



USING A.I. TO CAPTURE A LARGER SHARE OF THE MARKET

Beyond Membership

Meet the Panel



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**1 million have
published
content on
LinkedIn**



A top-down view of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent teal filter. A dark rectangular box is centered over the keyboard, containing white text. To the right of the laptop, a smartphone is visible. The person is wearing a dark wristband on their left wrist.

**Visual content is 40x more
likely to get shared.**

A smart speaker with a blue light ring is positioned on a desk. In the background, there are several books and papers, some of which are slightly out of focus. The text is overlaid on a semi-transparent dark rectangle.

By 2020, more than 50% of search queries will be voice-based

What is disruption?



Disruption:
Providing access to
underserved audiences





What drives
decisions?

A hand holding a smartphone, tilted slightly. The background is dark with colorful bokeh lights in shades of pink, orange, and blue. A semi-transparent dark blue rectangle is overlaid across the middle of the image, containing the text "Easy transactions" in white, bold, sans-serif font.

Easy transactions

CUPCAKE ATM

Sprinkles

SPRINKLES
CUPCAKE ATM

TOUCH
TO BEGIN

**Self
Service**

Frictionless Transactions

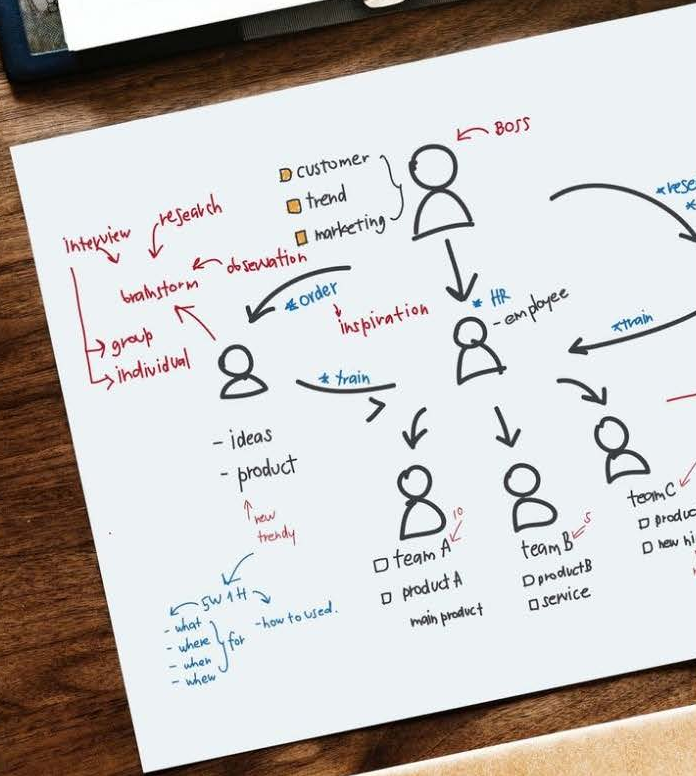


NETFLIX



**Interests &
Motivations**

How did you modify your existing business model?



A hand with the index finger pointing upwards towards a glowing yellow rectangular box. The box contains the word "Pivot" in a bold, dark blue font. The background is a blurred blue and green bokeh.

Pivot



How will you
use AI to
expand your
reach in the
future?



How will this impact the role of staff and volunteer leaders?

DIVVY

Sharing Economy



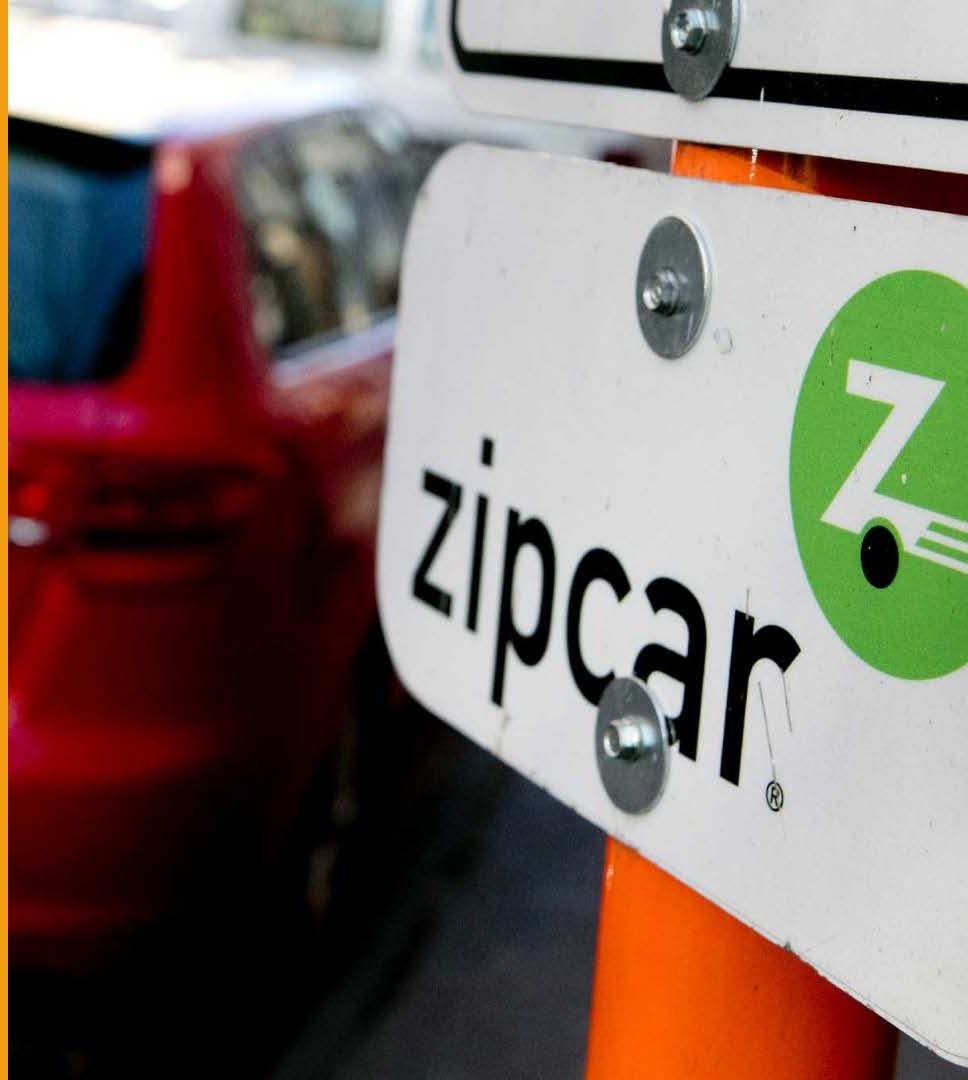
ClassPass

Technology Enables Transactions

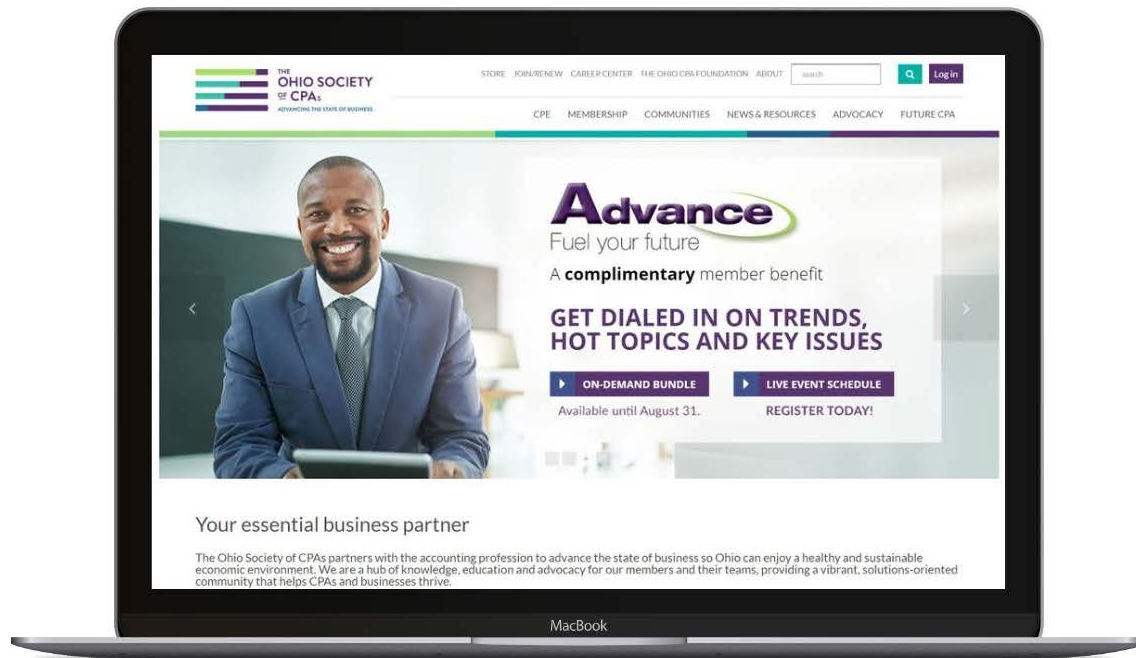


ZIPCAR

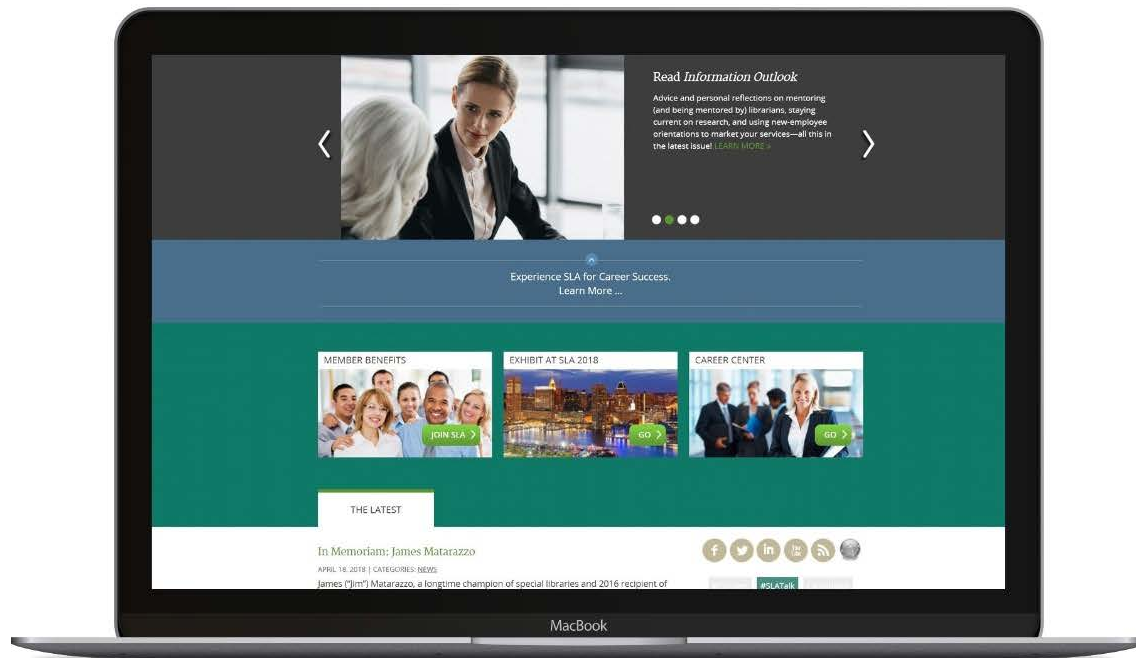
Access Over Ownership



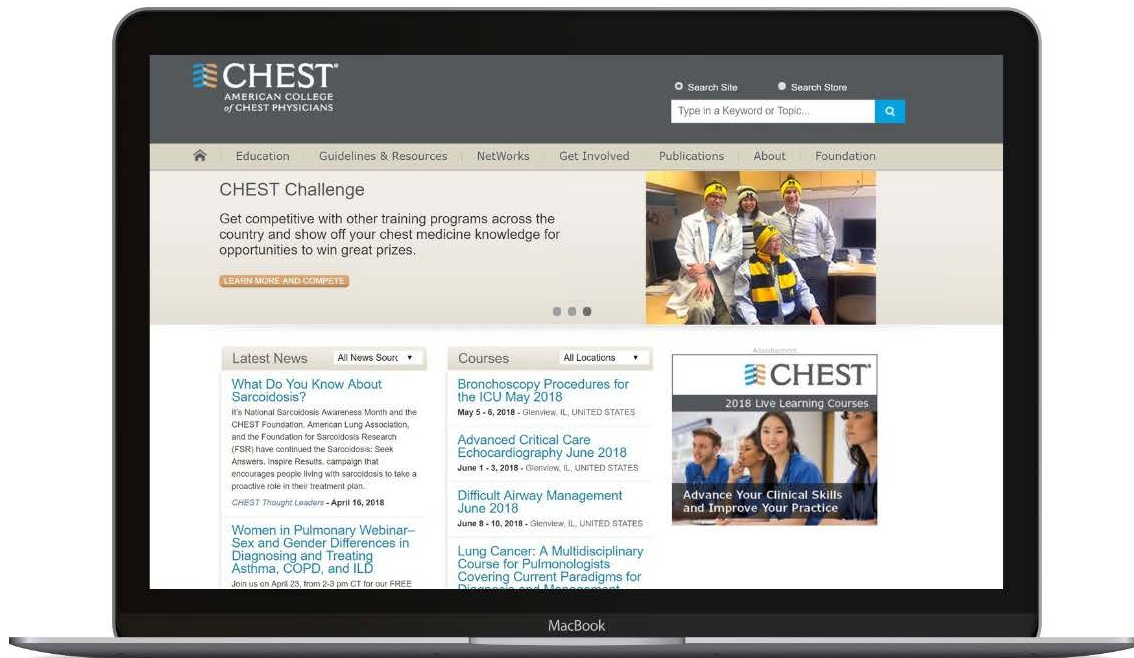
How do you use data and intelligence to market to members?



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Key Tenets of a Relevant Business Model Today





Questions?

Thank you.