



# How to create Moonshot solutions with AI

## Peter Ward

MICROSOFT IGNITE 2025 NYC COMMUNITY  
SUMMIT

**NOVEMBER 17 - 18, 2025**

TIMES SQUARE (EXACT LOCATION PROVIDED UPON  
RSVP), NEW YORK CITY, NY



# Agenda

Jouspevdupot

Me, what is a session about

E f gojupot

Terms

N f n psz!Mbof

Technology over the years Its impact

X i f sf !JuBmHlpf t!  
X spoh

Data, people

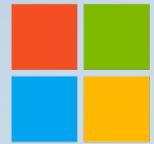
Wbmf !Bee!  
pgBJ

Moon shoot ideas



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Microsoft



INFRAGISTICS®



Morgan Stanley

apidays

**And next time -  
Your Company!**

# About Me – Peter Ward



{  
background : "Founder- former CTO. Now CEO ",  
employee : "SoHo Dragon",  
skill : "SharePoint, O365",  
books : "Co-author of 4 SharePoint books"  
writing : "Leadership in a Zoom economy with Microsoft Teams"  
Co organizer : "SharePoint Saturday New York, Meetup"  
1<sup>st</sup> Sharepoint : Version SharePoint Portal 2003  
location : "New York"  
old school : "Like projects on time and on budget"  
hobbies : "Yoga, cooking vegetarian food",  
}





# Themes

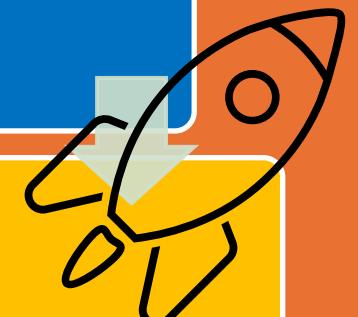
Technology – Over the years

Impact- Workplace

Jobs – There's A Problem

Where AI Goes Wrong

AI Moonshots





# Seinfeld



# Who uses Copilot everyday?

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**Microsoft**  
**Copilot**



Moonshot  
Solutions

Good AI

Good Data

```
0110010101110010■0  
0000011000010111000  
1010011000010111000  
1011011100110011100  
1110010■0111011101  
0100000011100000110  
1000001101001011011  
0110000101110000011
```

# DATA IS THE NEW OIL

Summarize this keynote

# AI Without Data is POINTLESS

Data without AI is WORTHLESS





# The Economist

MAY 6TH-12TH 2017

## The world's most valuable resource

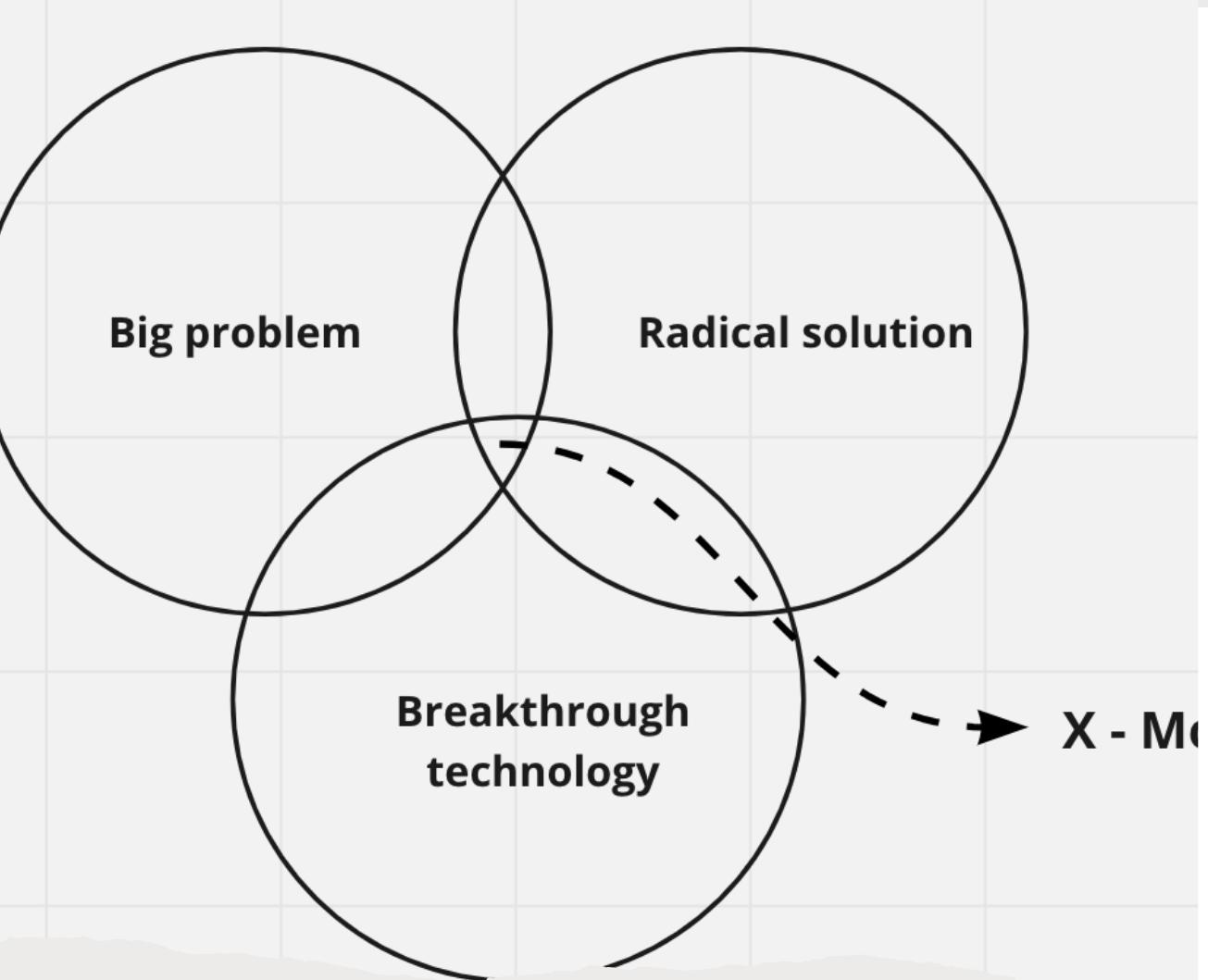
Data and the new rules  
of competition

Crunch time in France

Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells



Definitions –Moonshot





## JFK Speech



## Moonshot Examples

- Examples include projects like driverless cars, delivery drones. Other examples include research into COVID-19 vaccines and antiviral medicines, commercial space travel, and 3D printing for space.



Moonshot Examples- 3D printing

# Cyclist fitted with 3D-printed face after crash left him disfigured

Grandfather-of-four receives pioneering prosthetic following severe head injury

**Joe Pinkstone**  
Science Correspondent

Related Topics  
NHS (National Health Service),  
Bristol, Surgery, Cosmetic surgery,  
3D Printing

27 October 2025 5:58pm GMT



256

Gift this article free



Before

After



# Cyclist fitted with 3D-printed face after crash left him disfigured

Grandfather-of-four receives pioneering prosthetic following severe head injury

**Joe Pinkstone**

Science Correspondent

## Related Topics

NHS (National Health Service),  
Bristol, Surgery, Cosmetic surgery,  
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27 October 2025 5:58pm GMT



256

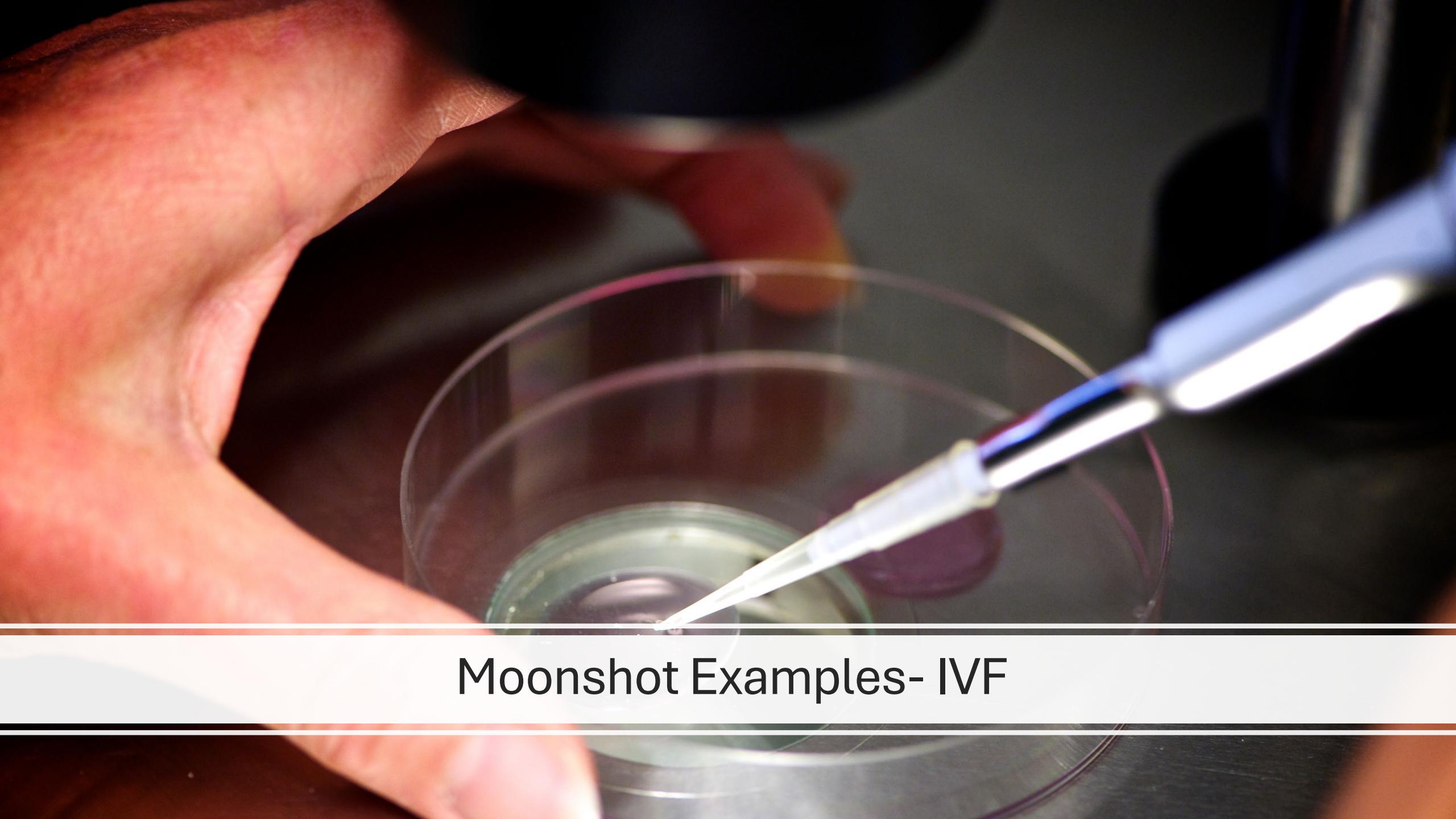
Gift this article free



Before

After





Moonshot Examples- IVF

# Memory Lane



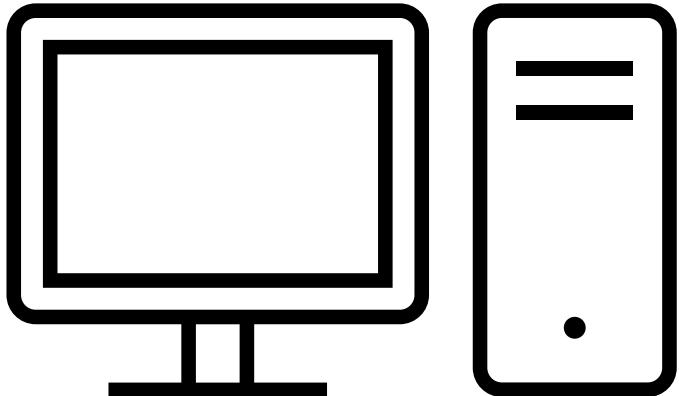
Technology –  
Over the years



# Memory Lane



Technology –  
Over the years

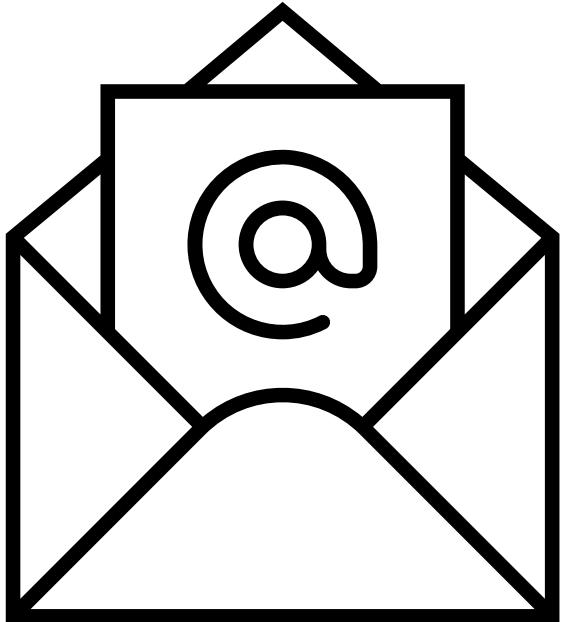


## Impacts - PC

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- Spreadsheets / Wordprocessors
  - LAN networks
  - File sharing
- 
- New skill required: Keyboard, ‘PC literature’

Technology –  
Over the years

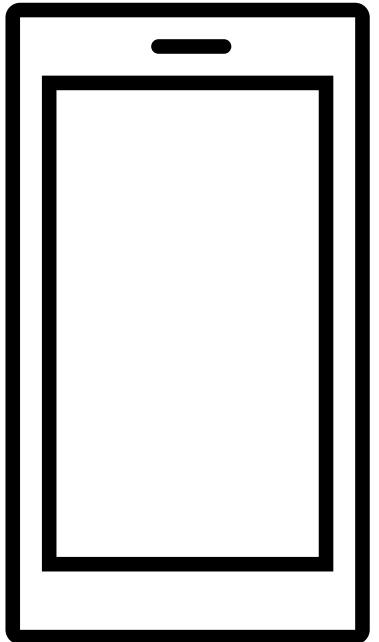


# Impacts – Email Internet

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- External communications
- Work from home
- Information is available outside the office
- Work from home

Technology –  
Over the years



# Blackberry

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- Emailing everywhere
- Scheduling and email in real time
- Work-Life Balance and Cultural Shifts

Technology –  
Over the years

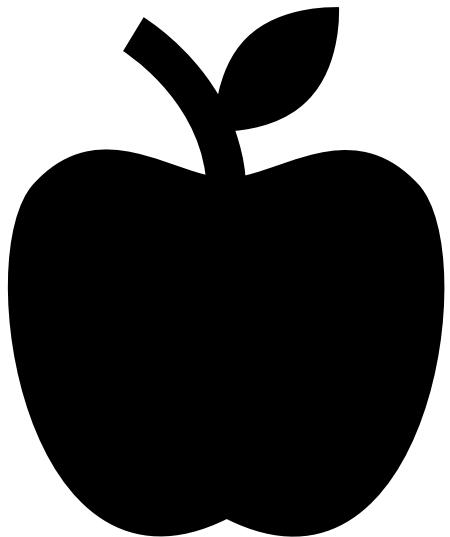


# Online Shopping

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- No one predicted people would be buying clothes, shoes online
- Eyes tested

Technology –  
Over the years

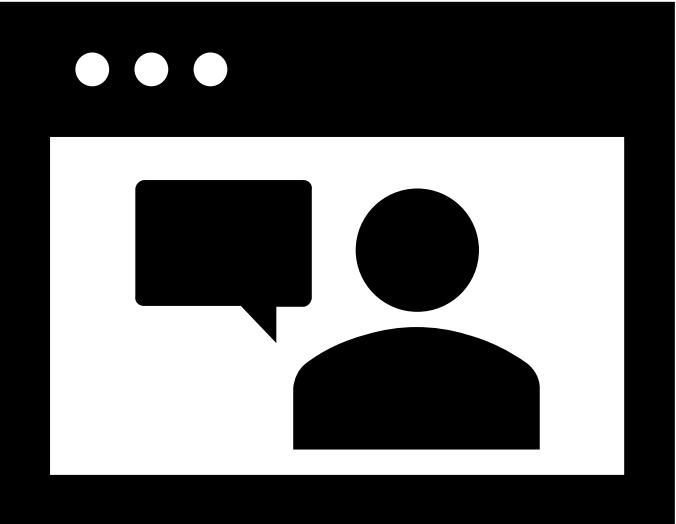


# Smart Phones

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- Business app's now in your hand
- App EconomyMore tooling to work outside the office
- E-commerce/Payments

Technology –  
Over the years



# Video Conferencing

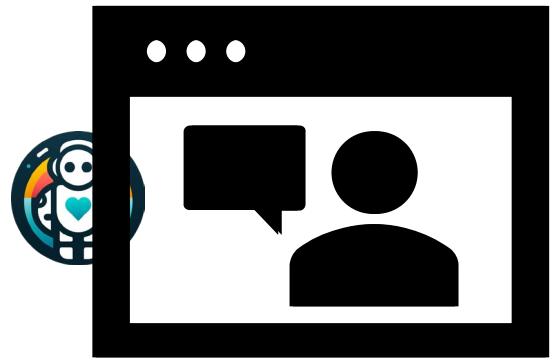
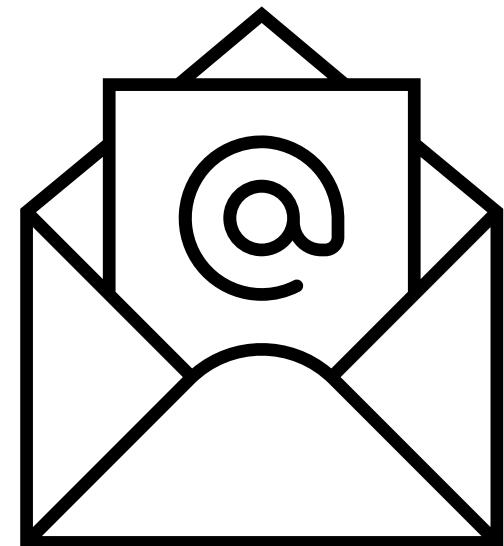
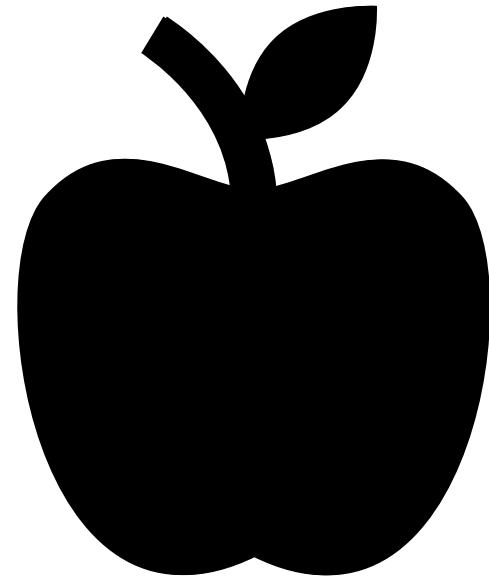
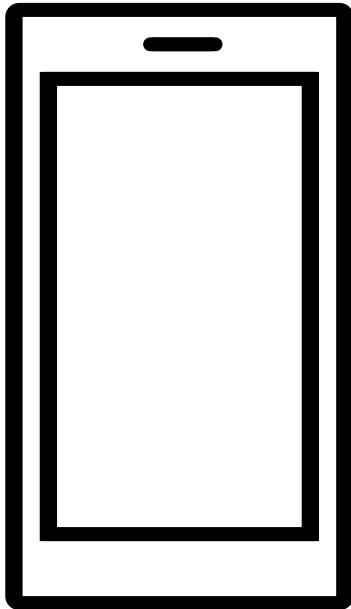
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- Under-talked technology
- Friday – zoom meeting day
- Meeting back to back
- COVID Leveled up remote work

Technology –  
Over the years



# Consistencies



Technology –  
Over the years

# Consistencies

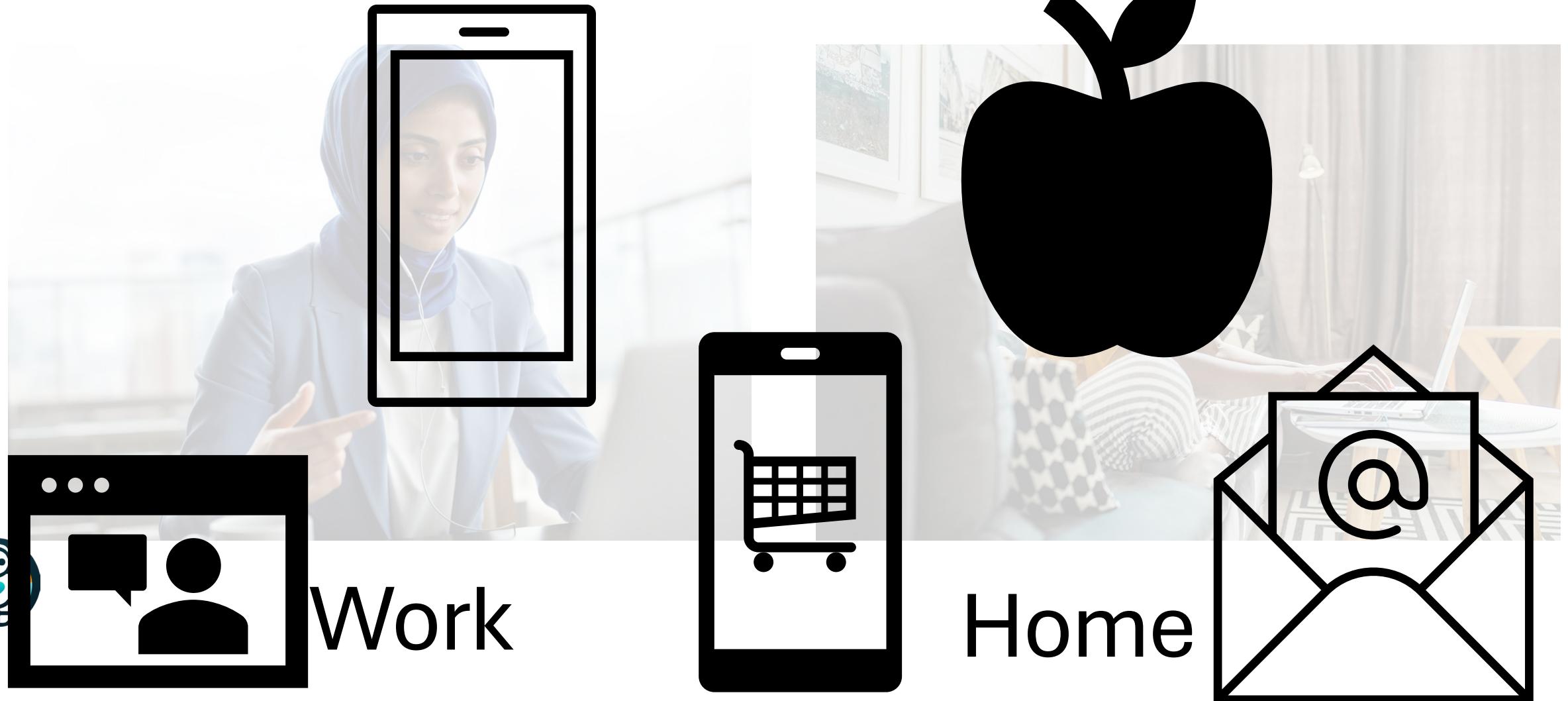


Work

Home

Technology –  
Over the years

# Consistencies



# Consistencies



- Rational people
  - The technology will have to be compatible with a spreadsheet
- 
- They didn't recognize the impact at the time
  - Must be told the story and risk .. AKA Opportunity
  - Understand their mindset
  - Talk about cost reduction

Technology –  
Over the years

A photograph showing a large flock of white sheep. In the center, one black sheep stands out, looking directly at the camera. The sheep are packed closely together, creating a sense of a large group.

Odd Behavior

# FLASHBACK

## Impacts of IT \$\$\$\$

Impact-  
Workplace



1900

Impact-  
Workplace



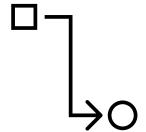
United States  
Steel -

\$ 1<sup>st</sup> \$1.4 billion corp.  
in American history

300,000 employees



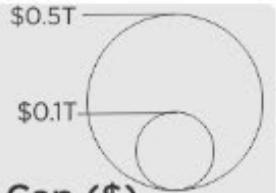
Impact-  
Workplace



Microsoft

amazon

Alphabet



\$1.4T

\$1.28T

\$0.93T

\$1.02T

CEO

Timothy Cook



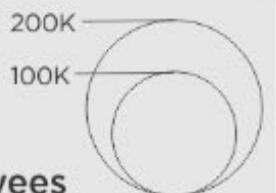
Satya Nadella



Jeff Bezos



Sundar Pichai

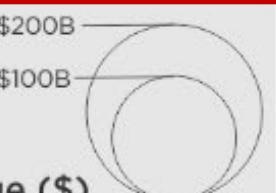


104K

144K

648.5K

114K



\$266B

\$110B

\$233B

\$137B

Impact-  
Workplace

# The Trillion Dollar Club



Employee No 1.  
Head count 1

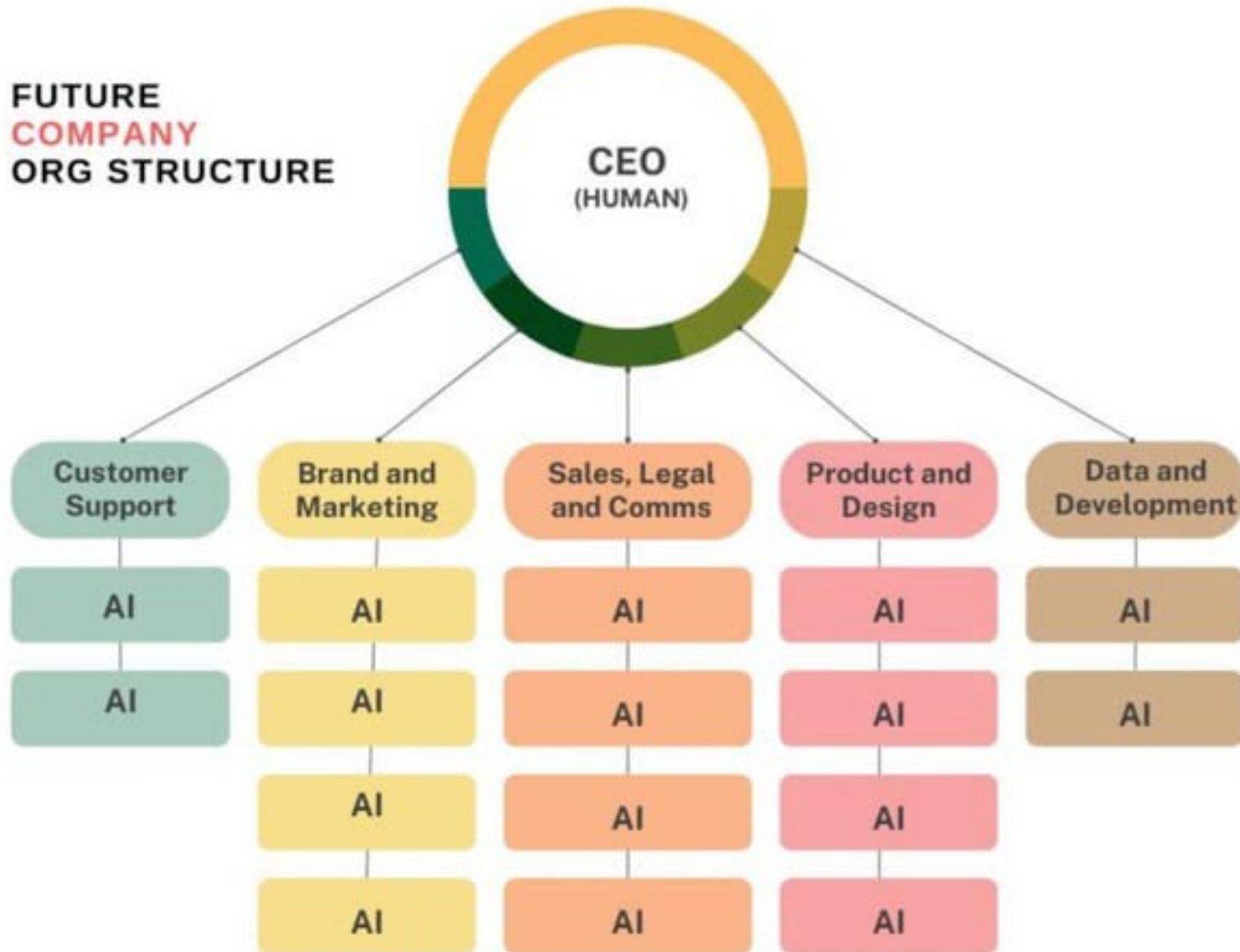


Impact-  
Workplace

# Trend Summary



## FUTURE COMPANY ORG STRUCTURE



# Hiring Impact



WE'RE  
HIRING!

Jobs – There's  
A Problem



 FRED

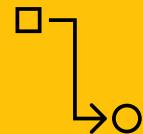
Software Development Job Postings on Indeed in the United States



Source: Indeed via FRED®



# Hiring Impact

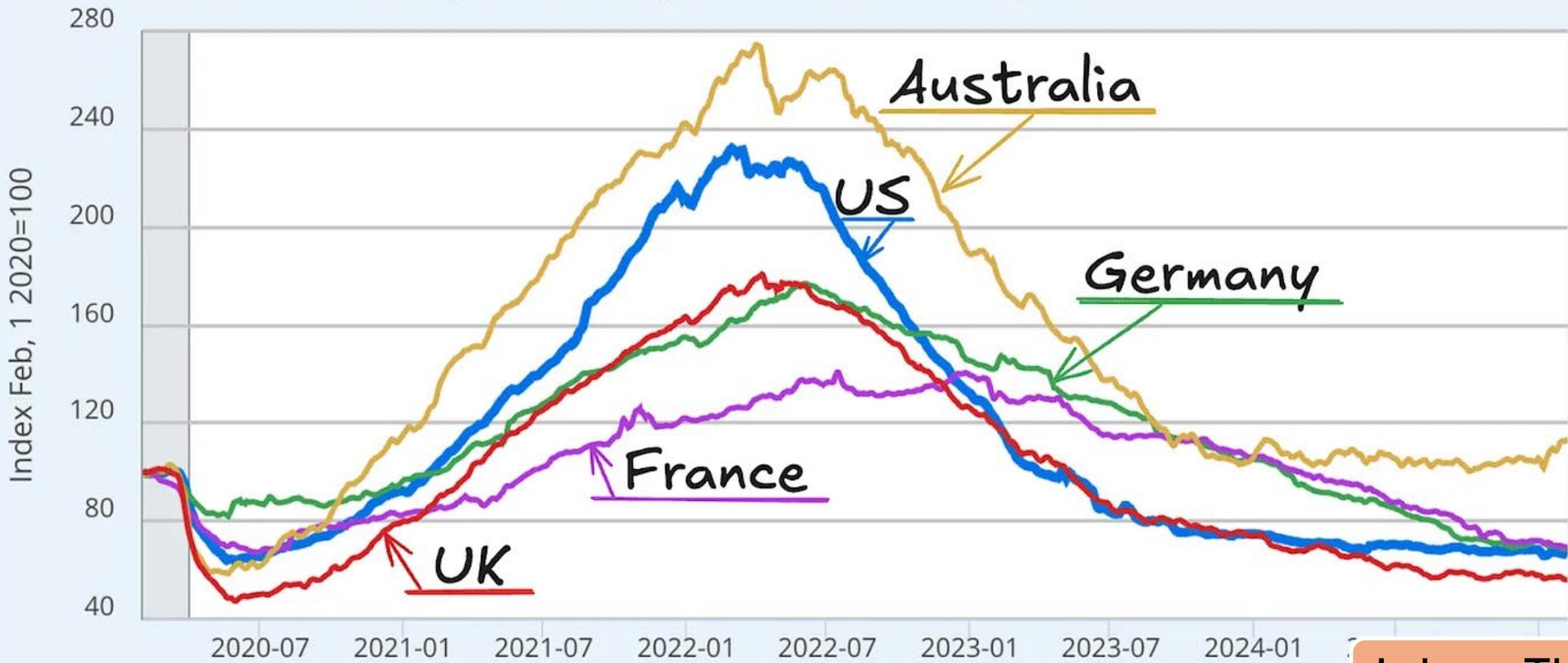


- 65% of the number of vacancies in January 2020 (a 35% decrease!)
- 3.5x fewer vacancies than the mid-2022 peak
- 8% down on 1 year ago



Jobs – There's A Problem

- Software Development Job Postings on Indeed in the United States
- Software Development Job Postings on Indeed in Germany
- Software Development Job Postings on Indeed in France
- Software Development Job Postings on Indeed in Australia
- Software Development Job Postings on Indeed in the United Kingdom



prag

Jobs – There's  
A Problem

# No company for coders. Salesforce won't hire engineers, thanks to AI gains

## Software engineering job openings hit 5-year low amid industry shift

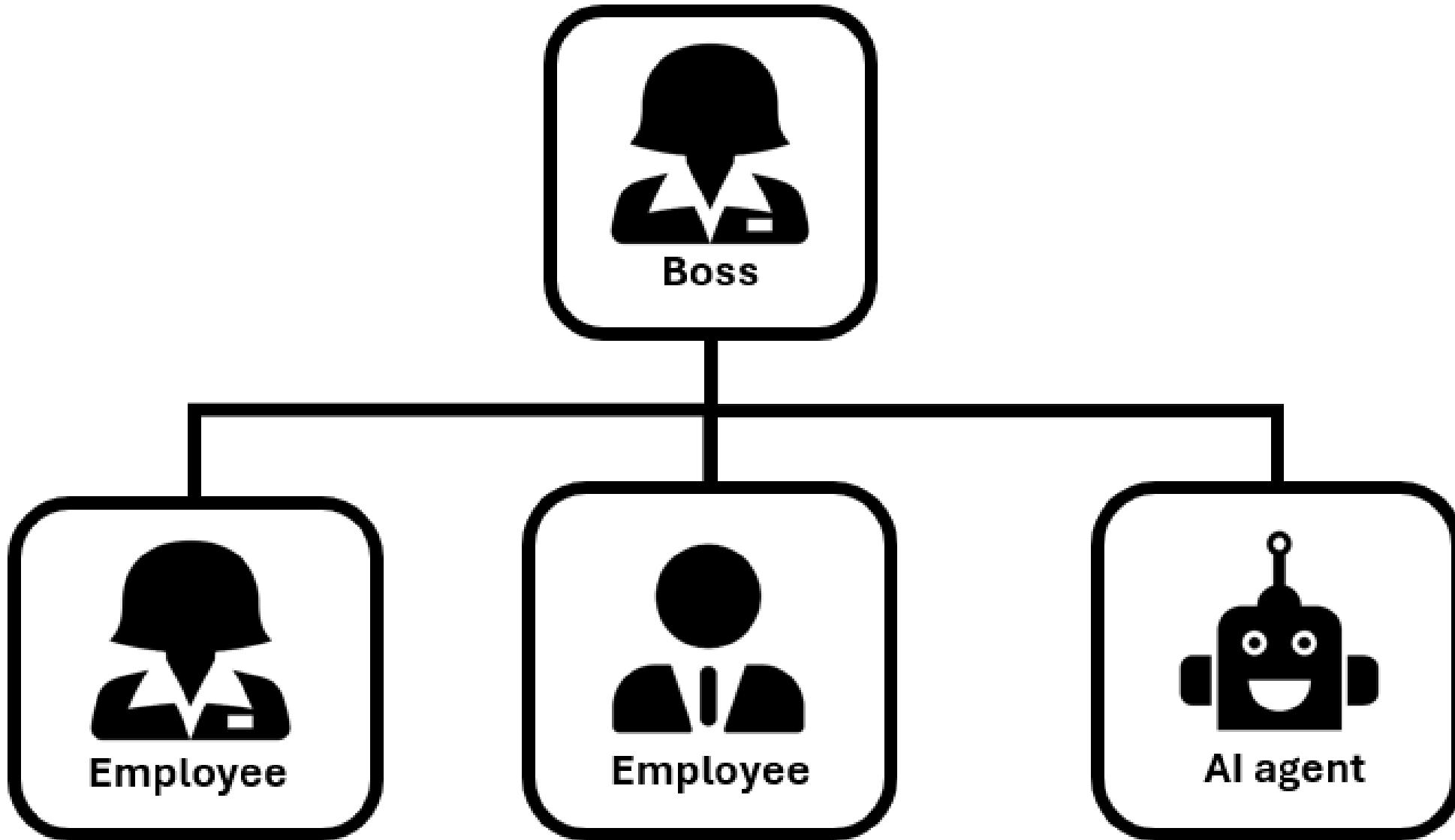
According to an analysis of Indeed job data

### A bad tech job market wants good AI skills



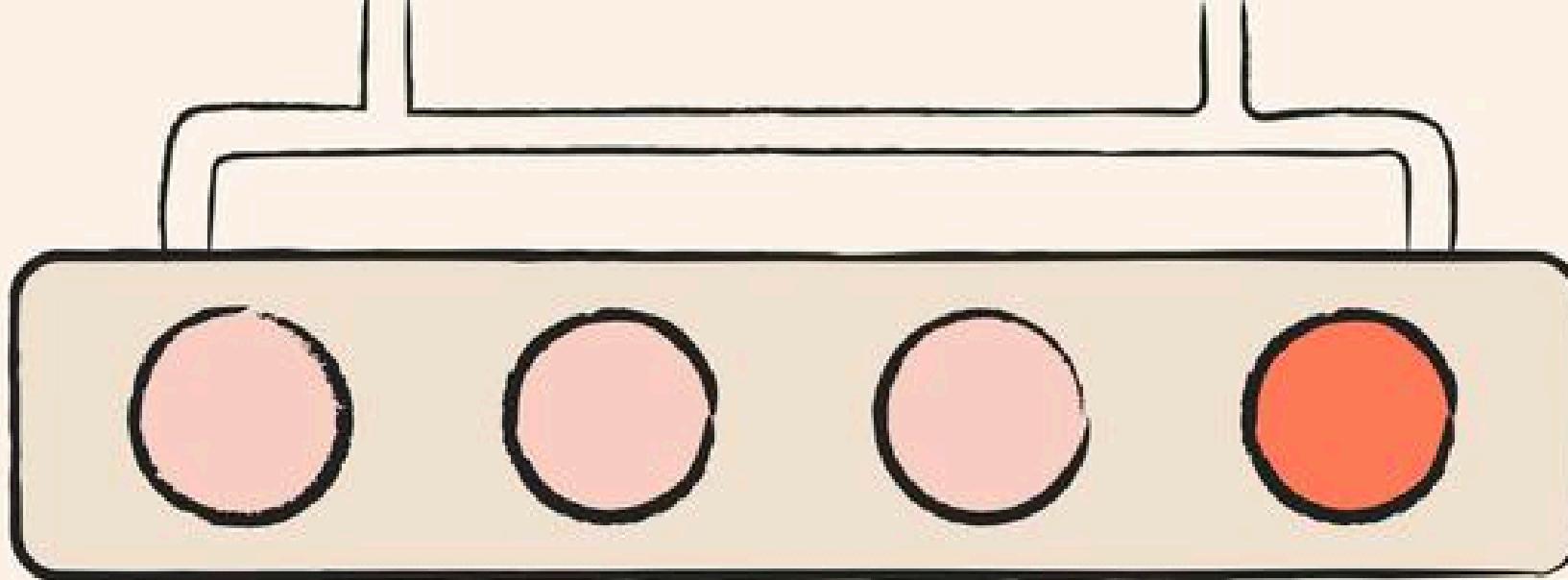
Tech layoffs are on the rise, yet AI skill demand grows, creating a split tech job market that values specialized AI roles amid general employment challenges.

Jobs – There's A Problem



Jobs – There's  
A Problem





## The scoreboard is **changing**.

Careers will no longer be built by span of control, but by innovation density.

## Take a Pause

- You can now do more with less
- Generate more wealth with fewer people
- Cities, companies, humans, and behavior are changing
- Technology has impacts, both socially and economically

Jobs – There's  
A Problem

~~Today: SMB = Small  
Medium Business~~

Tomorrow: SMB = Small  
Mighty Business

- A 50-person company will do what used to take 500 or 5,000 people.

Forget the Fortune 500, we'll have the Freedom 5 Million.





**Moonshot  
Solutions**

**Good AI**

**Good Data**



How do you get  
the moonshot  
in AI?

The background of the image is a dark, grainy night scene. In the foreground, there's a dark, textured surface that looks like a paved road or a path. Behind it, a black metal fence runs horizontally across the frame. Above the fence, several streetlights are visible, their light creating bright, overexposed spots against the dark sky. Bare trees stand behind the fence, their silhouettes dark and intricate. The overall mood is mysterious and somber.

# WHERE DID IT ALL GO WRONG

Where AI  
Goes Wrong

# Where It All Goes Wrong

- How Knowing Nothing Can Be Great Advantage
- Amy Chan



Where AI  
Goes Wrong



Where It All Goes Wrong

Where AI  
Goes Wrong

# Information that makes no sense

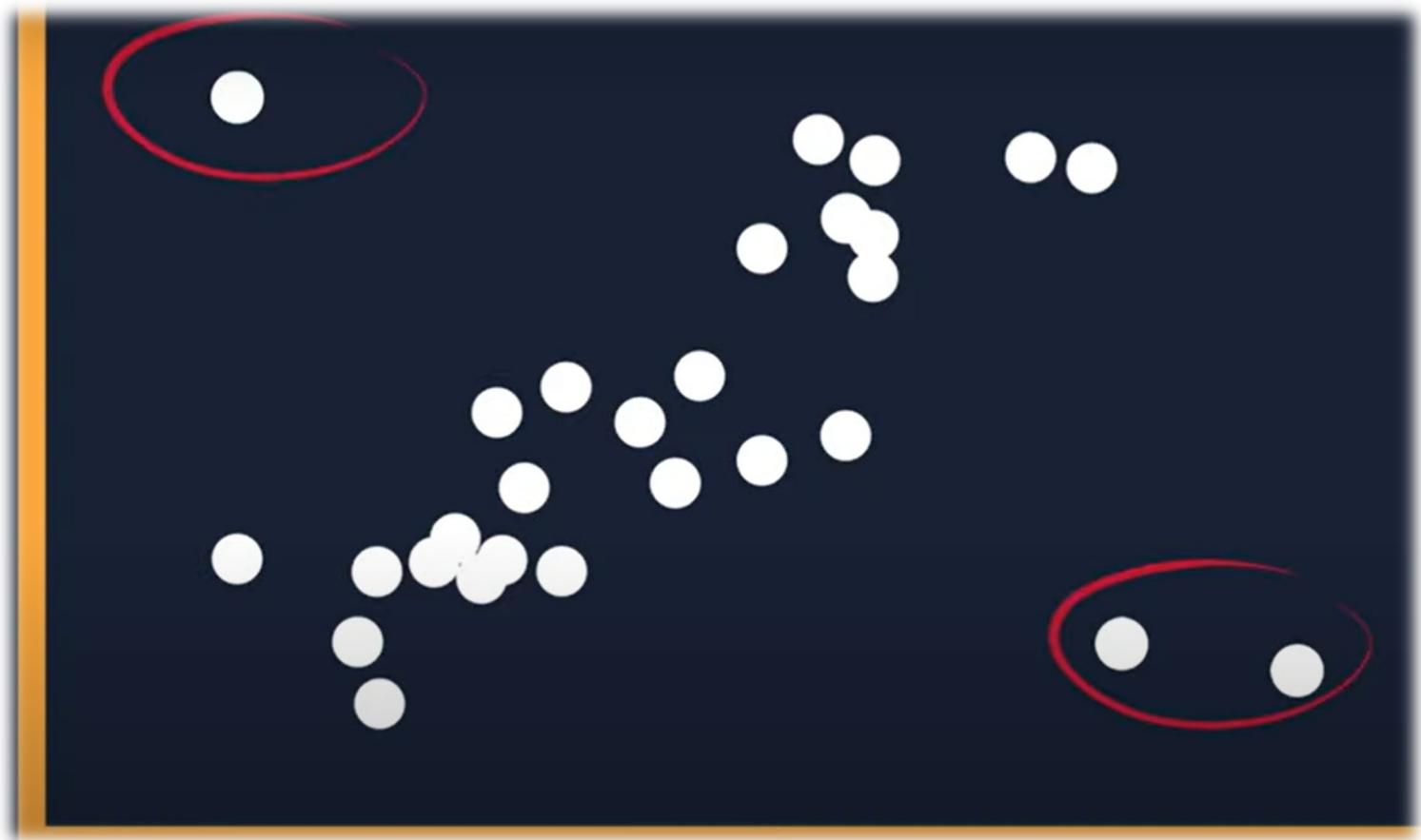


Where AI  
Goes Wrong

# Emotional viewpoint on data



# Edge Effects



Where AI  
Goes Wrong



Edit in Pages

Copy



AI-generated content may be incorrect

whos in the new star wars movie



The new Star Wars movie, titled **Star Wars: Starfighter**, features **Ryan Gosling** in a leading role<sup>1</sup> <sup>2</sup>. Directed by **Shawn Levy**, the film is set to be released in May 2027<sup>1</sup> <sup>2</sup>. The movie will introduce new characters and take place five years after the events of "The Rise of Skywalker"<sup>1</sup>.

Are you excited about this new addition to the Star Wars universe?



1



'Star Wars: Starfighter' mo...

2



Ryan Gosling to star in ne...



All About the New Movie '...

Show more

Where AI  
Goes Wrong



Are you excited about this new addition to the Star Wars universe?



1



'Star Wars: Starfighter' mo...



2



Ryan Gosling to star in ne...



All About the New Movie '...

Show more



Edit in Pages



Copy



Share



AI-generated content may be incorrect

With Ryan Gosling in it can you suggest a name for the new movie

Copilot

Sure! Here are a few suggestions for a Star Wars movie featuring Ryan Gosling:

1. **Star Wars: The Galactic Maverick** - highlighting Gosling's character as a daring pilot.
2. **Star Wars: Echoes of the Force** - suggesting a deeper connection to the Force.
3. **Star Wars: The Rogue Squadron** - focusing on a team of elite pilots.

Which one do you think fits best? Or do you have another idea in mind?

I like 'The Galactic Maverick'.

What about a darker title?

Can you suggest more names?



Where AI  
Goes Wrong



## Where AI Goes Wrong

### Gauge the temperature

Give me a concise summary of recent news about [product or company]

### Show me the result

Execute and explain this code...

### Get instructions

Give me step-by-step instructions for making an Instagram Reel

### Kickstart a draft

Draft an email to [person] about...

### Make an informed decision

Create a table that compares top-selling office printers

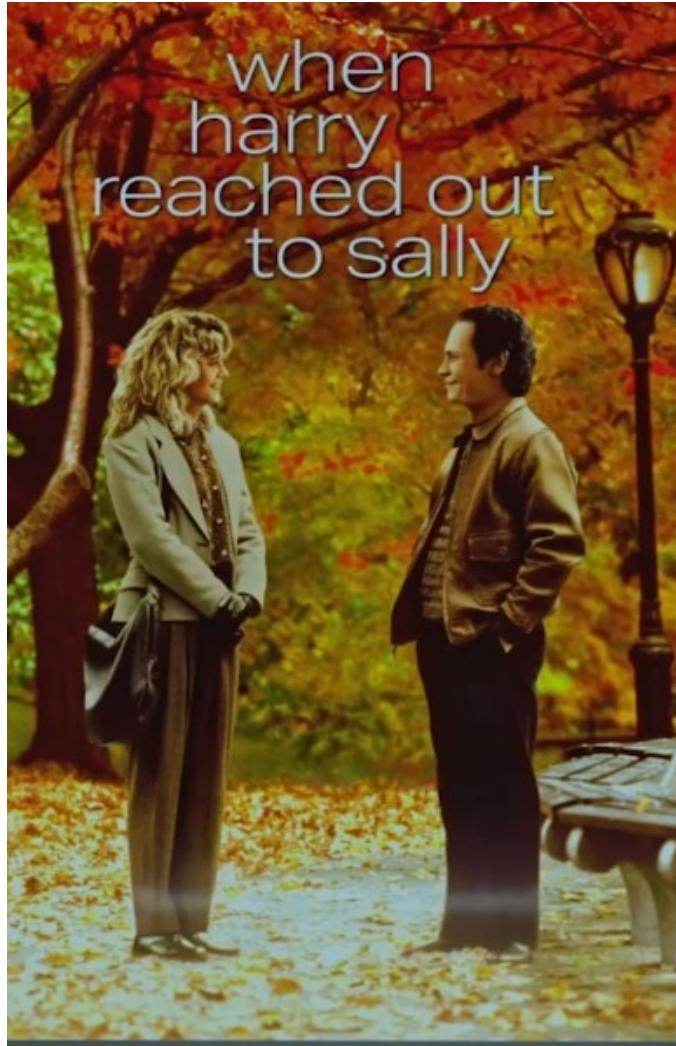
### Understand the main points

List key points from this document:  
[upload file]



What would be the name of this movie? In 1977, college graduates Harry Burns (Billy Crystal) and Sally Albright (Meg Ryan) share a contentious car ride from Chicago to New York, during which they argue about whether men and women can ever truly be strictly platonic friends. Ten years later, Harry and Sally





Where AI  
Goes Wrong

# Where AI Goes Wrong



## Copilot

### Compare trends

Compare 10 of the most innovative and creative workplace designs

### Get more done

What are 5 - 6 ways to beat procrastination?

### CSS at a glance

What are three popular CSS techniques to lay out responsive web apps?

### Dive deep

Can you provide a comprehensive list of questions to ask about [space exploration technologies] to

### Highlight the differences

Compare these files grouped by differences in formatting, structure, and content: [upload files]

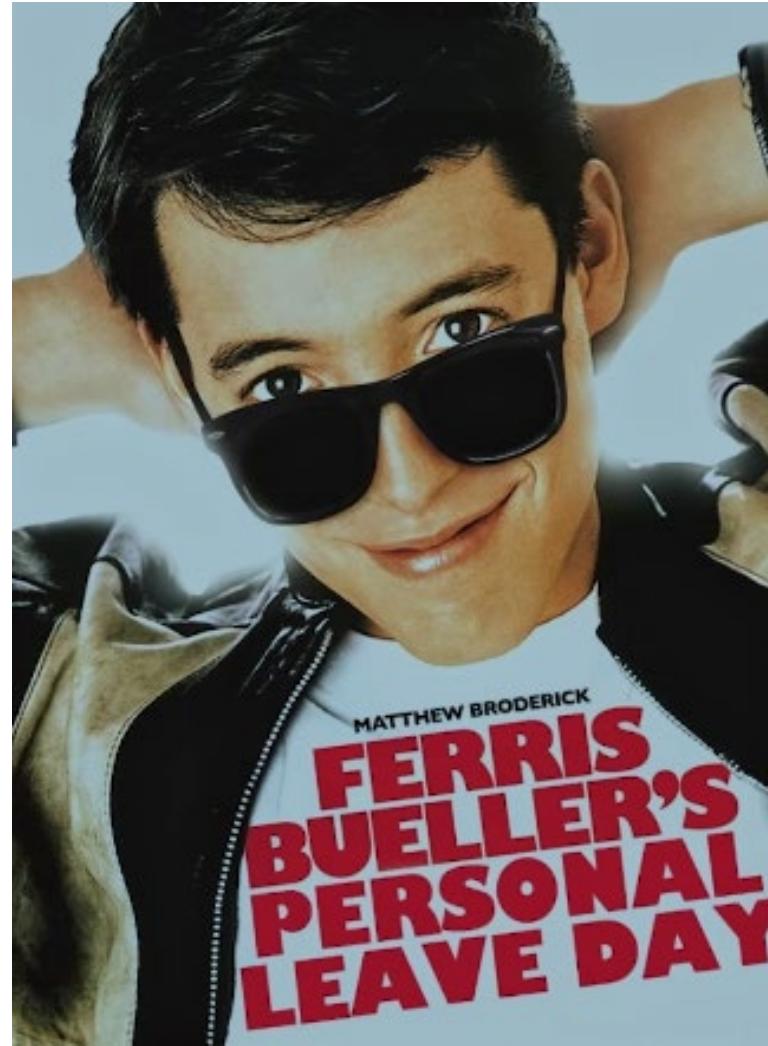
### Inject humor

Suggest ways to add some fun and humor into this presentation: [upload file]

Give this movie a title? Ferris Bueller has an uncanny skill at cutting classes and getting away with it. Intending to make one last duck-out before graduation, Ferris calls in sick, "borrows" a Ferrari, and embarks on a one-day journey through the streets of Chicago. On Ferris' trail is high school principal

0





Where AI  
Goes Wrong



# Copilot

## Where AI Goes Wrong

### Gauge the temperature

Give me a concise summary of recent news about [product or company]

### Show me the result

Execute and explain this code...

### Get instructions

Give me step-by-step instructions for making an Instagram Reel

### Kickstart a draft

Draft an email to [person] about...

### Make an informed decision

Create a table that compares top-selling office printers

### Understand the main points

List key points from this document:  
[upload file]

What movie is this: Professional thief Danny Ocean is released after four years in a New Jersey prison. He travels to Los Angeles and reunites with friend and colleague Rusty Ryan. They travel to Las Vegas to secure financial backing from wealthy friend Reuben Tishkoff for a multi-million dollar heist to rob three



GEORGE  
CLOONEY MATT DAMON ANDY GARCIA BRAD PITT JULIA ROBERTS

OCEAN'S v11.2.1\_Final\_USE THIS



Where AI  
Goes Wrong



# How to create Moonshot solutions with AI

AI  
Moonshots

# 3 Options

---

AI  
Moonshots

01

Solve a problem  
that is better than  
other people

02

Solve a problem  
that no one knew  
existed

03

Solve a problem  
that everyone  
knows about, but  
is hard to solve



## 01

Solve a problem  
that is better than  
other people



TAXI

UBER

02

Solve a problem  
that no one knew  
existed





AI  
Moonshots

It's nearly been an hour.

## 03

Solve a problem  
that everyone  
knows about, but  
is hard to solve



# Making things quicker and cheaper isn't always a win



The screenshot shows the KAYAK mobile application interface. At the top, there's a flight search bar with departure from SFO on 17 Jan - 19 Jan and arrival to NYC on 15 Oct. Below it, a banner says "Your flight travel policy". The search results are filtered by "Best".

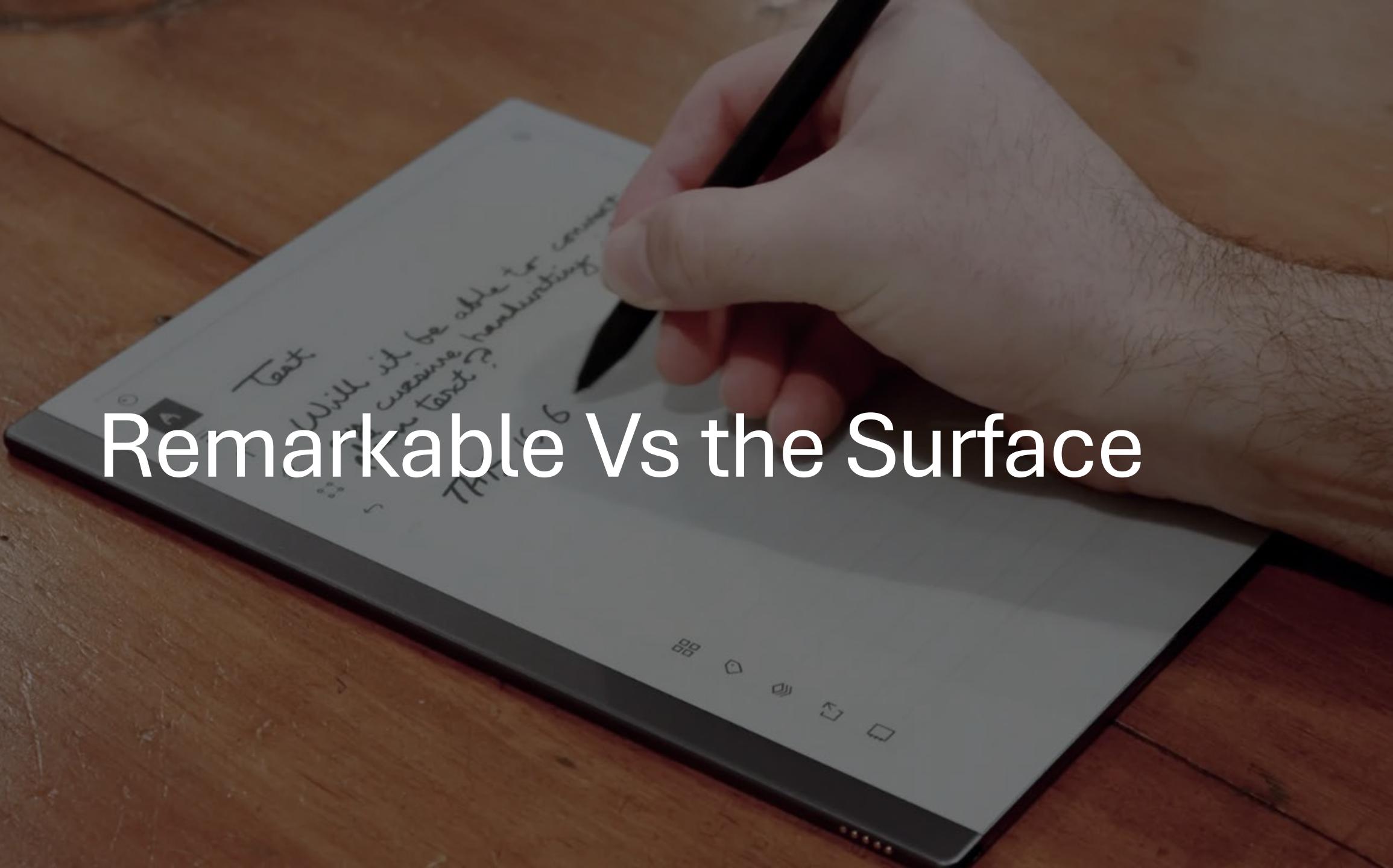
**Flight Results:**

- NYC - SFO** (17 Jan - 19 Jan, 1 pax)
  - 10:15a** (02/10) - **3:35p** (05/10) | **\$248** (5 sites). Status: **In Policy**.
  - 11:15a** (02/10) - **7:37p** (05/10) | **\$370** (8 sites). Status: **Out of Policy**.
  - 4:00p** (02/10) - **7:08p** (05/10) | **\$395** (8 sites). Status: **Out of Policy**.

**Hotel Results:**

- Grand City Hotel**, San Francisco, **★★★★ Excellent 9.8**, **\$134** (16 sites). Status: **In Policy**.
- Down Town Inn**, San Francisco, **★★★★ Excellent 9.5**, **\$215** (8 sites). Status: **Out of Policy**.

# Remarkable Vs the Surface



# Dyson - No Data



# Creating Value / Perceived Value





# Wrap Up

Technology – Over the years

Impact- Workplace

Jobs – There's A Problem

Where AI Goes Wrong

AI Moonshots

Quote: All companies are  
technology companies

The companies that scale will be data companies

# Waggle Dance



# Ride The Wave



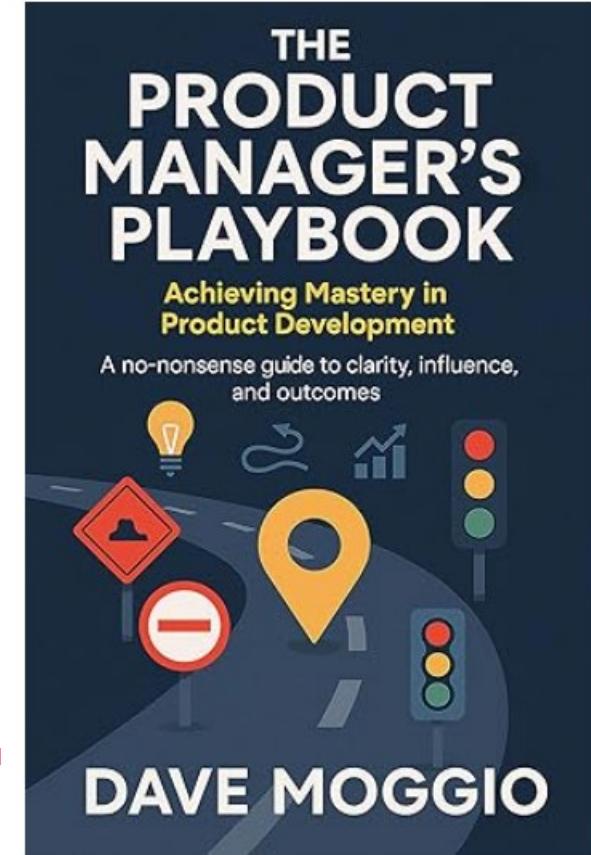
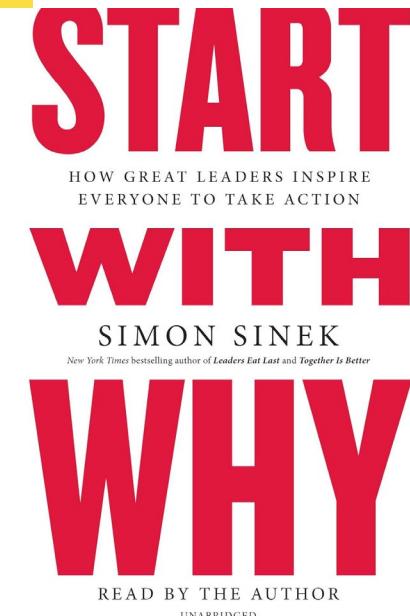
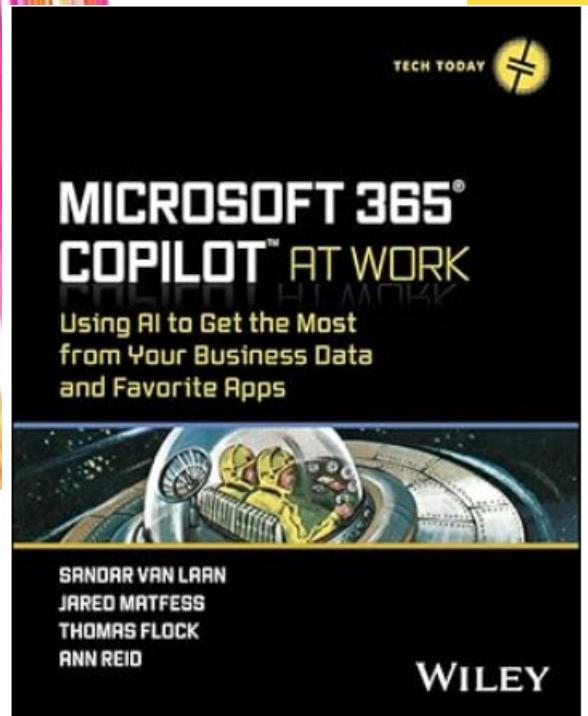
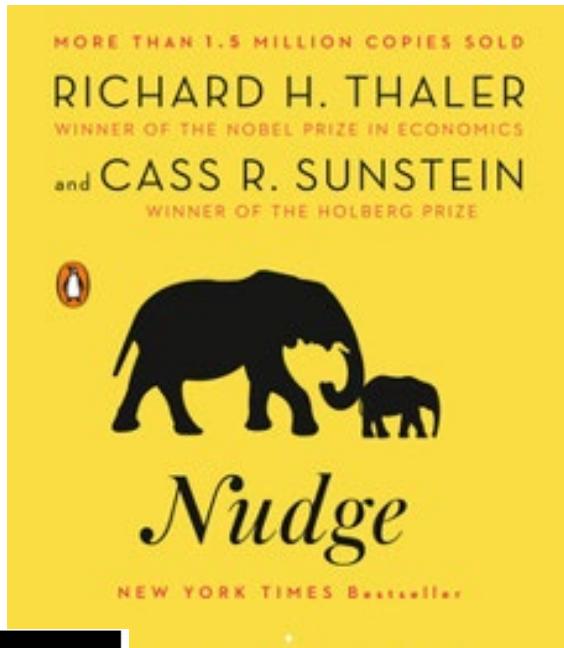
# My Reading List

INSTANT NEW YORK TIMES BESTSELLER

REID HOFFMAN  
+ GREG BEATO

What Could Possibly Go Right with Our AI Future

## SUPERAGENCY



# Please share your event and session feedback!



<http://aka.ms/MSIgniteNYCSurvey>



<http://aka.ms/MSIgniteNYCSessionsSurvey>

Enjoy The Day ☺



Remember, Copilot is the UI for AI



Peter Ward

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