

[KIC Silicon Valley Innovation Workshop]

Silicon Valley's Cultural Engine of Innovation and Disruption

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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 @ Amazon.com, Inc., Vancouver, BC, Canada – 2020
- Principal Engineer @ Software R&D Center, DS Division, Samsung, Korea – 2017
- Principal Engineer @ Strategic Marketing & Sales Team, Samsung, Korea – 2016
- Principal Engineer @ DT Team, DRAM Development Lab, Samsung, Korea – 2015
- Senior Engineer @ CAE Team, Samsung, Korea – 2012
- PhD - Electrical Engineering @ Stanford University, CA, USA – 2004
- Development Engineer @ Voyan, Santa Clara, CA, USA – 2001
- MS - Electrical Engineering @ Stanford University, CA, USA – 1999
- BS - Electrical & Computer Engineering @ Seoul National University 1994 – 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 - anomaly detection, deep RL, and recommender system
 - Jeff Bezos's project - boosted up sales by *\$200M* via Amazon Mobile Shopping App
- *Co-Founder & CTO* / Global R&D Head & Chief Applied Scientist @ Gauss Labs, Inc.
- *Co-Founder & CTO* - AI Technology & Business Development @ Erudio Bio, Inc.

Today

- Silicon Valley's Cultural Engine of Innovation and Disruption - 5
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 - Innovation ecosystem of Silicon Valley
 - Case study: Amazon - amazing differentiators of big techs
 - Founding and scaling startups
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Silicon Valley's Cultural Engine of Innovation and Disruption

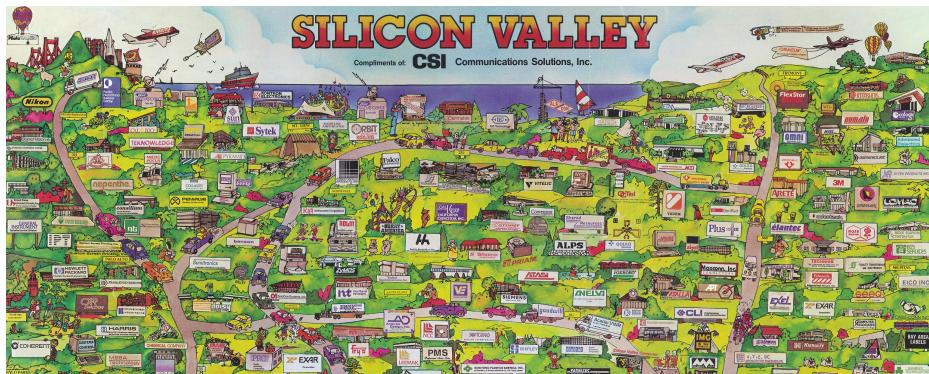
My journey from Samsung, Amazon & Gauss Labs to Erudio Bio

- Samsung Semiconductor, Inc.
 - inception into industry from academia
 - work with amazing engineers and leaders of the world's best memory chip maker!
- Amazon.com, Inc.
 - experience so-called Silicon Valley big tech culture and technology
 - set tone for my future career trajectory!
- Gauss Labs, Inc.
 - found & operate AI startup, shaping corporate culture & spearheading R&D as CTO
 - inherent challenges of Korean conglomerate spin-off startup - cultural constraints, over-capitalization, and leadership limitations
- Erudio Bio, Inc.
 - concrete & tangible bio-technology in addition to AI
 - good decisions about business models, market fit, go-to-market (GTM) strategies



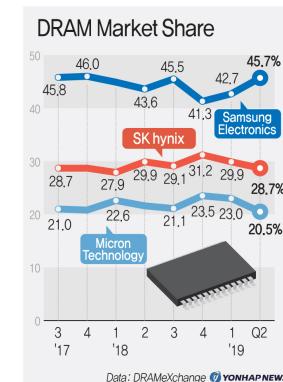
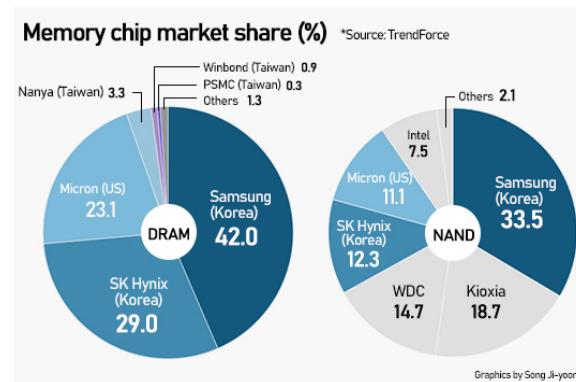
Innovation ecosystem of Silicon Valley

- key characteristics
 - risk-taking culture, trust in technology
 - easy access to huge capital - VCs, angel investors alike
 - talent density - engineers, entrepreneurs, researchers, scientists
 - diversity, “collision density” of ideas
 - ecosystem of collaboration and competition - startups, academia, industry leaders
- what they mean for global big tech
 - set trends in AI, software & hardware innovation
 - act as testing ground for disruptive ideas



Case study: Amazon - amazing differentiators of big techs

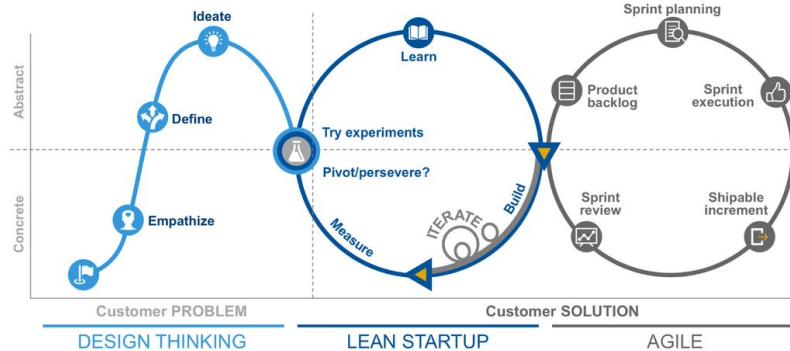
- Amazon's culture & leadership principles
 - customer obsession as driver of innovation
 - high standards & ownership culture
 - bias for action and long-term thinking - sounds contradictory?
 - mechanisms like “two-pizza teams” & “Day One” for scalability
- lessons for Samsung
 - applying customer-centric innovation in hardware & AI, e.g., on-device AI
 - balancing agility with long-term R&D
 - *build / adapt / apply on the core strength of Samsung that no other company has!*



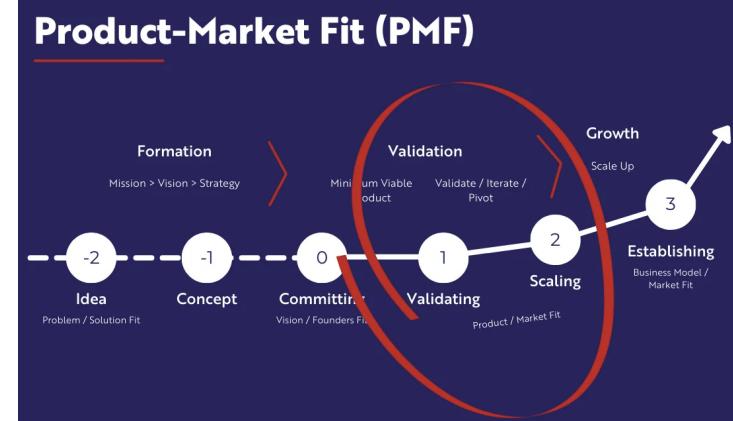
Founding and scaling startups

- challenges
 - competence of and chemistry among co-founders crucial
 - technology & great team are *necessary*, but *not sufficient (at all!)* for success
 - business models, market fit, timing, agility, flexibility for pivoting and perseverance
- insight
 - importance of domain expertise in addition to AI
 - balancing innovation with good business decisions

Combine Design Thinking, Lean Startup and Agile

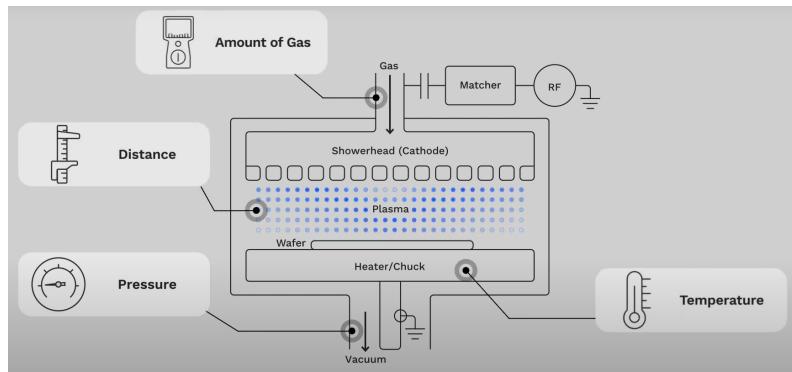


Product-Market Fit (PMF)



AI in shaping future of semiconductor and beyond

- opportunities
 - computer vision applications, *e.g.*, defect inspection, (failure) pattern classification
 - AI-driven optimization in manufacturing, quality control
- challenges
 - data quality, accessibility, *e.g.*, integration with legacy systems
 - demand for extreme accuracy, concept drift & shift
- *bad* examples
 - predictive maintenance - extremely hard (or impossible) problem



Bridging Silicon Valley & Korea

- cultural differences
 - risk appetite & failure tolerance
 - decision-making speed and hierarchy
 - innovation vs execution focus
- opportunities for collaboration
 - leveraging Korea's manufacturing expertise with Silicon Valley's software/AI strengths
 - building global teams with diverse perspectives



To be successful . . .

- embrace customer-centric mindset in innovation and for business decisions
- balance agility with long-term vision
- foster cross-cultural collaboration for global impact
- ((very) strategically and carefully) leverage AI to solve real-world industrial challenges



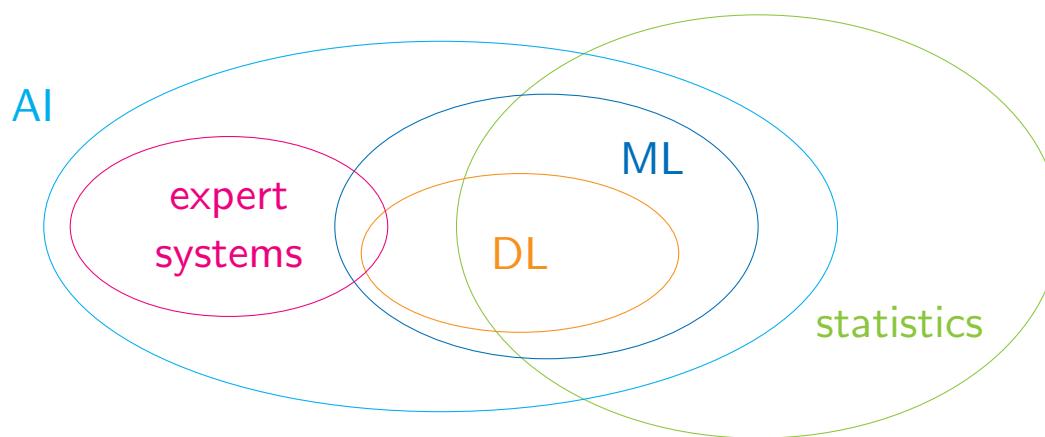
Appendices

Artificial Intelligence

Definition and History

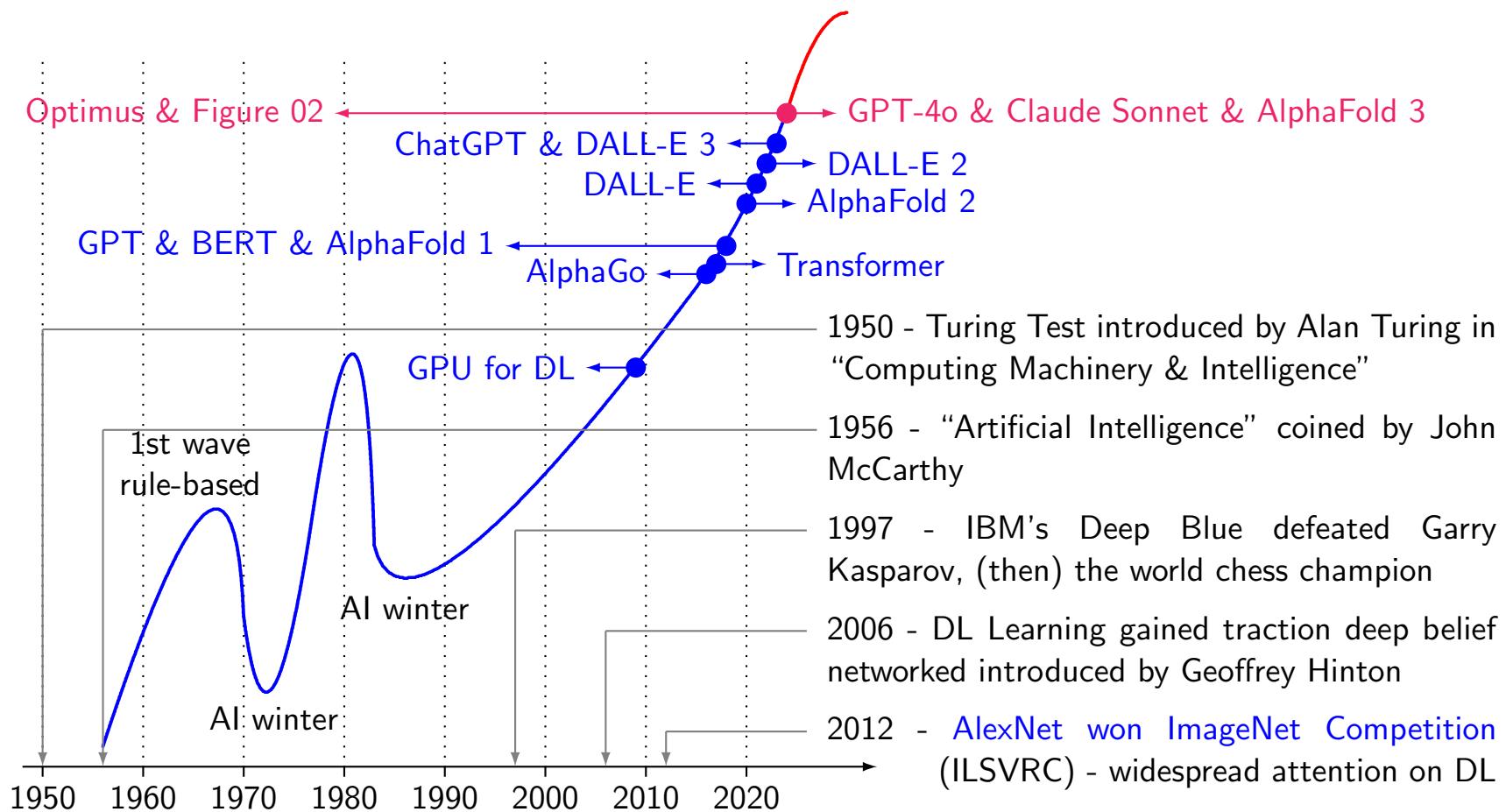
Definition & relation to other technologies

- 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 system¹ [HGH⁺22]



¹ML: machine learning & DL: deep learning

History



Significant AI Achievements - 2014 – 2025

Deep learning revolution

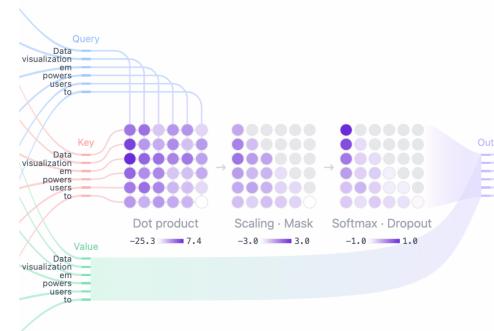
- 2012 – 2015 - DL revolution²
 - CNNs demonstrated exceptional performance in image recognition, e.g., *AlexNet's victory in ImageNet competition*
 - widespread adoption of DL learning in CV transforming industries
- 2016 - AlphaGo defeats human Go champion
 - DeepMind's AlphaGo defeated world champion in Go, extremely complex game *believed to be beyond AI's reach*
 - significant milestone in RL - AI's potential in solving complex & strategic problems



²CV: computer vision, NN: neural network, CNN: convolutional NN, RL: reinforcement learning

Transformer changes everything

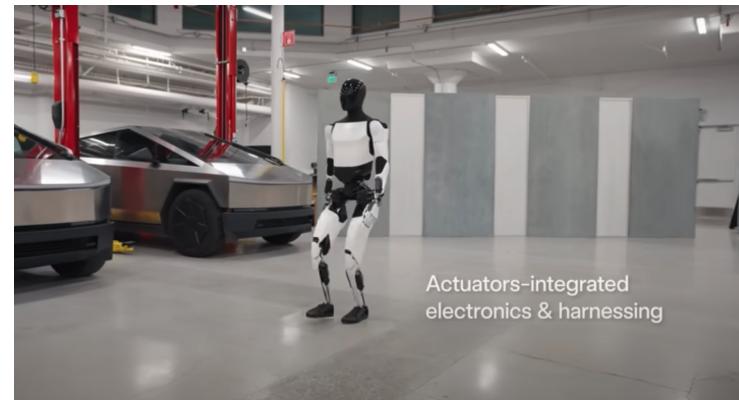
- 2017 – 2018 - Transformers & NLP breakthroughs³
 - *Transformer (e.g., BERT & GPT) revolutionized NLP*
 - major advancements in, *e.g.*, machine translation & chatbots
- 2020 - AI in healthcare – AlphaFold & beyond
 - DeepMind's *AlphaFold solves 50-year-old protein folding problem* predicting 3D protein structures with remarkable accuracy
 - accelerates drug discovery and personalized medicine - offering new insights into diseases and potential treatments



³NLP: natural language processing, GPT: generative pre-trained transformer

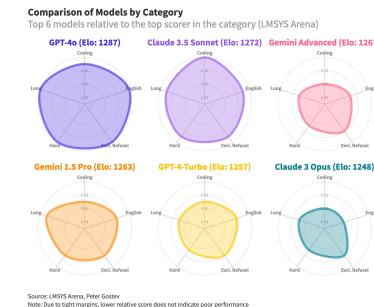
Lots of breakthroughs in AI technology and applications in 2024

- proliferation of advanced AI models
 - GPT-4o, Claude Sonnet, Claude 3 series, Llama 3, Sora, Gemini
 - *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*



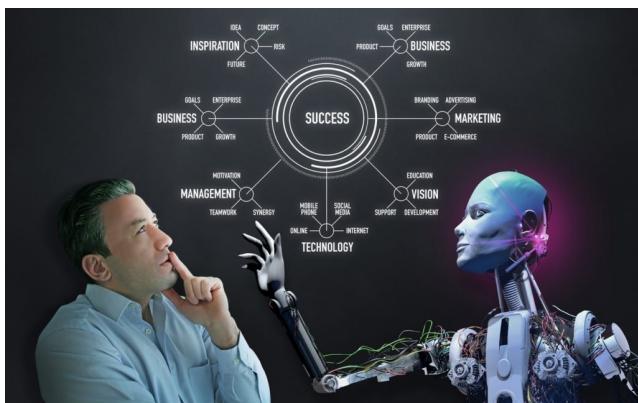
Major AI Breakthroughs in 2025

- next-generation foundation models
 - GPT-5 and Claude 4 demonstrate emergent reasoning abilities
 - open-source models achieving parity with leading commercial systems from 2024
- hardware innovations
 - NVIDIA's Blackwell successor architecture delivering 3-4x performance improvement
 - AMD's MI350 accelerators challenging NVIDIA's market dominance
- AI-human collaboration systems
 - seamless multimodal interfaces enabling natural human-AI collaboration
 - AI systems effectively explaining reasoning and recommendations
 - augmented reality interfaces providing real-time AI assistance in professional contexts



Transformative impact of AI - reshaping industries, work & society

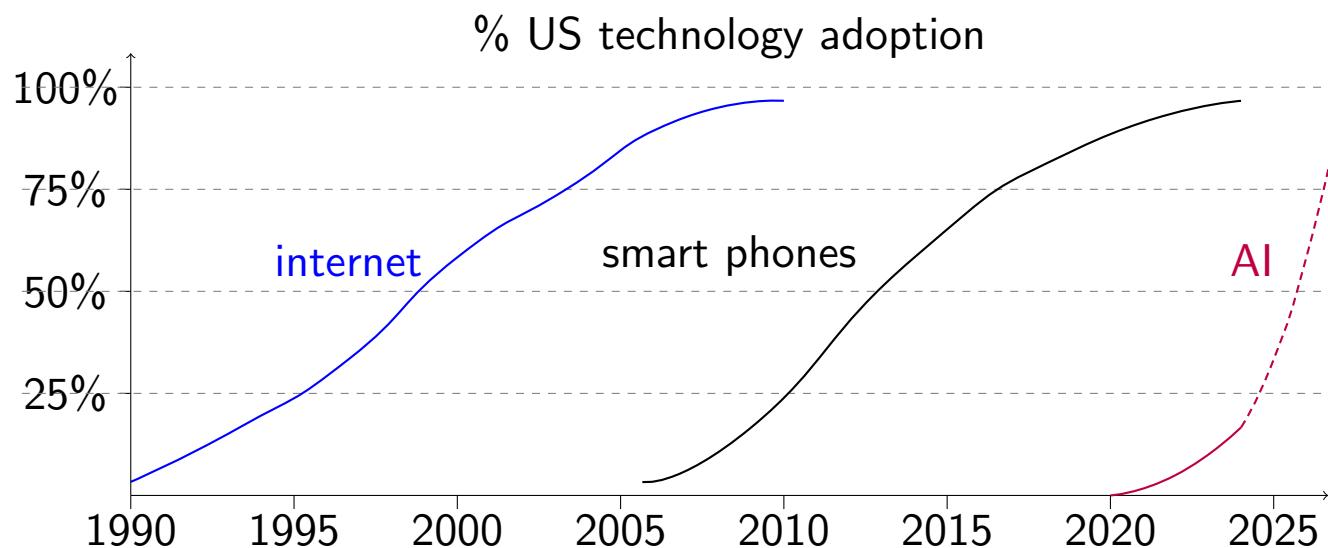
- accelerating human-AI collaboration
 - not only reshaping industries but *altering how humans interact with technology*
 - AI's role as collaborator and augmentor redefines productivity, creativity, the way we address global challenges, e.g., *sustainability & healthcare*
- AI-driven automation *transforms 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*



Measuring AI's Ascent

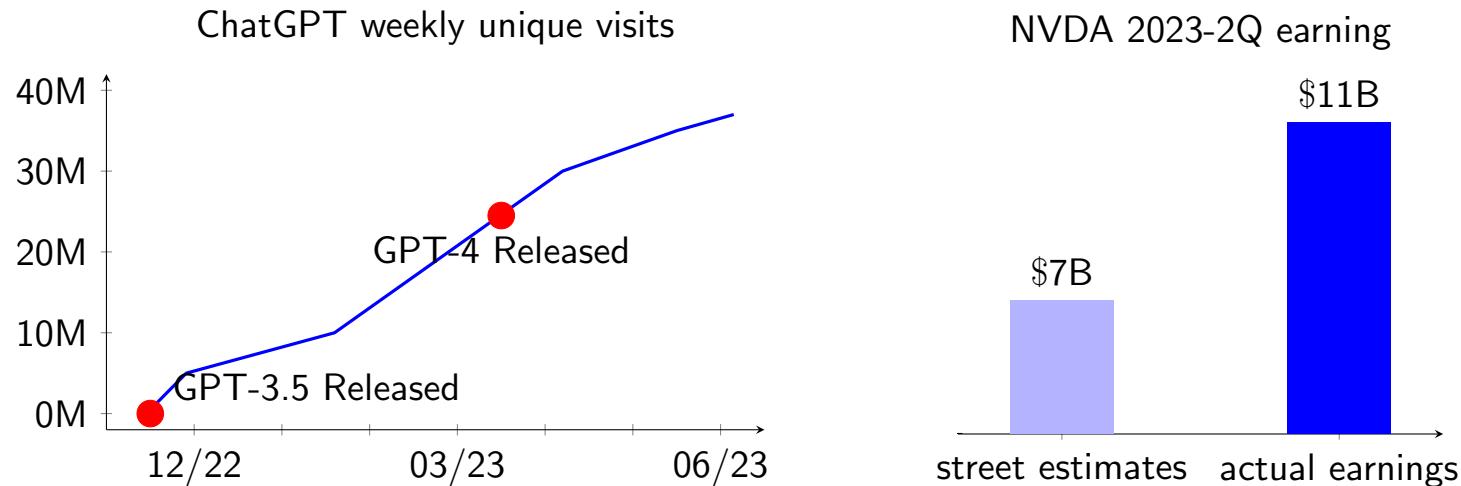
Where are we in AI today?

- 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

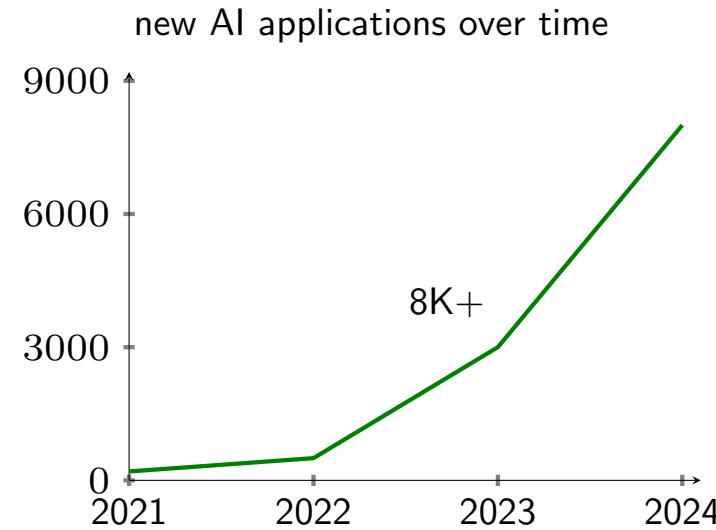
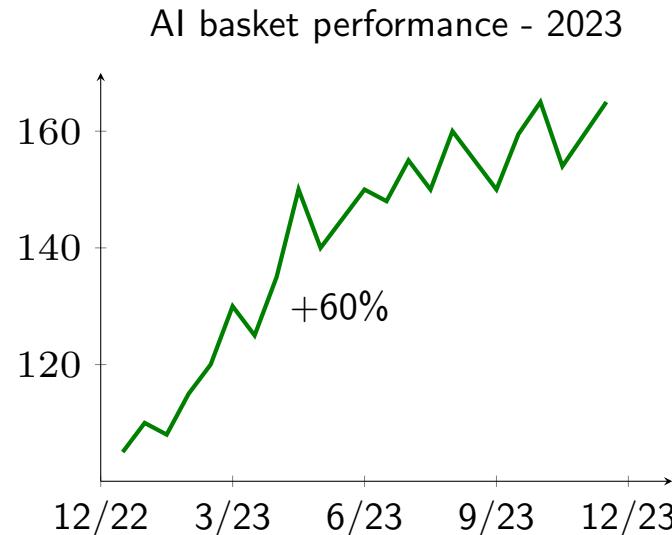
- took only *5 months for ChatGPT users to reach 35M*
- NVIDIA 2023 Q2 earning exceeds market expectation by big margin - \$7B vs \$13.5B
 - surprisingly, *101% year-to-year growth*
 - even more surprisingly *gross margin was 71.2%* - up from 43.5% in previous year⁴



⁴source - Bloomberg

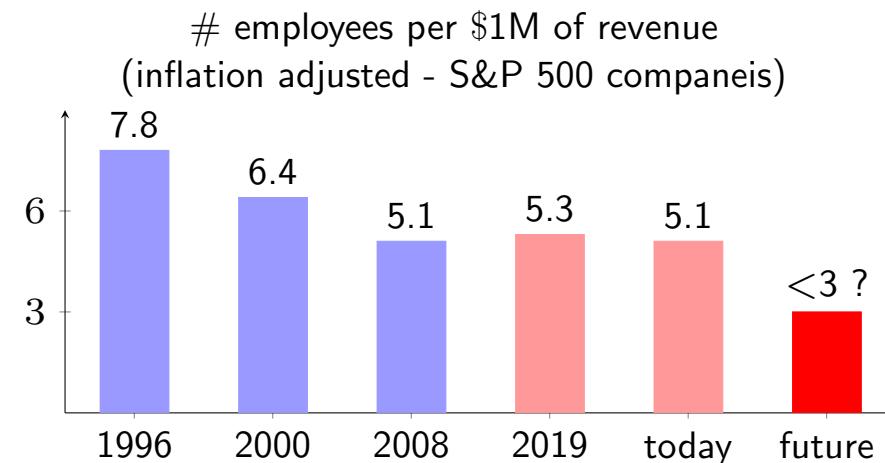
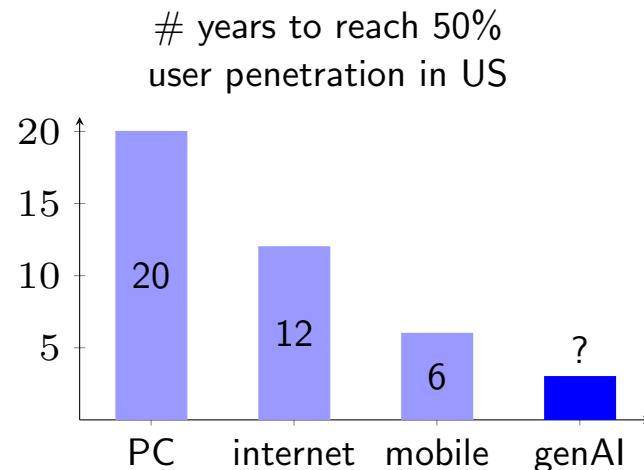
Explosion of AI ecosystems - AI stock market

- *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



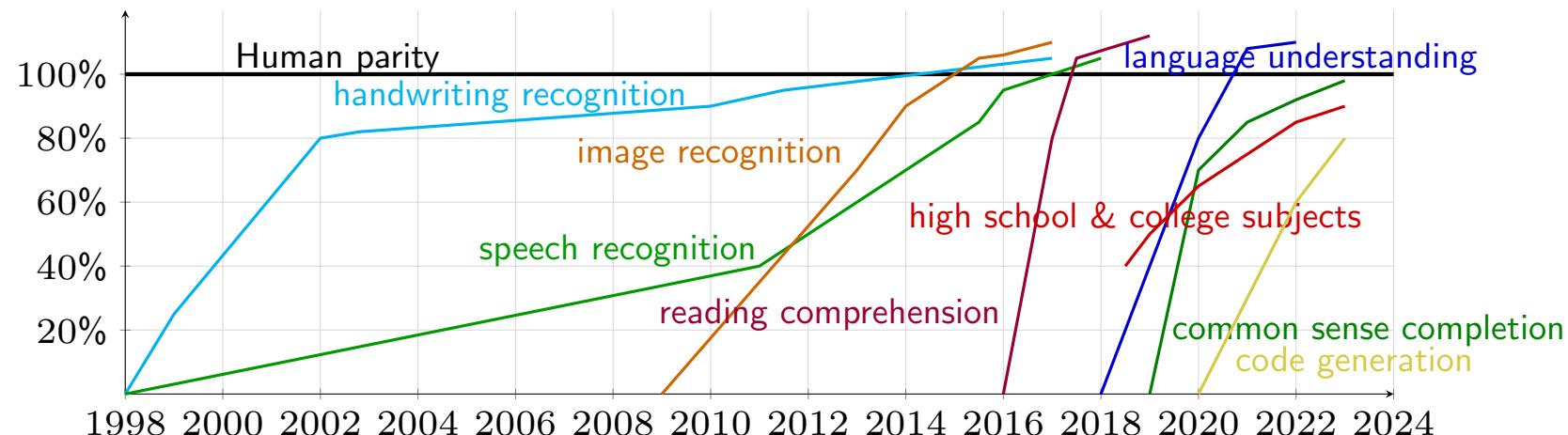
AI's transformative impact - adoption speed & economic potential

- 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



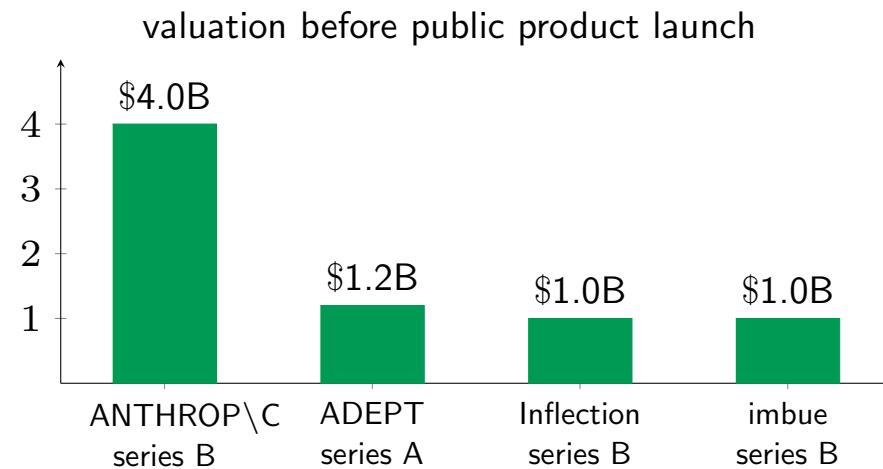
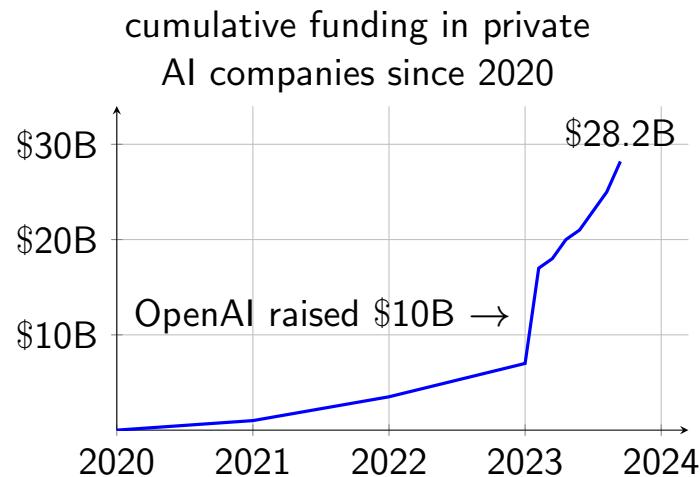
AI getting more & more faster

- 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



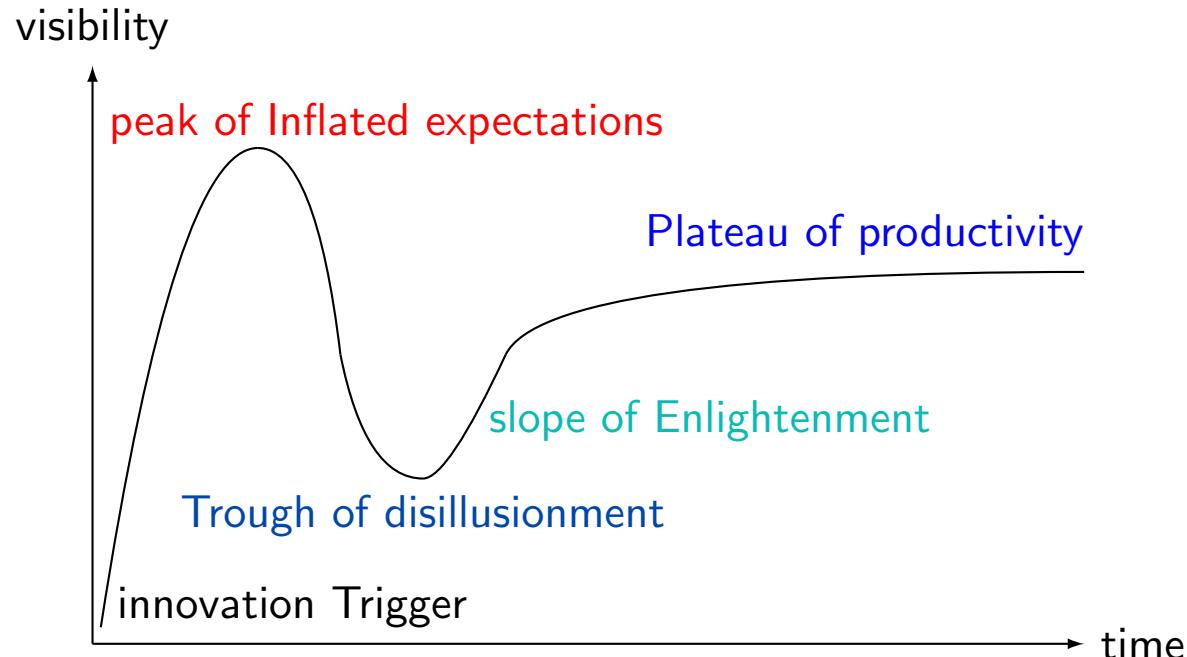
Massive investment in AI

- *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*



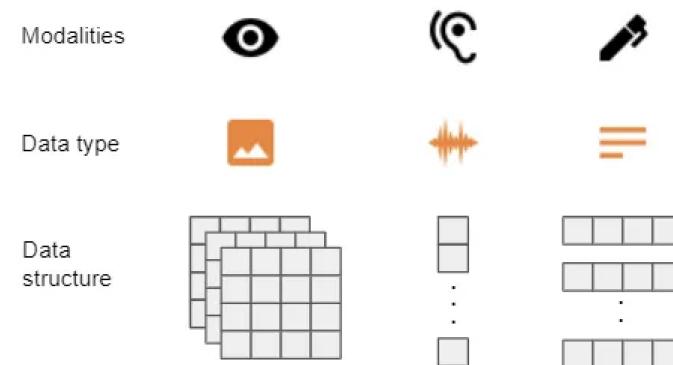
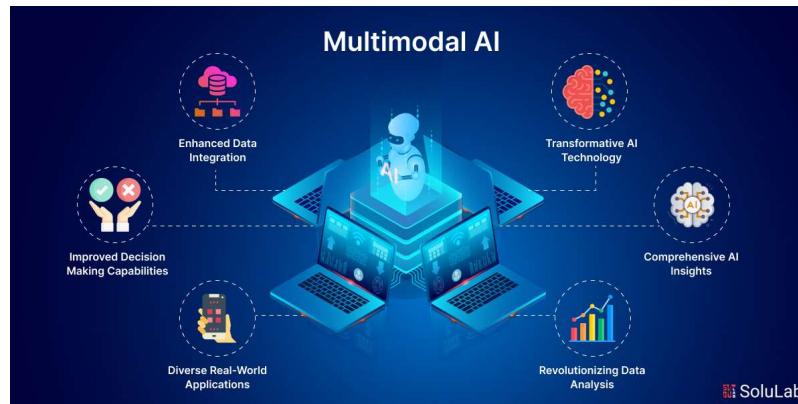
Yes & No

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

AI Agents

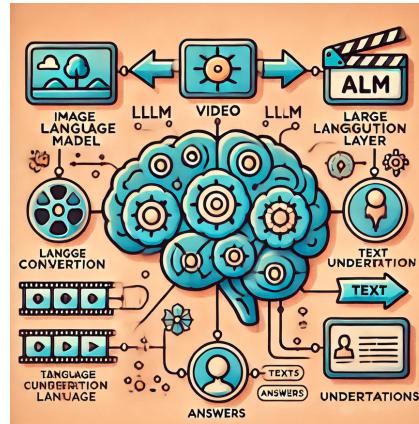
Multimodal learning

- 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)



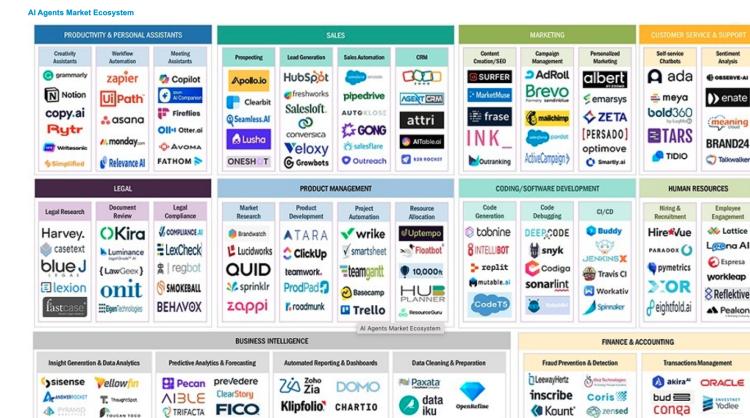
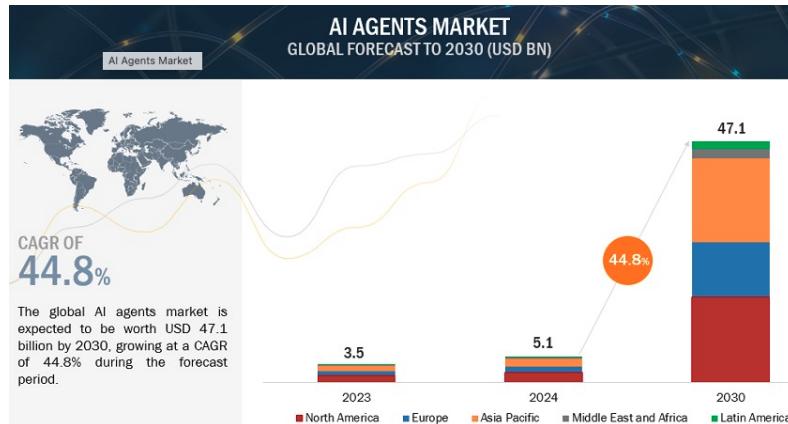
Implications of success of LLMs

- 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

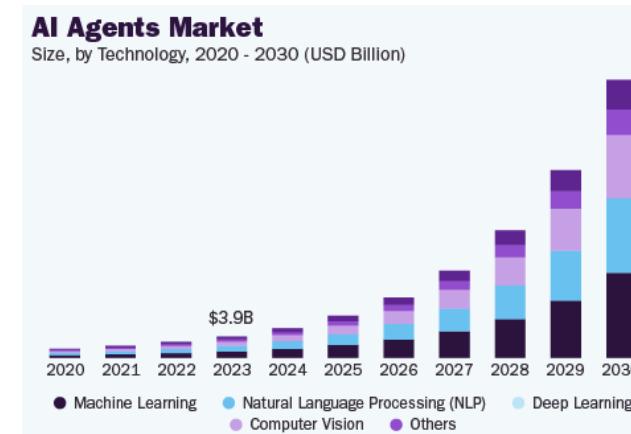
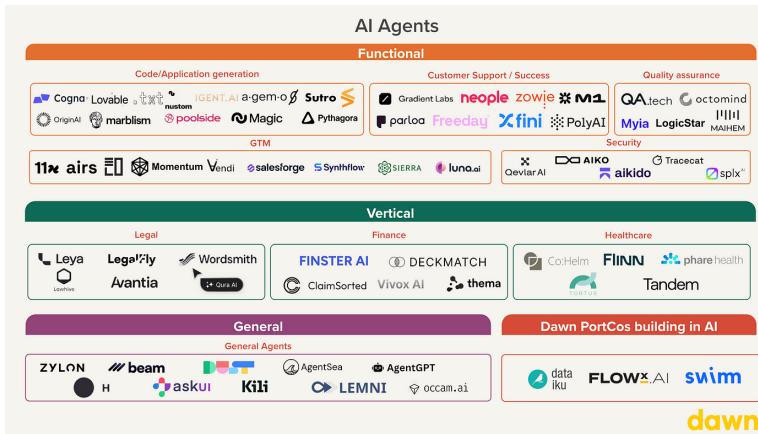


mmAI Technology

- 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



AI Products

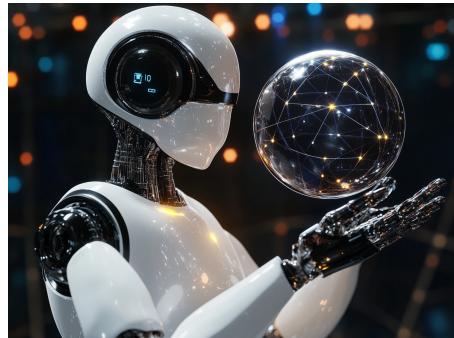
AI product development - trend and characteristics

- *rapid pace* of innovation - new AI models & products being released at unprecedented rate, improvements coming in weeks or months (rather than years)
- *LLMs dominating* - models like GPT-4 & Claude pushing boundaries in NLP & genAI
- *multimodal AI* gaining traction - models processing & generating text, images & even video becoming more common, e.g., Grok, GPT-4, Gemini w/ vision capabilities
- *open-source* AI movement - growing trend of open-source AI models and tools, challenging dominance of proprietary systems
- *AI integration in everyday products* - from smartphones to home appliances, AI being integrated into wide array of consumer products



AI product development - trend and characteristics

- *ethical AI & regulatory focus* - increased attention on ethical implications of AI & calls for regulation of AI development and deployment
 - AI in enterprise - businesses across industries rapidly adopting AI for various applications
 - *specialized AI models* - development of AI models tailored for specific industries or tasks, e.g., healthcare, biotech, financial analysis
 - AI-assisted *coding and development* - help software developers write code more efficiently & tools becoming increasingly sophisticated
 - *concerns about AI safety & existential risk* - growing debate about potential short & long-term risks of advanced AI



LLM products

- OpenAI - ChatGPT 4o, GPT-4 Turbo Canvas
- Anthropic - Claude 3.5 Sonnet (with Artifacts), Claude 3 Opus, Claude 3 Haiku
- Mistral AI - Mistral 7B, Mistral Large 2, Mistral Small xx.xx, Mistral Nemo (12B)
- Google - Gemini (w/ 1.5 Flash), Gemini Advanced (w/ 1.5 Pro)
- X - Grok [mini] [w/ Fun Mode]
- Perplexity AI - Perplexity [Pro] - combines GPT-4, Claude 3.5, and Llama 3
- Liquid AI - Liquid-40B, Liquid-3B (running on small devices)

flying cats generated by Grok, ChatGPT 4o & Gemini



Comparison of LLMs & LLM products

model	developer	training data	# params	strength	weakness
GPT-4	OpenAI	web & books	170B	advanced reasoning & multimodal capabilities	high computational resources
LLaMA-2	Meta	public info & research articles	7~70B	open access & good performance for different sizes	not powerful for complex tasks
Claude	Anthropic	mix of high-quality datasets	not disclosed	safety-first approach avoiding harmful responses	limited in publicly available details
PaLM 2	Google	multilingual text corpus	540B	high multilingual comprehension supporting various downstream apps	significant resources & not versatile in some contexts

Comparison of LLMs & LLM products

model	developer	training data	# params	strength	weakness
BLOOM	BigScience Community	diverse multilingual corpus	176B	open & support multiple languages	resource-intensive & lower performance
Mistral ⁵	Mistral AI	public web data	7~13B	lower parameter count	limited scalability for specialized apps
Liquid Foundation Model (LFM)	Liquid AI	adaptive datasets	adaptive & dynamic parameters	modular & support more specialized fine-tuning for niche use-cases & adaptable in deployment	complexity in design and implementation

Multimodal genAI products

- DALL-E by OpenAI
 - *generate unique and detailed images based on textual descriptions*
 - understanding context and relationships between words
- Midjourney by Midjourney
 - let people *create imaginative artistic images*
 - can interactively guide the generative process, providing high-level directions



Multimodal genAI products

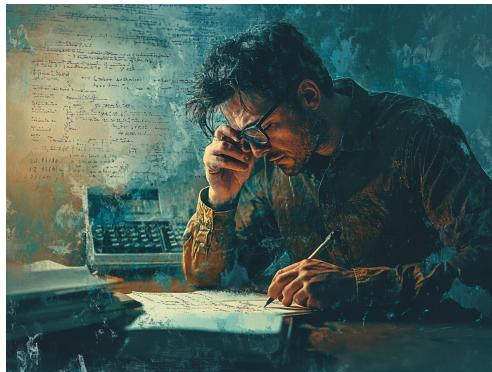


- Dream Studio by Stability AI
 - *analyze patterns in music data & generates novel compositions*
 - musicians can explore new ideas and enhance their *creative* processes

- Runway by Runway AI
 - *realistic images, manipulate photos, create 3D models & automate filmmaking*

Rise of co-pilot products

- definition - AI-powered tools designed to enhance human productivity across multiple domains including document creation, presentations & coding
- benefits
 - *efficiency* - automate repetitive tasks allowing users to focus on high-value activities
 - *error reduction* - minimize mistakes common in manual work
 - *creativity* - suggestions and prompts help users explore new ideas and approaches
 - *integration* with major productivity suites - Microsoft 365, Google Workspace
- popular products
 - [GitHub Copilot](#), [Microsoft 365 Copilot](#), [Grammarly AI](#), [Visual Studio Code Extensions](#)



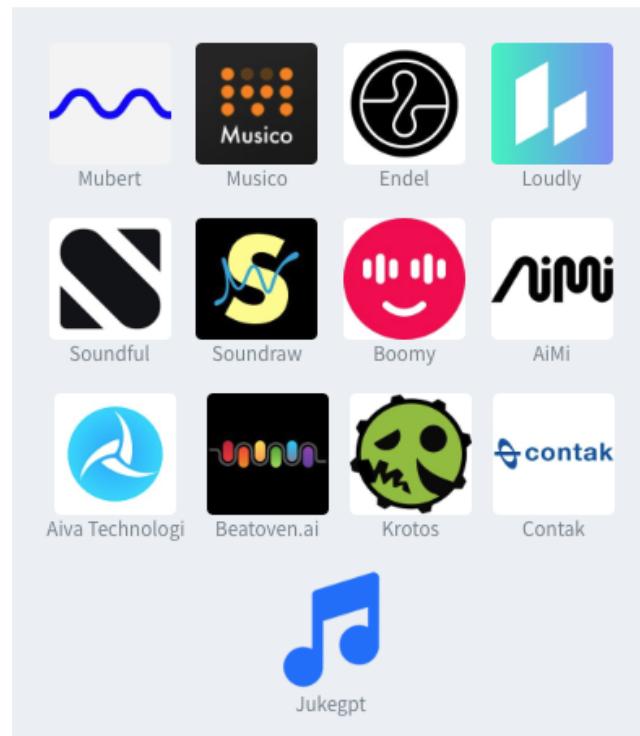
Future of co-pilot products

- potential advancements
 - wider adoption across industries and professions
 - *real-time fully automated collaboration, predictive content generation*, personalization
- impact on work environments & creative processes
 - *collaborative human-AI relationships* with augmented reality
 - unprecedented levels of problem-solving due to *augmented cognitive abilities*
- challenges & considerations
 - *ethical concerns around data privacy & AI decision-making*
 - potential impact on *human skills & job markets*

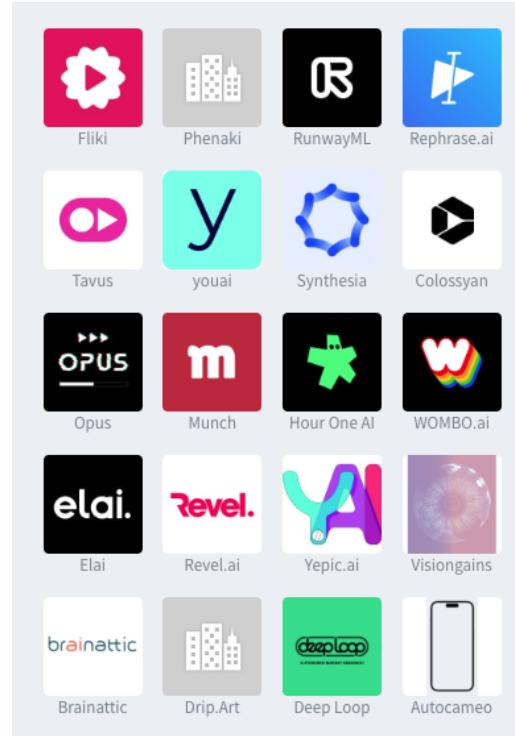


Other AI products - audio/video/text

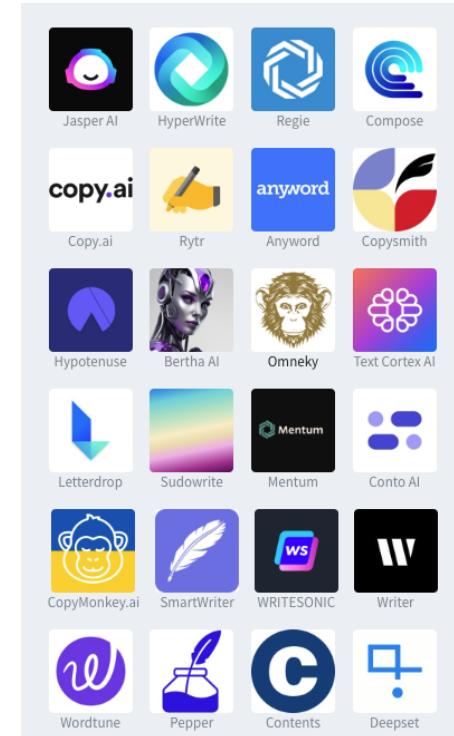
audio



video

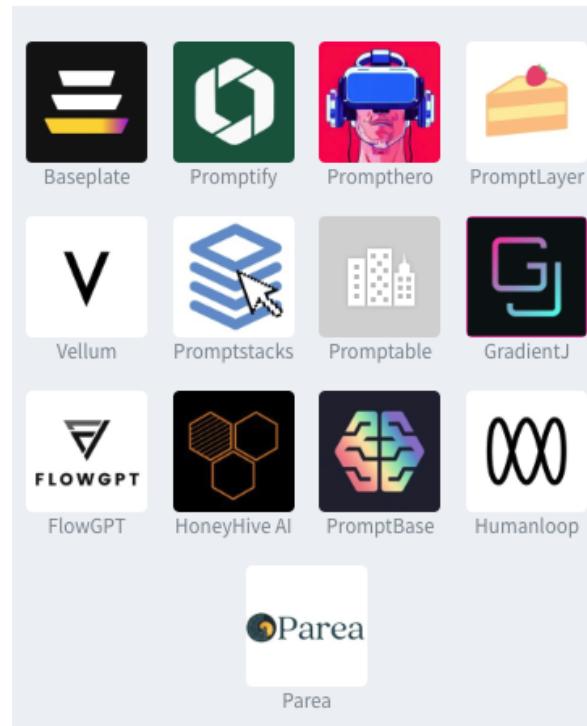


text

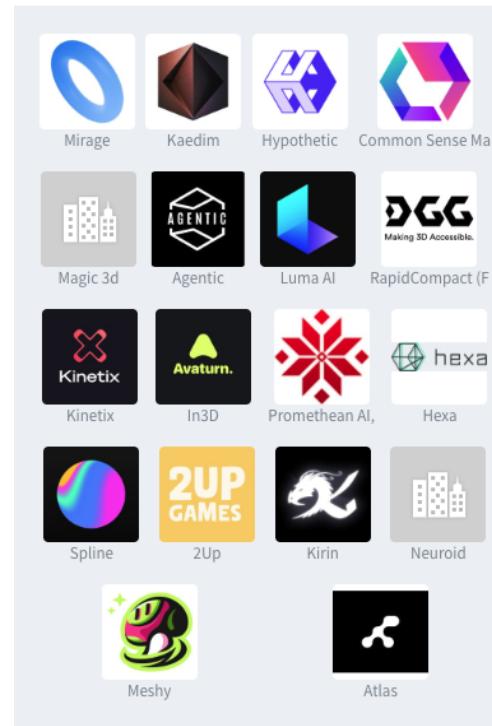


Other AI products - LLM/gaming/design/coding

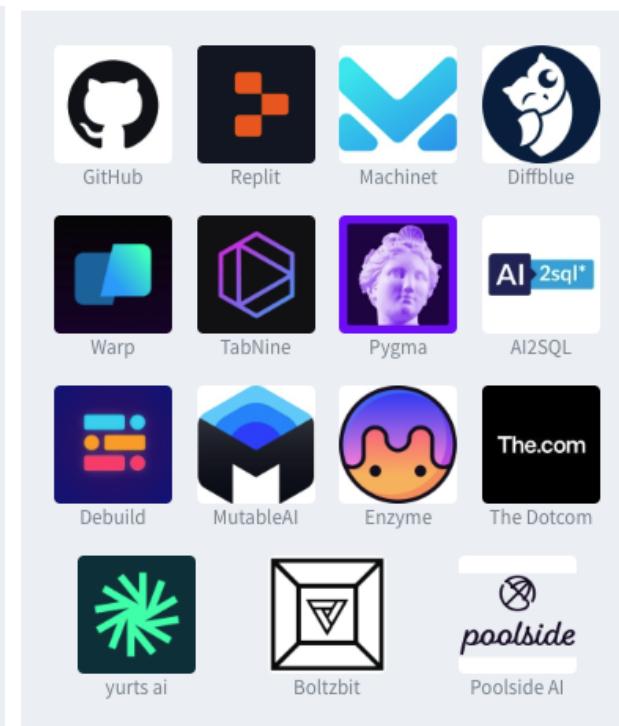
LLM



gaming & design



coding



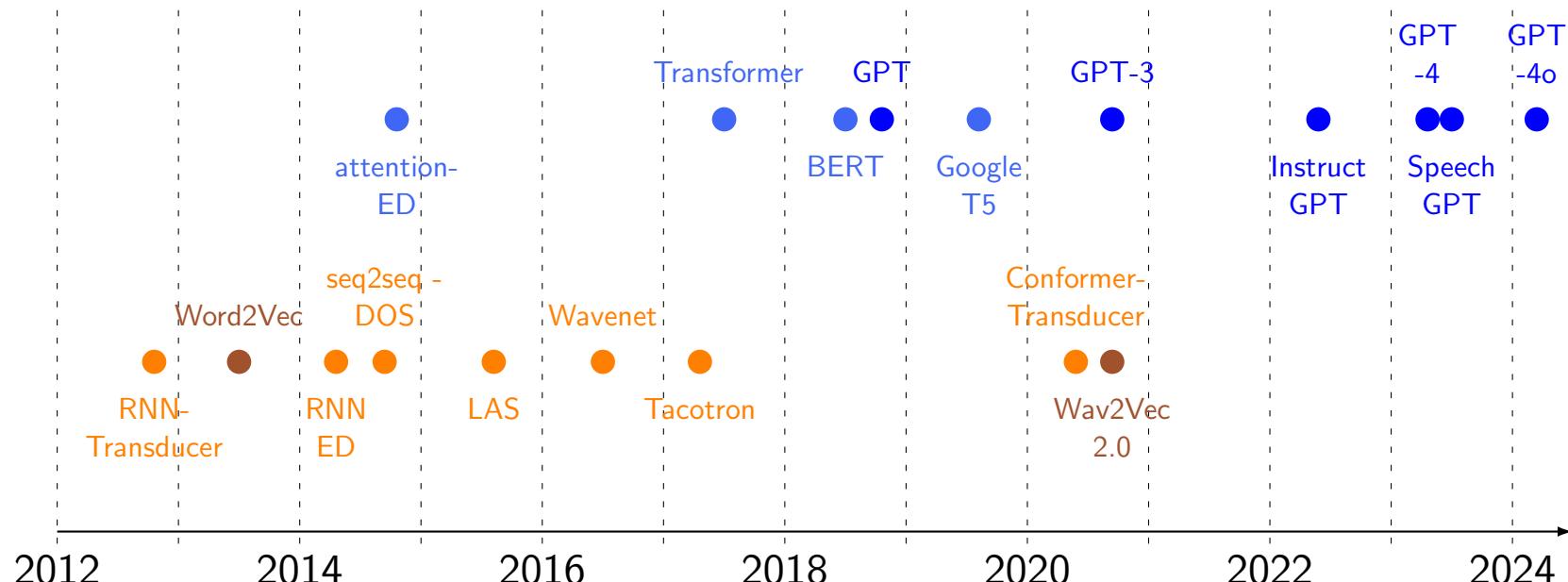
LLM

Language Models

History of language models

- bag of words - first introduced – 1954
- word embedding – 1980
- RNN based models - conceptualized by David Rumelhart – 1986
- LSTM (based on RNN) – 1997
- 380M-sized seq2seq model using LSTMs proposed – 2014
- 130M-sized seq2seq model using gated recurrent units (GRUs) – 2014
- Transformer - Attention is All You Need - A. Vaswani et al. @ Google – 2017
 - 100M-sized encoder-decoder multi-head attention model for machine translation
 - non-recurrent architecture, handle arbitrarily long dependencies
 - parallelizable, *simple* (linear-mapping-based) attention model

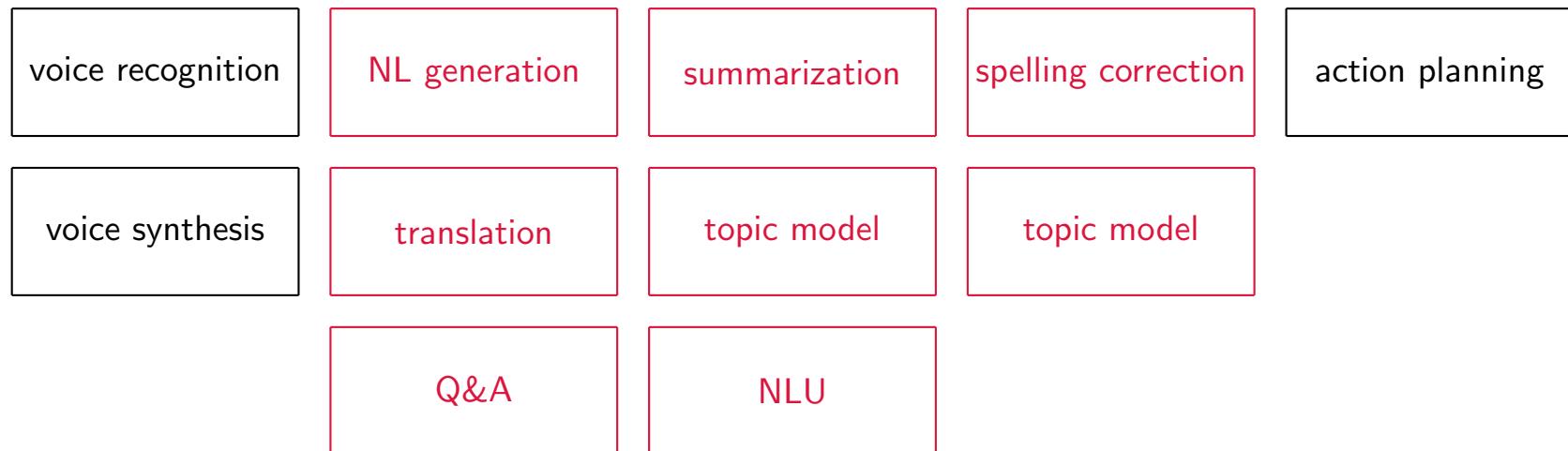
Recent advances in speech & language processing



- LAS: listen, attend, and spell, ED: encoder-decoder, DOS: decoder-only structure

Types of language models

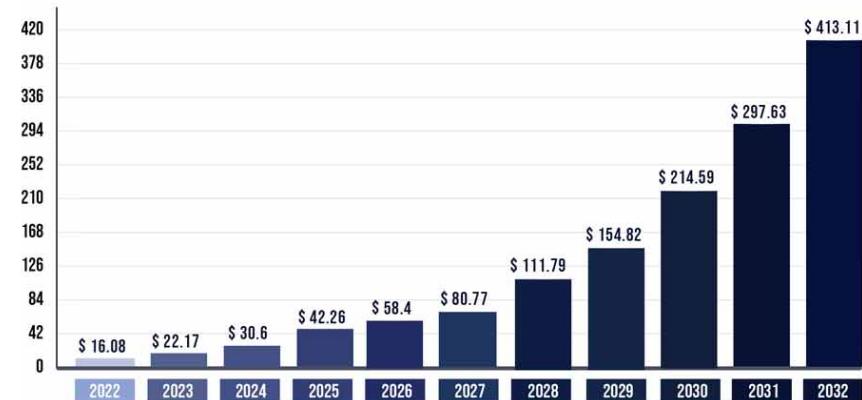
- many of language models have **common requirements** - language representation learning
- can be learned via pre-training *high performing model* and fine-tuning/transfer learning/domain adaptation
- this *high performing model* learning essential language representation *is* (language) foundation model
 - actually, same for other types of learning, e.g., CV



NLP Market

NLP market size

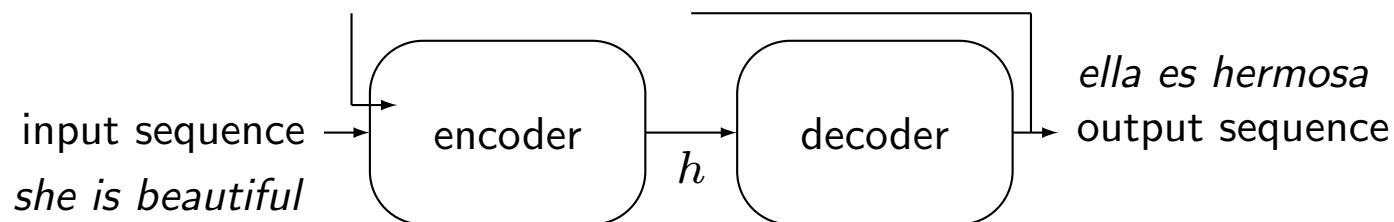
- global NLP market size estimated at USD 16.08B in 2022, is expected to hit USD 413.11B by 2032 - *CAGR of 38.4%*
- in 2022
 - north america NLP market size valued at USD 8.2B
 - high tech and telecom segment accounted revenue share of over 23.1%
 - healthcare segment held a 10% market share
 - (by component) solution segment hit 76% revenue share
 - (deployment mode) on-premise segment generated 56% revenue share
 - (organizational size) large-scale segment contributed highest market share
- source - [Precedence Research](#)



Sequence-to-Sequence Models

Sequence-to-sequence (seq2seq) model

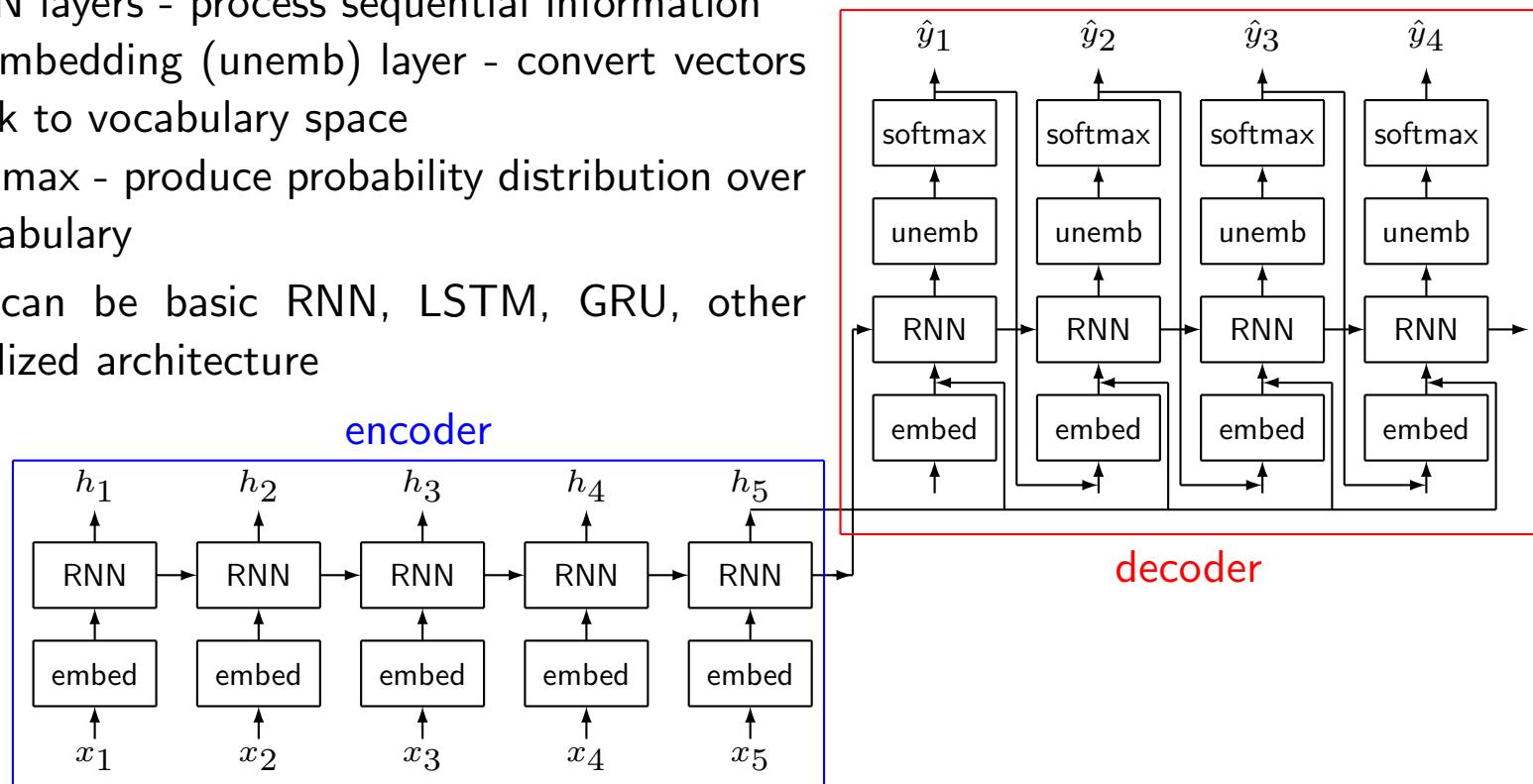
- seq2seq - take sequences as inputs and spit out sequences
- encoder-decoder architecture



- encoder & decoder can be RNN-type models
- $h \in \mathbf{R}^n$ - hidden state - *fixed length* vector
- (try to) condense and store information of input sequence (losslessly) in (fixed-length) hidden states
 - finite hidden state - not flexible enough, *i.e.*, cannot handle arbitrarily large information
 - memory loss for long sequences
 - LSTM was promising fix, but with (inevitable) limits

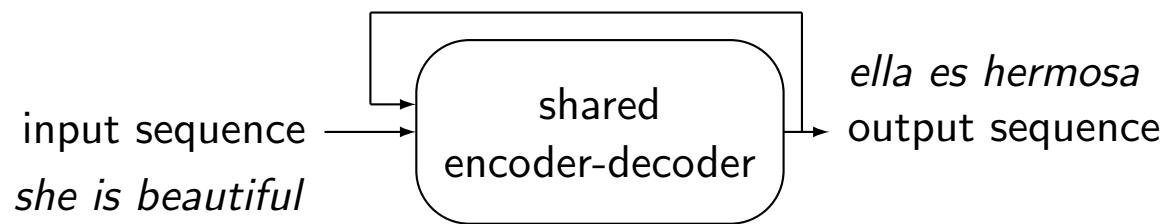
RNN-type encoder-decoder architecture

- components
 - embedding layer - convert input tokens to vector representations
 - RNN layers - process sequential information
 - unembedding (unemb) layer - convert vectors back to vocabulary space
 - softmax - produce probability distribution over vocabulary
- RNN can be basic RNN, LSTM, GRU, other specialized architecture



Shared encoder-decoder model

- single neural network structure can handle both encoding & decoding tasks
 - efficient architecture reducing model complexity
 - allow for better parameter sharing across tasks
- widely used in modern LLMs to process & generate text sequences
 - applications - machine translation, text summarization, question answering
- advantages
 - efficient use of parameters, versatile for multiple NLP tasks



Large Language Models

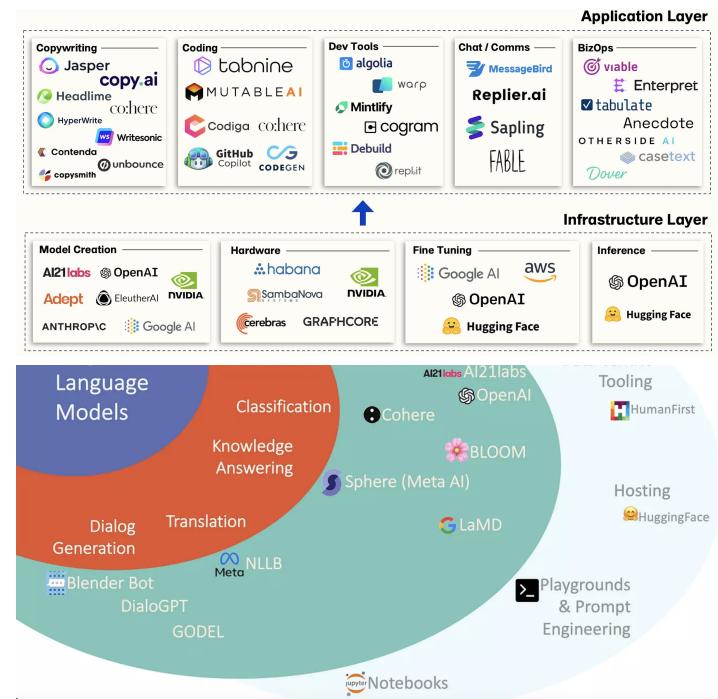
LLM

- LLM
 - type of AI aimed for NLP trained on massive corpus of texts & programming code
 - allow learn statistical relationships between words & phrases, *i.e.*, conditional probabilities
 - *amazing performance shocked everyone - unreasonable effectiveness of data (Halevy et al., 2009)*
 - applications
 - conversational AI agent / virtual assistant
 - machine translation / text summarization / content creation / sentiment analysis / question answering
 - code generation
 - market research / legal service / insurance policy / triange hiring candidates
 - + virtually infinite # of applications



LLMs

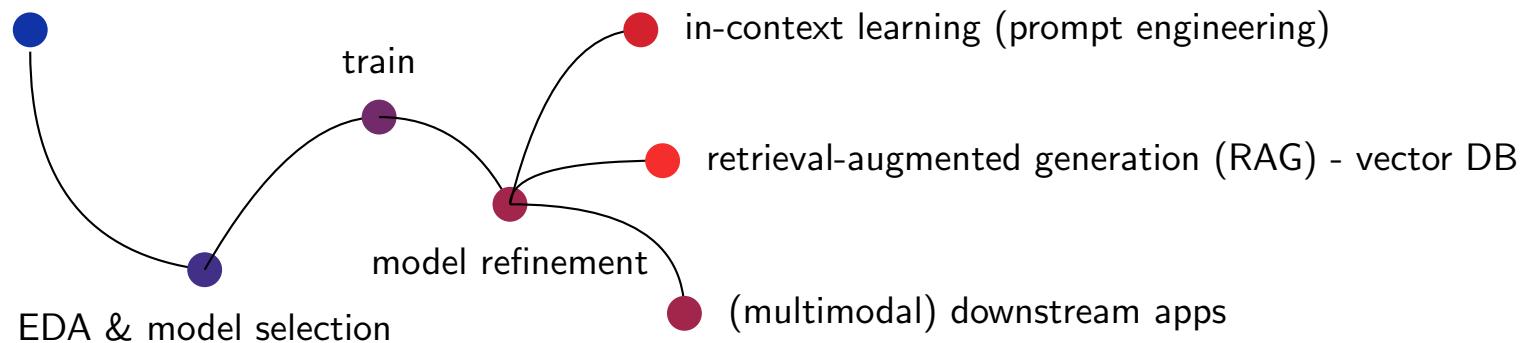
- Foundation Models
 - GPT-x/Chat-GPT - OpenAI, Llama-x - Meta, PaLM-x (Bard) - Google
- # parameters
 - generative pre-trained transformer (GPT) - GPT-1: 117M, GPT-2: 1.5B, GPT-3: 175B, GPT-4: 100T, GPT-4o: 200B
 - large language model Meta AI (Llama) - Llama1: 65B, Llama2: 70B, Llama3: 70B
 - scaling language modeling with pathways (PaLM) - 540B
- burns lots of cash on GPUs!
- applicable to many NLP & genAI applications



LLM building blocks

- data - trained on massive datasets of text & code
 - quality & size critical on performance
- architecture - GPT/Llama/Mistral
 - can make huge difference
- training - self-supervised/supervised learning
- inference - generates outputs
 - in-context learning, prompt engineering

goal and scope of LLM project



Transformer

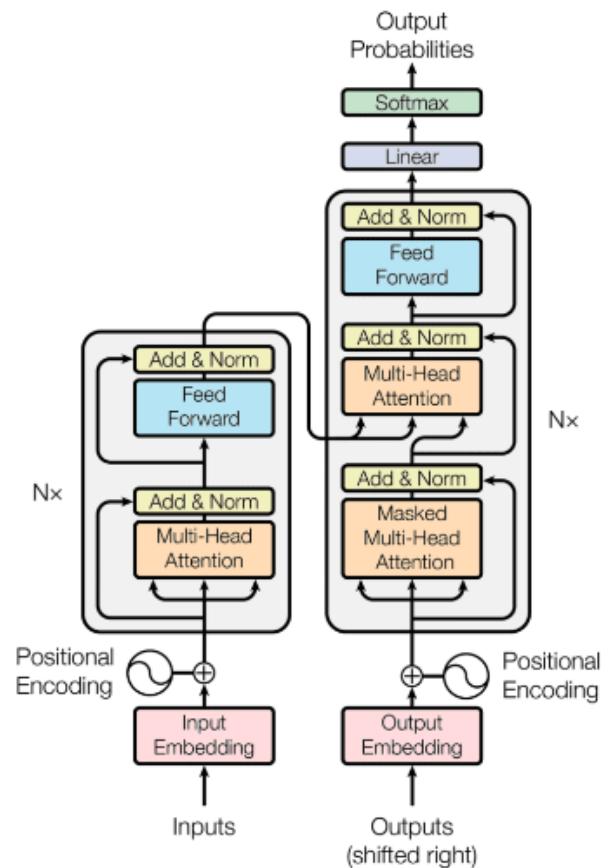
LLM architectural secret (or known) sauce

Transformer - simple parallelizable attention mechanism

A. Vaswani, et al. Attention is All You Need, 2017

Transformer architecture

- encoding-decoding architecture
 - input embedding space → multi-head & mult-layer representation space → output embedding space
- additive positional encoding - information regarding order of words @ input embedding
- multi-layer and multi-head attention followed by addition / normalization & feed forward (FF) layers
- (*relatively simple*) attentions
 - single-head (scaled dot-product) / multi-head attention
 - self attention / encoder-decoder attention
 - masked attention
- benefits
 - *evaluate dependencies between arbitrarily distant words*
 - has recurrent nature w/o recurrent architecture → parallelizable → fast w/ additional cost in computation



Single-head scaled dot-product attention

- values/keys/queries denote value/key/query *vectors*, d_k & d_v are lengths of keys/queries & vectors
- we use *standard* notions for matrices and vectors - not transposed version that (almost) all ML scientists (wrongly) use
- output: weighted-average of values where weights are attentions among tokens
- assume n queries and m key-value pairs

$$Q \in \mathbf{R}^{d_k \times n}, K \in \mathbf{R}^{d_k \times m}, V \in \mathbf{R}^{d_v \times m}$$

- attention! outputs n values (since we have n queries)

$$\text{Attention}(Q, K, V) = V \text{softmax} \left(K^T Q / \sqrt{d_k} \right) \in \mathbf{R}^{d_v \times n}$$

- *much simpler attention mechanism than previous work*
 - attention weights were output of complicated non-linear NN

Single-head - close look at equations

- focus on i th query, $q_i \in \mathbf{R}^{d_k}$, $Q = \begin{bmatrix} - & q_i & - \end{bmatrix} \in \mathbf{R}^{d_k \times n}$
- assume m keys and m values, $k_1, \dots, k_m \in \mathbf{R}^{d_k}$ & $v_1, \dots, v_m \in \mathbf{R}^{d_v}$

$$K = \begin{bmatrix} k_1 & \cdots & k_m \end{bmatrix} \in \mathbf{R}^{d_k \times m}, V = \begin{bmatrix} v_1 & \cdots & v_m \end{bmatrix} \in \mathbf{R}^{d_v \times m}$$

- then

$$K^T Q / \sqrt{d_k} = \begin{bmatrix} & & \vdots \\ - & k_j^T q_i / \sqrt{d_k} & - \\ & & \vdots \end{bmatrix}$$

e.g., dependency between i th output token and j th input token is

$$a_{ij} = \exp \left(k_j^T q_i / \sqrt{d_k} \right) / \sum_{j=1}^m \exp \left(k_j^T q_i / \sqrt{d_k} \right)$$

- value obtained by i th query, q_i in $\text{Attention}(Q, K, V)$

$$a_{i,1}v_1 + \cdots + a_{i,m}v_m$$

Multi-head attention

- evaluate h single-head attentions (in parallel)
- d_e : dimension for embeddings
- embeddings

$$X \in \mathbb{R}^{d_e \times m}, Y \in \mathbb{R}^{d_e \times m}, Z \in \mathbb{R}^{d_e \times n}$$

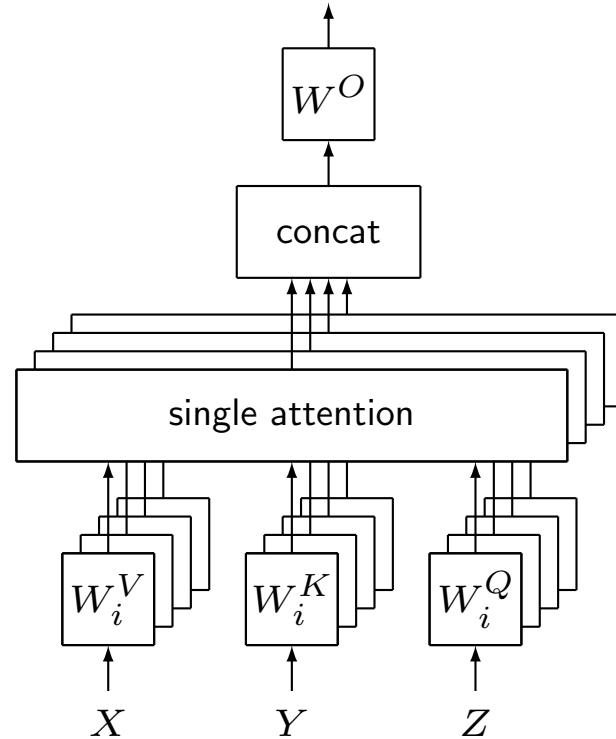
e.g., n : input sequence length & m : output sequence length in machine translation

- h key/query/value weight matrices: $W_i^K, W_i^Q \in \mathbb{R}^{d_k \times d_e}$, $W_i^V \in \mathbb{R}^{d_v \times d_e}$ ($i = 1, \dots, h$)
- linear output layers: $W^O \in \mathbb{R}^{d_e \times hdv}$
- *multi-head attention!*

$$W^O \begin{bmatrix} A_1 \\ \vdots \\ A_h \end{bmatrix} \in \mathbb{R}^{d_e \times n},$$

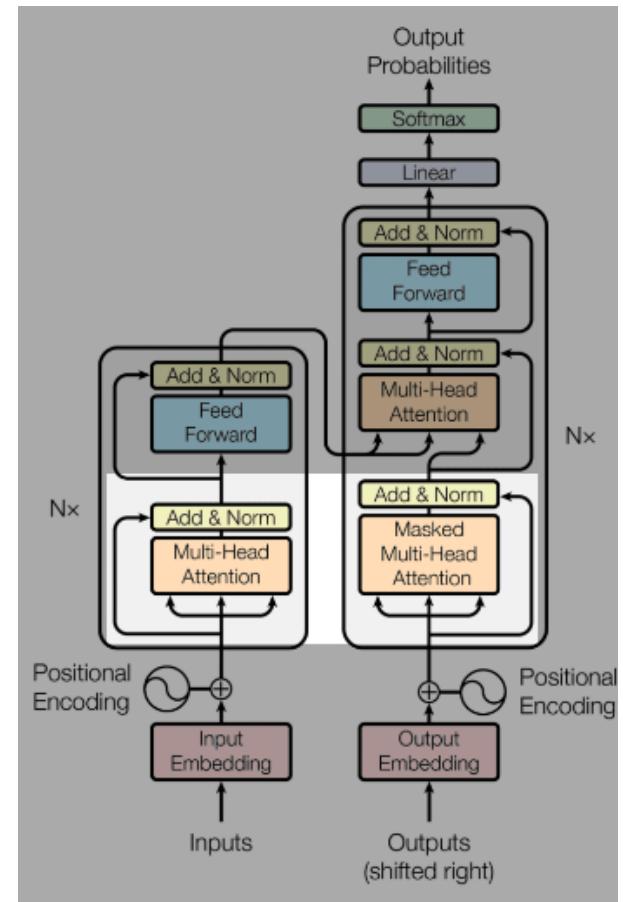
$$A_i = \text{Attention}(W_i^Q Z, W_i^K Y, W_i^V X) \in \mathbb{R}^{d_v \times n}$$

[KIC Silicon Valley Innovation Workshop] - LLM - Transformer



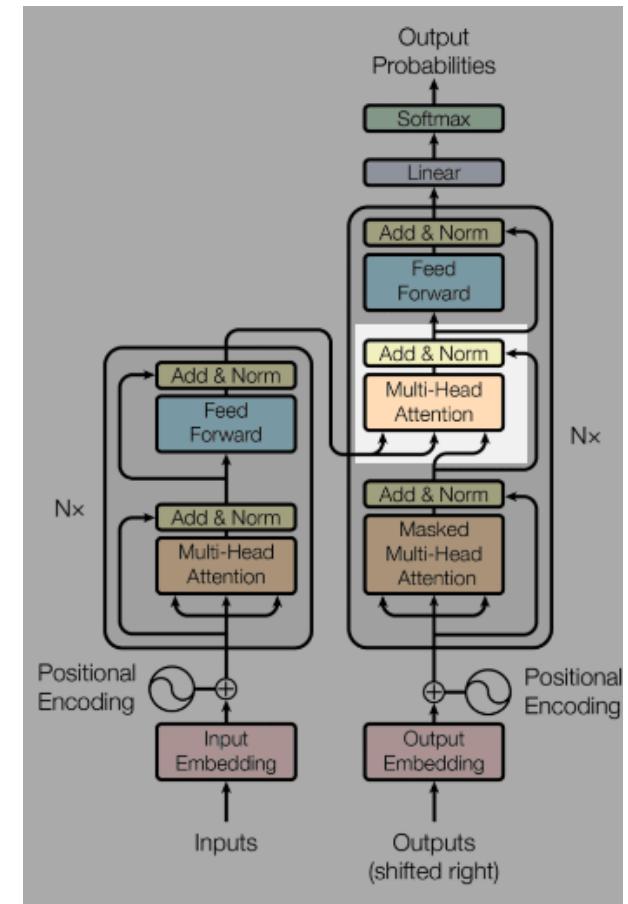
Self attention

- $m = n$
- encoder
 - keys & values & queries (K, V, Q) come from same place (from previous layer)
 - every token attends to every other token in input sequence
- decoder
 - keys & values & queries (K, V, Q) come from same place (from previous layer)
 - every token attends to other tokens up to that position
 - prevent leftward information flow to right to preserve causality
 - assign $-\infty$ for illegal connections in softmax (masking)



Encoder-decoder attention

- m : length of input sequence
- n : length of output sequence
- n queries (Q) come from previous decoder layer
- m keys / m values (K, V) come from output of encoder
- every token in output sequence attends to every token in input sequence

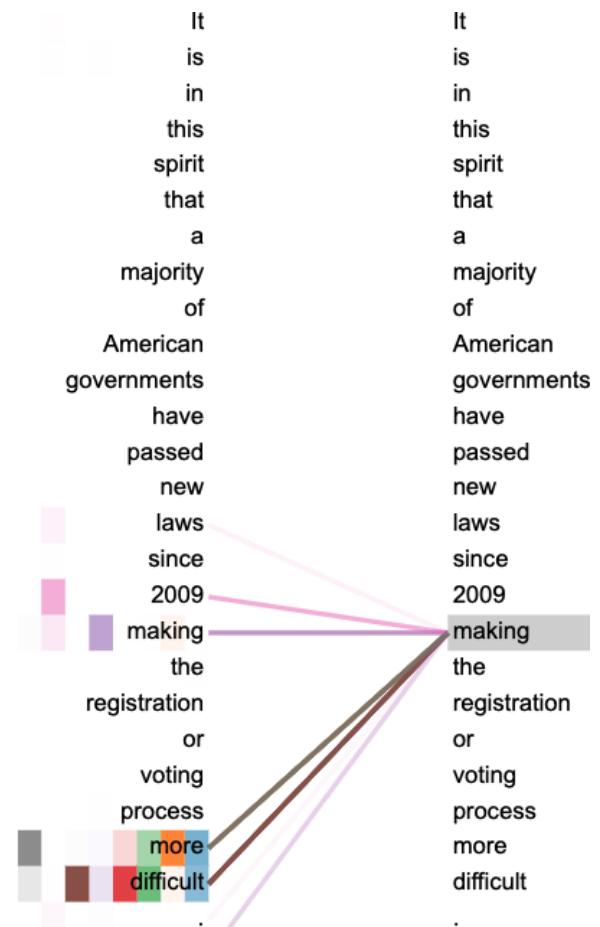


Visualization of self attentions

example sentence

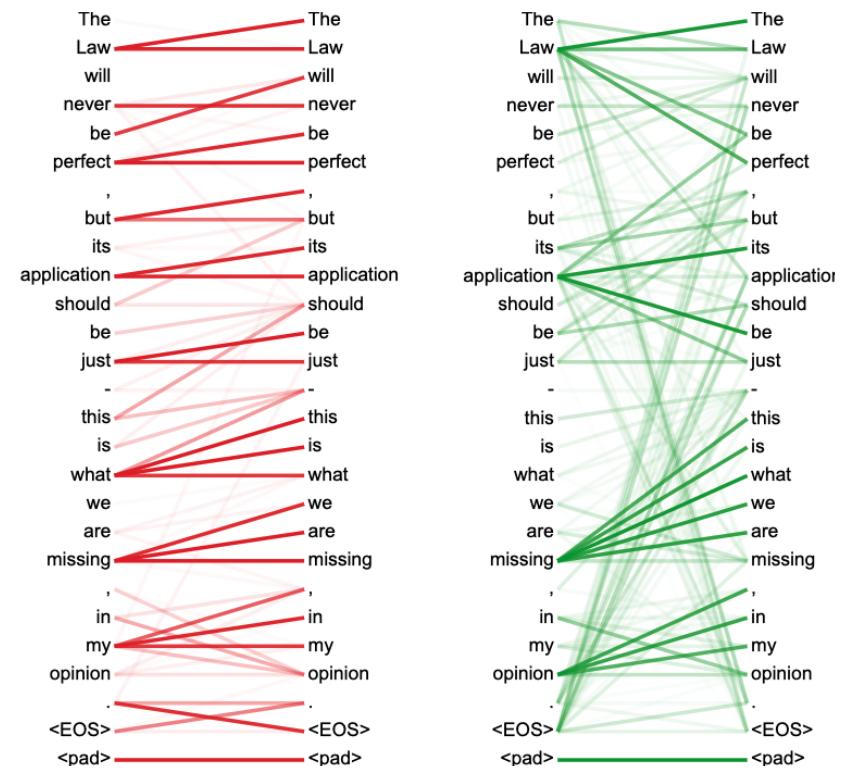
"It is in this spirit that a majority of American governments have passed new laws since 2009 making the registration or voting process more difficult."

- self attention of encoder (of a layer)
 - right figure
 - show dependencies between "making" and other words
 - different columns of colors represent different heads
 - "making" has strong dependency to "2009", "more", and "difficult"

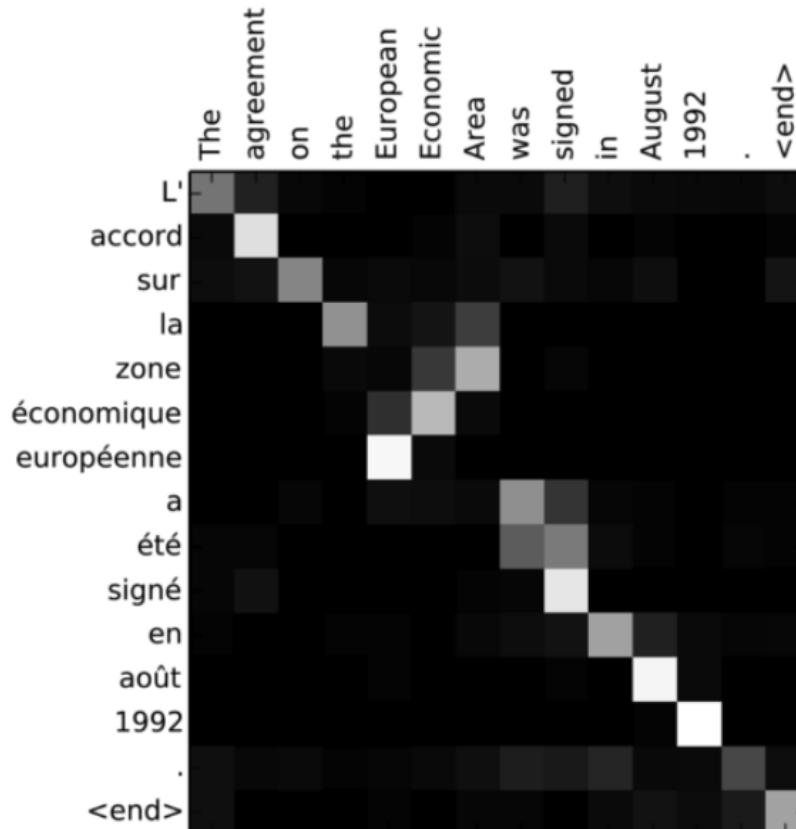


Visualization of multi-head self attentions

- self attentions of encoder for two heads (of a layer)
 - different heads represent different structures
→ advantages of multiple heads
 - multiple heads work together to collectively yield good results
 - dependencies *not* have absolute meanings (like embeddings in collaborative filtering)
 - randomness in resulting dependencies exists due to stochastic nature of ML training



Visualization of encoder-decoder attentions



- machine translation: English → French
 - input sentence: “The agreement on the European Economic Area was signed in August 1992.”
 - output sentence: “L’ accord sur la zone économique européenne a été signé en août 1992.”
- encoder-decoder attention reveals relevance between
 - European ↔ européenne
 - Economic ↔ économique
 - Area ↔ zone

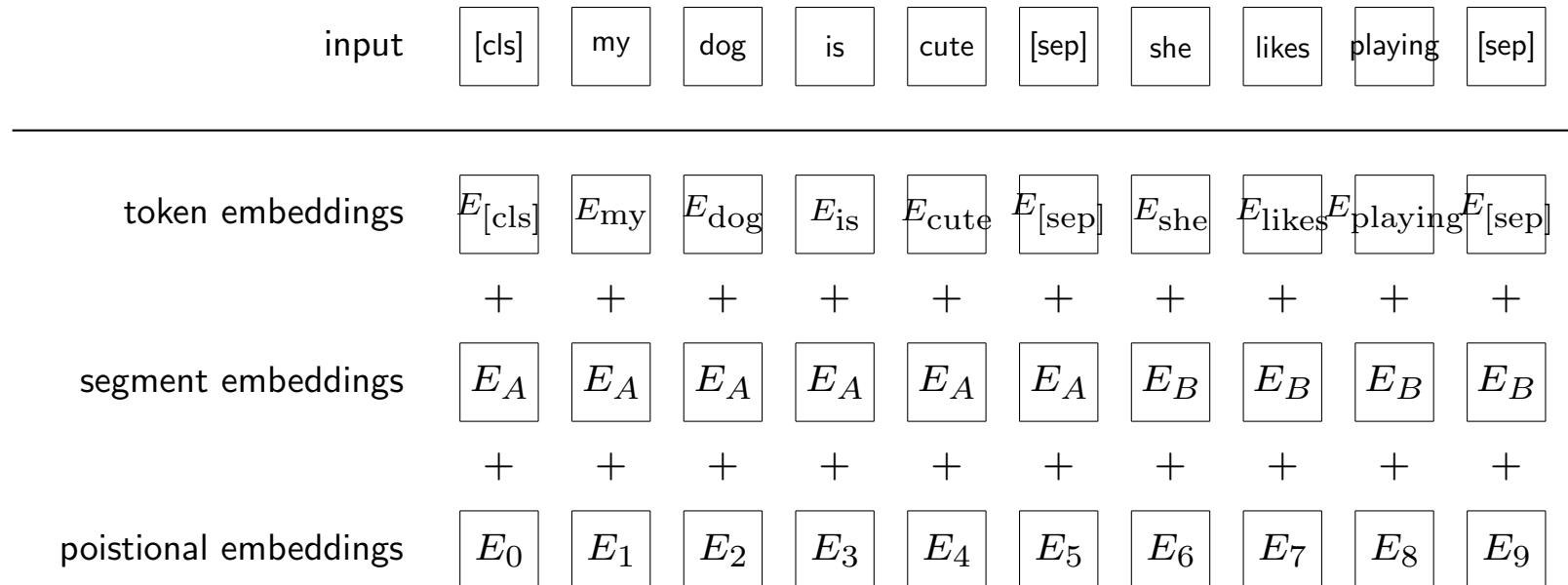
Model complexity

- computational complexity
 - n : sequence length, d : embedding dimension
 - complexity per layer - self-attention: $\mathcal{O}(n^2d)$, recurrent: $\mathcal{O}(1)$
 - sequential operations - self-attention: $\mathcal{O}(1)$, recurrent: $\mathcal{O}(n)$
 - maximum path length - self-attention: $\mathcal{O}(1)$, recurrent: $\mathcal{O}(n)$
- *massive parallel processing, long context windows*
 - makes NVidia more competitive, hence profitable!
 - makes SK Hynix prevail HBM market!

Variants of Transformer

Bidirectional encoder representations from transformers (BERT)

- Bidirectional Encoder Representations from Transformers [DCLT19]
- pre-train deep bidirectional representations from unlabeled text
- fine-tunable for multiple purposes



Challenges in LLMs

- *hallucination - can give entirely plausible outcome that is false*
- data poison attack
- unethical or illegal content generation
- huge resource necessary for both training & inference
- model size - need compact models
- outdated knowledge - can be couple of years old
- lack of reproducibility
- *biases - more on this later . . .*

do not, though, focus on downsides but on *infinite possibilities!*

- it evolves like internet / mobile / electricity
- only “tip of the iceberg” found & revealed

genAI

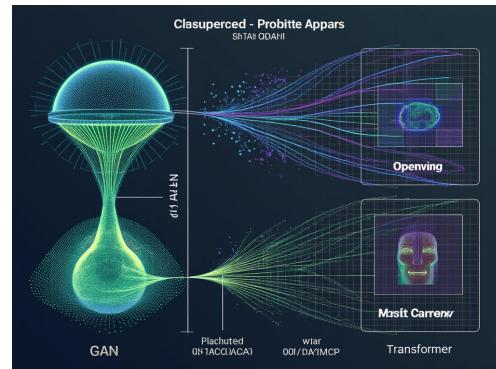
Definition of genAI

Generative AI

- genAI refers to systems capable of producing new (& original) contents based on patterns learned from training data (representation learning)
 - as opposed to discriminative models for, *e.g.*, classification, prediction & regression
 - here content can be text, images, audio, video, *etc.* - what about smell & taste?
- genAI model examples
 - generative adversarial networks (GANs), variational autoencoders (VAEs), diffusion models, Transformers



by Midjourney



by Grok 2 mini



by Generative AI Lab

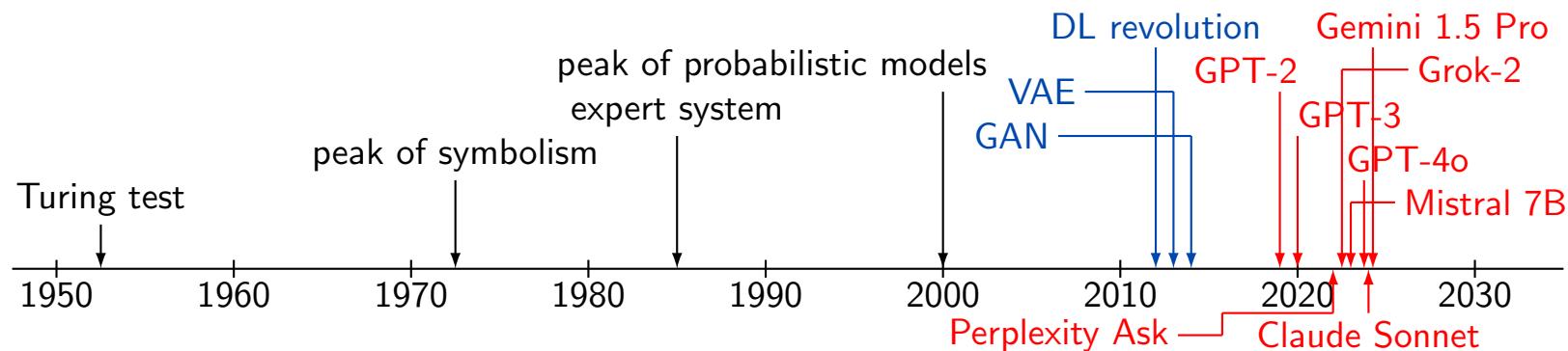
Examples of genAI in action

- text generation
 - Claude, ChatGPT, Mistral, Perplexity, Gemini, Grok
 - conversational agent writing articles, code & even poetry
- image generation
 - DALL-E - creates images based on textual descriptions
 - Stable Diffusion - uses diffusion process to generate high-quality images from text prompts (by denoising random noise)
 - MidJourney - art and visual designs generated through deep learning
- music generation
 - Amper Music - generates unique music compositions
- code generation
 - GitHub Copilot - generates code snippets based on natural language prompts

History of genAI

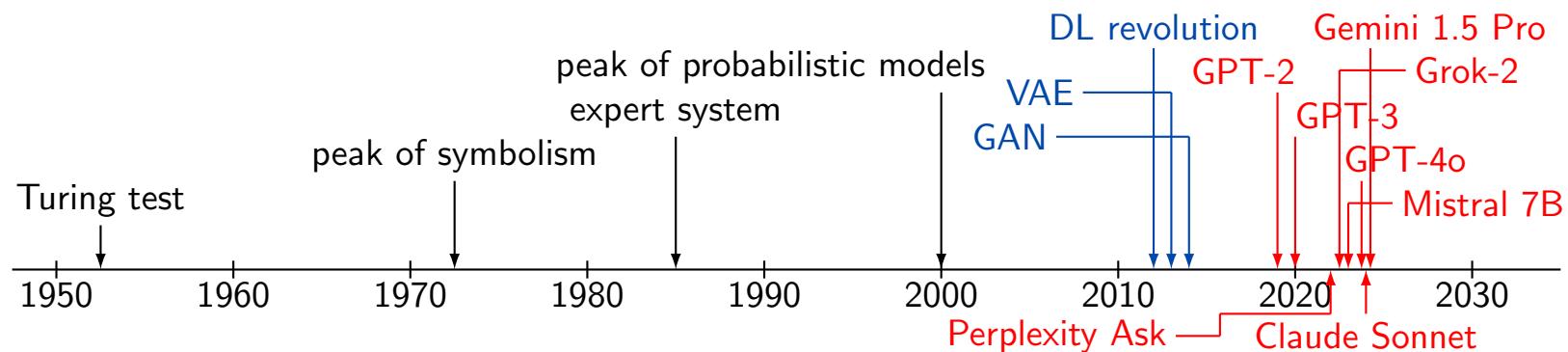
Birth of AI - early foundations & precursor technologies

- 1950s ~ 1970s
 - Alan Turing - concept of “*thinking machine*” & *Turing test* to evaluate machine intelligence (1950s)
 - *symbolists* (as opposed to connectionists) - early AI focused on symbolic reasoning, logic & problem-solving - Dartmouth Conference in 1956 by *John McCarthy, Marvin Minsky, Allen Newell & Herbert A. Simon*
 - precursor technologies - genetic algorithms (GAs), Markov chains & *hidden Markov models (HMMs)* - laying foundation for generative processes (1970s ~)



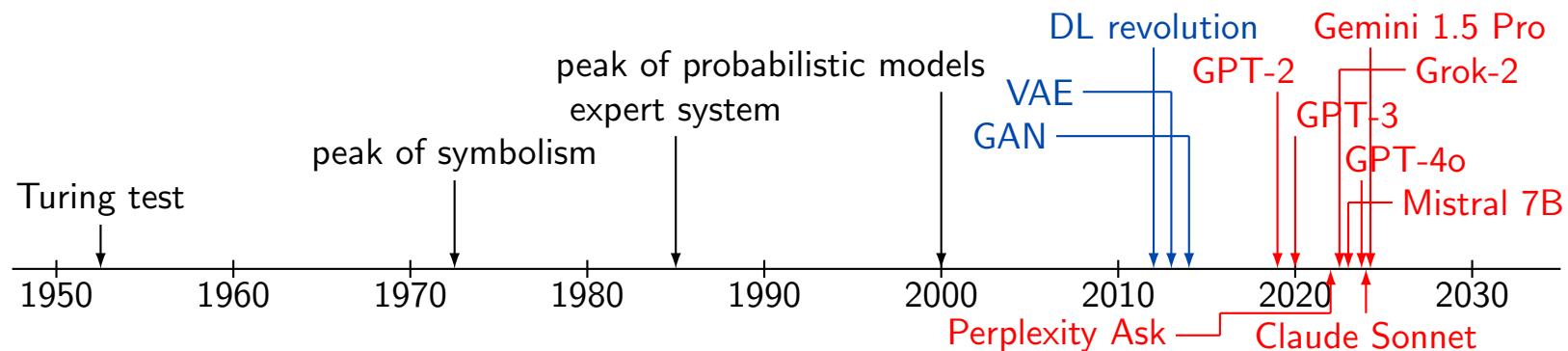
Rule-based systems & probabilistic models

- 1980s ~ early 2000s
 - *expert systems* (1980s) - AI systems designed to mimic human decision-making in specific domains
 - development of neural networks (NN) w/ backpropagation *training multi-layered networks* - setting stage for way more complex generative models
 - *probabilistic models* (including network models, *i.e.*, Bayesian networks) & Markov models - laying groundwork for data generation & pattern prediction



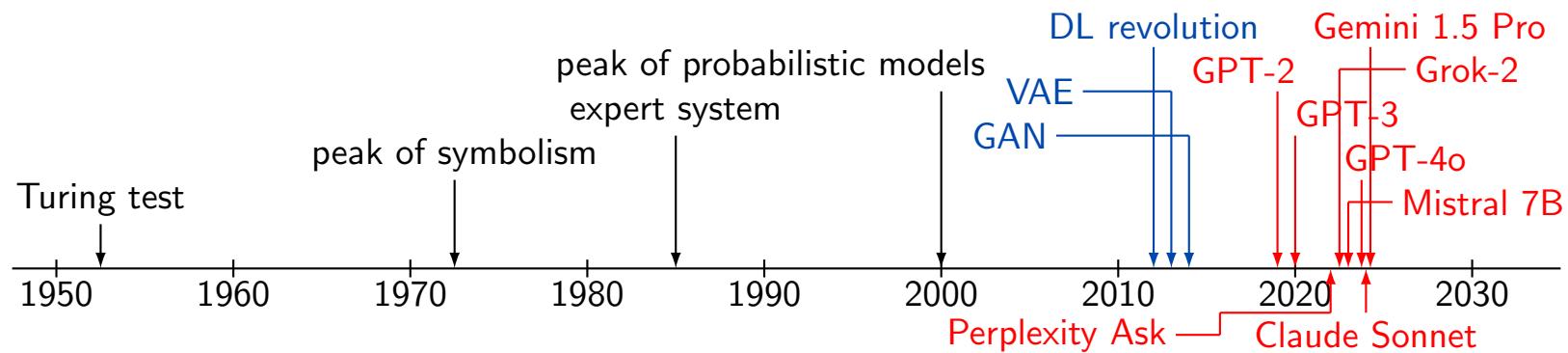
Rise of deep learning & generative models

- 2010s - breakthrough in genAI
 - *deep learning (DL) revolution* - advances in GPU computing and data availability led to the rapid development of deep neural networks.
 - *variational autoencoder (VAE)* (2013) - by Kingma and Welling - learns mappings between input and latent spaces
 - *generative adversarial network (GAN)* (2014) - by Ian Goodfellow - game-changer in generative modeling where two NNs compete each other to create realistic data
 - widely used in image generation & creative tasks



Transformer models & multimodal AI

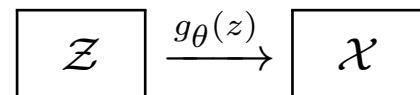
- late 2010s ~ Present
 - Transformer architecture (2017) - by Vaswani et al.
 - *revolutionized NLP*, e.g., LLM & various genAI models
 - GPT series - generative pre-trained transformer
 - GPT-2 (2019) - generating human-like texts - *marking leap in language models*
 - GPT-3 (2020) - 175B params - set *new standards for LLM*
 - multimodal systems - DALL-E & CLIP (2021) - *linking text and visual data*
 - emergence of diffusion models (2020s) - new approach for generating high-quality images - progressively “denoising” random noise (DALL-E 2 & Stable Diffusion)



Mathy Views on genAI

genAI models

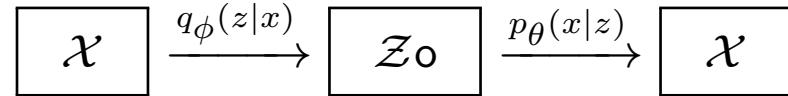
- definition of generative model



- *generate samples in original space, \mathcal{X} , from samples in latent space, \mathcal{Z}*
- g_θ is parameterized model *e.g.*, CNN / RNN / Transformer / diffuction-based model
- training
 - finding θ that minimizes/maximizes some (statistical) loss/merit function so that $\{g_\theta(z)\}_{z \in \mathcal{Z}}$ generates plausible point in \mathcal{X}
- inference
 - random samples z to generated target samples $x = g_\theta(z)$
 - *e.g.*, image, text, voice, music, video

VAE - early genAI model

- variational auto-encoder (VAE) [KW19]



- log-likelihood & ELBO - for any $q_\phi(z|x)$

$$\begin{aligned}
 \log p_\theta(x) &= \mathbf{E}_{z \sim q_\phi(z|x)} \log p_\theta(x) = \mathbf{E}_{z \sim q_\phi(z|x)} \log \frac{p_\theta(x, z)}{q_\phi(z|x)} \cdot \frac{q_\phi(z|x)}{p_\theta(z|x)} \\
 &= \mathcal{L}(\theta, \phi; x) + D_{KL}(q_\phi(z|x) \| p_\theta(z|x)) \geq \mathcal{L}(\theta, \phi; x)
 \end{aligned}$$

- (indirectly) maximize likelihood by maximizing evidence lower bound (ELBO)

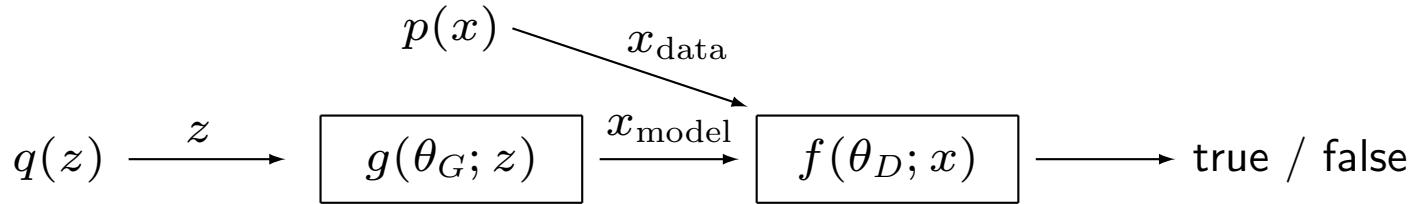
$$\mathcal{L}(\theta, \phi; x) = \mathbf{E}_{z \sim q_\phi(z|x)} \log \frac{p_\theta(x, z)}{q_\phi(z|x)}$$

- generative model

$$p_\theta(x|z)$$

GAN - early genAI model

- generative adversarial networks (GAN) [GPAM⁺14]



- value function

$$V(\theta_D, \theta_G) = \mathbf{E}_{x \sim p(x)} \log f(\theta_D; x)) + \mathbf{E}_{z \sim q(z)} \log(1 - f(\theta_D; g(\theta_G; z)))$$

- modeling via playing min-max game

$$\min_{\theta_G} \max_{\theta_D} V(\theta_D, \theta_G)$$

- generative model

$$g(\theta_G; z)$$

- variants: conditional / cycle / style / Wasserstein GAN

genAI - LLM

- *maximize conditional probability*

$$\underset{\theta}{\text{maximize}} \ d(p_{\theta}(x_t|x_{t-1}, x_{t-2}, \dots), p_{\text{data}}(x_t|x_{t-1}, x_{t-2}, \dots))$$

where $d(\cdot, \cdot)$ distance measure between probability distributions

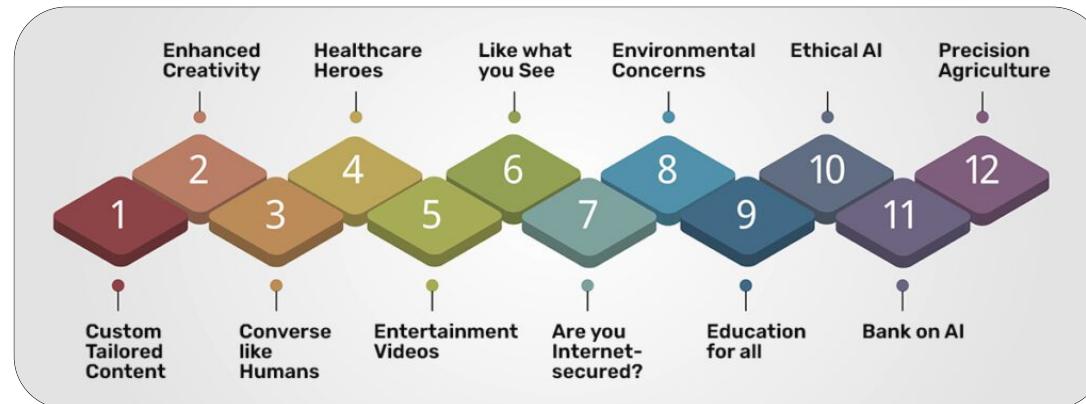
- previous sequence: x_{t-1}, x_{t-2}, \dots
- next token: x_t
- p_{θ} represented by (extremely) complicated model
 - e.g., containing multi-head & multi-layer Transformer architecture inside
- model parameters, e.g., for Llama2

$$\theta \in \mathbf{R}^{70,000,000,000}$$

Current Trend & Future Perspectives

Current trend of genAI

- rapid advancement in language models & multimodal AI capabilities
- rise of AI-assisted creativity & productivity tools
- growing adoption across industries
 - creative industries - design, entertainment, marketing, software development
 - life sciences - healthcare, medical, biotech
- infrastructure & accessibility, *e.g.*, Hugging Face democratizes AI development
- integration with cloud platforms & enterprise-level tools
- increased focus on AI ethics & responsible development



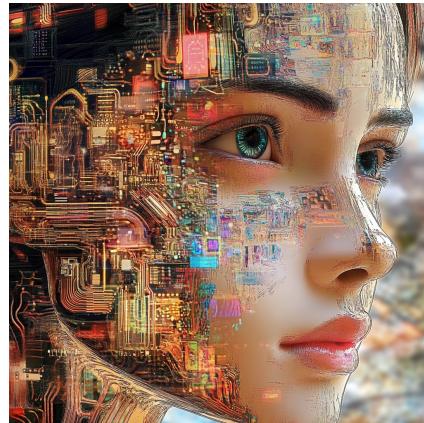
Industry & business impacts

- how genAI is transforming industries
 - creative industries - content creation - advertising, gaming, film
 - life science - enhance research, drug discovery & personalized treatments
 - finance - automating document generation, risk modeling & fraud detection
 - manufacturing & Design - rapid prototyping, 3D modeling & optimization
 - business operations - automate routine tasks to boost productivity



Future perspectives of genAI

- hyper-personalization - highly personalized content for individual users - music, products & services
- AI ethics & governance - concerns over deepfakes, misinformation & bias
- interdisciplinary synergies - integration with other fields such as quantum computing, neuroscience & robotics
- human-AI collaboration - augment human creativity rather than replace it
- energy efficiency - have to figure out how to dramatically reduce power consumption



Selected References & Sources

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- CEOs & CTOs @ startup companies in Silicon Valley
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Thank You