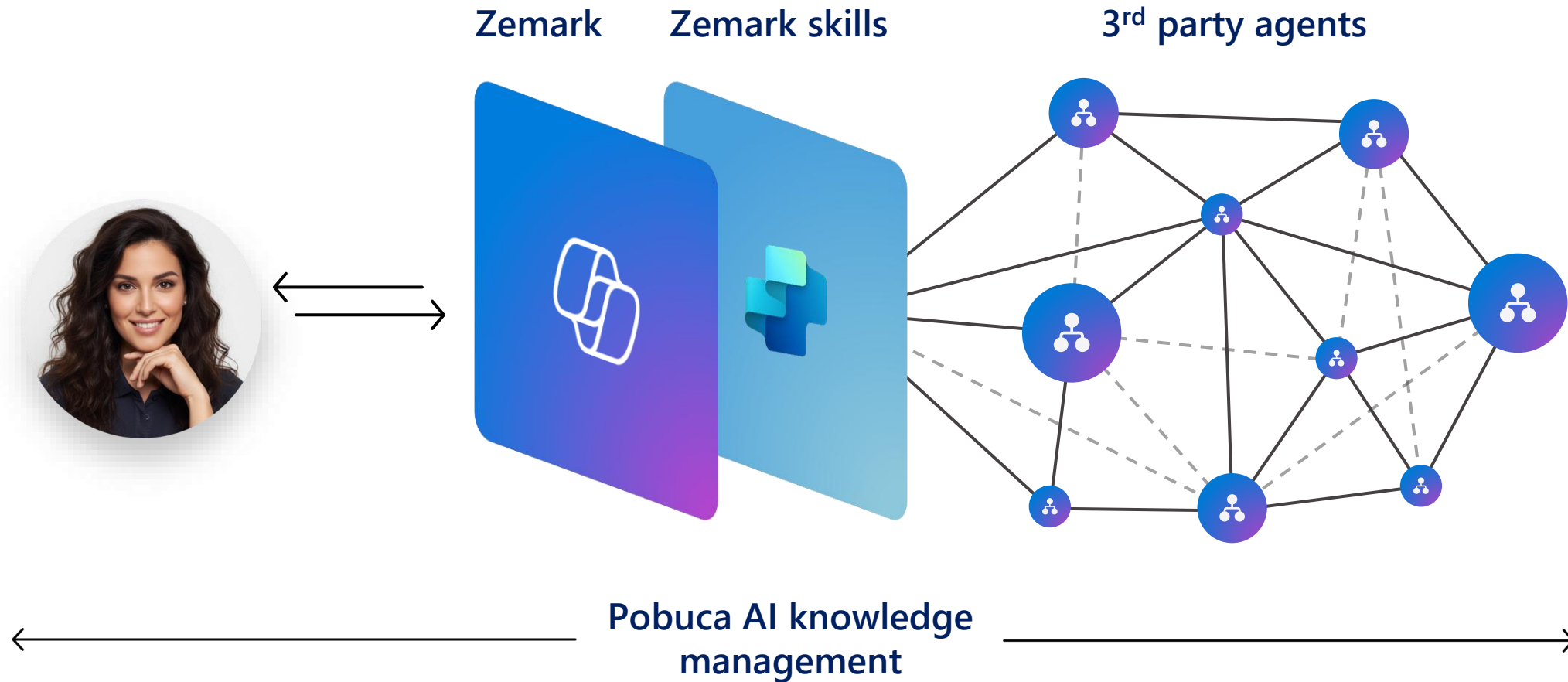
The AI revolution is underhyped



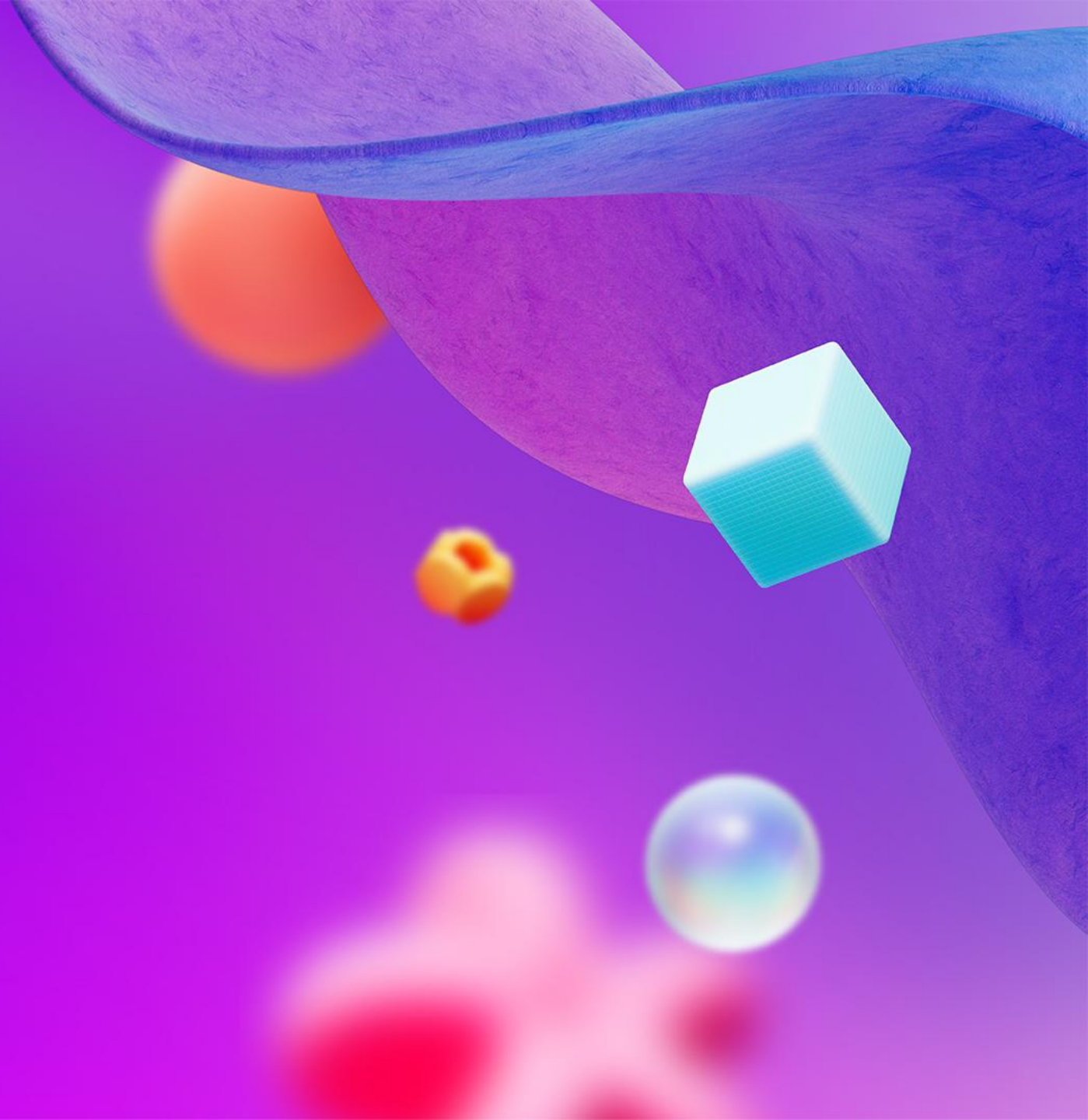
Pobuca features 🙌 Zemark skills



Zemark: the CX agent



Demo



The machine- to- machine economy



AI = 80% BUSINESS
TRANSFORMATION,
20% TECHNOLOGY



Automate and reinvent CX with AI



Content generation
& marketing

Streamline your
sales processes

Service
& support

Personalization &
product discovery

Our Brains Are Hardwired for **Linear Expectations**

30 LINEAR STEPS

ACROSS THE ROOM



30 EXPONENTIAL STEPS



THE DISRUPTION GAP

26 TIMES AROUND THE PLANET

AI: Exponential progress



How the ASI world will look like



Jobs that will remain Human

Roles we want to stay human by choice.

Even if AI or robots could perform them better, we prefer them to remain human (e.g., athletes, performers).



Roles centered on ethics and values.

Jobs that require moral judgment, responsibility, and decisions shaped by human beliefs, values, and intentions.



Roles based on human persuasion.

Jobs where one human convinces, inspires, negotiates, or influences another human.



**We are all
becoming
CEOs**
(and new skills
are needed)

@tsarnick



What would happen if you're



We used to say...
**The future belongs
to those that **create** it**

But now...
**The future belongs
to those that **create**** ✨

Thank you!



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