

2024

Innovation China Conference

创新中国研讨会

Shanghai, China | 29 April 2024

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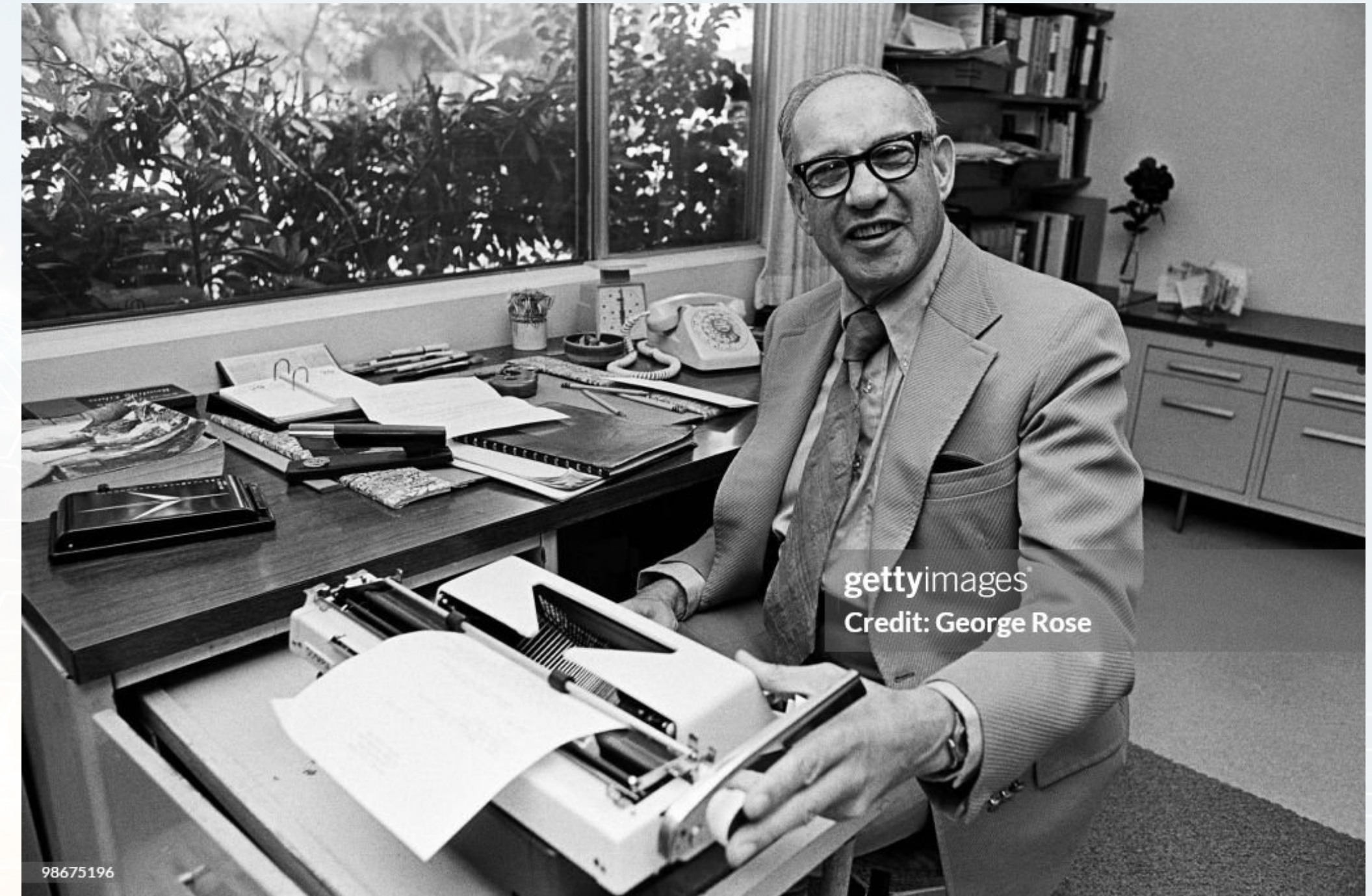
AI.+

AI + Materials 材料 | AI + Industrials 工业 | AI + New Energy 新能源

GenAI for KM: Patent Analysis and Automation

Stephane Monsallier CEO @ System in Motion

“The most valuable asset of a 21<sup>st</sup> century institution [...] will be its **knowledge workers** and their **productivity**.”



“Management Challenges for the 21st Century” 1999 Peter F. DRUCKER

A few misconceptions about GPT (and other LLMs too)...

*It is a search engine*

**no, it isn't by itself...**

*It knows everything*

**no, quite the opposite...**

*It is creative*

**at best, debatable**

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# How **WE** use generative AI

## Daily usage to increase task productivity

### Strategy

- Generate an evaluation matrix
- Generate options
- Apply it to options
- List potential risks
- Generate an action plan

### Sales

- List potential industries
- List key pain points
- Phrase how core customer would express the pain point
- Generate portraits of core customers & PPT illustration (dall-e)
- Search for quotes (new bing)

### Marketing

- Event promotion text
- Social media posts
- Email to offer partnership
- Proof reading
- Assisted blog writing
- Blog picture (dall-e)

### Summarize

- Long article
- Contracts

### Identify

- Discrepancies between contracts, amendments & work orders



250 use cases  
of daily work  
activities



# Universal Prompt Framework

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Example

Role

Context

Format

Command

Role: knowledge, style, and vocabulary

Context: contextual information useful to give a response.

Format: instructions on desired output

Command: tell the model what to do exactly.

Examples (optional): when it's easier to show than to explain

# Generative AI Value Stack

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**NEW BUSINESS  
MODELS**

**AI TRANSFORMATION – NEW &  
OLD TECH**

**WORKFLOWS – END TO END PROCESS**

**USE CASES (250) - INDIVIDUAL TASKS**

**KNOWLEDGE MANAGEMENT – TONS OF DOCUMENTS**

# Generative AI can help with the

## *Knowledge Management dilemma*

### Structure the knowledge:

- easy for the machine,
- not appealing to the user.

### Storytelling:

- pleasing for the user,
- hard for the machine.



# Cellulose Nanofiber-Containing Aqueous Dispersion

## Patent application: 118 pages

### System in Motion

English

中文

#### Chat with Documents ?

Baidu ERNIE-Bot-4

Azure sim-gpt4

Allows you to upload and preview a file, and ask questions based on its content.

Upload Document

US Patent Application for Cellulose Nanofiber-Containing Aqueous Dispersion Patent Application (Application #20210246273 issued August 12, 2021) - Justia Patents Search.pdf

## Cellulose Nanofiber-Containing Aqueous Dispersion

Apr 15, 2019 - Asahi Kasei Kabushiki Kaisha

This invention relates to providing a resin composition and a resin molded article having sufficient mechanical properties and thermal properties, and also having excellent wear resistance and moldability

Clear Message

What is this invention about?

This invention is related to a cellulose nanofiber aqueous dispersion and its dried form, as well as a cellulose nanofiber resin composition and molded resin. The thermoplastic resins used in this invention are lightweight and have excellent processing characteristics, which makes them suitable for a variety of purposes including automobile members, electrical and electronic parts, business machine housings, and precision parts.

The invention addresses the common limitations with resins like inadequate mechanical properties, slidability, thermal stability, and dimensional stability by using composites of resins with different types of inorganic materials. The resin compositions of this invention comprise thermoplastic resins reinforced with inorganic fillers such as glass fibers, carbon fibers, talc, or clay to enhance their properties.

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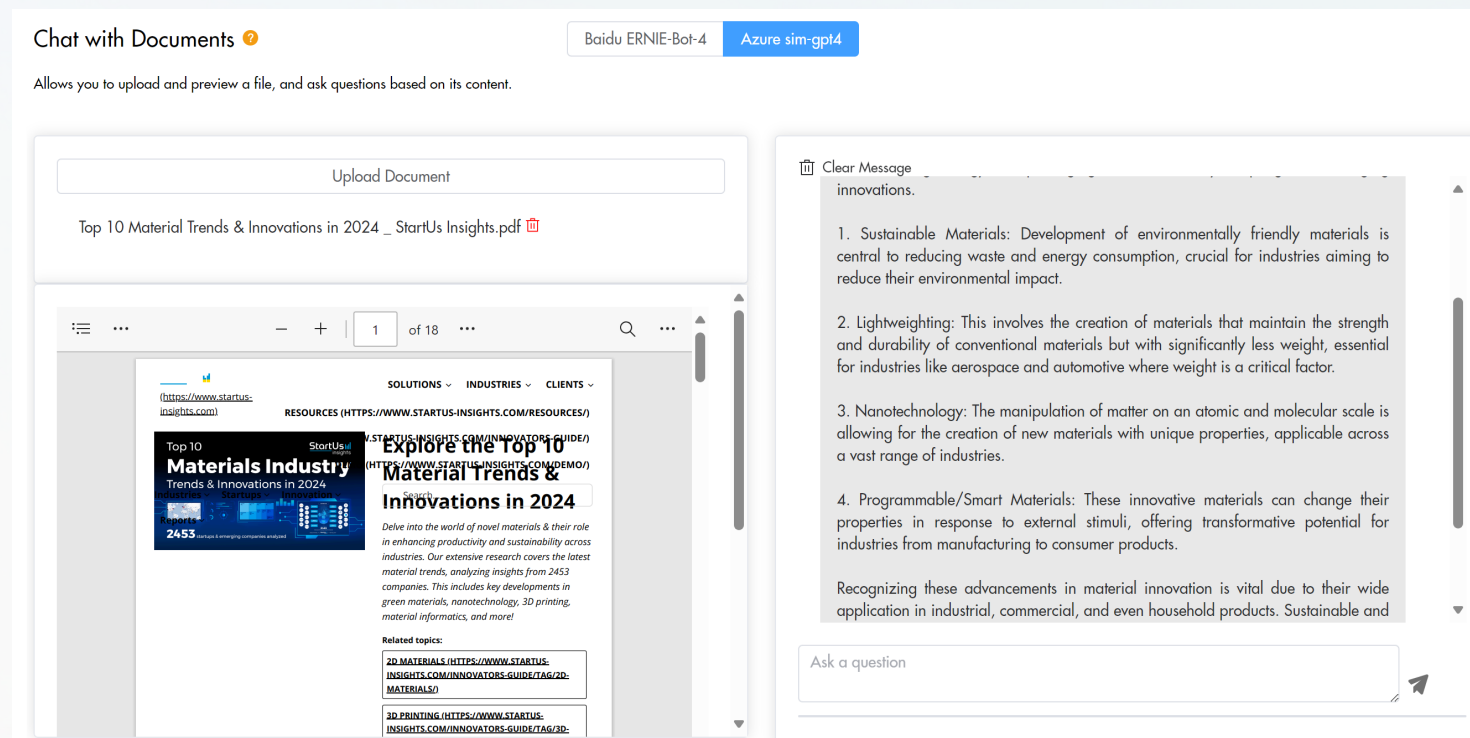
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## Insights from market trend



## Generate outline

**Role:** As an expert in material science  
**Command:** write  
**Format:** the outline of a 5-page white paper  
**Context:** on how China would benefit from the development of sustainable material.

Title: The Impact and Benefits of Sustainable Material Development in China

- I. Introduction
  - I. Brief overview of sustainable materials
  - II. Importance and relevance of sustainable materials in today's world
  - III. Purpose of the paper
- II. Current State of Material Science in China
  - I. Overview of China's current material industry
  - II. Existing challenges and issues in material production and consumption
  - III. China's role in global material production and consumption
- III. Understanding Sustainable Materials
  - I. Definition and types of sustainable materials
  - II. The science behind sustainable materials
  - III. Benefits of sustainable materials in general
- IV. Potential Benefits of Sustainable Material Development in China
  - I. Environmental Benefits
  - II. Reduction in pollution and waste
  - III. Conservation of natural resources
- V. Economic Benefits

## Generate paragraphs

**Role:** As an expert in material science  
**Command:** write  
**Format:** general information in 100 words about  
**Context:** on Public awareness and education as a Strategies for Promoting Sustainable Material Development in China in the context of The Impact and Benefits of Sustainable Material Development in China

Public awareness and education are pivotal in promoting sustainable material development in China. By increasing understanding of the environmental, economic, and social benefits of sustainable materials, the public can make more informed choices, driving demand for these products. Educational initiatives can range from school curriculums incorporating material science and sustainability, to public campaigns highlighting the importance of sustainable consumption. This not only fosters a culture of sustainability but also encourages innovation and growth in the sustainable materials sector. Ultimately, an informed and engaged public can significantly accelerate China's transition towards sustainable material development.

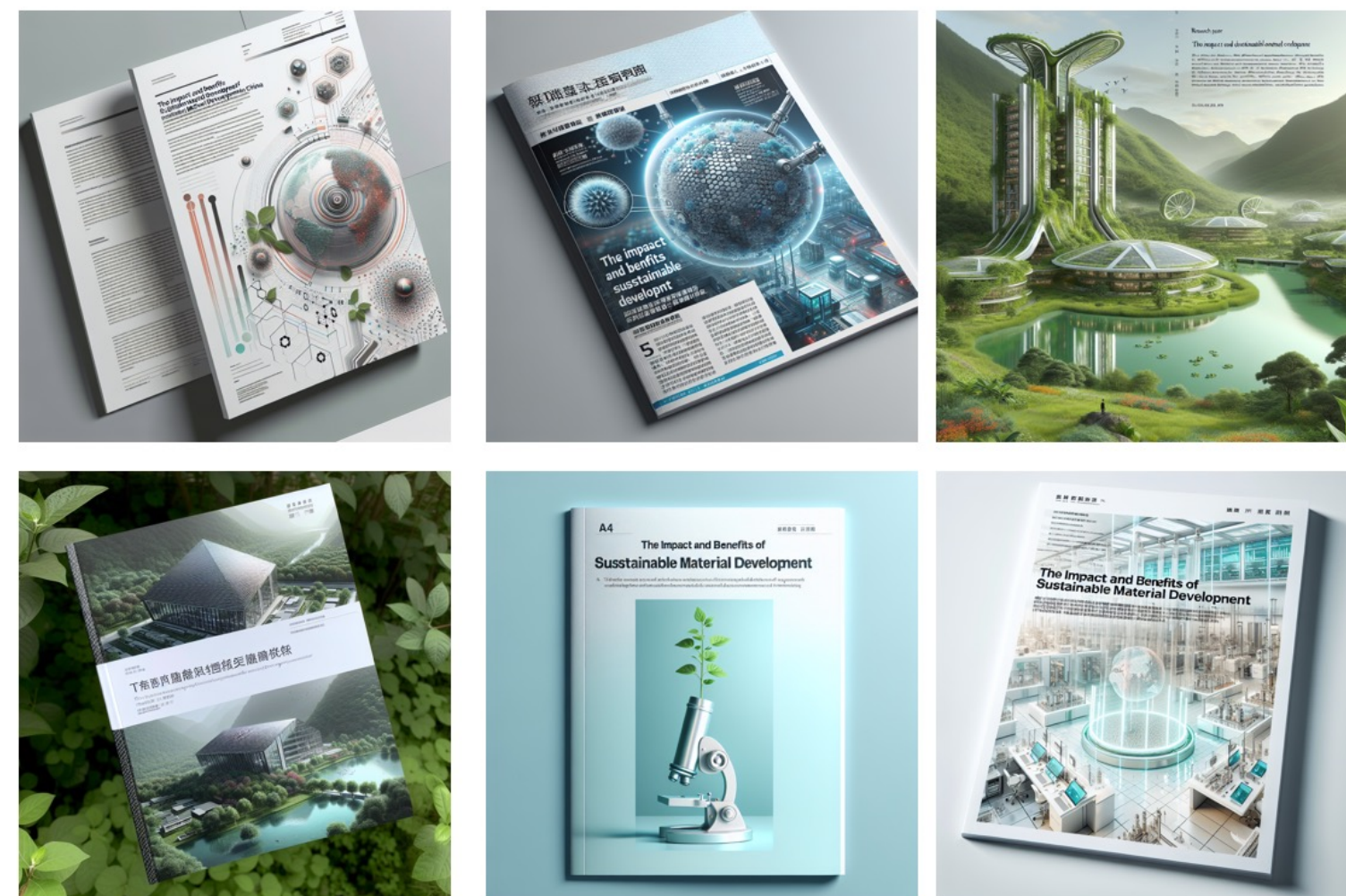
**FACT CHECKING IS STILL THE AUTHOR'S ACCOUNTABILITY!**

## Proof Reading

**Role:** As a scientific paper proof reader  
**Command:** correct  
**Context:** the following text of any error:  
[Paste text here]

Public awareness and education are pivotal in promoting sustainable material development in China. By increasing understanding of the environmental, economic, and social benefits of sustainable materials, the public can make more informed choices, driving demand for these products. Educational initiatives can range from school curriculums incorporating material science and sustainability, to public campaigns highlighting the importance of sustainable consumption. This not only fosters a culture of sustainability but also encourages innovation and growth in the sustainable materials sector. Ultimately, an informed and engaged public can significantly accelerate China's transition towards sustainable material development.

## Generate cover



## Find a good title

**Role:** As an expert in material science  
**Command:** propose  
**Format:** 10 titles in 5 words for a white paper  
**Context:** on The Impact and Benefits of Sustainable Material Development in China

1. "China's Leap Towards Sustainable Materials"
  2. "Sustainable Materials: China's Green Revolution"
  3. "China's Path to Material Sustainability"
  4. "Revolutionizing China with Sustainable Materials"
  5. "Sustainable Materials: China's Economic Catalyst"
  6. "China's Sustainable Material Development Impact"
  7. "Benefits of China's Material Sustainability"
  8. "Sustainable Materials: China's Future Blueprint"
  9. "China's Journey Towards Material Sustainability"
  10. "Material Sustainability: China's Green Transformation"
- Refinement:** Give me 2 more examples like 5 and 8
11. "Material Sustainability: China's Economic Engine"
  12. "Sustainable Materials: Blueprint for China's Future"

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**The benefit of generative AI is fully realized when integrated with the rest of the Information System.**



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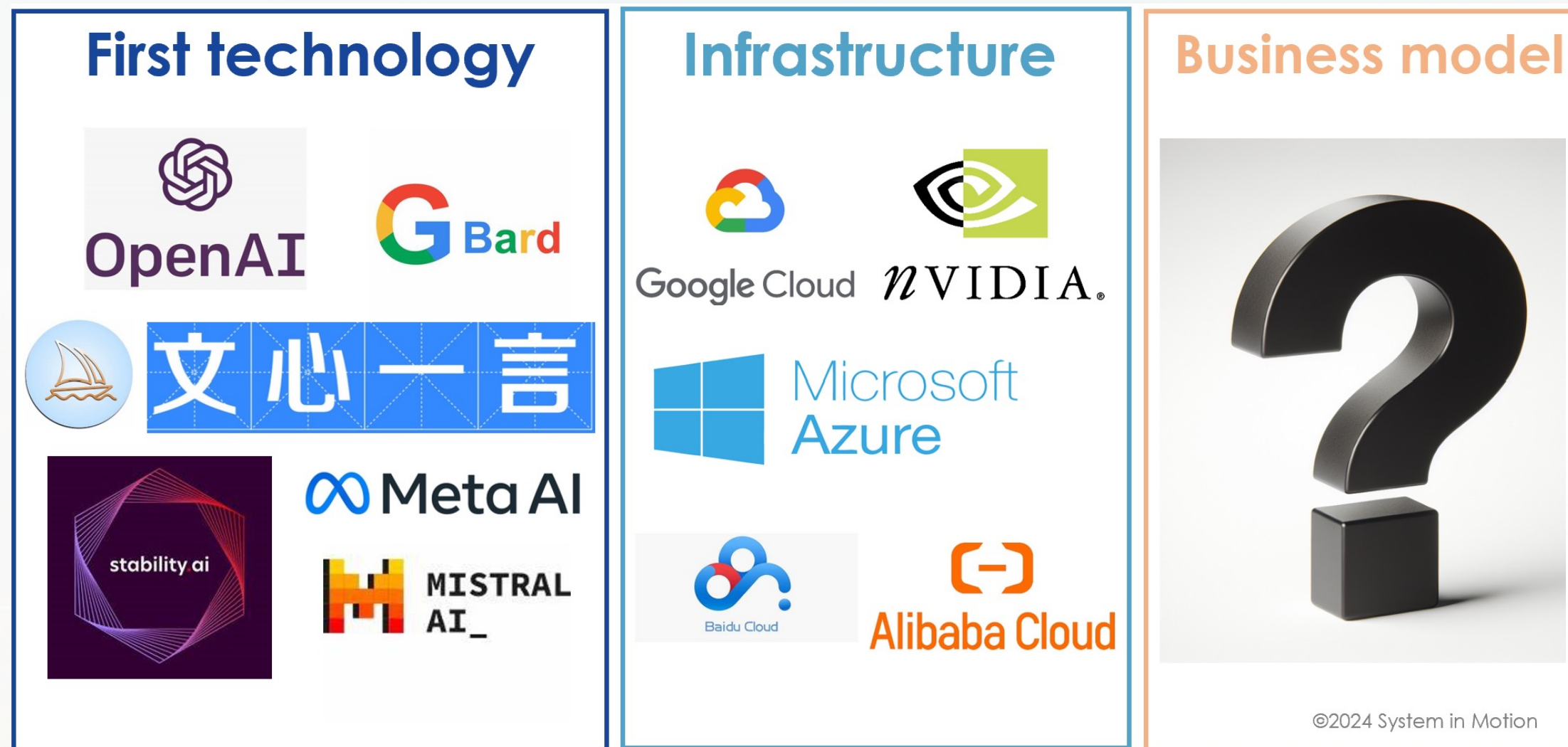
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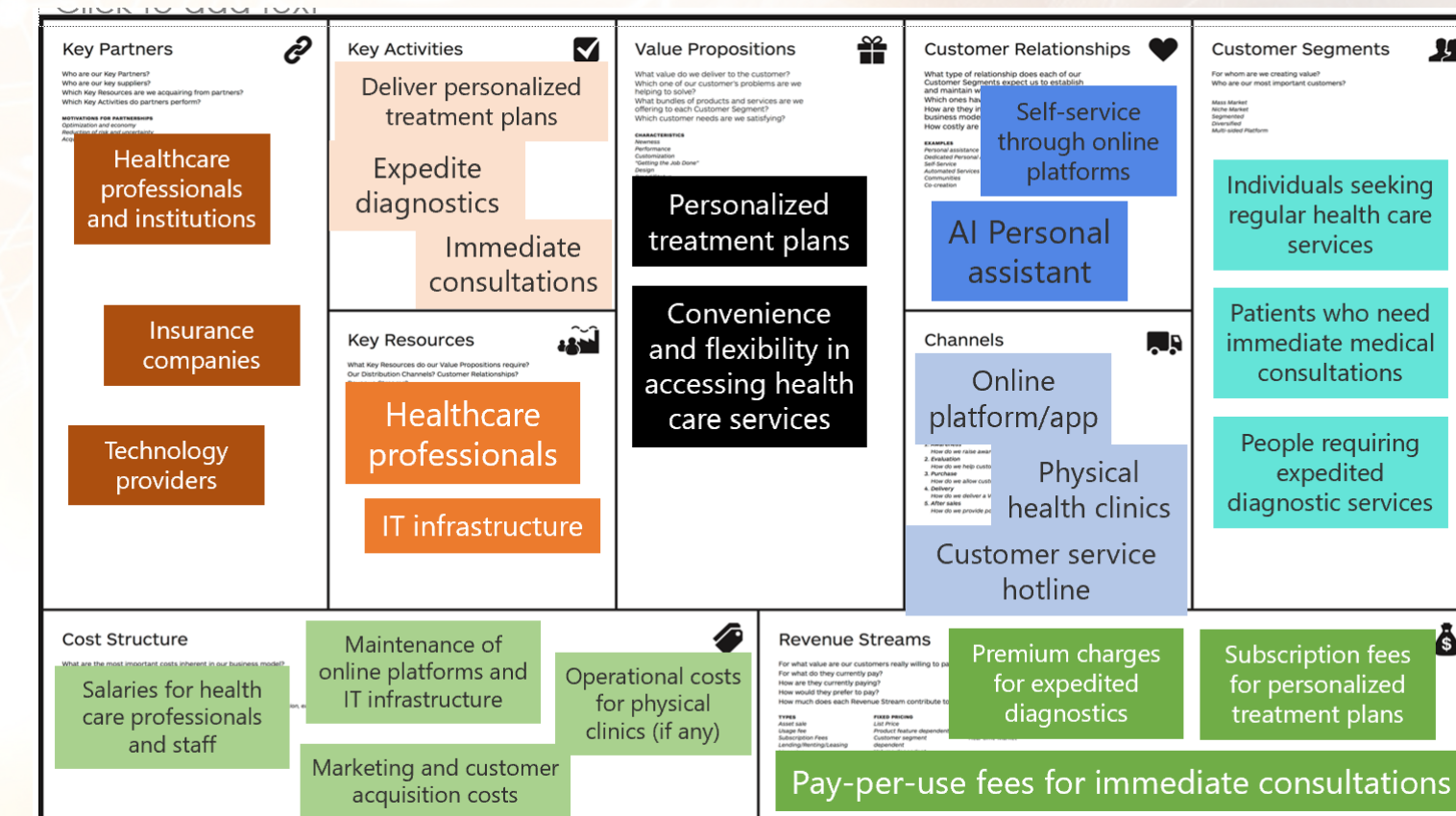
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# NEW BUSINESS MODEL



## Which business models can sit on top of the current technology & infrastructure?

Prompt engineering workflow to go from market trend to Business Canvas.



# Generative AI Forward logic

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## Technology Enablement

Every customer can have a unique digital experience.

## Barrier Removed

Scale customized experience without increasing cost.

## Best Candidate

AI can streamline patent research in material science by automating data extraction, identifying patterns, and predicting trends.

**System:** You are a consultant from a big four.

**Prompt:** What concrete experiences can I have with Generative AI, as a customer, that companies could not offer to me before, in 50 words?

**System:** You are a consultant from a big four.

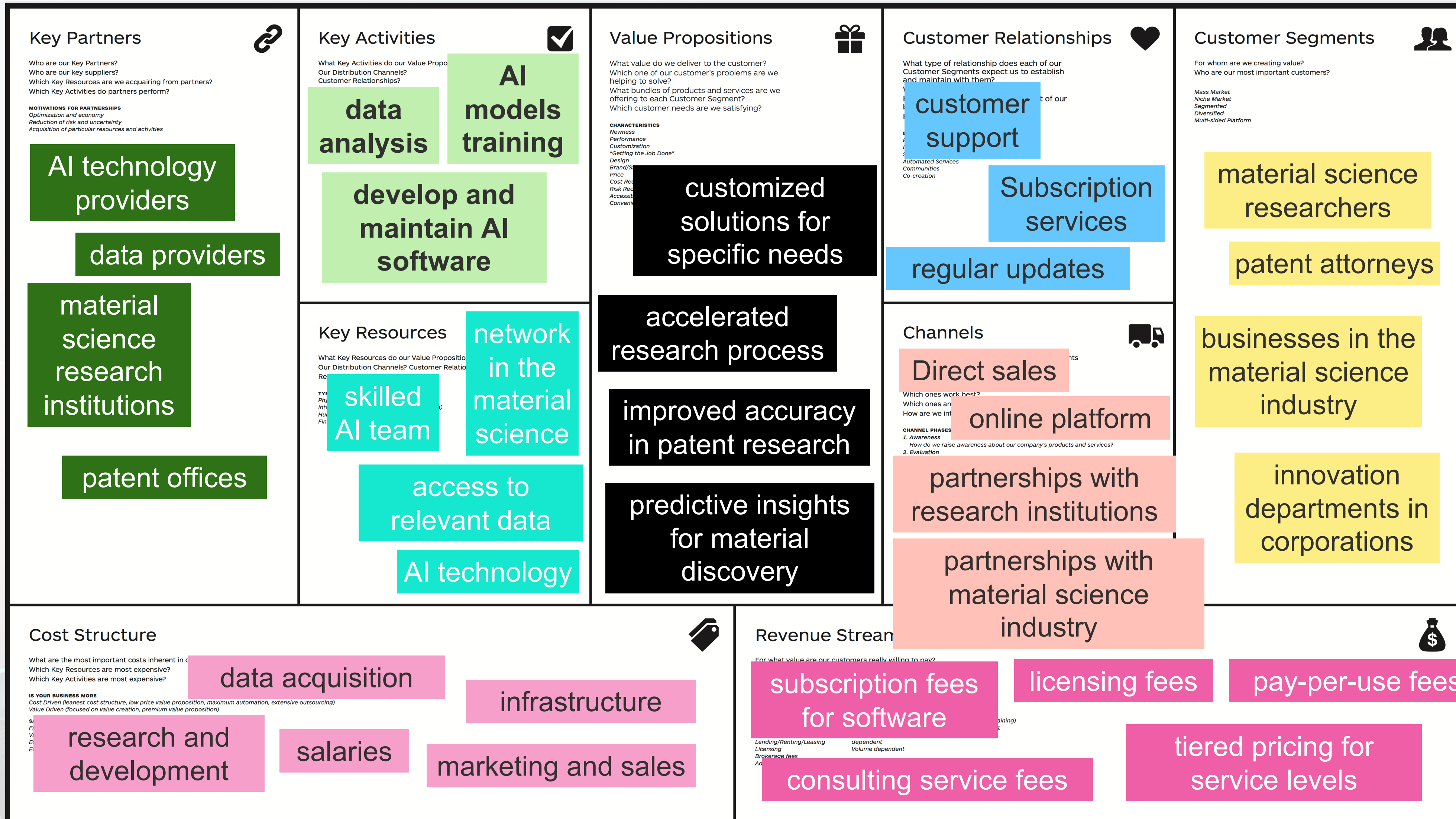
**Prompt:** Now that customers can enjoy highly personalized experience with generative AI, what is the major barrier for businesses that has been removed, in 20 words?

**System:** You are a consultant from a big four.

**Prompt:** In material science, how would scaling customized experience with generate AI benefits patent research, and what would be the best use case to demonstrate it, in 50 words?



# Business Canvas



**System: You are a consultant from a big four.**

**Prompt: Give me the business canvas of a company that offer a subscription-based model for personalized treatment plans, premium charges for expedited diagnostics, and a pay-per-use model for immediate consultations.**

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250 use cases of  
daily work activities

