

**[Sungkyunkwan University AI Seminar]**  
**AI Renaissance - New Paradigms of Knowledge,  
Business Innovation & Social Architecture**

**Sunghee Yun**

**Co-founder & CTO - AI Technology & Biz Dev @ [Erudio Bio, Inc.](#)**

## About Speaker

- *Co-founder & CTO @ Erudio Bio, San Jose & Novato, CA, USA*
- Advisor & Evangelist @ CryptoLab, Inc., San Jose, CA, USA
- Chief Business Development Officer @ WeStory.ai, Cupertino, CA, USA
- Advisory Professor, Electrical Engineering and Computer Science @ DGIST, Korea
- Adjunct Professor, Electronic Engineering Department @ Sogang University, Korea
- Global Advisory Board Member @ Innovative Future Brain-Inspired Intelligence System Semiconductor of Sogang University, Korea
- *KFAS-Salzburg Global Leadership Initiative Fellow @ Salzburg Global Seminar, Salzburg, Austria*
- Technology Consultant @ Gerson Lehrman Group (GLG), NY, USA
- *Co-founder & CTO & Head of Global R&D & Chief Applied Scientist & Senior Fellow @ Gauss Labs, Inc., Palo Alto, CA, USA* 2020 – 2023

- Senior Applied Scientist @ Mobile Shopping Team, Amazon.com, Inc., Vancouver, BC, Canada – 2020
- Principal Engineer @ Software R&D Center of DS Division, Samsung, Korea – 2017
- Principal Engineer @ Strategic Marketing & Sales Team, Samsung, Korea – 2016
- Principal Engineer @ DT Team of DRAM Development Lab, Samsung, Korea – 2015
- Senior Engineer @ CAE Team - Samsung, Korea – 2012
- MS & PhD - Electrical Engineering @ Stanford University, CA, USA – 2004
- Development Engineer @ Voyan, Santa Clara, CA, USA – 2001
- BS - Electrical Engineering @ Seoul National University, Seoul, Korea – 1998

## Highlight of Career Journey

- BS in EE @ SNU, MS & PhD in EE @ Stanford University
  - *Convex Optimization - Theory, Algorithms & Software*
  - advised by *Prof. Stephen P. Boyd*
- Principal Engineer @ Samsung Semiconductor, Inc.
  - AI & Convex Optimization
  - collaboration with *DRAM/NAND Design/Manufacturing/Test Teams*
- Senior Applied Scientist @ Amazon.com, Inc.
  - e-Commerce AIs - time-series anomaly detection, deep reinforcement learning & recommender system
  - Jeff Bezos's project - increase sales by *\$200M* via Amazon Mobile Shopping App
- Co-founder & CTO & Head of Global R&D & Chief Applied Scientist & Senior Fellow @ Gauss Labs, Inc.
- Co-founder & CTO - AI Technology & Business Development @ Erudio Bio, Inc.

## Today

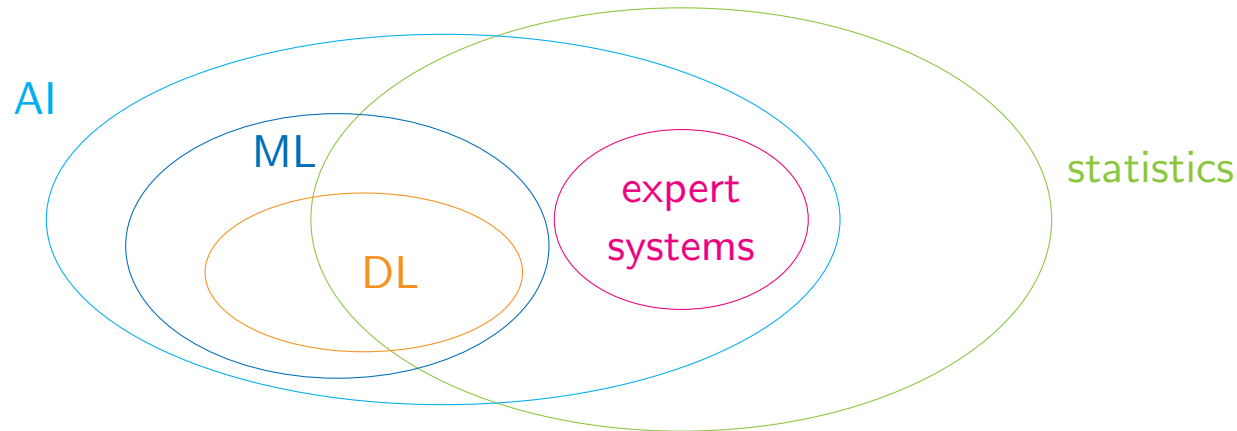
- Artificial Intelligence - 5
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# **Artificial Intelligence**

## **Definition and History**

## Definition & relation with other technologies

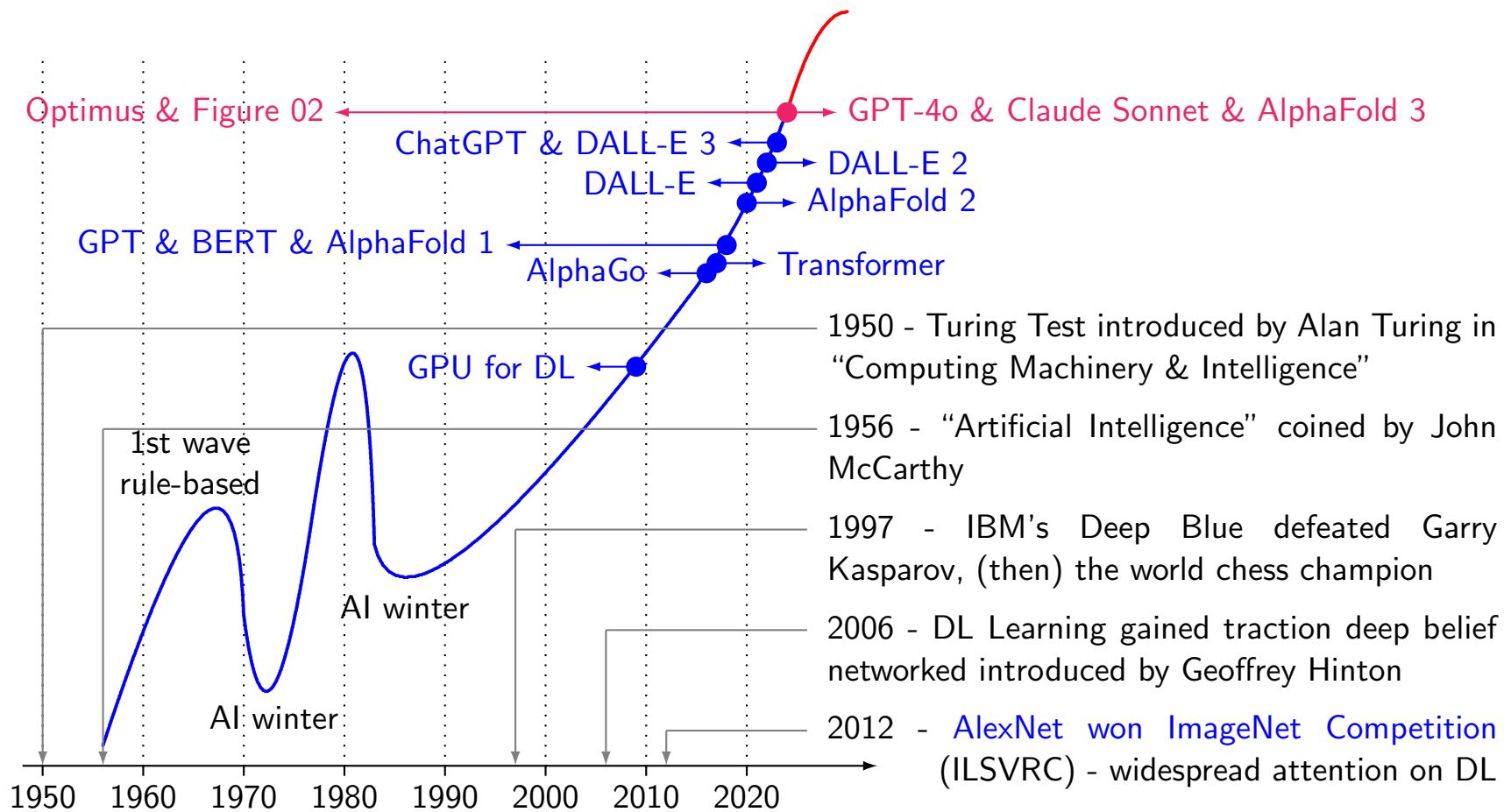
- AI
  - is technology doing tasks requiring human intelligence, such as learning, problem-solving, decision-making & language understanding
  - encompasses *range of technologies, methodologies, applications & products*
- AI, ML, DL, statistics & expert system<sup>1</sup> [HGH<sup>+</sup>22]



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<sup>1</sup>ML: machine learning & DL: deep learning

# History



## **Significant AI Achievements - 2014 – 2024**

## Deep learning revolution

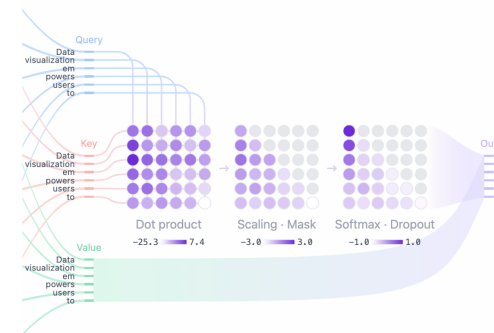
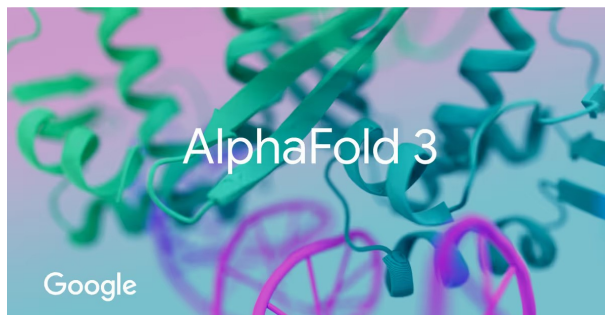
- 2012 – 2015 - DL revolution<sup>2</sup>
  - CNNs demonstrated exceptional performance in image recognition, *e.g.*, *AlexNet's victory in ImageNet competition*
  - widespread adoption of DL learning in CV transforming industries
- 2016 - AlphaGo defeats human Go champion
  - DeepMind's AlphaGo defeated world champion in Go, extremely complex game *believed to be beyond AI's reach*
  - significant milestone in RL - AI's potential in solving complex & strategic problems



<sup>2</sup>CV: computer vision, NN: neural network, CNN: convolutional NN, RL: reinforcement learning

## Transformer changes everything

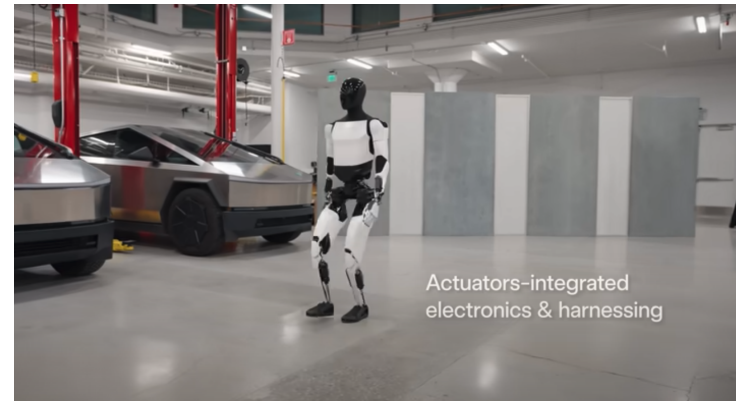
- 2017 – 2018 - Transformers & NLP breakthroughs<sup>3</sup>
  - *Transformer (e.g., BERT & GPT) revolutionized NLP*
  - major advancements in, e.g., machine translation & chatbots
- 2020 - AI in healthcare – AlphaFold & beyond
  - DeepMind's *AlphaFold solves 50-year-old protein folding problem* predicting 3D protein structures with remarkable accuracy
  - accelerates drug discovery and personalized medicine - offering new insights into diseases and potential treatments



<sup>3</sup>NLP: natural language processing, GPT: generative pre-trained transformer

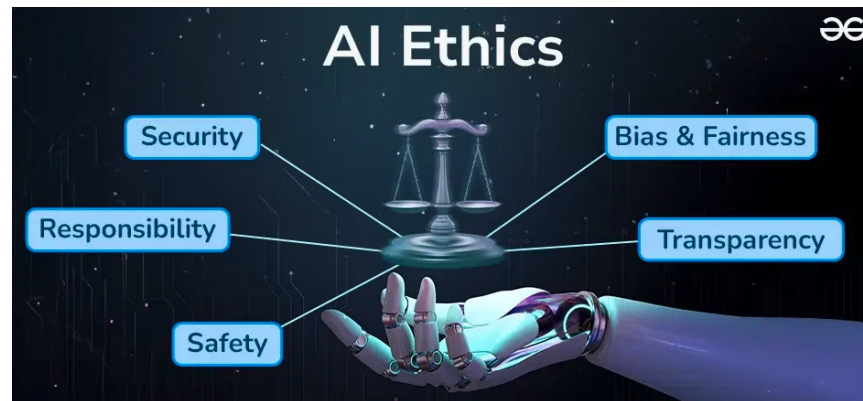
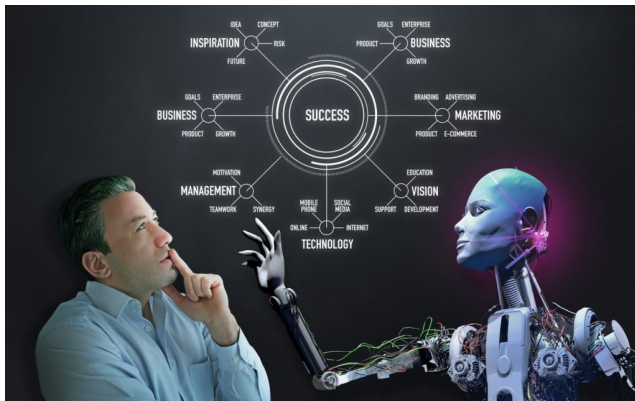
## Lots of breakthroughs in AI technology and applications in 2024

- proliferation of advanced AI models
  - GPT-4o, Claude Sonnet, Llama 3, Sora
  - *transforming industries* such as content creation, customer service, education, *etc.*
- breakthroughs in specialized AI applications
  - Figure 02, Optimus, AlphaFold 3
  - driving unprecedented advancements in automation, drug discovery, scientific understanding - *profoundly affecting healthcare, manufacturing, scientific research*



## Transformative impact of AI - reshaping industries, work & society

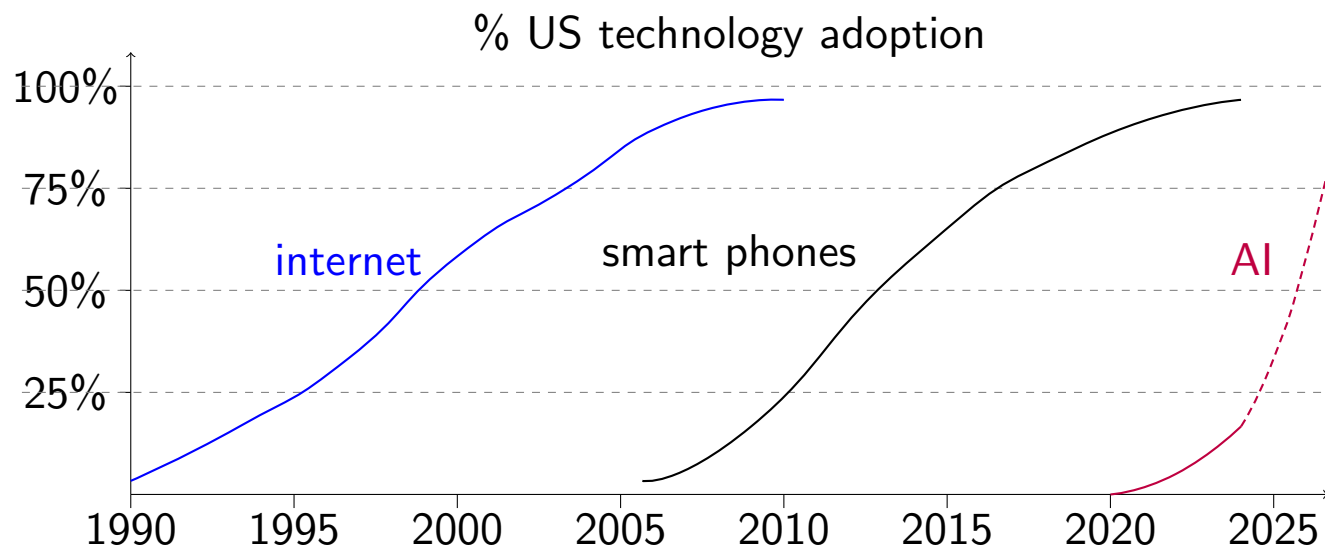
- accelerating human-AI collaboration
  - not only reshaping industries but *altering how humans interact with technology*
  - AI's role as collaborator and augmentor redefines productivity, creativity, the way we address global challenges, *e.g.*, *sustainability & healthcare*
- AI-driven automation *transforms workforce dynamics* - creating new opportunities while challenging traditional job roles
- *ethical AI considerations* becoming central not only to business strategy, but to society as a whole - *influencing regulations, corporate responsibility & public trust*



# **Recent Advances in AI**

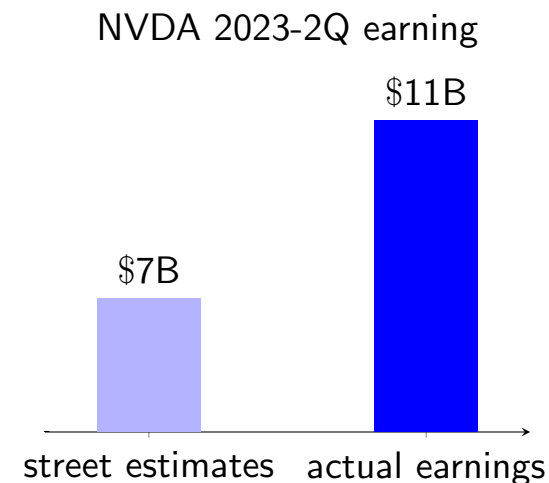
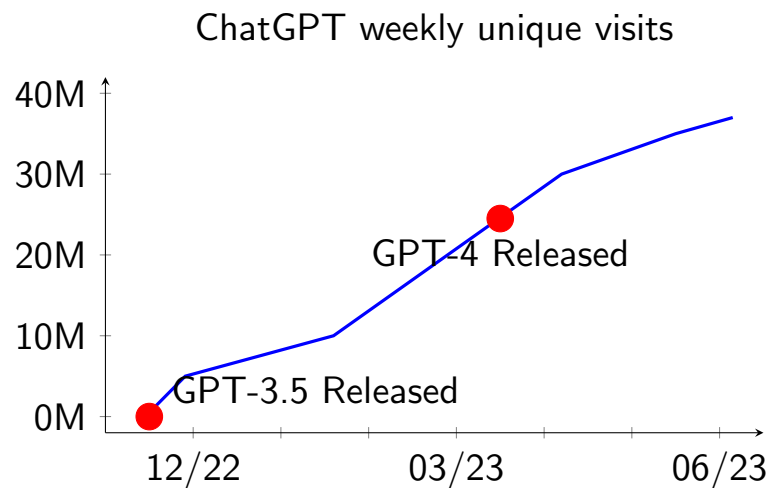
## Where are we in AI today?

- sunrise phase - currently experiencing dawn of AI era with significant advancements and increasing adoption across various industries
- early adoption - in early stages of AI lifecycle with widespread adoption and innovation across sectors marking significant shift in technology's role in society



## Explosion of AI ecosystems - ChatGPT & NVIDIA

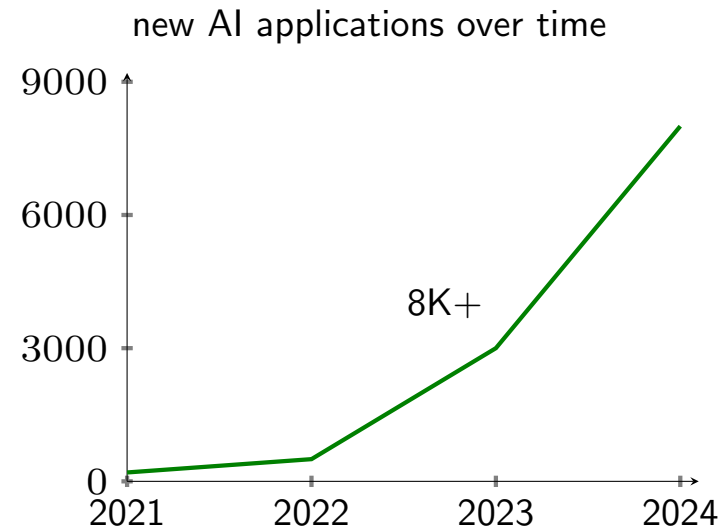
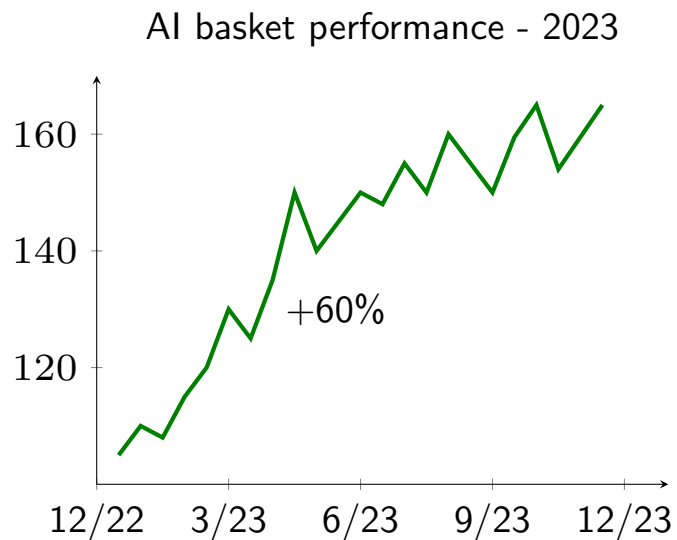
- took only *5 months for ChatGPT users to reach 35M*
- NVIDIA 2023 Q2 earning exceeds market expectation by big margin - \$7B vs \$13.5B
  - surprisingly, *101% year-to-year growth*
  - even more surprisingly *gross margin was 71.2%* - up from 43.5% in previous year<sup>4</sup>



<sup>4</sup>source - Bloomberg

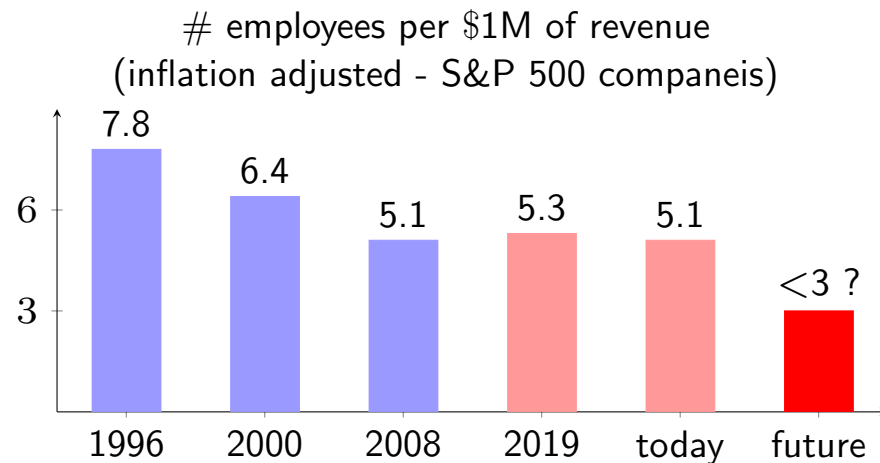
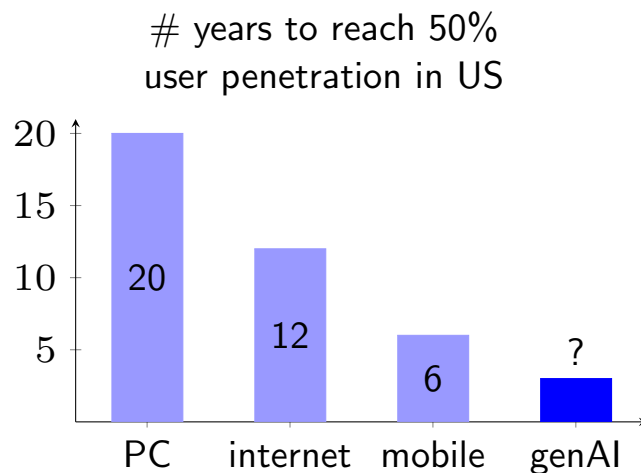
## Explosion of AI ecosystems - AI stock market

- *AI investment surge in 2023 - portfolio performance soars by 60%*
  - AI-focused stocks significantly outpaced traditional market indices
- *over 8,000 new AI applications* developed in last 3 years
  - applications span from healthcare and finance to manufacturing and entertainment



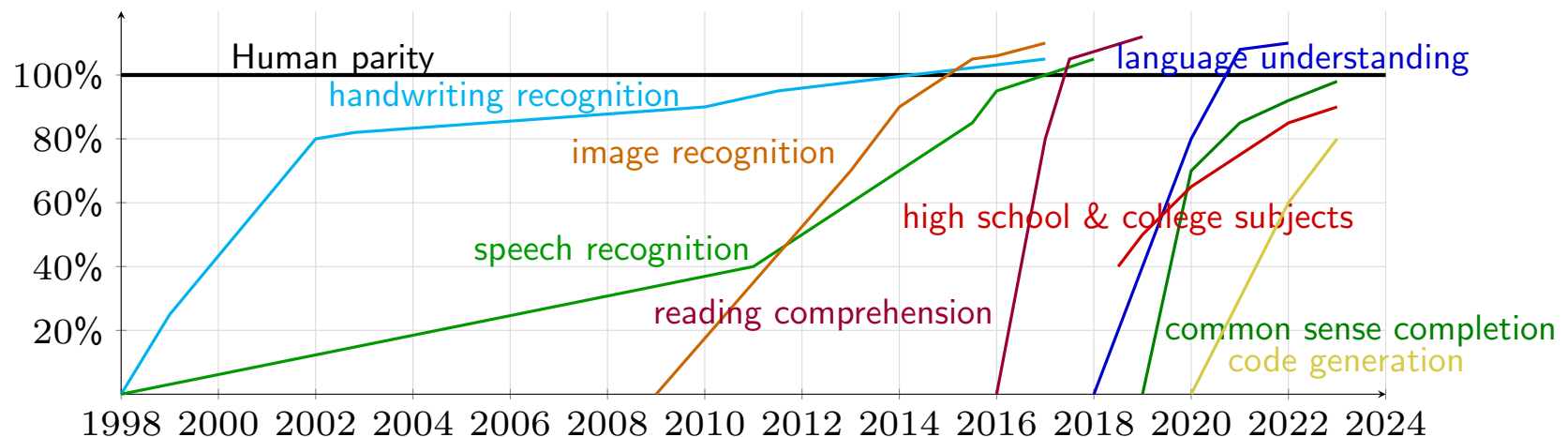
## AI's transformative impact - adoption speed & economic potential

- adoption - has been twice as fast with platform shifts suggesting
  - increasing demand and readiness for new technology improved user experience & accessibility
- AI's potential to drive economy for years to come
  - 35% improvement in productivity driven by introduction of PCs and internet
  - greater gains expected with AI proliferation



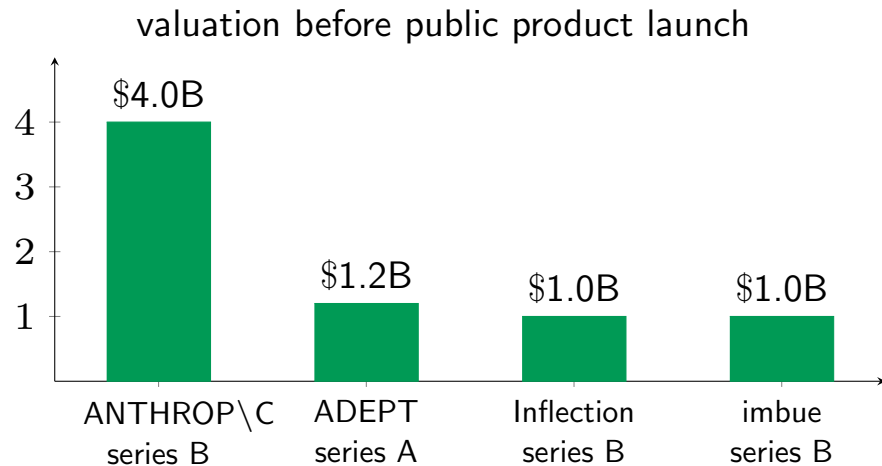
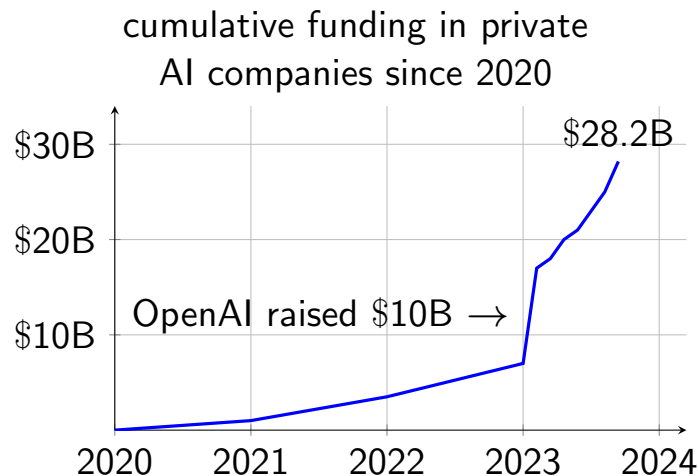
## AI getting more & more faster

- steep upward slopes of AI capabilities highlight accelerating pace of AI development
  - period of exponential growth with AI potentially mastering new skills and surpassing human capabilities at ever-increasing rate
- closing gap to human parity - some capabilities approaching or arguably reached human parity, while others having still way to go
  - achieving truly human-like capabilities in broad range remains a challenge



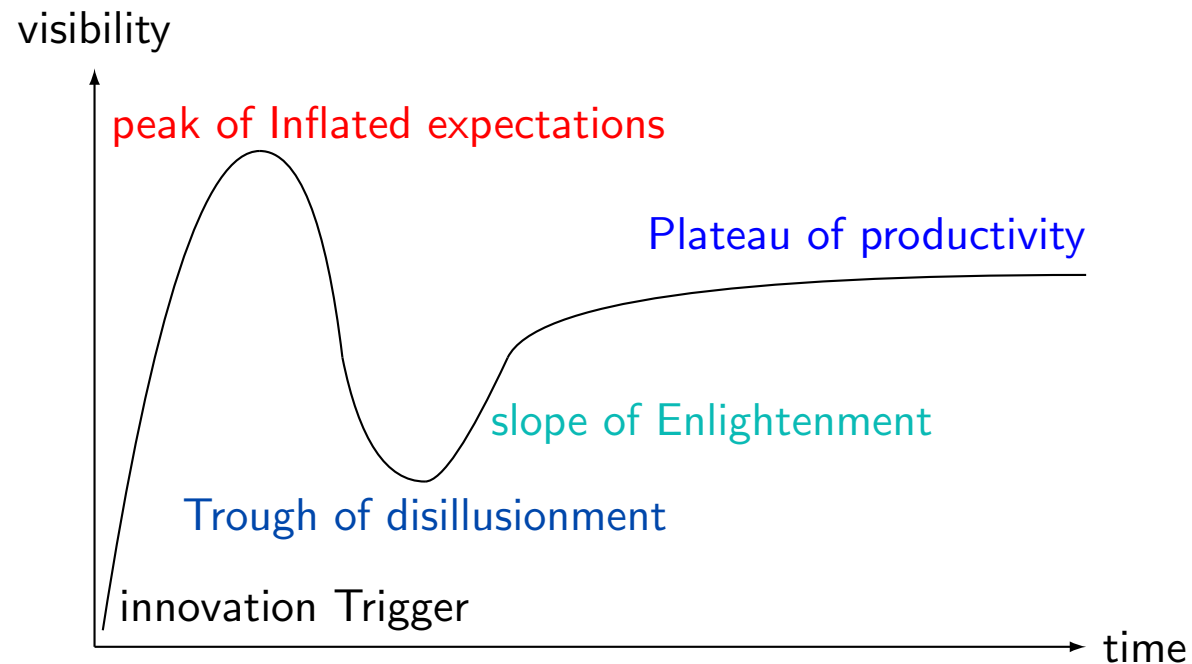
## Massive investment in AI

- *explosive growth* - cumulative funding skyrocketed reaching staggering \$28.2B
- OpenAI - significant fundraising (=\$10B) fueled rapid growth
- *valuation surge* - substantial valuations even before public products for stellar companies
- *fierce competition for capital* among AI startups driving innovation & accelerating development
- massive investment indicates *strong belief in & optimistic outlook for potential of AI* to revolutionize industries & drive economic growth



**Is AI hype?**

## Technology hype cycle



- innovation trigger - technology breakthrough kicks things off
- peak of inflated expectations - early publicity induces many successes followed by even more
- trough of disillusionment - expectations wane as technology producers shake out or fail
- slope of enlightenment - benefit enterprise, technology better understood, more enterprises fund pilots

## Fiber vs cloud infrastructure

- fiber infrastructure - 1990s

- Telco Co's raised \$1.6T of equity & \$600B of debt
- bandwidth costs decreased 90% within 4 years
- companies - Covage, NothStart, Telligent, Electric Lightwave, 360 networks, Nextlink, Broadwind, UUNET, NFS Communications, Global Crossing, Level 3 Communications
- became *public good*

- cloud infrastructure - 2010s

- entirely new computing paradigm
- mostly public companies with data centers
- *big 4 hyperscalers generate* \$150B + annual revenue



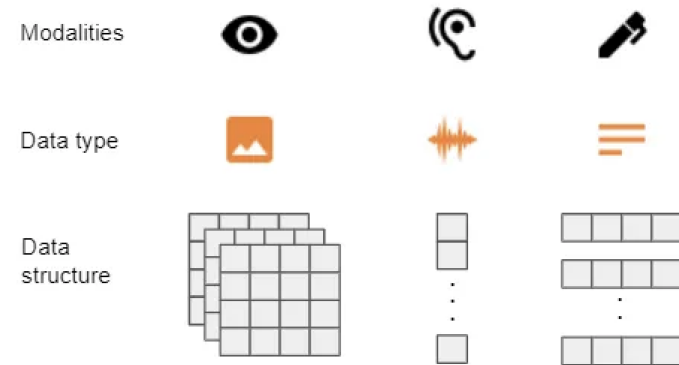
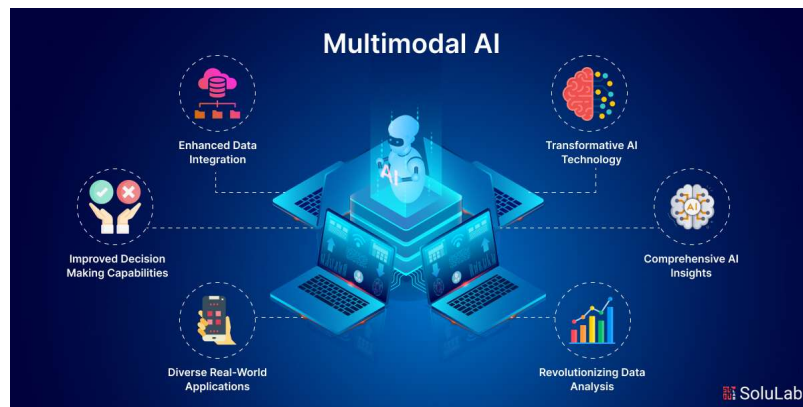
## Yes & No

characteristics of hype cycles	speaker's views
value accrual misaligned with investment	<ul style="list-style-type: none"><li>● OpenAI still operating at a loss; business model <i>still</i> not clear</li><li>● gradual value creation across broad range of industries and technologies (<i>e.g.</i>, CV, LLMs, RL) unlike fiber optic bubble in 1990s</li></ul>
overestimating timeline & capabilities of technology	<ul style="list-style-type: none"><li>● self-driving cars delayed for over 15 years, with limited hope for achieving level 5 autonomy</li><li>● AI, however, has proven useful within a shorter 5-year span, with enterprises eagerly adopting</li></ul>
lack of widespread utility due to technology maturity	<ul style="list-style-type: none"><li>● AI already providing significant utility across various domains</li><li>● vs quantum computing remains promising in theory but lacks widespread practical utility</li></ul>

# AI Agents

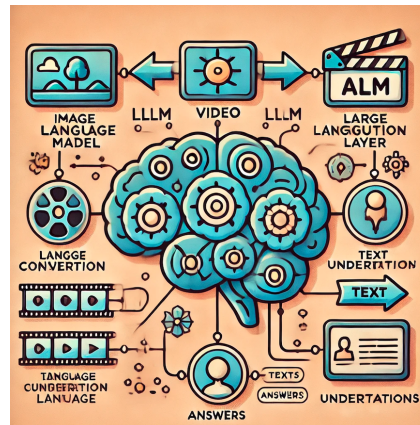
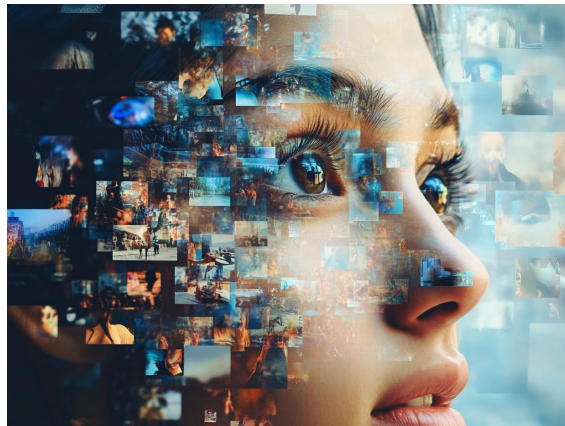
# Multimodal learning

- understand information from multiple modalities, *e.g.*, text, images, audio, video
- representation learning methods
  - combine multiple representations or learn multimodal representations simultaneously
- applications
  - images from text prompt, videos with narration, musics with lyrics
- collaboration among different modalities
  - understand image world (open system) using language (closed system)



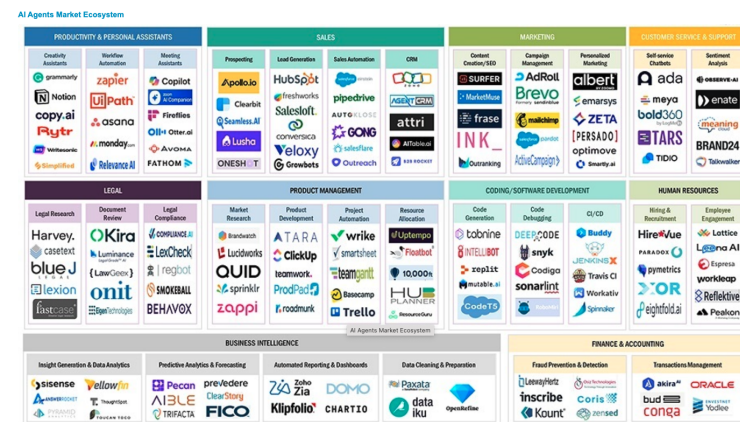
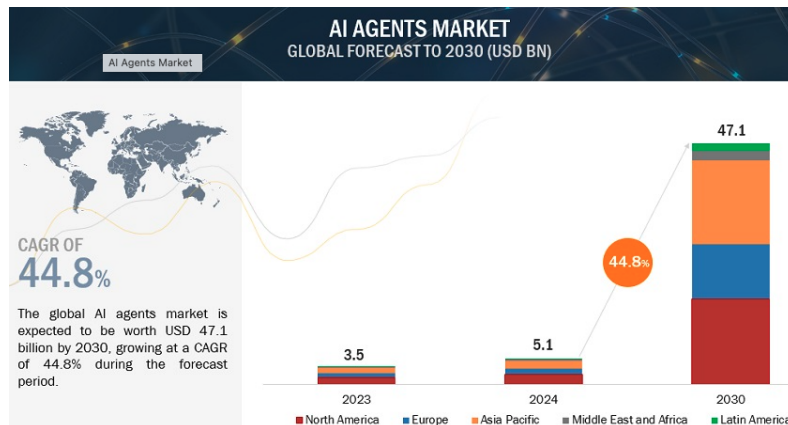
## Implications of success of LLMs

- many researchers change gears towards LLM
  - from computer vision (CV), speech, music, video, even reinforcement learning
- *LLM is not only about NLP . . .* humans have . . .
  - evolved to optimize natural language structures for eons
  - handed down knowledge using *this natural languages* for thousands of years
  - internal structure (or equivalently, representation) of natural languages optimized via *thousands of generation by evolution*
- LLM *connects non-linguistic world (open system) via natural languages (closed system)*



## Multimodal AI (mmAI) - definition & history

- mmAI - systems processing & integrating data from multiple sources & modalities, to generate unified response / decision
- 1990s – 2000s - early systems - initial research combining basic text & image data
- 2010s - CNNs & RNNs enabling more sophisticated handling of multimodality
- 2020s - modern multimodal models - Transformer-based architectures handling complex multi-source data at highly advanced level
- mmAI *mimics human cognitive ability* to interpret and integrate information from various sources, leading to holistic decision-making

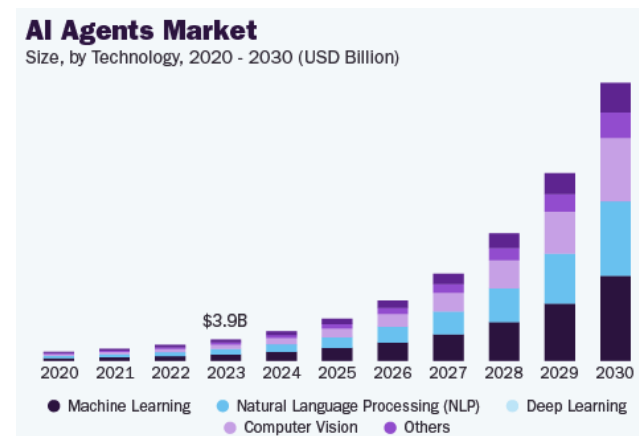
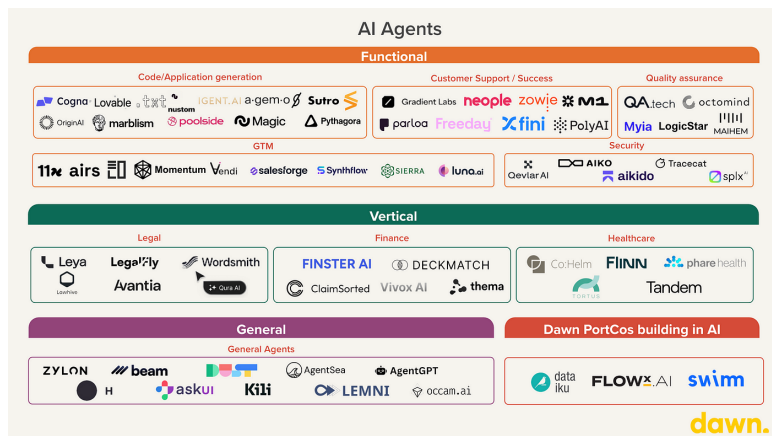


## mmAI Technology

- core components
  - data preprocessing - images, text, audio & video
  - architectures - unified Transformer-based (*e.g.*, ViT) & cross-attention mechanisms / hybrid architectures (*e.g.*, CNNs + LLMs)
  - integration layers - fusion methods for combining data representations from different modalities
- technical challenges
  - data alignment - accurate alignment of multimodal data
  - computational demand - high-resource requirements for training and inferencing
  - diverse data quality - manage variations in data quality across modalities
- advancements
  - multimodal embeddings - shared feature spaces interaction between modalities
  - self-supervised learning - leverage unlabeled data to learn representations across modalities

## AI agents powered by multimodal LLMs

- foundation
  - integrate multimodal AI capabilities for enhanced interaction & decision-making
- components
  - perceive environment through multiple modalities (visual, audio, text), process using LLM technology, generate contextual responses & take actions
- capabilities
  - understand complex environments, reason across modalities, engage in natural interactions, adapt behavior based on context & feedback



## AI agents - Present & Future

- emerging applications
  - scientific research - agents analyzing & running experiments & generating hypotheses
  - creative collaboration - AI partners in design & art combining multiple mediums
  - environmental monitoring - processing satellite sensor data for climate analysis
  - healthcare - enhanced diagnostic combining imaging, *e.g.*, MRI, with patient history
  - customer experience - virtual assistants understanding spoken language & visual cues
  - autonomous vehicles - integration of visual, radar & audio data
- future
  - ubiquitous AI agents - seamless integration into everyday devices
  - highly tailored personalized experience - in education, entertainment & healthcare

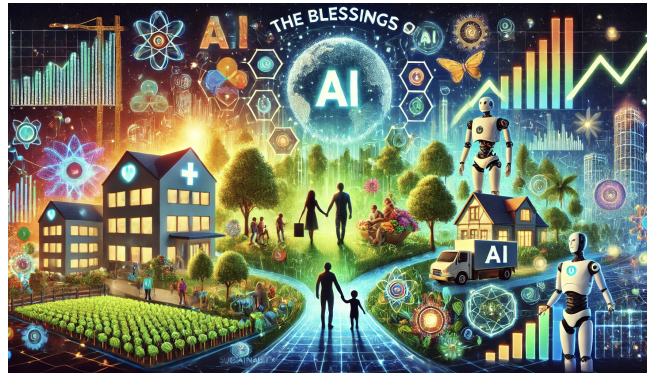


**Empowering Humanity for Future  
Enriched by AI**

# **Blessings & Curses of AI**

## Blessings

- advancements in healthcare & improved quality of life
  - much faster & more accurate diagnosis, far superior personalized medicine, accelerated drug discovery, assistive technologies
- economic growth & efficiency
  - automation to increase productivity and reduce cost, far superior decision-making
- environmental solutions
  - climate change prediction, global warming effect mitigation, solutions for sustainability
- safety & security
  - natural disaster prediction & relief, cybersecurity



## Curses

- job displacement & overall impacts on labor market
  - millions of jobs threatened, wealth gap widened
- bias & inequality, misinformation & manipulation
  - existing human biases, both conscious and unconscious, perpetuated through AIs, asymmetric accessibility to advanced AI technologies by nations & corporations
- ethical dilemmas
  - infringing privacy & human rights, accountability for weapon uses and damages by AI
- environmental costs
  - significant energy for training AI models, waste generated by obsolescent AI hardware



# **Salzburg Global Seminar**

## KFAS-Salzburg Global Leadership Initiative

- “Uncertain Futures and Connections Reimagined: Connecting Technologies” - 41 global leaders convened from 4-Dec to 8-Dec, 2024 @ Schloss Leopoldskron in Salzburg, Austria
- My working group was “Technology, Growth, and Inequality: The Case of AI”
  - International Cooperation Officer (Portugal)
  - Gender Equality, Disability Inclusion Consultant, UN Women (Lithuania)
  - Assistant Professor @ Lincoln Alexander School of Law (Canada)
  - Research Associate @ Luxembourg Institute of Socio-Economic Research
  - Policy Officer & Delegation of the EU Union (India)
- blog: [Bridging Technology & Humanity - Reflections from Lyon, Salzburg, and München](#)



# KFAS-Salzburg Global Leadership Initiative

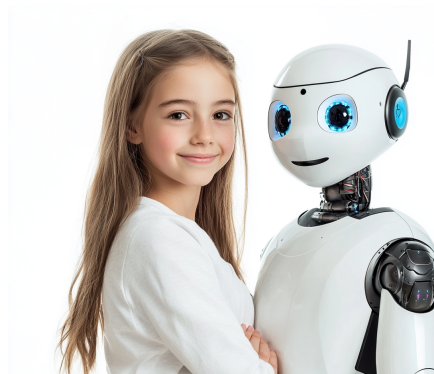
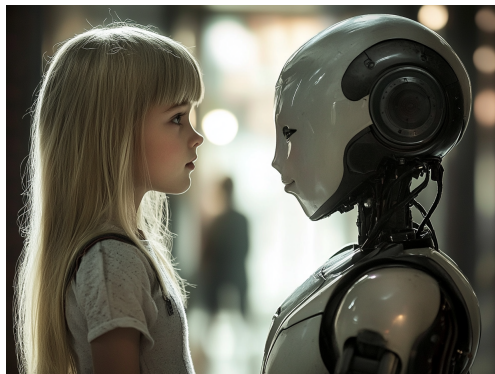
## Salzburg Global photo collections



**Empowering Humanity**

## AI capacity building - scientists, engineers & practitioners

- ethics and responsible AI education or campaign via interdisciplinary collaboration
  - foster continuous learning programs on AI risks, bias & societal impacts
- bias detection & mitigation
  - bias-detection tools to identify & reduce discrimination in data & models
  - regular fairness audits
- transparency & explainability
  - explainable AI (xAI) techniques, frameworks like Model Cards for transparency
- environmental impact awareness
  - reduce AI's carbon footprint, advocate for sustainable AI development practices



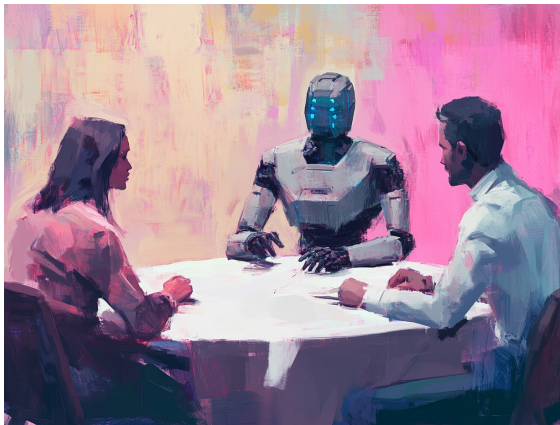
## AI capacity building - lawmakers & policy makers

- problems
  - difficulties in understanding of rapidly evolving AI technologies
  - lead to reactive or insufficient regulation
- proposed solutions
  - develop comprehensive regulatory frameworks addressing transparency, bias & privacy concerns
    - gender bias, racial bias, hallucinations
  - foster public debates on ethical AI use & societal implications
  - introduce policies to limit spread of AI-generated misinformation,



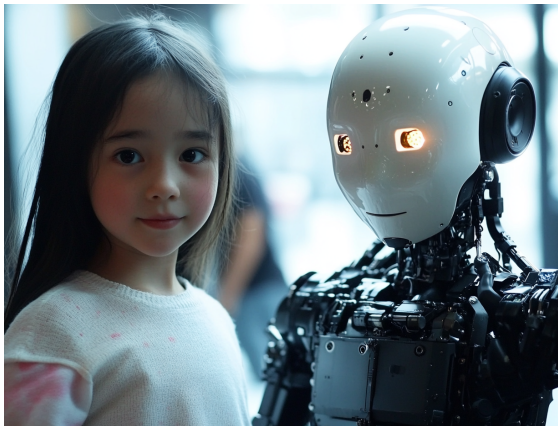
## Participatory social agreements

- open data frameworks including data sovereignty, regulation of data transfer, storage & localization
- corporate social responsibility, extra-territorial obligations & environmental protection
  - including outside the jurisdiction of the country
- labour and employment displacements, tax cuts & algorithmic impact assessments
  - including remedies for AI harms and enforcements



## Reclaiming technology for Humanity

- strategic approach to AI development
  - *leverage very technologies alienating humans to strengthen human connection*
  - transform automation from replacement to *enhancement of human capabilities*
  - leverage technological scale to address fundamental human needs
- *paradigm shift* in technological implementation
  - recognize the duality of advanced technologies
  - *systematically channel AI capabilities toward human-centric solutions*
  - convert technological challenges into opportunities for human advancement



# Appendix

# **Serendipities around AIs**

## **Serendipity or inevitability?**

- What if Geoffrey Hinton had not been a persistent researcher?
- What if symbolists won AI race over connectionists?
- What if attention mechanism did not perform well?
- What if Transformer architecture did not perform super well?
- What if OpenAI had not been successful with ChatGPT in 2022?
- What if Jensen Huang had not been crazy about making hardware for professional gamers?
- Is it like Alexander Fleming's Penicillin?
- Or more like Inevitability?

## **Selected References & Sources**

## Selected references & sources

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- CEOs & CTOs @ startup companies in Silicon Valley
- VCs on Sand Hill Road - Palo Alto, Menlo Park, Woodside in California, USA

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**Thank You**