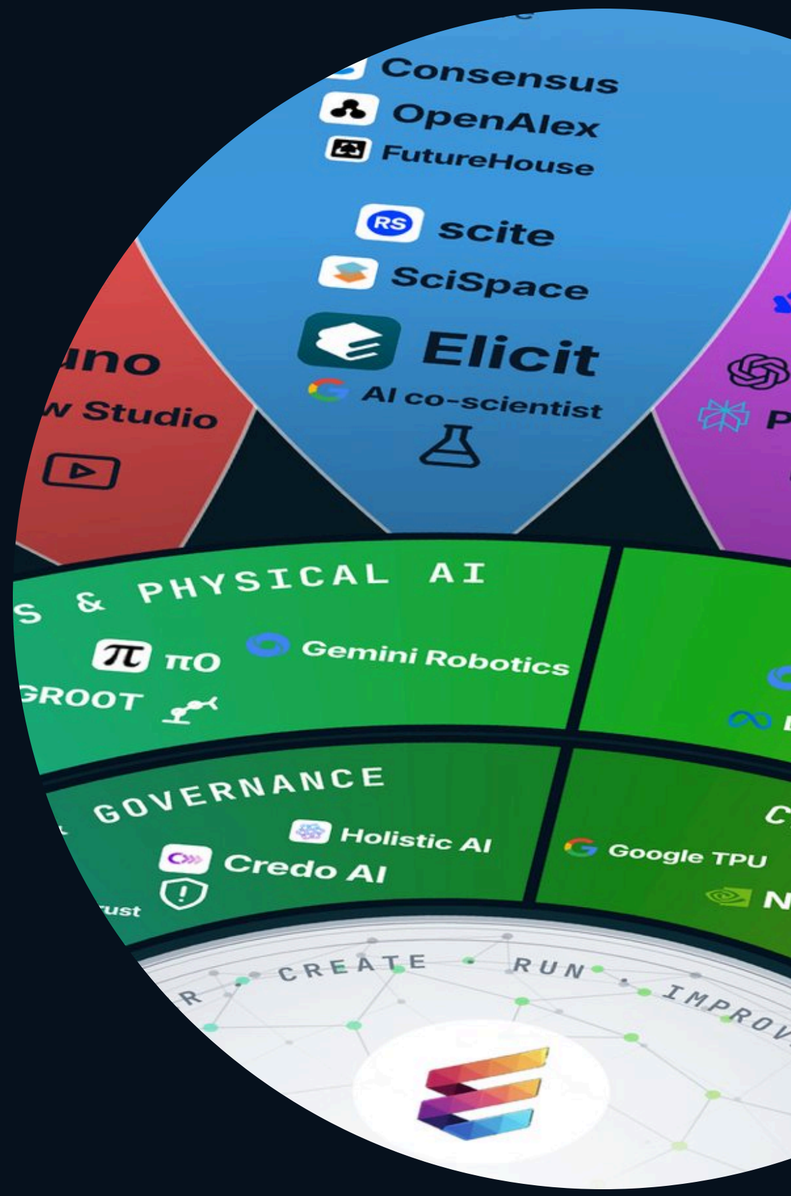
ETHORITY · KEYNOTE · GOOD AI PRISM MARKET STUDY 2026/27

Make AI work for your business.

Find the right AI. Build a sound business case. Put it to work responsibly. A keynote by Sten Franke on the Good AI Prism Market Study 2026/27.



US$2.67tn

worldwide AI spending forecast for 2026

GARTNER, SEP 2026

961

AI offerings on one map

GOOD AI PRISM, OCT 2026

1 in 5

EU firms with 10+ staff use AI

EUROSTAT, DEC 2025

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THE STUDY IN ONE MINUTE

Nine in ten surveyed organisations use AI; 37% see an effect on profit.

Three separate answers from one global survey: respondents report regular use, scaling and some effect on profit. Your decisions turn use into results.

≈90%

use AI regularly in at least one function

MCKINSEY, THE STATE OF AI, AUG 2026

44%

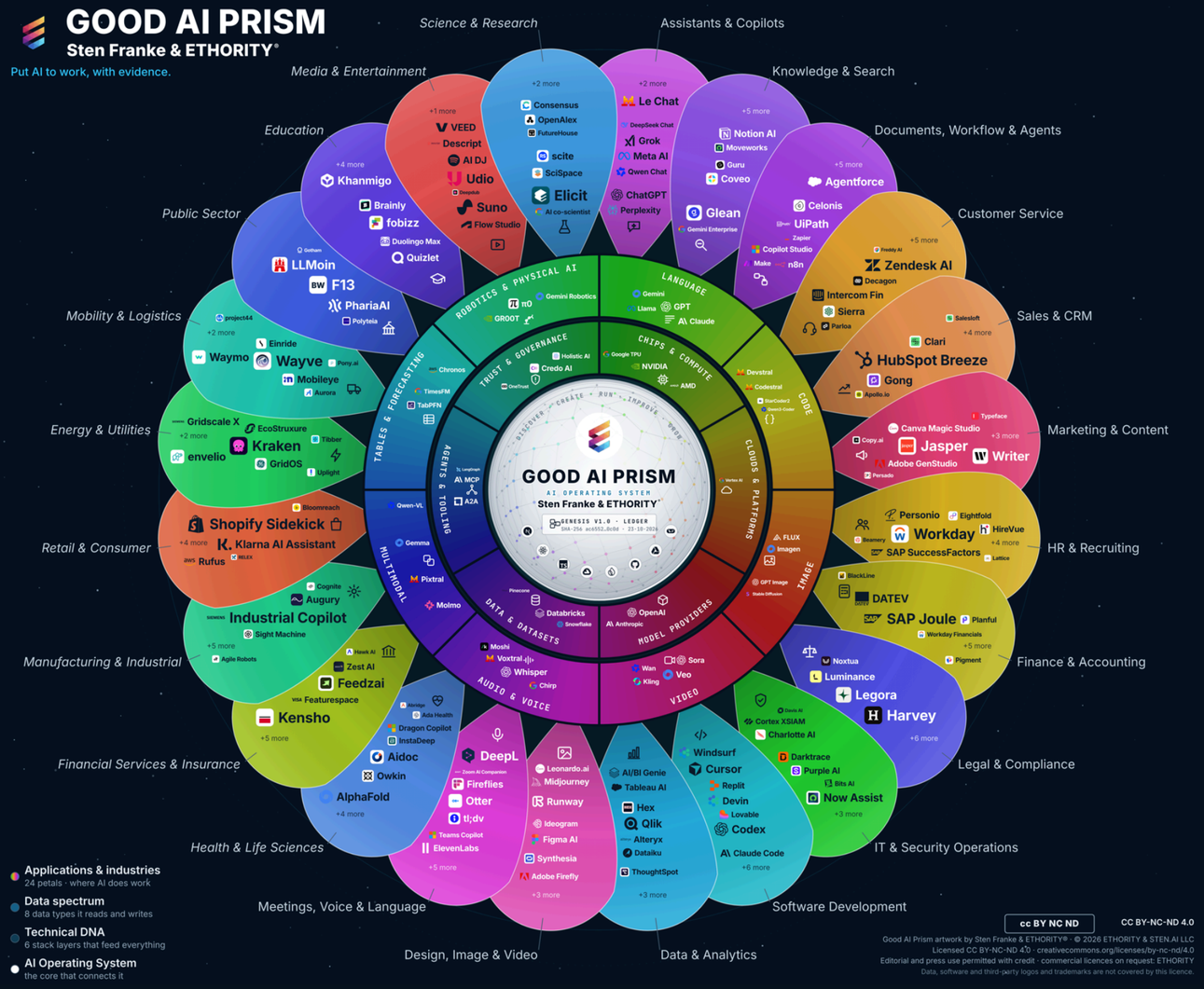
report scaling AI

MCKINSEY, THE STATE OF AI, AUG 2026

37%

attribute some effect on profit (EBIT) to AI

MCKINSEY, THE STATE OF AI, AUG 2026



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THE GOOD AI PRISM · V3.12

Start with your task. Compare what matters.

The Good AI Prism places 998 market entries on one wheel, including 961 AI offerings. Open your business function or industry, compare the offerings with their sources and take the next step.

24
topic areas by task and industry

8
data types AI reads and writes

6
technology layers that feed everything

Source · Good AI Prism v3.12 · Good AI Prism, Oct 2026

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GOVERNANCE IN ONE CASE · SCENARIO

An AI agent answers customers and triggers refunds: five questions help make it safe and worth it.

1

Responsibility

Who decides and carries the consequences?

2

Authority

What may the agent do alone, and up to which amount?

3

Evidence

Which answers need proof?

4

Control

When does a person step in?

5

Benefit

Does the result really improve?

YOUR NEXT MOVE

Start with one question and one owner this month.

CHECK AI Readiness & Maturity Check: one workshop day, then the written assessment · €3,500
https://ethority.ai/products/enterprise-services/readiness-maturity-check

2–3 WEEKS AI Act Readiness Sprint · from €6,900
https://ethority.ai/products/enterprise-services/ai-act-readiness-sprint

E-MAIL sten@ethority.ai
30-minute call

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Sten Franke

FOUNDER & CEO · CHIEF AI ARCHITECT, ETHORITY

sten@ethority.ai · ethority.ai

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