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3 deep-dives you should really read

Marble enters the race to bring AI to tax work, armed with \$9 million and a free research tool

VentureBeat – AI · Topic: **AI/Cloud/Quantum**

- **What it is:** Marble is an AI startup specializing in tax work, recently securing \$9 million in seed funding to enhance efficiency and address the accounting industry's significant labor shortage.
- **Who:** Marble, led by CEO Bhavin Shah and backed by Susa Ventures, MXV Capital, and Konrad Capital, is driving AI innovation for tax professionals.
- **What it does:** Marble provides a free AI-powered tax research tool that converts complex government data into accessible, citation-backed answers, planning to expand into compliance analysis and workflow automation.
- **Why it matters:** This initiative addresses the profound labor shortage and increasing regulatory complexity within the accounting sector, where AI adoption has significantly lagged behind other knowledge industries.
- **Strategic view:** The accelerating AI adoption in a traditionally slow-moving, fee-based industry like accounting signifies a massive opportunity for technology providers and potential for significant margin improvement across professional services.

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Creating a glass box: How NetSuite is engineering trust into AI

VentureBeat – AI · Topic: **AI/Cloud/Quantum**

- **What it is:** Oracle NetSuite is launching "NetSuite Next," its largest product evolution in decades, deeply embedding AI into its core enterprise resource planning system.
- **Who:** Oracle NetSuite, with its founder Evan Goldberg and senior technology executives Brian Chess and Gary Wiessinger, is spearheading this AI integration.
- **What it does:** NetSuite Next engineers a "glass-box" approach to enterprise AI, ensuring traceability, audibility, and human-defined governance for all AI-driven actions and insights.
- **Why it matters:** This initiative builds critical trust in AI by making its decisions transparent and accountable, crucial for regulated industries and confident enterprise adoption.
- **Strategic view:** TMT executives must recognize that transparent, auditable AI, integrated with robust governance, is essential for maximizing business value and mitigating reputational and compliance risks.

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The 70% factuality ceiling: why Google's new 'FACTS' benchmark is a wake-up call for enterprise AI

VentureBeat – AI · Topic: **AI/Cloud/Quantum**

- **What it is:** Google's FACTS Benchmark Suite is a new comprehensive evaluation framework designed to systematically measure the factuality and objective correctness of large language models.
- **Who:** Developed by Google's FACTS team and its data science unit Kaggle, this benchmark assesses various leading AI models like Gemini and GPT.
- **What it does:** It evaluates AI models across diverse scenarios including internal knowledge, web search tool use, multimodal vision interpretation, and strict grounding in provided context.
- **Why it matters:** The benchmark reveals a widespread 'factuality ceiling' with no leading model achieving above 70% accuracy, underscoring significant limitations for enterprise adoption where precision is paramount.
- **Strategic view:** Executives must prioritize factuality in AI procurement and system design, mandating RAG architectures for critical data and recognizing multimodal AI's severe limitations to prevent significant error rates.

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AI / Cloud / Quantum

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- [How the Next Big Thing in Carbon Removal Sunk Without a Trace](#) (Wired – Business) ☐ Add to Weekly
- [A new open-weights AI coding model is closing in on proprietary options](#) (Ars Technica – AI) ☐ Add to Weekly

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