From

Idea

to

Disruption

Tarjei Vassbotn © 2024

Chief Technical Officer

Founder

onsite
OnSite
Solutions

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LA NAZIONE
HAMBURGER MORGENPOST
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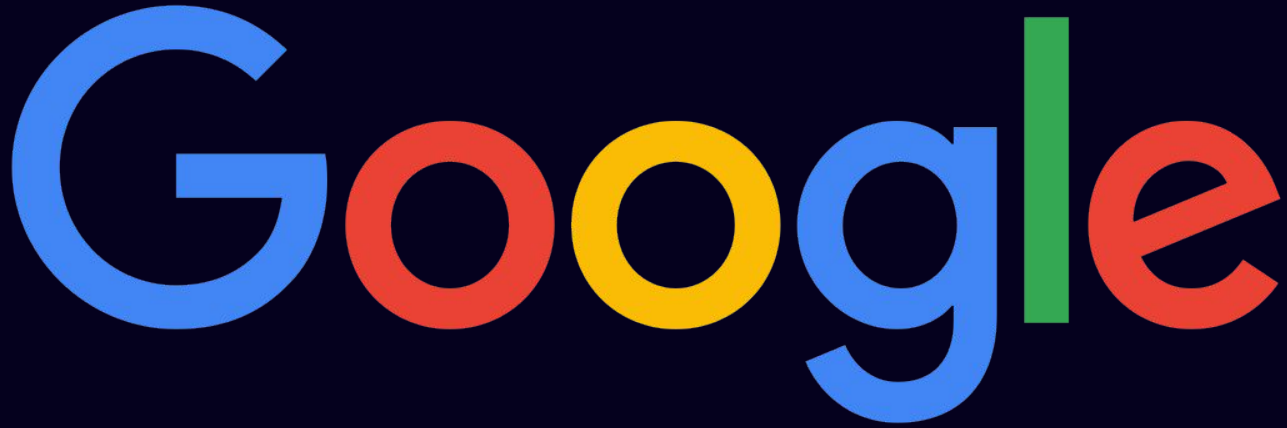
Global Head, Developer Relations



Google Assistant

Google Chrome

Google Maps

Android

Google Cloud

nest

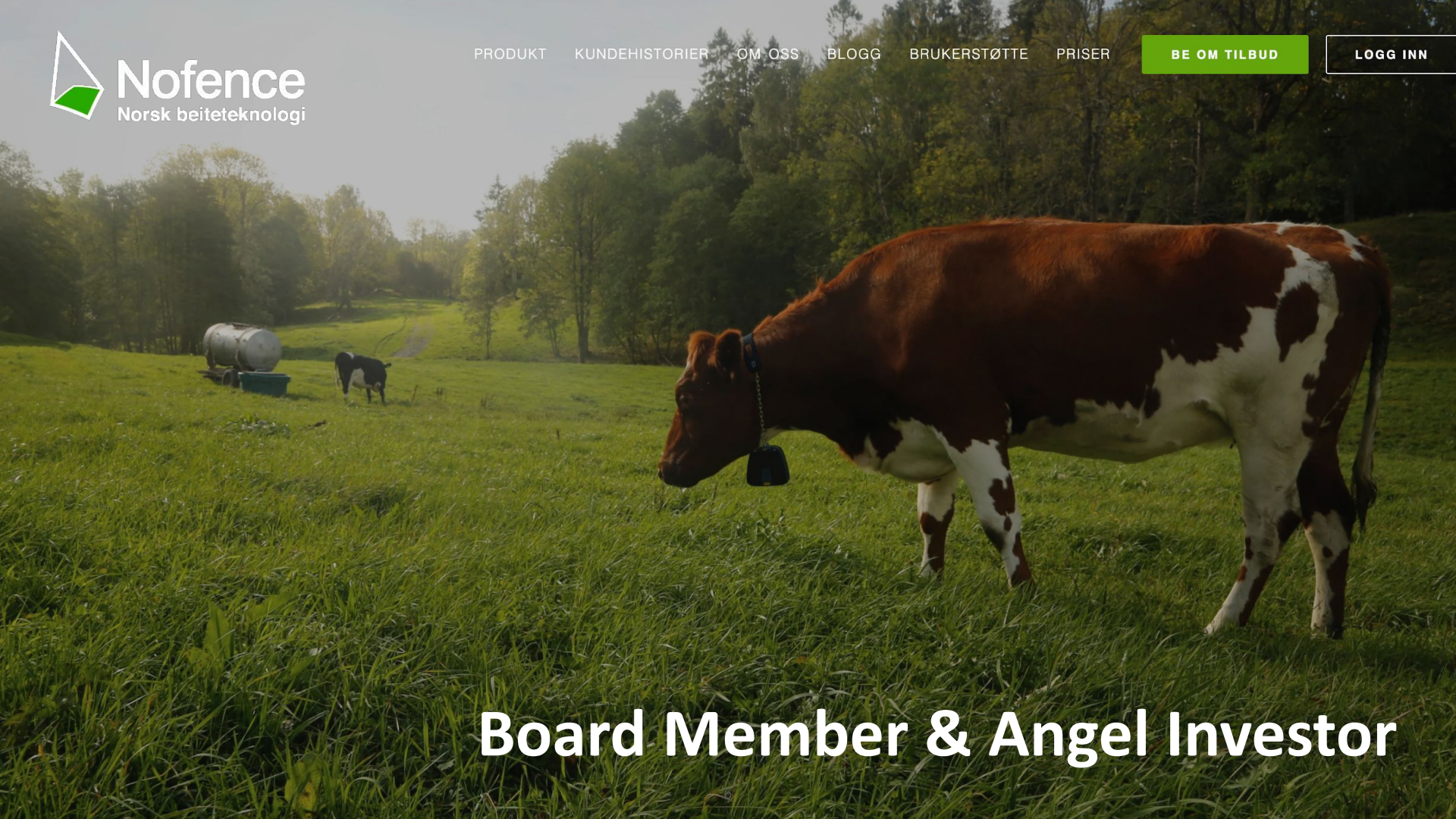
YouTube

Chief Product Officer

World's Smallest Wireless Sensor

15 years Battery Life

Industrial Quality


Nofence
Norsk beiteteknologi
PRODUKT
KUNDEHISTORIER
OM OSS
BLOGG
BRUKERSTØTTE
PRISER
BE OM TILBUD
LOGG INN
Board Member & Angel Investor

tana

From AI Copilots to AI Coworkers

AI-Native Knowledge OS

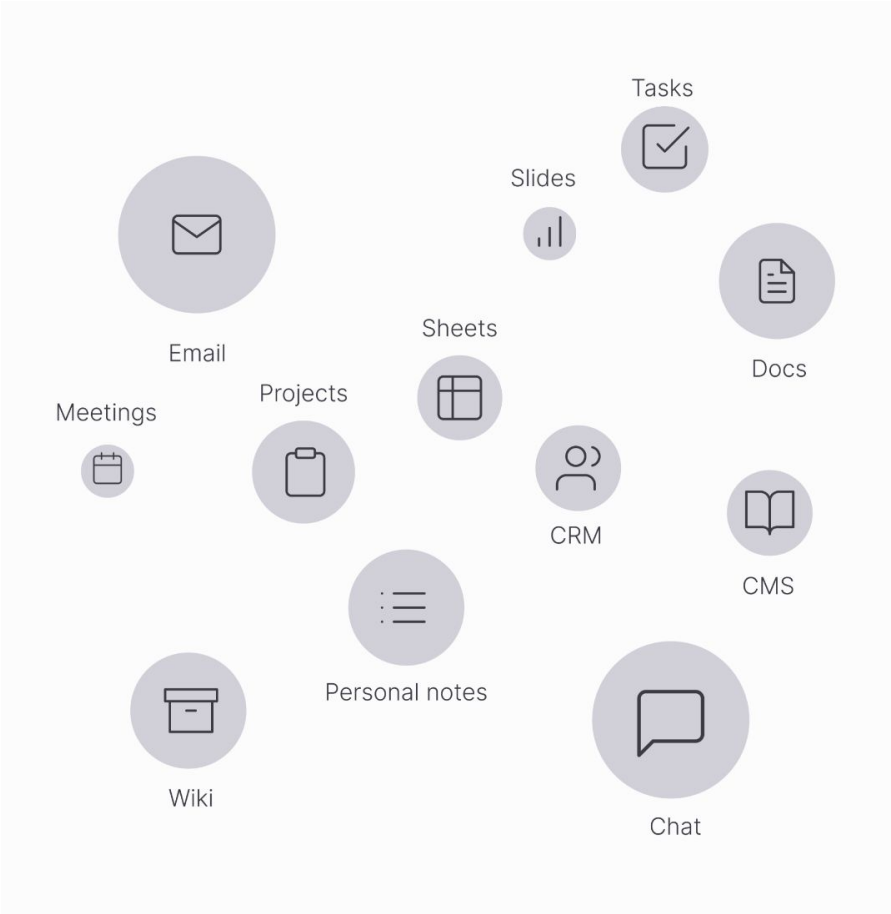
COGNITE

Google DeepMind

Google Assistant

Siri

Our knowledge is stuck.
Scattered & siloed, ambiguous, in different formats, lacking context.

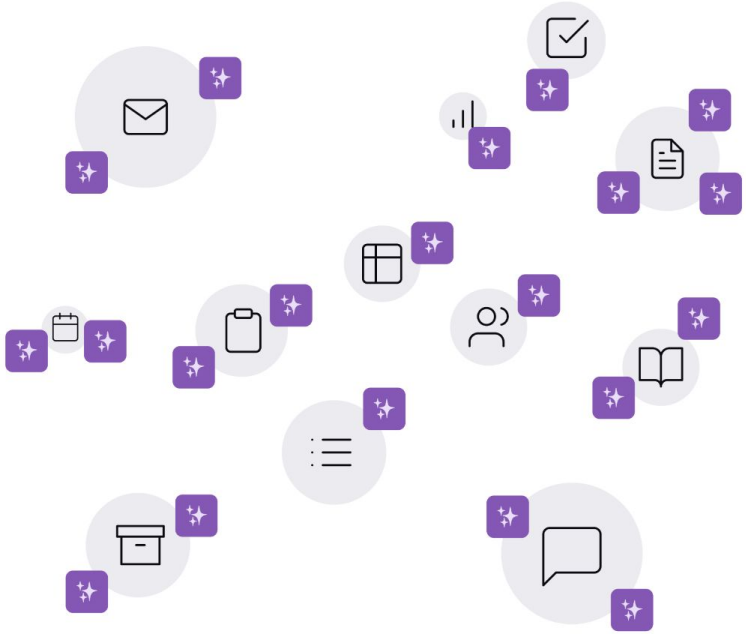


This is an inconvenience for humans.

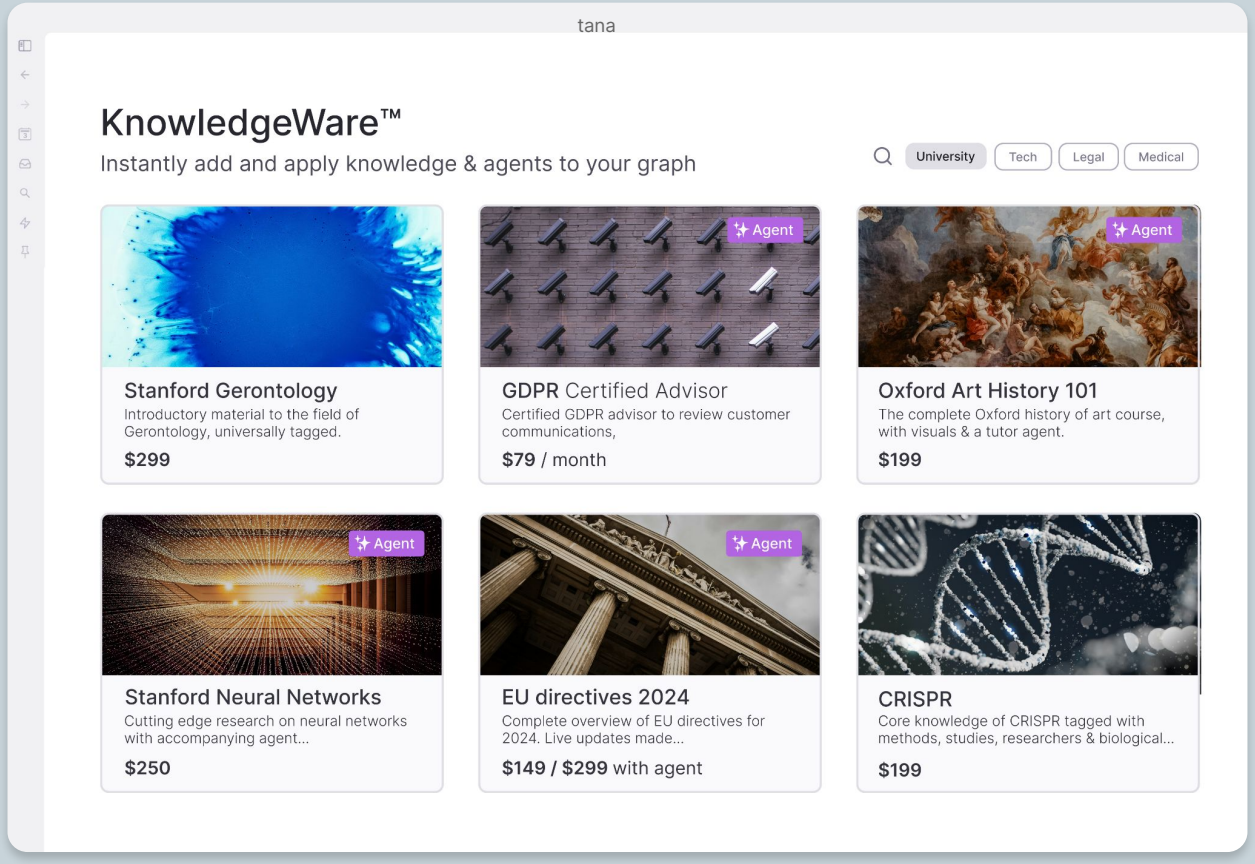
This is **a showstopper for AI.**

AI output is determined by its input, and constrained to its interface. Currently it's stuck in chat purgatory, with all the world's generic knowledge, but shitty proprietary data.

AI is joining the workforce.
Not as a copilot, but as a coworker
doing *real work.*



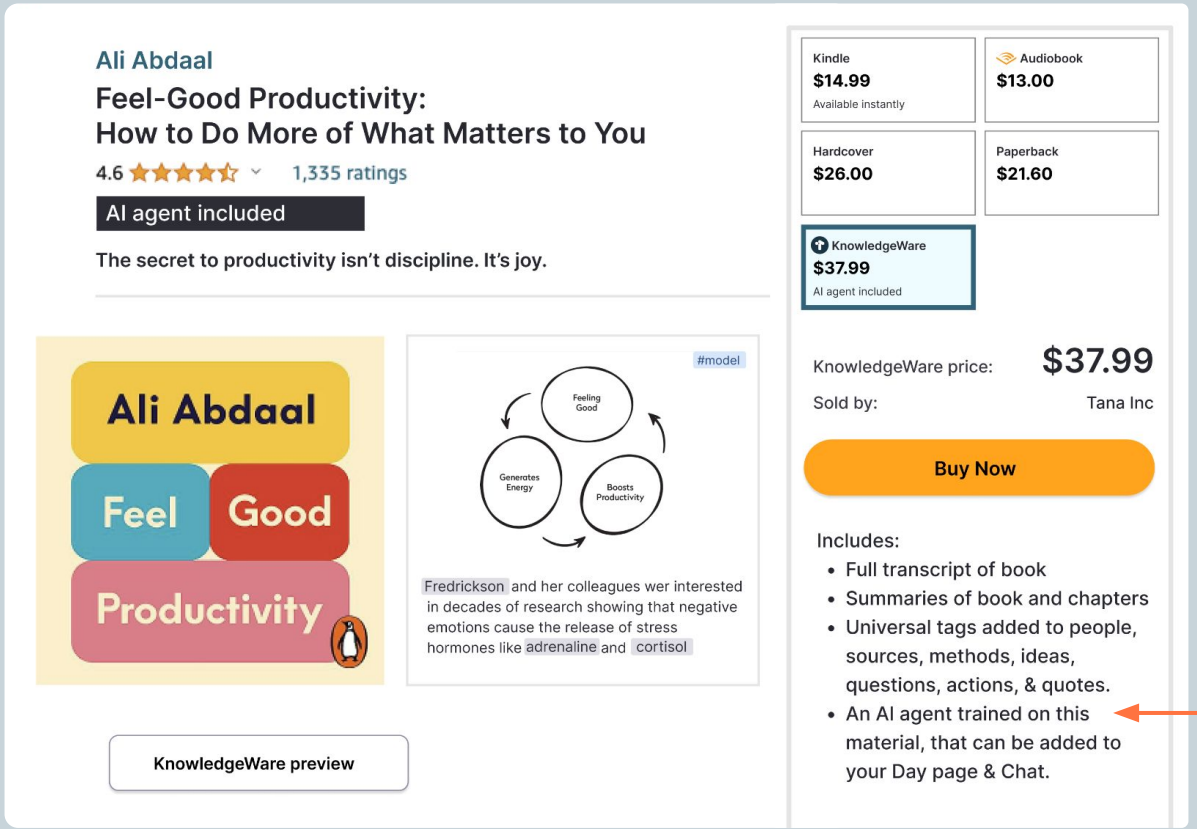
Bolt-on-AI **multiplies** these problems



KnowledgeWare™

Instantly acquire and apply new knowledge

The knowledge graph, with it's unifying data layer, object classification and AI Infrastructure, unlock new ways to share and monetize expertise.



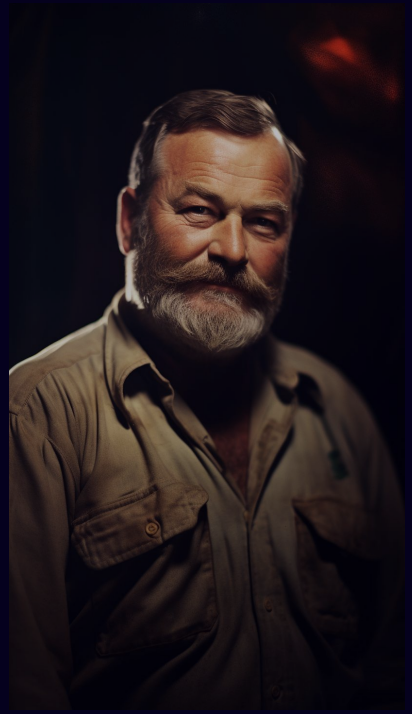
KnowledgeWare™

A new, higher value format for information that makes into instantly transferable & actionable.

Additional revenue stream from cut of transactions/subscriptions.

Like getting your own digital Ali Abdaal

What does disruption look like?

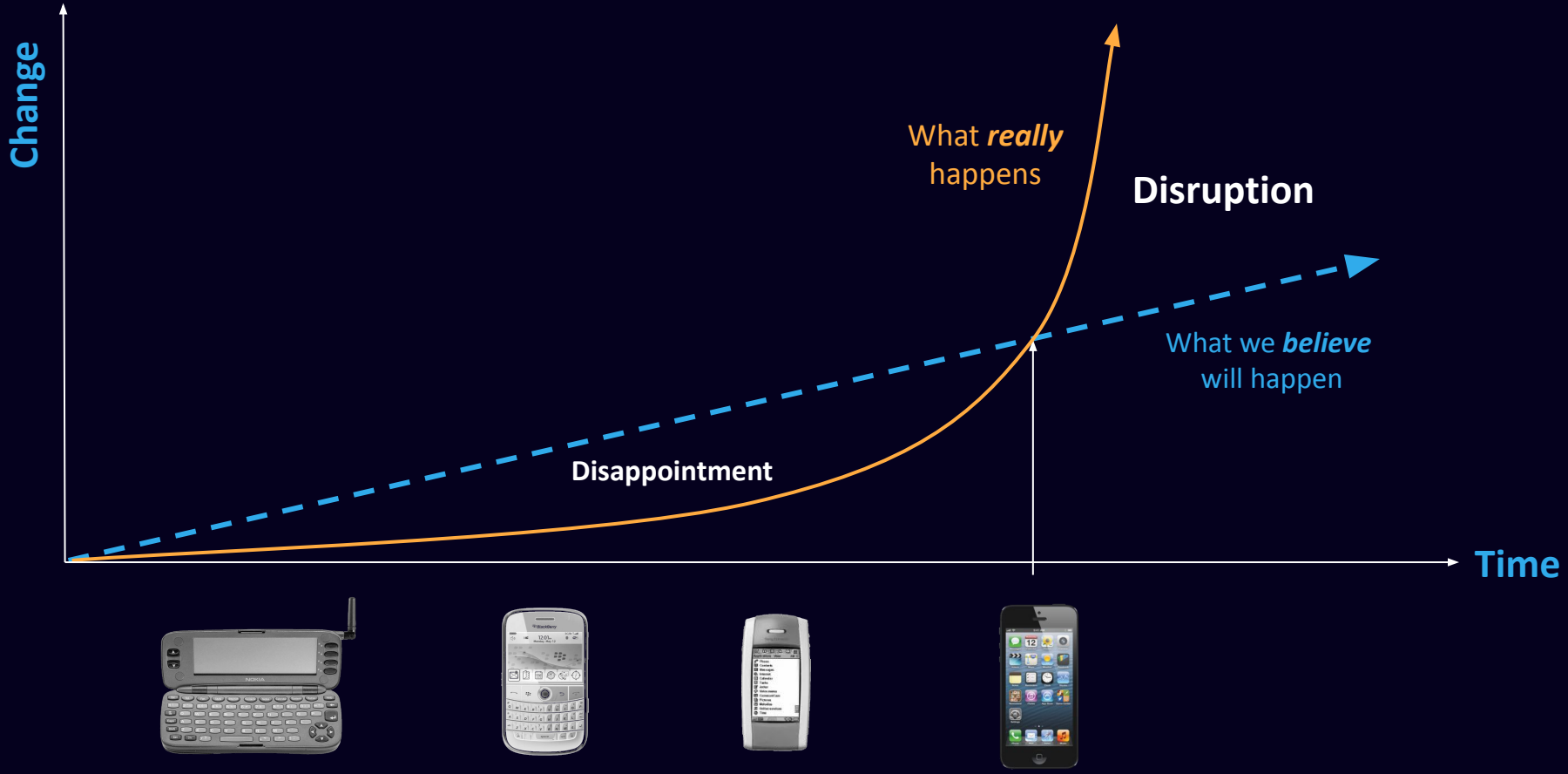


How did you go bankrupt?

“Gradually, then suddenly”

Ernest Hemingway

We terrible at predicting the future



We terrible at predicting the future

Photo cameras
Video cameras
Radios
Walkmans / MP3 players
eBook Readers
Calculators
Voice Recorders
GPSs
Maps
Flash Lights
Levelers
Scanners
Compasses
Portable Gaming Devices
Barcode Scanners
USB Flashdrives
Landline Phones
Alarm Clocks
Wrist Watches
Timers
Books

Dictionaries
Encyclopedias
Calendars
Notepads
Newspapers
Photo Albums
Contact Lists
Board Games
DVD and VHS players
Land-line Internet
Computers
Laptops
Measuring Tapes
Guitar Tuners
Light Meters
ATM / Debit / Credit Cards
Airline Tickets
Business Cards
Remote Controllers
Car Keys
Paper Money / Coins

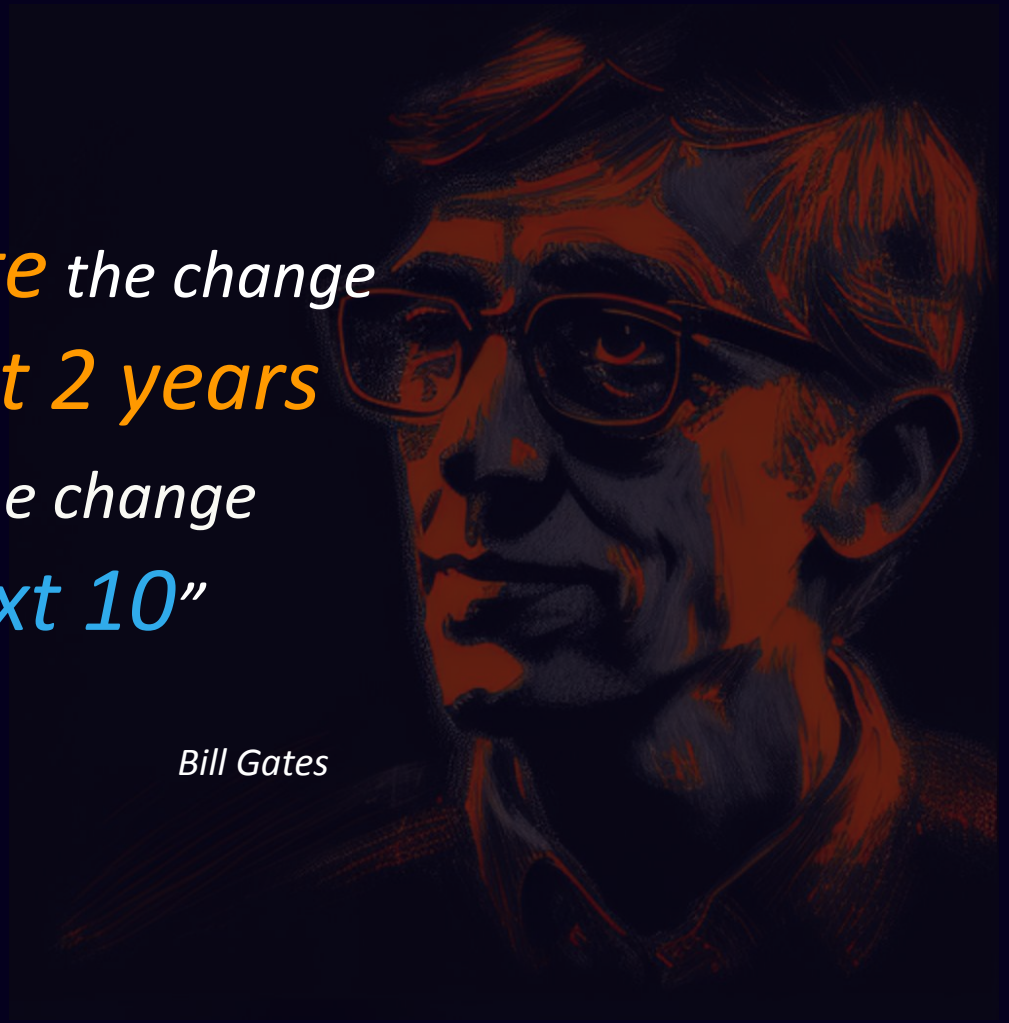
STEVEN SPIELBERG PRESENTS
BACK TO THE FUTURE™
A ROBERT ZEMECKIS FILM

PAC FAX
PAC FAX

YOU'RE
FIRED!!!

“We always overestimate the change that will occur in the next 2 years and underestimate the change that will occur in the next 10”

Bill Gates

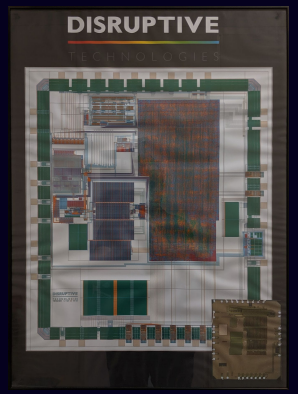


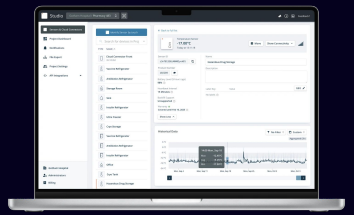
Ideas are cheap
Execution is everything ?

3 stories about
Ideas & Execution

Great Idea + Great Execution = ?

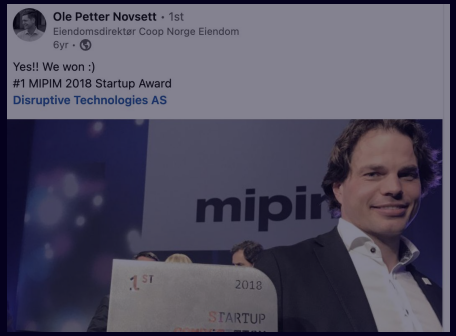
Unbelievable, robust technology

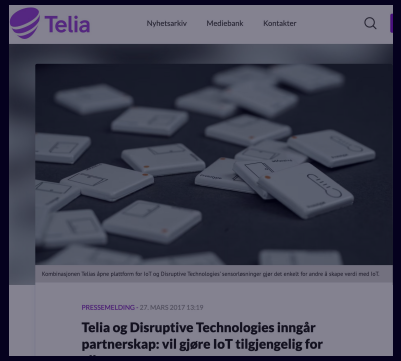




Built by the world class experienced experts

Huge press coverage, lots of awards
5 volume contracts of 300 000 sensors before launch





Massive traction, press, awards and investor attention:

Only one challenge: Scaling

Everything world class scalable:

- Manufacturing
- Logistics
- Support

We thought:

- Amazing product, everyone want to work with us
- We should build a platform, not a solution to a problem
- It’s easier to launch in Norway, then EU then US

2020 Reality check:

Way lower sales than projected
If a problem is valuable enough
it already has a solution

DT has pivoted to solving *problems*

Steady traction, but not near anticipated velocity

US is the fastest growing market

What if?

What if DT Launched early, when the pilot was ready and we still had lots of cash and positive attention?

What if we *started* by solving
a valuable problem for a set of real customers?

What if launching in the US was first priority?

Crazy Idea + ‘First timers’ Execution = ?

A boy with a desire to not have to mow his lawn

Started 2011 in Batnfjord, a small village in Norway

Shipped a “prototype” to paying customers

Several, expensive recalls

Nofence-sjef Erik Harstad på Oslo-besøk fra Batnfjordsøra på Nordmøre. Foto: Vilde Mebust Erichsen

Nofence tilbakekalte 2500 halsbånd etter debutsesongen.

Higher demand from customers than delivery capacity

Goats (and sheep) not very profitable

Hard to find investors

7 CEOs in 7 years

New investors secured and many rounds of funding

New CEO with HW, SW and Sales background

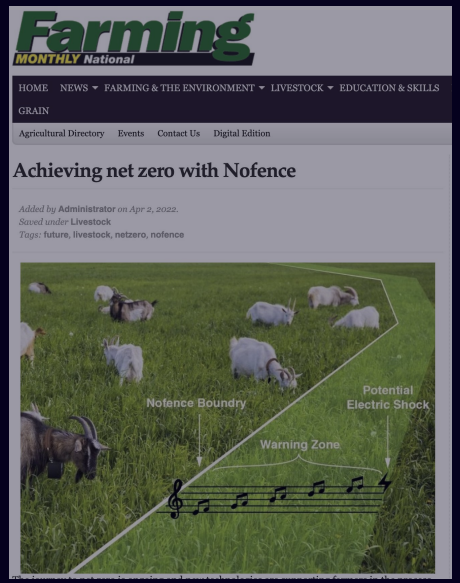
LEDELSE

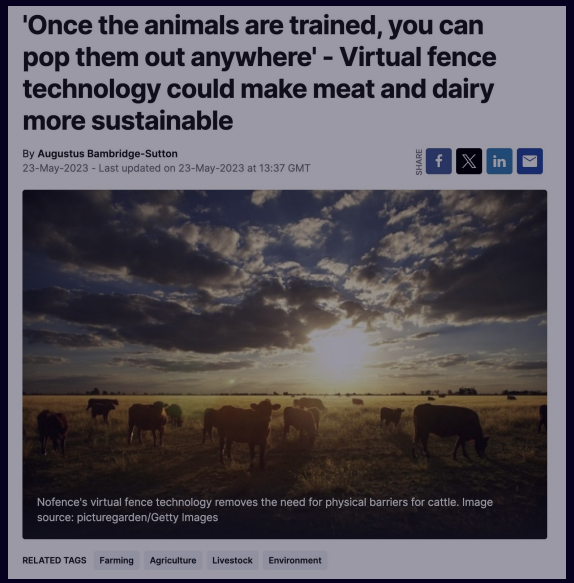
Joachim Kähler inntar sjefsstolen i Nofence ved årsskiftet. Foto: Magnus Peter Harnes

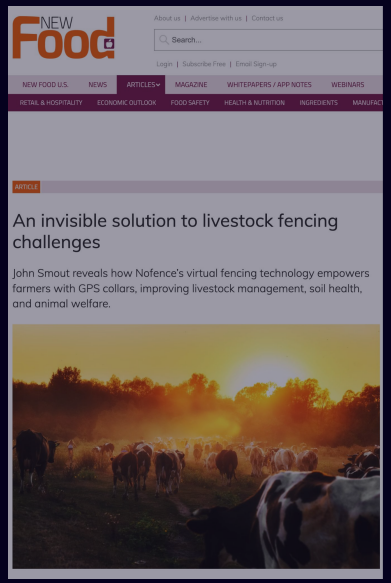
Han var med på å ta Remarkable fra 35 til 400 ansatte, og ser minst like stort potensial i sitt nye selskap

Joachim Kähler har ridd enhjørningen Remarkable siden selskapet var en ungfole. Nå bytter han beite etter fem år, for å gjøre Nofence minst like fet.

Ever higher demand
Scaling to UK & Spain leading the way
US very attractive market







What if?

What if Nofence waited until all risks were eliminated?

What if they hired experienced people earlier?

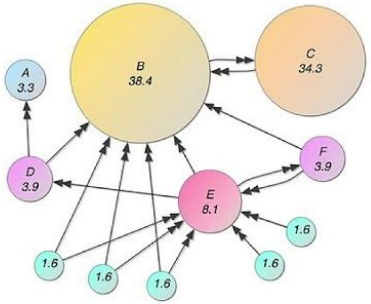
What if they didn’t start with goats?

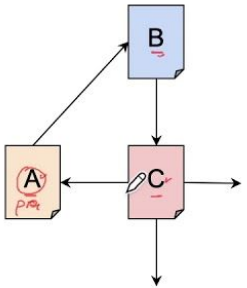
Simple Idea + World class Execution = ?

Started with a simple idea for a library problem

PageRank algorithm (example)

Given the number of web pages N = 3, and the damping parameter d = 0.7. Calculate the PageRank of the pages A, B, and C. Links between the pages are shown in the graph below.



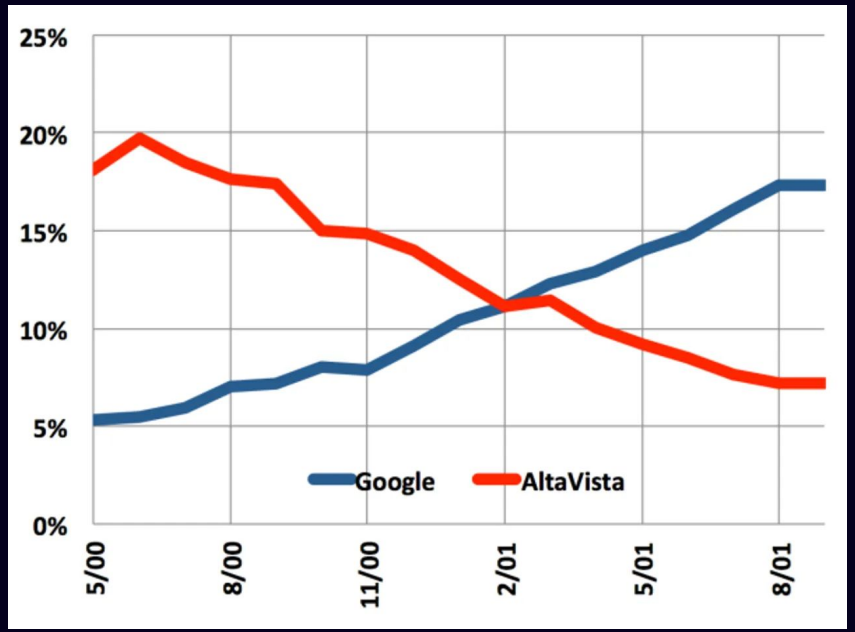


$$PR(p) = \frac{1-d}{N} + d\sum_{i} \frac{PR(in_i)}{C(in_i)}$$

- PR(p) is the PageRank of page p
- N is the total number of pages in the corpus
- in_i are the pages that link in to p
- $C(in_i)$ is the count of the total number of out-links on page in_i
- d is a damping factor constant

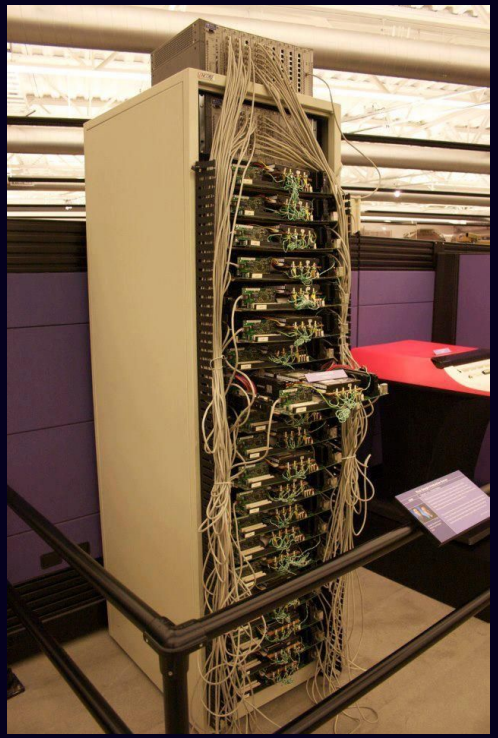
Timing:

Competitors were thinking linear (better Yellow Page) or was aquired by computing companies (Alta Vista)



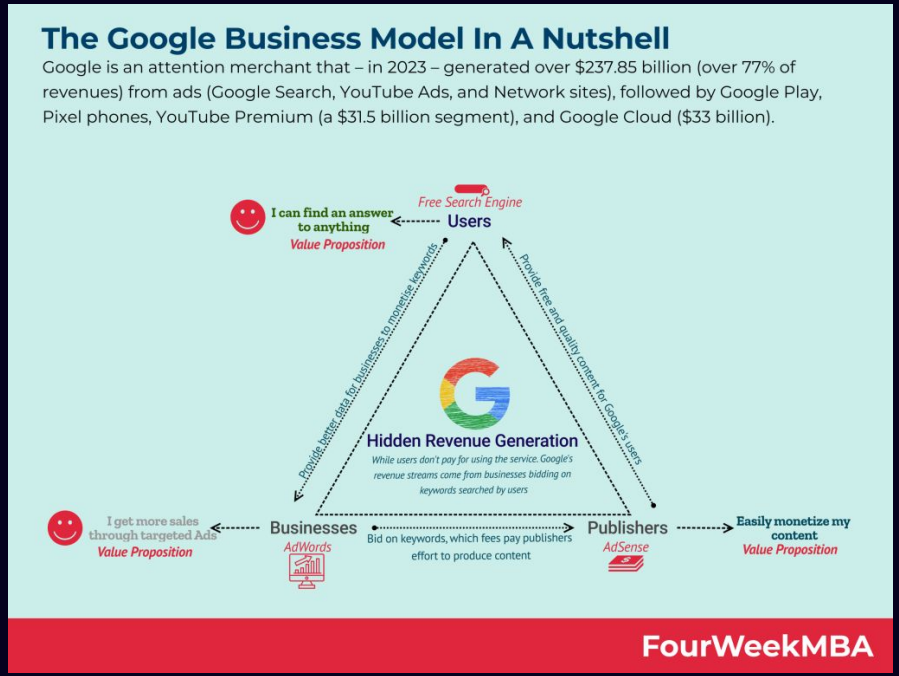
Scrappy attitude to *everything* (literally)

- Hardware
- Management
- Monetization
- Culture (10x)



Had to find a way to monetize

Monetization is self serve & performance based



Became the leading AI company in the world

Struggling to productize their AI

NEWSLETTERS · EYE ON AI

What Google's 'woke' AI image controversy says about AI—and about Google

BY JEREMY KAHN
February 27, 2024 at 7:24 PM GMT+1

Sundar Pichai, the CEO of Alphabet, Google's parent company. Some critics called for his resignation after Google had to disable an image generation feature of Google's Gemini AI following a controversy over the model producing "woke" images.

TOBIAS HASE—PICTURE ALLIANCE VIA GETTY IMAGES

Heads might roll because of the AI explosion

FORBES > INNOVATION > ENTERPRISE TECH

Is Google's Reign Over? ChatGPT Emerges As A Serious Competitor

Bernard Marr Contributor ⓘ

0

Since the launch of ChatGPT on Nov. 30, Google's shares have declined **11%** as of Feb. 28 − wiping out around $140 billion in market value.

Is ChatGPT Actually Hurting Google Search? - AI Business

aibusiness.com/google/is-chatgpt-actually-hurting-google-search-

What if?

What if the lucky library idea came at a different time?

What if Google didn’t oppose to normal ways of doing things?

What if they monetized in the normal fashion?

What if Google doesn’t get their AI act together?

The moral of these stories?

There is no single recipe for success

But I think we can agree on ...

Great Ideas + No Execution = day dreaming

Good Idea + Excellent Execution = High probability of Success

Either way: Hard work is required!