

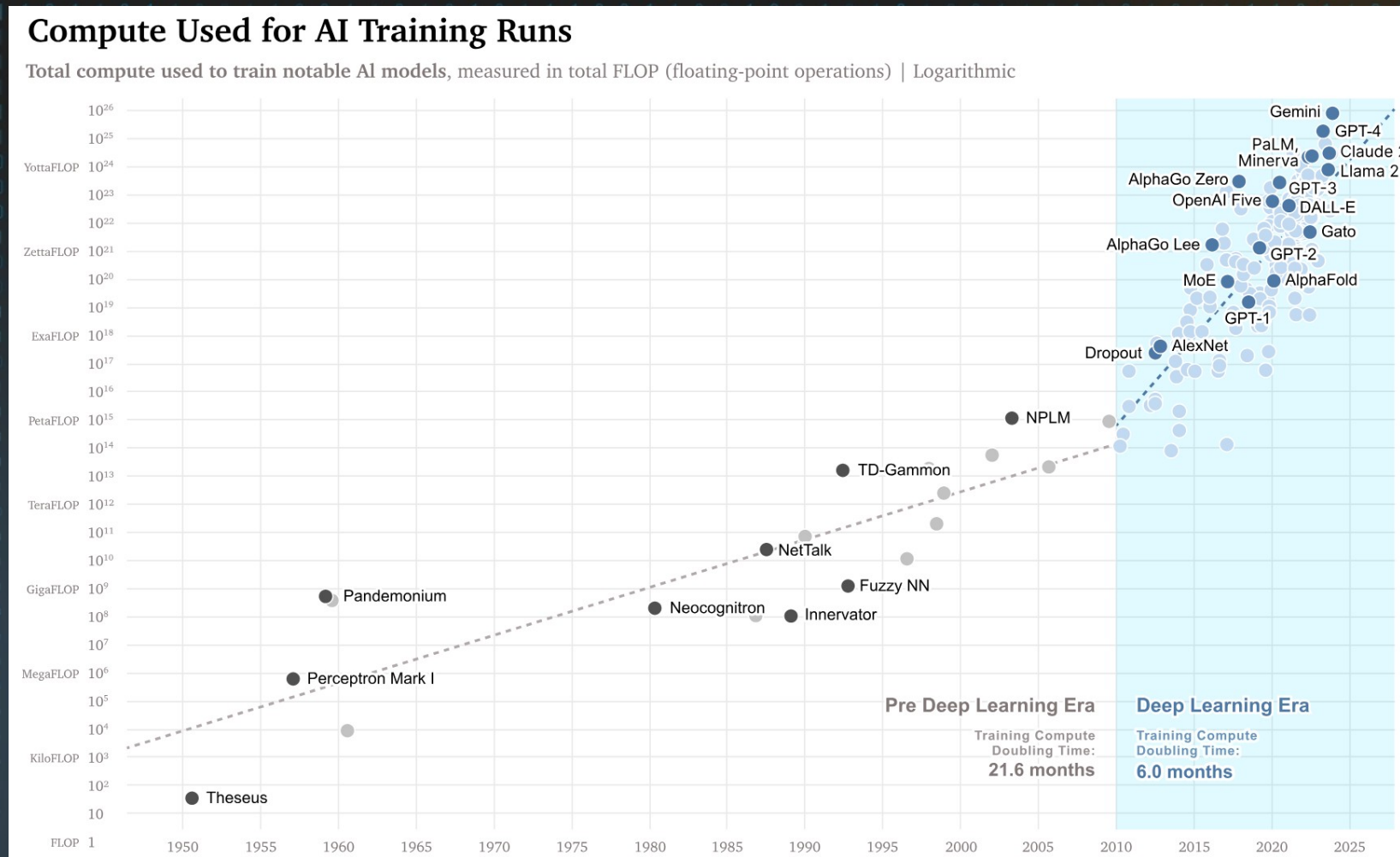
AI.Con[2024]: Data**AI

We Need More FLOPS: How to Fail with AI

Yanir Seroussi

Startup Data & AI Consultant

Modern AI is all about increasing FLOPS



Can we keep increasing FLOPS?

*More than 80% of
AI projects fail...*

*...and we aren't getting
better over time.*

– Evan Shellshear, Why AI Projects Fail, Sep 2024

Focus on FLOPS for more failures

Forget the end users

Laugh off data issues

Obsess over shiny tech

Procrastinate on pipelines

Stick AI everywhere

Forget the end users

This project is still at the R&D stage.

*We are aiming to use
AI and ML methods to...*

– Early-stage Startup Founder

Laugh off data issues

*There isn't much we can do
about crossovers between
A/B test variants.*

Obsess over shiny tech

We'll work with sensitive data on-device.

We tested Falcon 180B.

– Former Client

Procrastinate on pipelines

*Maybe spend the next month
getting the best performance
out of this model?*

Stick AI everywhere

Let me know when you think these AI models can do interesting things for our users.

Happy to engage you for the build.

Founder enlightenment?

I've realised that we shouldn't worry about putting AI in our product for the hell of it.

We just need to make a great product first and AI can help us make it quicker (internally).

Perhaps over time we'll incorporate AI into our product in meaningful ways.

Flipping the FLOPS for success

Follow end user needs

Loathe data issues

Observe shiny tech suspiciously

Prepare pipelines early

Stick AI where it belongs