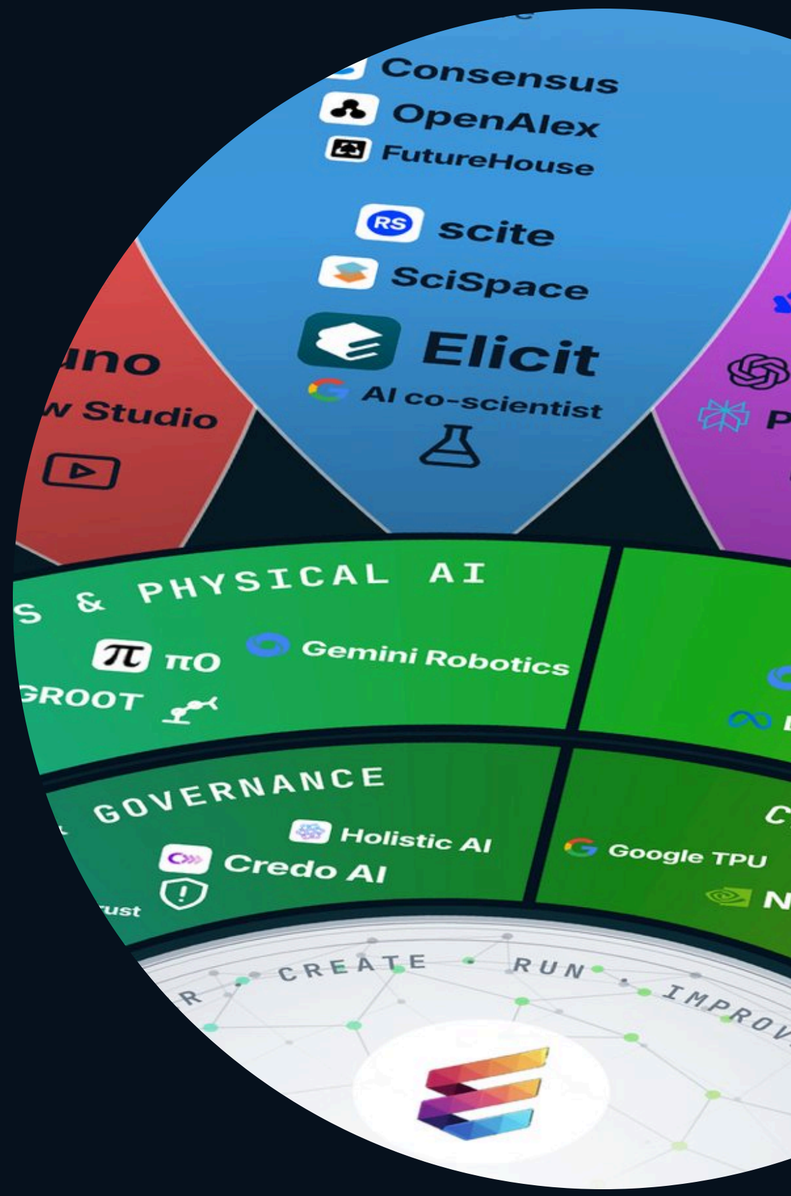
ETHORITY · KEYNOTE · GOOD AI PRISM MARKET STUDY 2026/27

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

01

MOVE 01 · WHERE AI CAN HELP

Find where AI helps before you choose a tool.

Start with a task, such as answering customer requests or closing the books. The Good AI Prism shows 961 AI offerings by task and industry, so you see your options before you decide.



Source · Good AI Prism v3.12

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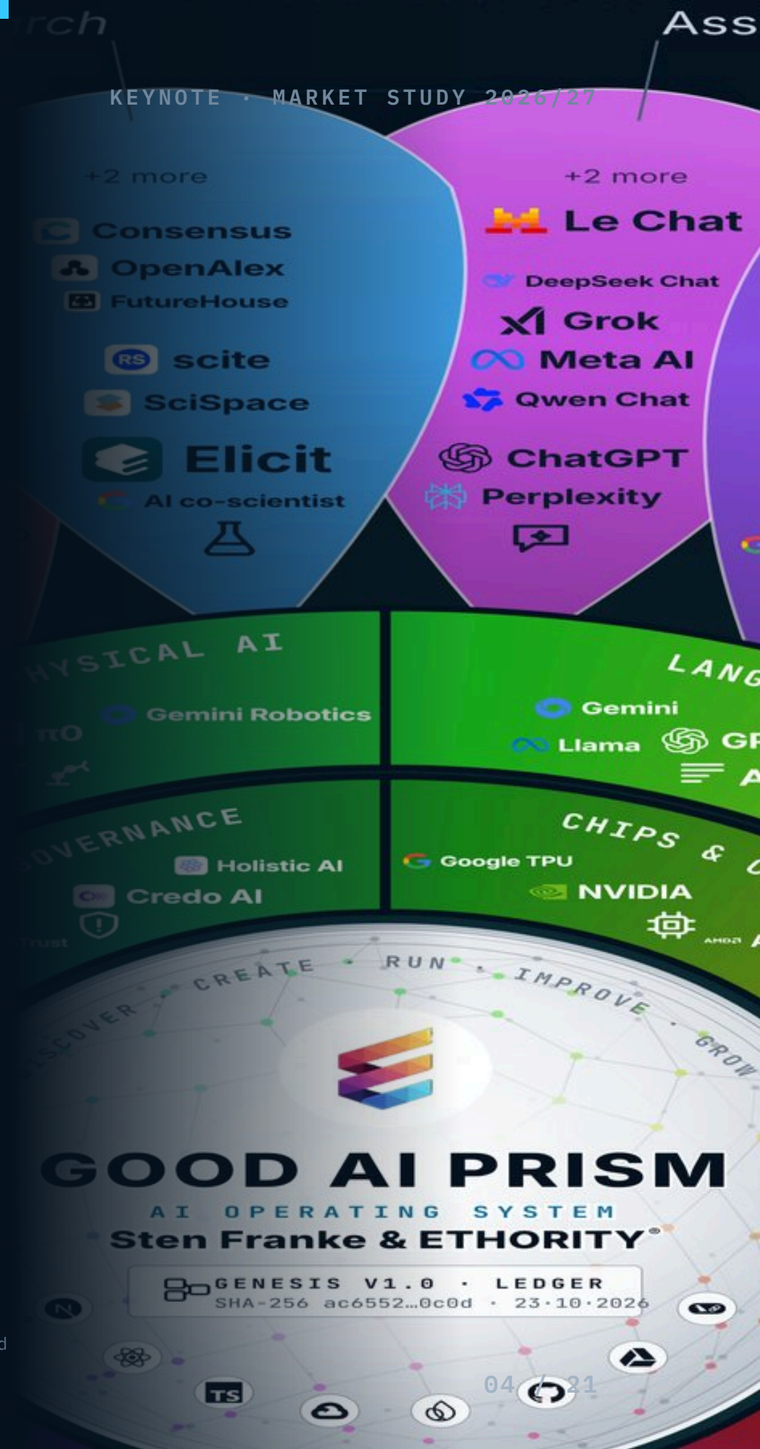
ETHORITY®
AI BUSINESS OPERATING SYSTEM

AI SPENDING 2026

Worldwide AI spending is forecast to rise by half in 2026.

US$2.67tn

forecast for 2026, up 49.5%. US$1.48tn of it goes into infrastructure.

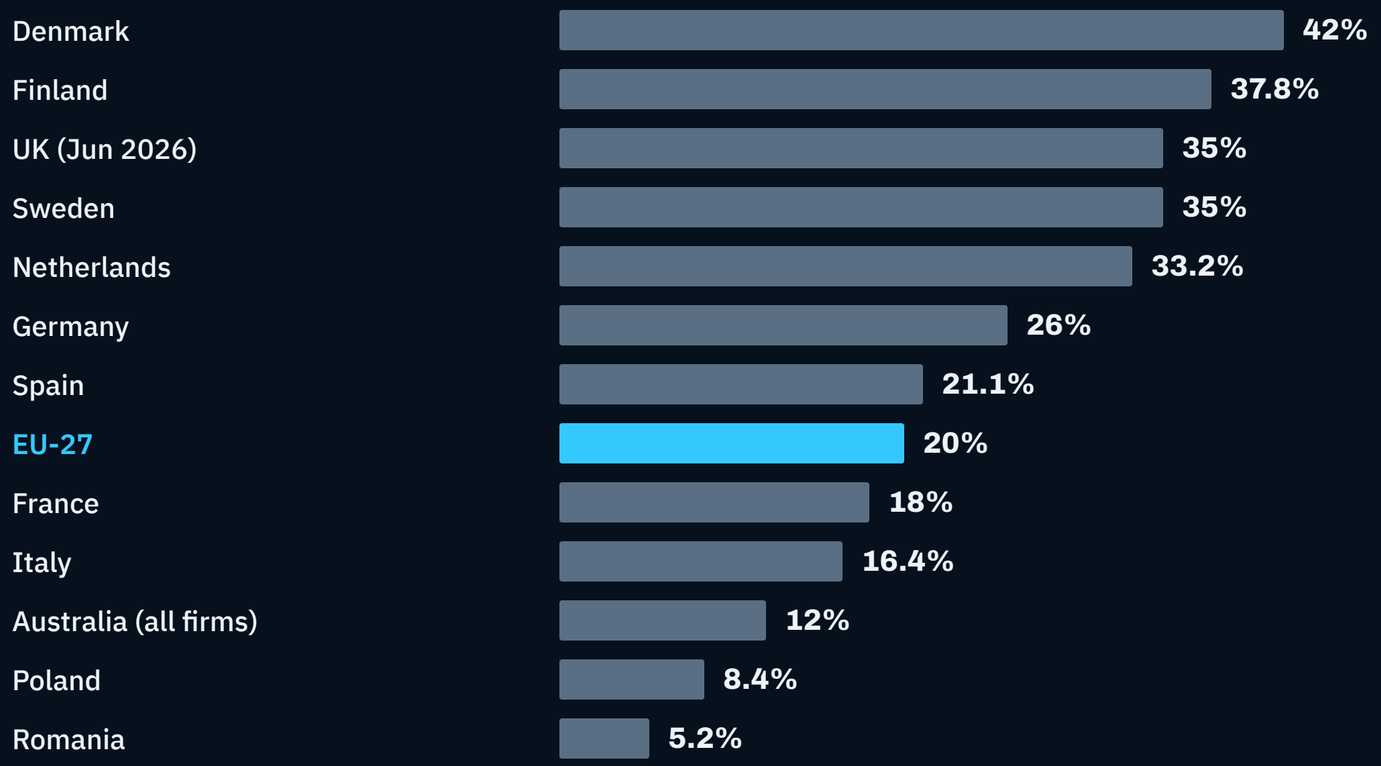


Source · Gartner, Sep 2026 · Good AI Prism Market Study 2026/27, chapter 1

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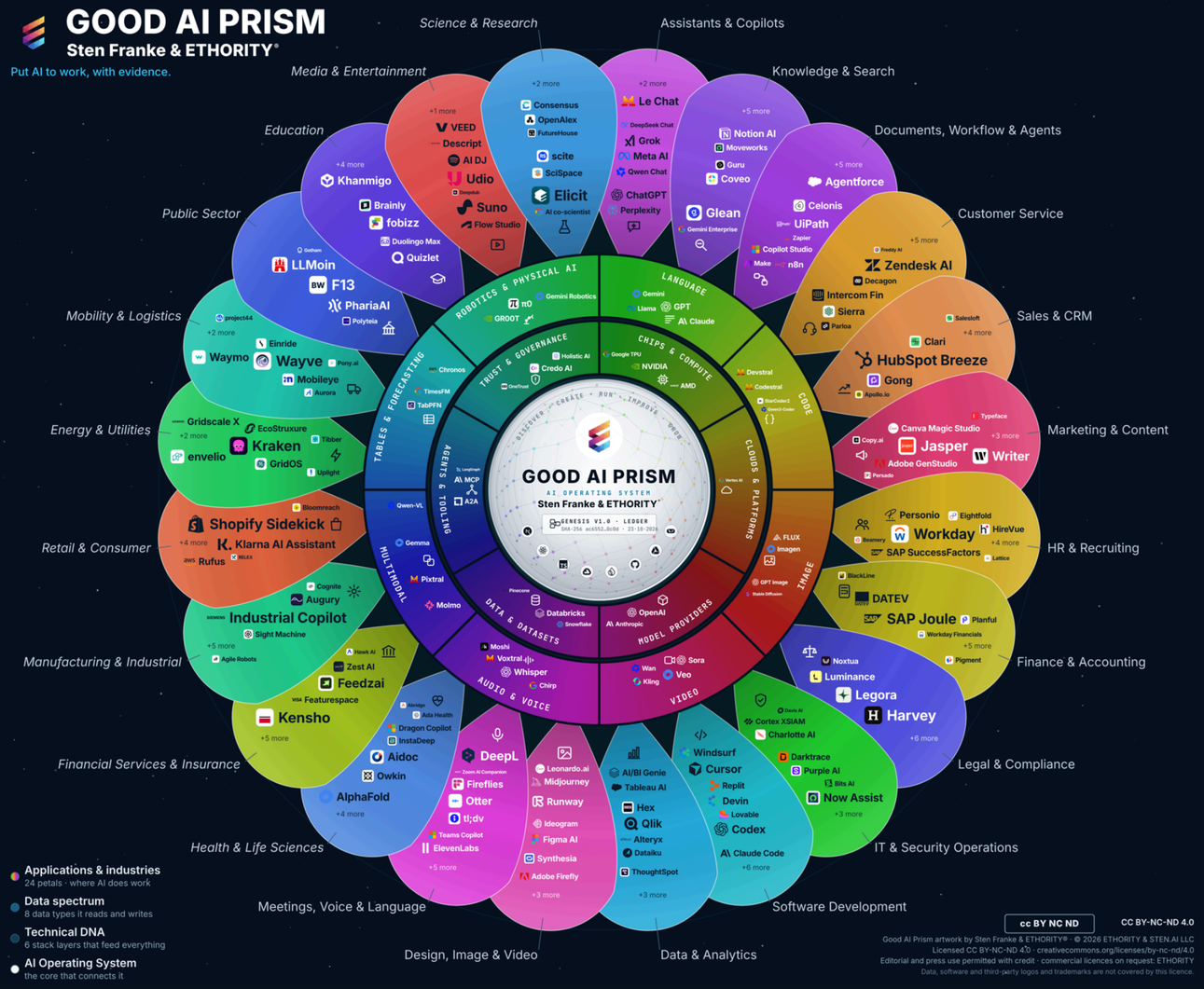
EXHIBIT 1.3 · ADOPTION BY OFFICIAL COUNT

Official statistics count one firm in five in the EU, and two in five in Denmark.



- Global executive surveys report nearly nine in ten; statistics offices count all firms with ten or more staff.
- The range runs from 5.2% in Romania to 42% in Denmark.
- Plan with the official figure for your market, not with the survey headline.

Source · Eurostat, Dec 2025 · ONS · INE · INSEE · Istat · ABS · Exhibit 1.3, Good AI Prism Market Study 2026/27



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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

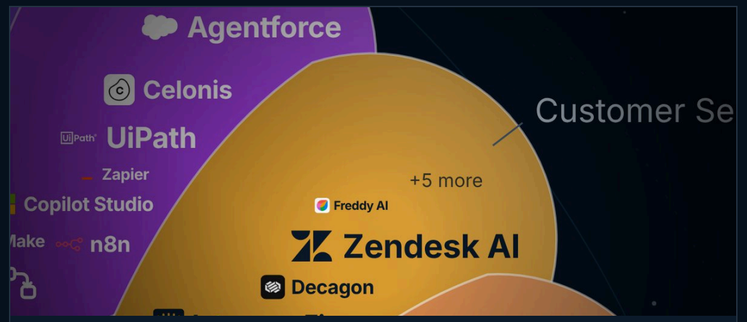
6
technology layers that feed everything

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

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THREE WAYS IN

Three questions lead you to the AI that fits your decision.

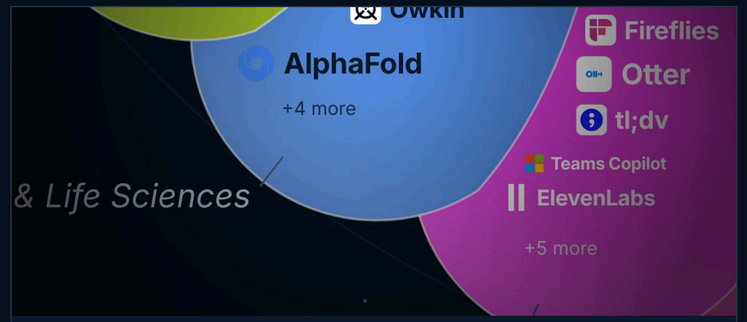


01

Where does AI help in my work?

Choose a business function, such as customer service or finance.

→ Uses and matching offers



02

What does AI change in my industry?

Choose an industry, such as health, logistics or manufacturing.

→ Industry study, cases, relevant providers



03

Which AI fits our decision?

Search a task or a provider.

→ Profile → Compare → economics → next step

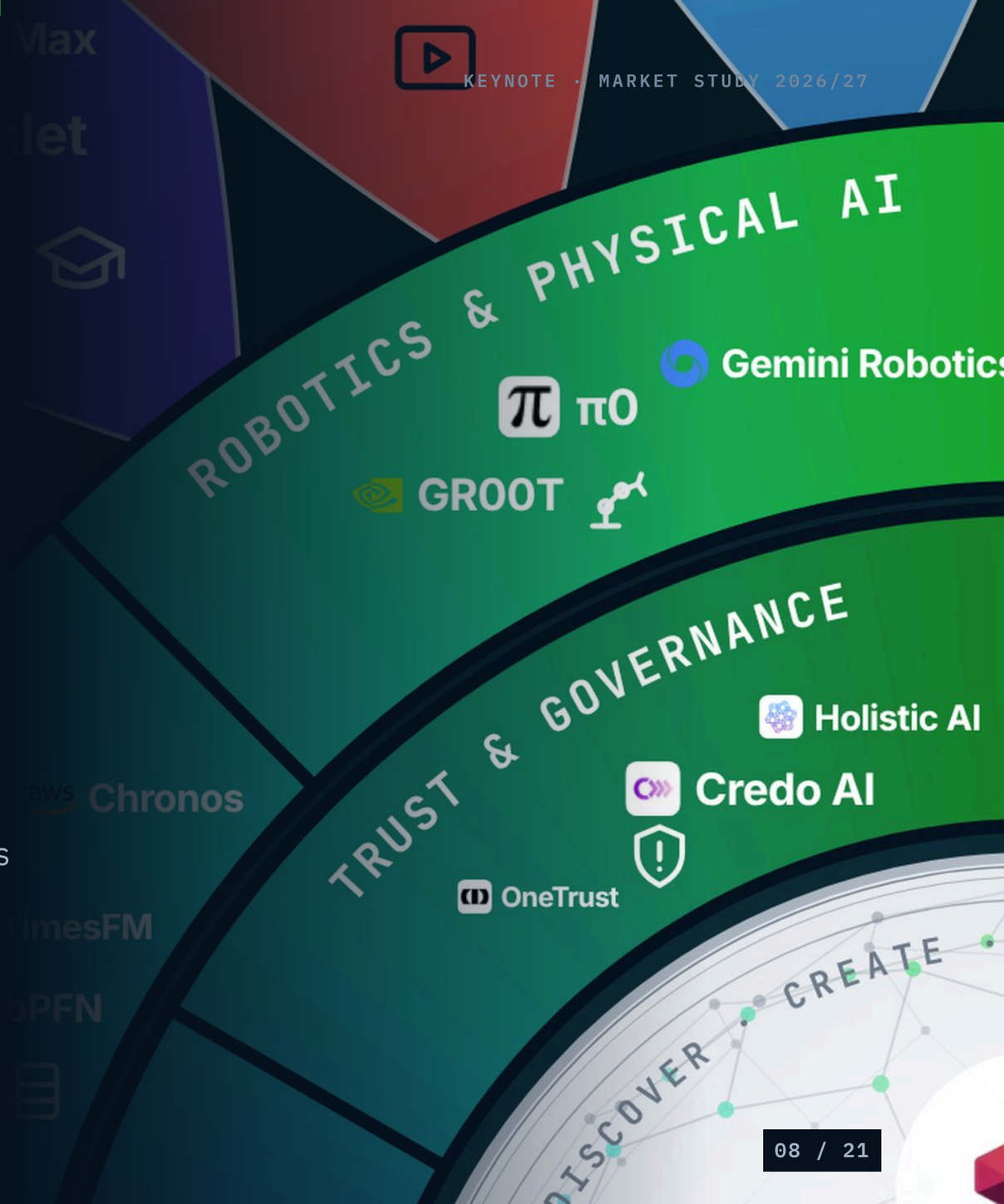
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02

MOVE 02 · CHOOSE RESPONSIBLY

Choose AI on facts, with clear owners and a cost you can defend.

Four qualities, five governance questions and an honest count of costs separate a sound choice from an expensive trial.



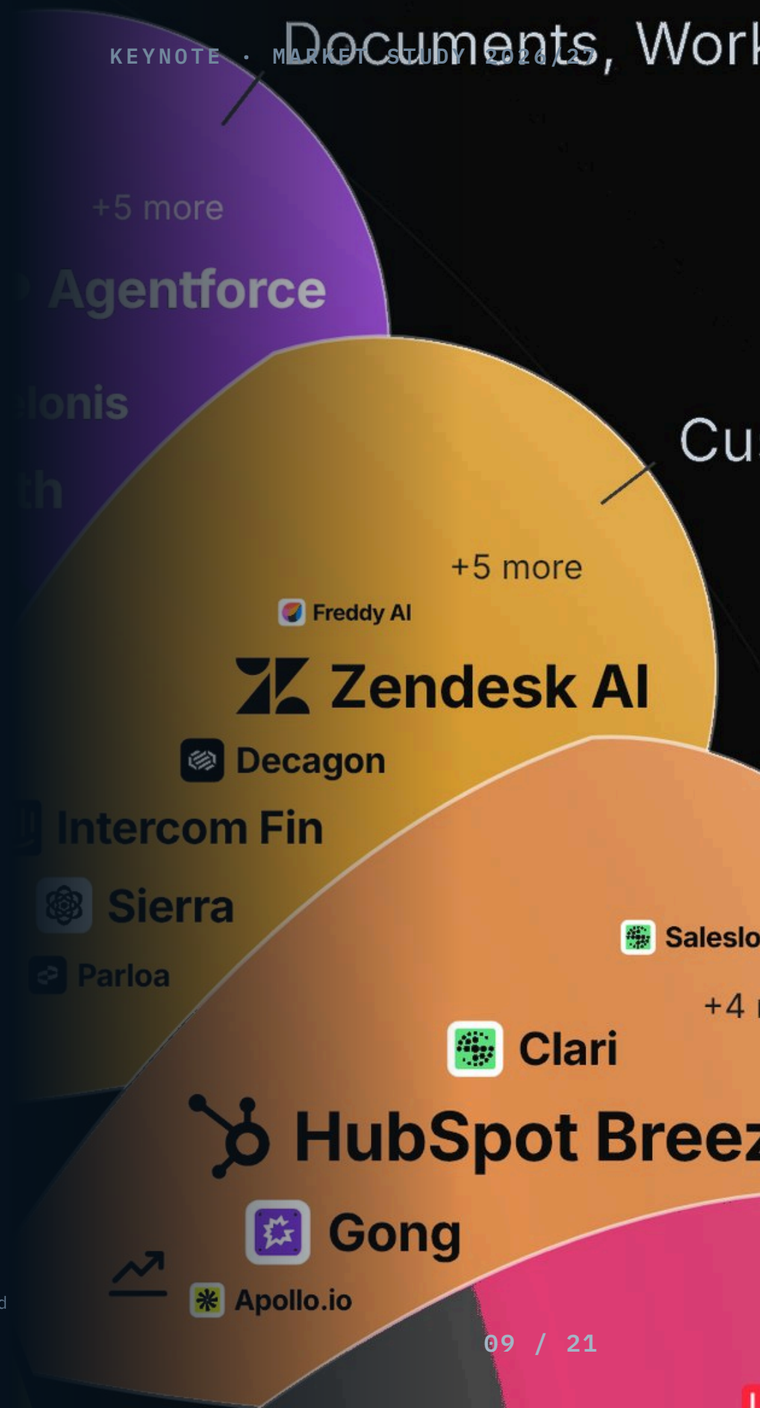
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BUYING AI · WHAT PROVIDERS PUBLISH

Buyers can rarely compare AI offerings on facts.

43 of 107

customer-service AI offerings publish a price; 38 document an EU hosting option.



Source · Good AI Prism, October 2026 survey of provider information (reviewed 19–20 Oct 2026)

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THE FOUR QUALITIES

Good AI is effective, efficient, economic and responsible.

Compliance is part of responsible implementation. Responsibility goes further: a legally permitted application can still be badly designed or harm the people affected.



01

Effective

AI supports a concrete goal with results you can check.



02

Efficient

Effort, cost and human rework are counted.



03

Economic

A technical gain is tested for its real business value.



04

Responsible

People, rights, safety and ethical consequences are part of the decision.

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?

EXHIBIT 2.1 · EU AI ACT

Transparency duties already apply; duties for listed high-risk uses follow on 2 Dec 2027.

2 Aug 2026

Transparency: people must be told when they deal with an AI (Article 50).

APPLIES NOW

2 Dec 2026

Machine-readable marking for generative AI already on the market (Article 50(2)).

2 Dec 2027

High-risk duties for uses listed in Annex III, such as certain AI in hiring, credit, insurance, education and public services.

PLAN NOW

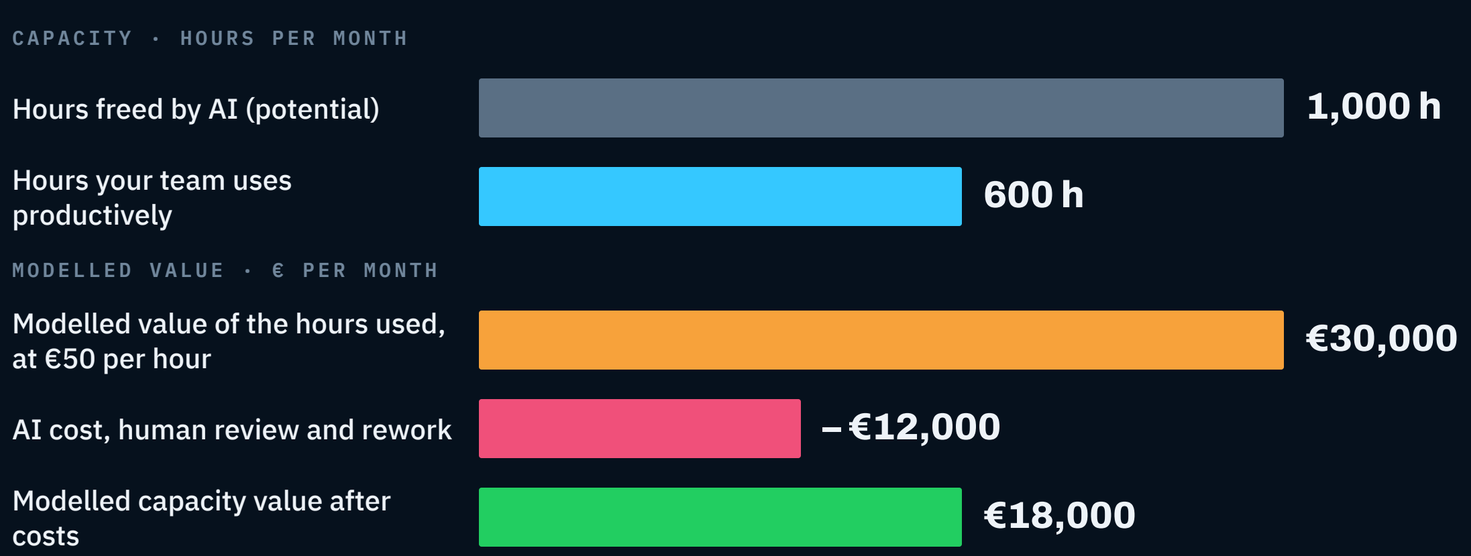
2 Aug 2028

High-risk duties for AI in regulated products such as machines and medical devices, where Annex I applies.

Source · Regulation (EU) 2026/1744, EUR-Lex · Exhibit 2.1, Good AI Prism Market Study 2026/27

ECONOMICS · SCENARIO

Freed hours are capacity, not savings: they become money only when costs fall or revenue grows.



SCENARIO

This is a modelled value. It becomes a financial result only when you can measure a lower cost or an extra contribution.

AI cost starts in month one, while your team is still learning.

Calculate your own case with the ETHORITY AI calculators.

Source · Scenario values chosen to explain the method · ETHORITY AI calculators, https://ethority.ai/solutions/calculators, Oct 2026

AI AS A RUNNING COST

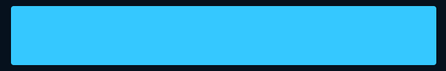
AI is becoming a running cost: about one surveyed organisation in five says it already limits use.

1 in 5

organisations say operating costs limit their use of AI.

HOW VISIBLE AI COSTS ARE

of large US firms see their AI costs in real time



KPMG AI PULSE Q2 2026 · REVENUE US$1BN+

of large US firms name AI cost management as a barrier



KPMG AI PULSE Q2 2026 · REVENUE US$1BN+

of firms in Mexico find AI cost structures hard to understand

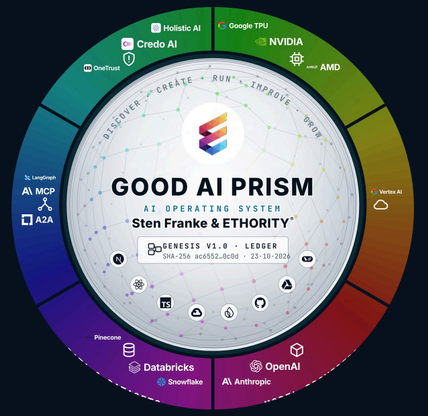


KPMG MEXICO, Q2 2026 · REVENUE ABOVE US$50M

Source · McKinsey, The state of AI, Aug 2026 · KPMG AI Pulse Q2 2026 · KPMG Mexico, Global AI Pulse Q2 2026 · Good AI Prism Market Study 2026/27, finding 08

MOVE 03 · PUT THE DECISION TO WORK

Put the decision to work in steps you can measure.



1 **Discover**
Find where AI can help your business and what the market offers for it.

2 **Create**
Choose the option and build the solution, including its costs, data and responsibilities.

3 **Run**
Operate the system day to day, with named owners and agreed checks.

4 **Improve**
Measure the result against the starting point and adjust what does not work.

5 **Grow**
Extend what works to more teams, sites or countries.

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SEVEN SERVICES · NET PRICES

Seven services take you in four steps from a first check to AI that runs.

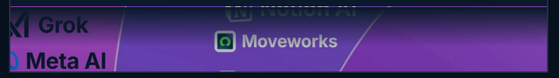
01 · CHECK

Check

Know where you stand and what the rules require.

AI Readiness & Maturity Check
€3,500

AI Act Readiness Sprint
from €6,900
Enterprise €19,500



02 · DECIDE

Decide

Set the rules, map your AI, price the big bet.

AI Governance Setup
from €19,500

AI Estate Audit & Mapping
Focus €25,000
Group €45,000 · Group+ €75,000

AI Opportunity Case
Priced after scoping

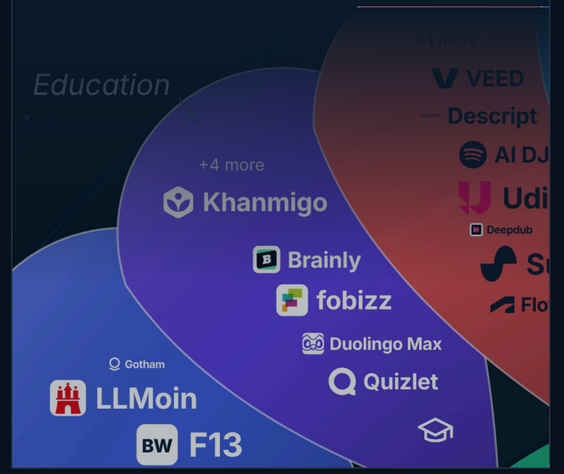


03 · ENABLE

Enable

Your team uses AI well and safely.

AI Literacy & Adoption
from €2,400

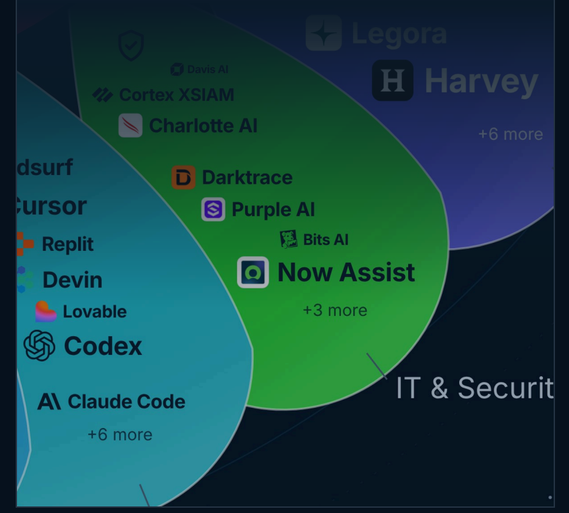


04 · RUN

Run

Keep your AI rules and decisions up to date.

AI Governance Retainer
from €2,500 / month



Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026

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FIVE ENTRY OFFERS · NET PRICES

Five entry offers answer your question before you commit a larger budget.

COMPARE	Compare up to three AI offerings on dated facts before you buy.	**AI Decision Brief**	**€195 net · one-time**
PLAN	Turn one business goal into an AI plan for the next 90 days.	**AI Business Blueprint** Delivery date agreed before the work starts	**€495 net · one-time**
ASSESS	Get a clear answer on one AI system: pilot, redesign, expand or stop.	**AI Trust Record** 10 working days from receipt of the agreed inputs	**€4,500 net · one-time**
TEST	Run one AI use case under real conditions, with stop rules agreed upfront.	**AI Trust Pilot** Six weeks	**€25,000 net · one-time**
INVEST	Know what would make an AI investment of about €200,000 or more pay.	**AI Opportunity Case** Standard 4 weeks · Extended 6 weeks	**Priced after scoping**

Source · ethority.ai offer pages · net prices plus VAT where applicable · Oct 2026



THE STUDY · GLOBAL EDITION · V2.6

961 AI offerings on one map: decide now what you will use in 2027.

How companies worldwide adopt AI, what 961 offerings promise and document, and how to run AI once you have chosen it. Every figure has a source.

961
AI offerings mapped
GOOD AI PRISM, OCT 2026

30+
economies compared
MARKET STUDY 2026/27

90
pages, English edition
GLOBAL EDITION V2.6

READ THE STUDY (PDF, 90 PAGES)

https://ethority.ai/research

Read the study
https://ethority.ai/research/publications/market-global-en

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WHO LEADS YOUR PROJECT

Sten Franke leads every project.

STEN FRANKE · FOUNDER & CEO · CHIEF AI ARCHITECT

> “I help you make sense of the AI market, take sound decisions and shape the implementation — combining market intelligence, systems architecture and economic evaluation.”

2009
the first German Social Media Prisma

961
AI offerings on the Good AI Prism

11
entry offers and services with a clear scope

Source · ETHORITY company history · Good AI Prism, Oct 2026 · ethority.ai offer pages, Oct 2026

NEXT STEP

Discuss your case with Sten Franke.

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

CALCULATE Test your own case with the AI calculators
https://ethority.ai/solutions/calculators

READ The Global Market Study 2026/27 (90 pages)
https://ethority.ai/research

E-MAIL sten@ethority.ai
Sten Franke

Good AI Prism by Sten Franke & ETHORITY® · since the first Social Media Prisma in 2009 · roots: ETHORITY.AI and STEN.AI · text © 2026 ETHORITY & STEN.AI LLC

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Sten Franke

FOUNDER & CEO · CHIEF AI ARCHITECT, ETHORITY

sten@ethority.ai · ethority.ai

This presentation online
https://ethority.ai/research/publications/keynote-full-en

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Every page, offer and study in this deck is one click away.

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https://ethority.ai/

Good AI Prism
https://ethority.ai/ai-prism

Registry of AI offerings
https://ethority.ai/explore/registry

Compare offerings
https://ethority.ai/explore/compare

Company
https://ethority.ai/company

Founder & network
https://ethority.ai/company/team

Contact
https://ethority.ai/contact

FIVE ENTRY OFFERS

Overview →

AI Decision Brief
https://ethority.ai/offers/ai-decision-brief

AI Business Blueprint
https://ethority.ai/offers/ai-business-blueprint

AI Trust Record
https://ethority.ai/offers/ai-trust-record

AI Trust Pilot
https://ethority.ai/offers/ai-trust-pilot

AI Opportunity Case
https://ethority.ai/products/enterprise-services/opportunity-case

SEVEN SERVICES

Overview → · AI Opportunity Case: see entry offers

AI Readiness & Maturity Check
https://ethority.ai/products/enterprise-services/readiness-maturity-check

AI Act Readiness Sprint
https://ethority.ai/products/enterprise-services/ai-act-readiness-sprint

AI Literacy & Adoption
https://ethority.ai/products/enterprise-services/literacy-adoption

AI Governance Setup
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AI Estate Audit & Mapping
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AI Governance Retainer
https://ethority.ai/products/enterprise-services/governance-retainer

STUDIES, ARTICLES, TOOLS

Global Market Study 2026/27
https://ethority.ai/research/publications/market-global-en

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