Creating whitepaper and promotion

Whitepaper

Landing page

Microcontent planning document and content calendar

Popup on homepage

Microcontent published on social channels

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Enterprise adoption of AI is on the rise

15%
of enterprises
are using AI

15%

31%
said it is on the
agenda for the

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"Machine learning on the blockchain is an intellectually void marketing gag" -
Moritz Hardt, University of California, Berkeley.
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Michael Frearson
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Consumers use more AI than they realise

33%
think they use AI-enabled
technology

33%

77%
actually use an AI-
powered service or device

77%

Source: https://www.adobe.com/insights/E-race-aces-artificial-intelligence.html

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"What's notable about #blockchain tech is that perhaps for the first time, it is a
credible model of checks-and-balances by which Friendly AI could be realised."
Read more from Melanie Swan, founder of the Institute for Blockchain Studies, in
our upcoming #BDEbook

💬   ⟲   ♡ 2   ∥|
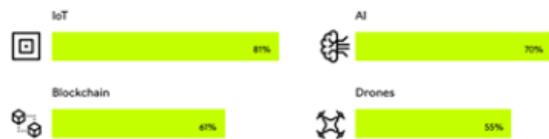
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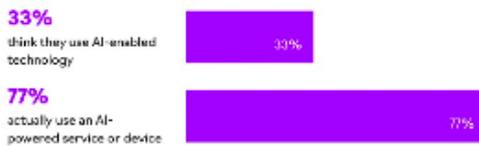Have you subscribed for the Binary District eBook?

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Which technologies are critical
to at least some of your business?

IoT   AI
🔲 ████████████ 81%   🧠 ███████████ 70%

Blockchain   Drones
🔗 ████████ 61%   ✕ ███████ 55%

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Published by James Ovenden [?] · March 11 at 10:49 AM · 🌐

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