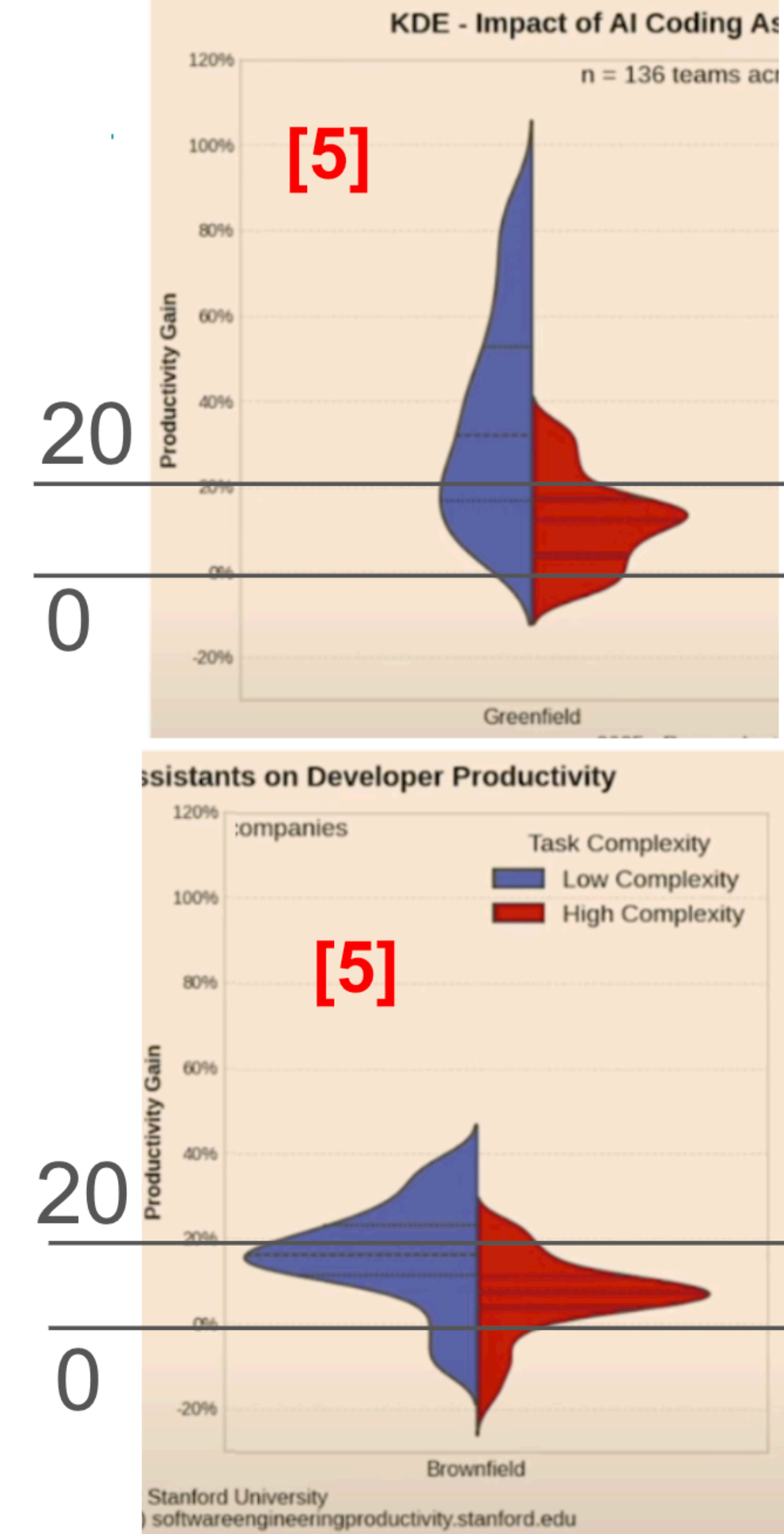# Cause we need a better AI

- **Bubble** bursting in "big data" AI?
  - Unlike standard software, **exponential** costs per new user
    - Unless usage rate limited (bad for keeping new users)
    - **ChatGPT**: A mere 2% to 8% conversion **free** to paid users [2]
  - Established companies: 95% of AI apps not returning revenue [3]
  - Microsoft: Copilot costing Msoft $X00 per user [1]
- What's **failing** [3]:
  - Support tools for groups, for negotiation
  - Integration into organizational workflows
- What's **working**: support tools for individuals (e.g. Copilot)
  - But the improvements are modest : +-20% [5] or negative [4][6]

[1] https://www.youtube.com/watch?v=OYlQyPo-L4g AI Startups Are Bad Businesses, Sept 2025

[2] https://www.mckinsey.com/capabilities/quantumblack/our-insights/seizing-the-agentic-ai-advantage McKinsey report. , 2025

[3] https://mlq.ai/media/quarterly_decks/v0.1_State_of_AI_in_Business_2025_Report.pdf MIT NANDA, July 2025

[4] https://www.gitclear.com/coding_on_copilot_data_shows_ais_downward_pressure_on_code_quality, GitClear, 2024

[5] https://www.youtube.com/watch?v=tbDDYKRFjhk Does AI Boost Productivity? 2025

[6] https://metr.org/blog/2025-07-10-early-2025-ai-experienced-os-dev-study/ METR July 2025