

“The future is already here its
just not evenly distributed”



—William Ford Gibso

Meet the Team



Marleen
Global Business



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Executive Summary

01 Market Feasibility and ROI Analysis

- Apple vs. Key Rivals
- Apple Intelligence meets Consumer AI Needs
- Projected Revenue

02 Go-to Market Strategy

- 3 Key Target Markets
- Market positioning

03 Innovation and Long-Term Growth

- Tiered Package
- Expansion into different markets

04 Summary

- Conclusion and Questions



01

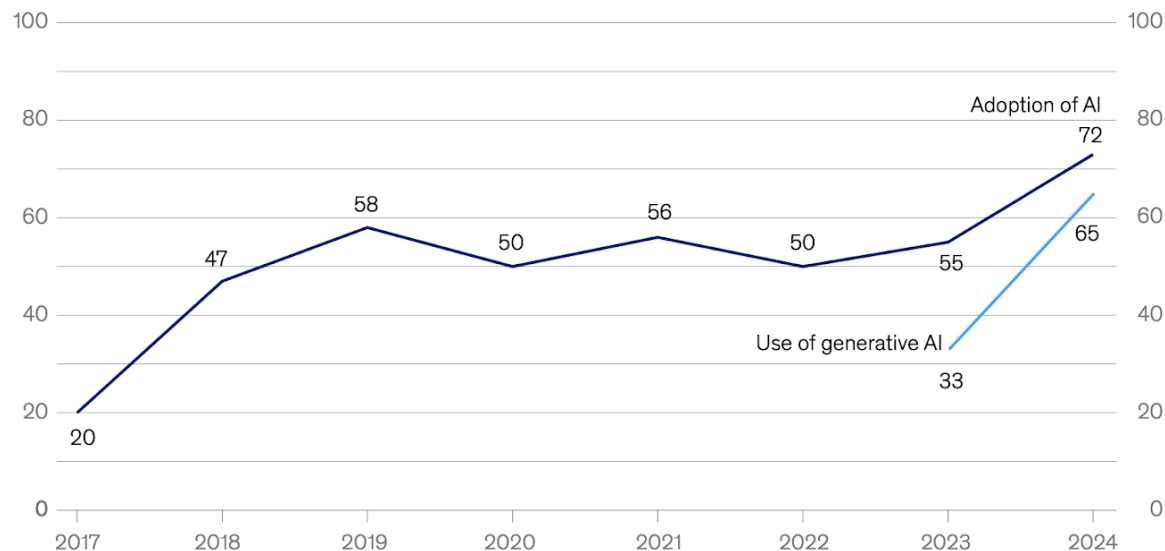
Market Feasibility & ROI Analysis

Competitor Analysis

	Google Assistance	Microsoft	Amazon Alexa	Apple
Conversational Accuracy	✓	x	✓	✓
Search Integration	✓	✓	✓	✓
Business and productivity- focused	x	✓	x	✓
Home Automation Integration	x	x	✓	✓

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,¹ % of respondents



¹In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

ChatGPT

69% of the current market share

Unique Features

Platform Agnostic

**Contextual
Understanding**

Multilingual Support

Limitations

**Lack of Voice
Interaction**

Low Data Protection

Internet Dependency

Why Apple Intelligence?

Privacy and Security

Strong reputation for
privacy

User Centric

Seamless integration in
eco-system

Minimal Data Collection

Less storage and less
concern



Productivity

Smart Personal Assistant

Voice Activated

Hands Free

Home and Car

Safe while driving, live
comfortably

01

Projected Revenue

Year	Adoption Rate (Cumulative)	Adopters (Total)	Premium Subscribers (10% Uptake)	Annual Revenue (10% Uptake)	Premium Subscribers (15% Uptake)	Annual Revenue (15% Uptake)	Premium Subscribers (20% Uptake)	Annual Revenue (20% Uptake)
1	3% of 1.5 billion (45M)	45M	4.5M	\$810M	6.75M	\$1.215B	9M	\$1.62B
2	5% of 1.5 billion (75M)	75M	7.5M	\$1.35B	11.25M	\$2.025B	15M	\$2.7B
3	7% of 1.5 billion (105M)	105M	10.5M	\$1.89B	15.75M	\$2.835B	21M	\$3.78B
4	9% of 1.5 billion (135M)	135M	13.5M	\$2.43B	20.25M	\$3.645B	27M	\$4.86B
5	11% of 1.5 billion (165M)	165M	16.5M	\$2.97B	24.75M	\$4.455B	33M	\$5.94B

\$4.4B

Revenue in just 5 years!

02

Go-to Market strategy



Target Markets + Penetration Tactics

Developed Markets

- High adoption rates due to brand loyalty and optimistic AI views
- Decreased churn despite competitors' attempts to steal market share

Emerging Markets

- Growing user base as more countries develop – the Philippines, Indonesia
- Apple Intelligence will increase retention in faltering markets - China

Regional Tactics

- US & Europe: Privacy- centric marketing
- Asia: Brand and ecosystem focus, integration into local services

Target Customers

Personal Users

- Loyal customer base of 400,000 people – Apple Vision Pro’s early adopters
- Productivity management software market \$71.22bn in 2024, 14% CAGR 2024-2034

Solopreneurs

- 2020, 36% of US workforce are solopreneurs
- 77% of artists and designers are solopreneurs
- Positioning Apple Intelligence as a go-to assistant

SMB customers

- Integrating Apple Intelligence into Apple’s “Made for Business” programs
- Increasing sales for SMBs via AI search

Promotional Tactics

Exclusive Launches

- Virtual and physical
- Focus on both ecosystem and privacy benefits

Bundling

- Apple Intelligence offered with new Apple Device purchases
- Bundling of Apple service and subscriptions

Partnerships

- Collaborating with high profile brands in different sectors, e.g.
- Home automation (Nest)
- Automotives (Tesla)
- Healthcare (United Health)
- Enterprise (OpenAI)

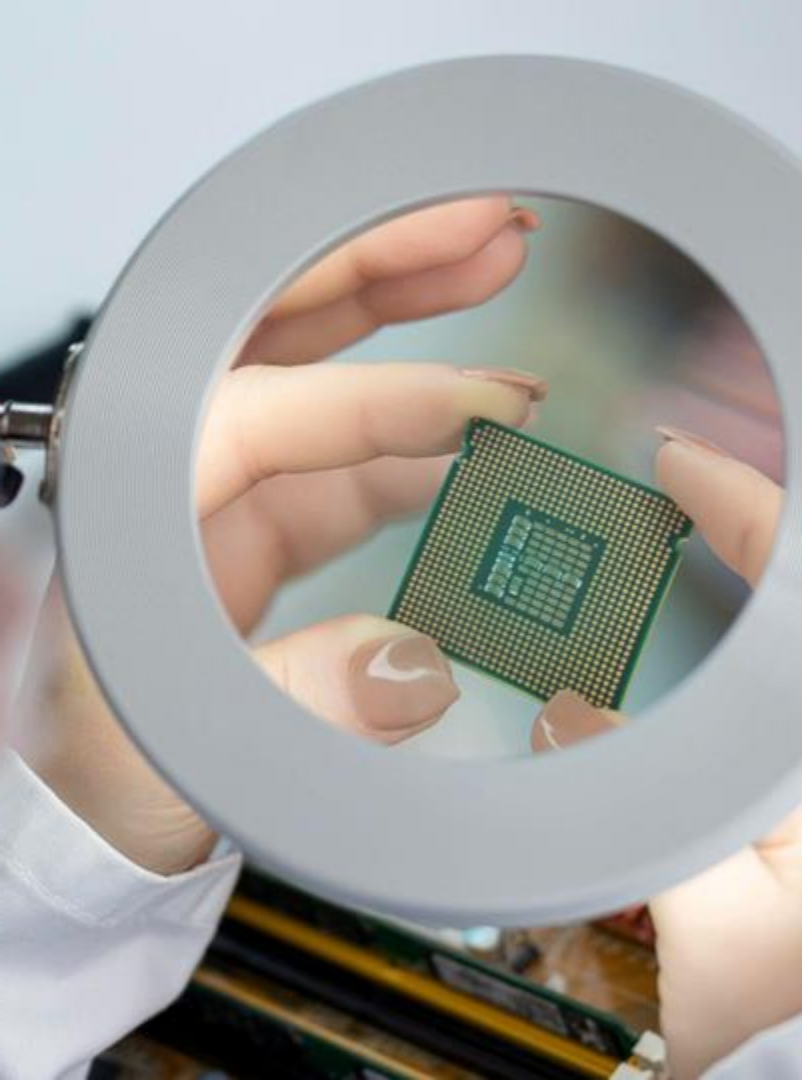
Differentiation from Rivals

Privacy a USP

- Unlike Google and Amazon, Apple puts users first with their ethos.

Ecosystem integration

- Unlike Microsoft CoPilot and OpenAI on its own, access to more context
- Enabled by a closed, intelligent ecosystem
- Seamless integration and transmission of data



03

Innovation & Long Term Growth

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Intelligent Innovations

AI-Powered Hardware

Apple Watch

Smart Glasses

Augmented Reality

Enterprise Solutions

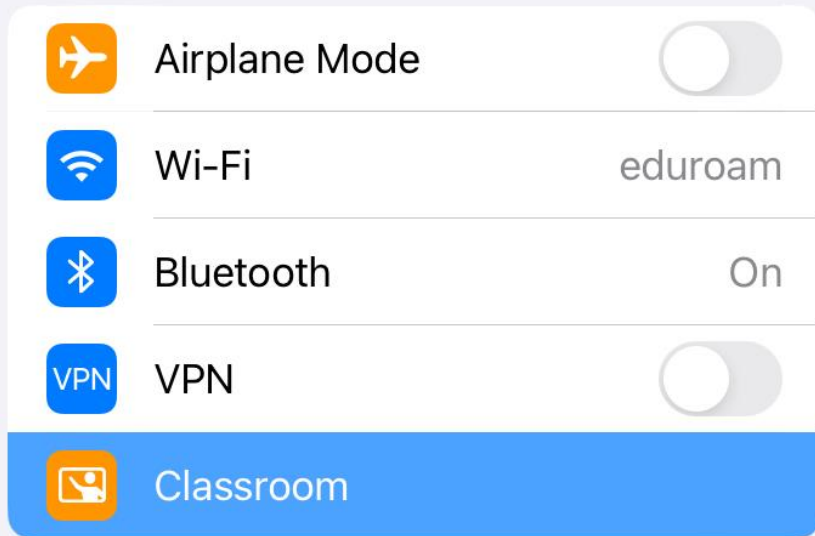
Implement it as a business tool for workflow automation, scheduling and productivity

Partnerships

Develop collaborations with software and service providers

Specialized industries (healthcare, education)

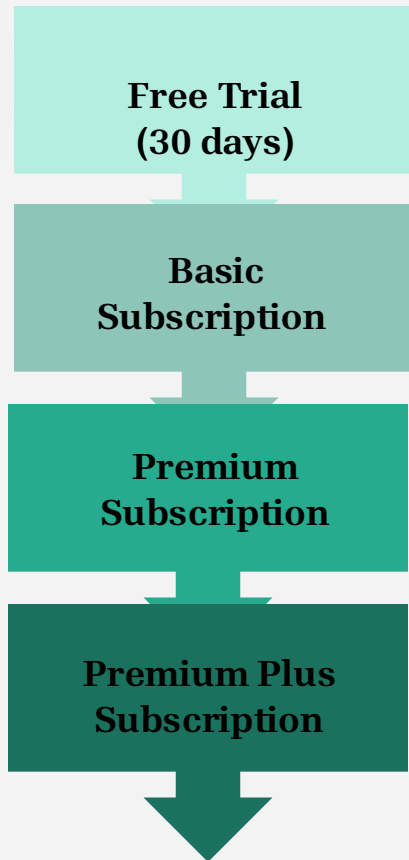
Apple Intelligence in Schools



Classes on AI

- Integrated in existing school servers and apps
- Accessed with classroom on school Ipad across Europe

Revenue Models for Business



- Tiers for different features at varied price points.
- Price based on company size and user base.
- Integration with other third-party applications.

Long-Term Growth Strategy

Global Expansion

After initial success, expand Apple Intelligence into new regions with local language support and region-specific features.

Continuous Improvement:

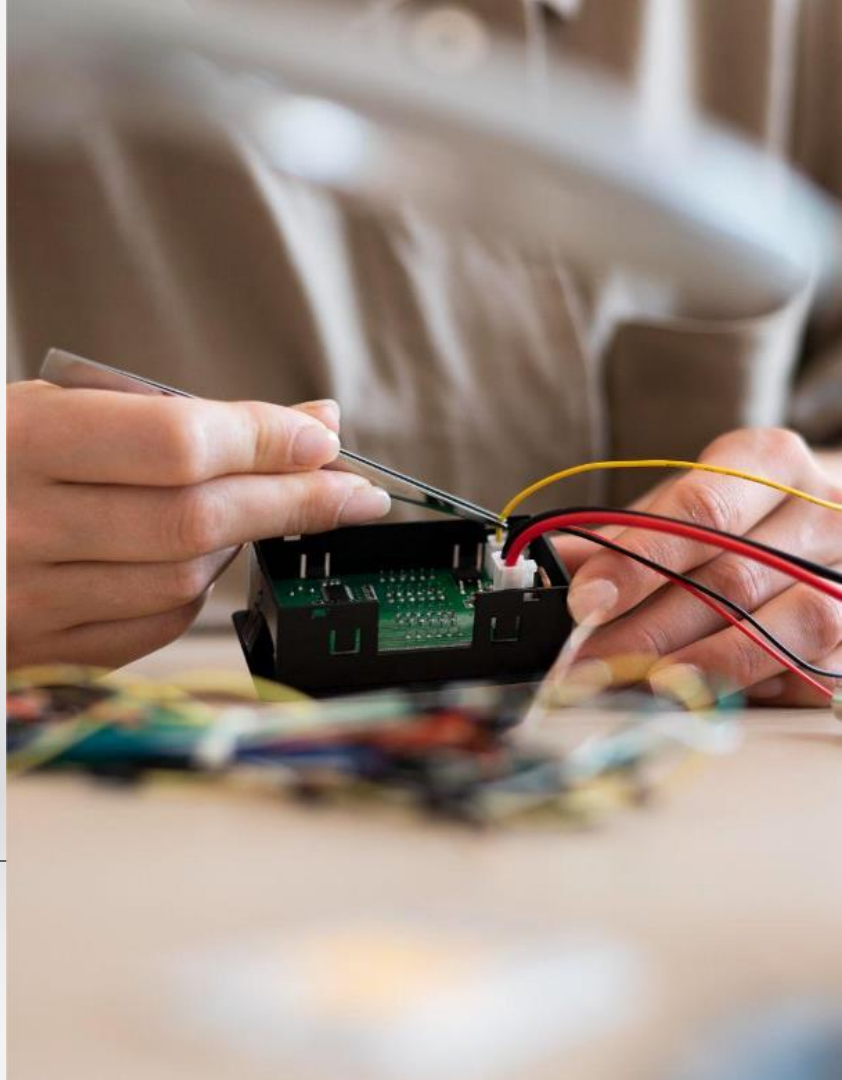
Regular updates and new features powered by Apple's AI advancements, ensuring long-term user retention.

Strategic Acquisitions

Acquire AI companies or startups with complementary technologies (e.g., NLP, robotics, smart home tech).

04

Summary



Conclusion

- **Innovative AI Solution:**
 - Privacy-centric AI assistant
 - Integrated into the Apple ecosystem
- **Competitive Advantage:**
 - Data privacy and Our Apple Ecosystem
- **High Market Demand:**
 - Growing consumer expectations for privacy,
 - Productivity, and cross-device functionality demands.
- **Financial Upside:**
 - Generate substantial revenue
 - High adoption rate
 - Subscription-based model
- **Path to Long-Term Success:**
 - Expansion opportunities in SMB
 - Professional services

Thank You!

Apple Intelligence: AI for the rest of us
