



CONFERENCIA
NACIONAL SOBRE
PALMA DE ACEITE

Un encuentro para vivir el
conocimiento e impulsar
la agroindustria

Estrategia de datos e inteligencia artificial

Retos Directivos

Autor: Tito Pablo Neira Avila Ph.D – CEO Neicon



35
AÑOS



Villavicencio, Parque Las Malocas

22 al 24
de septiembre

20
26

INNOVATION

Why 85% Of Your AI Models May Fail



By Jameel Francis, Forbes Councils Member.

for Forbes Technology Council, **COUNCIL POST** | Membership (fee-based)

Nov 15, 2024 at 07:45am EST

NEWSLETTERS · EYE ON AI

An MIT report that 95% of AI pilots fail spooked investors. But it's the reason why those pilots failed that should make the C-suite anxious



BY JEREMY KAHN
EDITOR, AI

August 21, 2025 at 12:57 PM EDT



An MIT study that found that 95% of AI pilot projects fail spooked the stock market this week, driving the shares of many tech companies sharply lower. But the reasons for the failures the research highlighted were less about the underlying tech and more about the poor choices companies are making in using it.

PHOTO ILLUSTRATION BY GETTY IMAGES



Tito Neira

- Doctor en gestión de innovación tecnológica, MBA, Especialista en mercadeo y estadístico
- Profesor especialista nodo de innovación tecnológica
- Co-Founder : Neicon - Coffee Power
- Investor: Sellit9 – Wuayupe - Naowa

NEICON

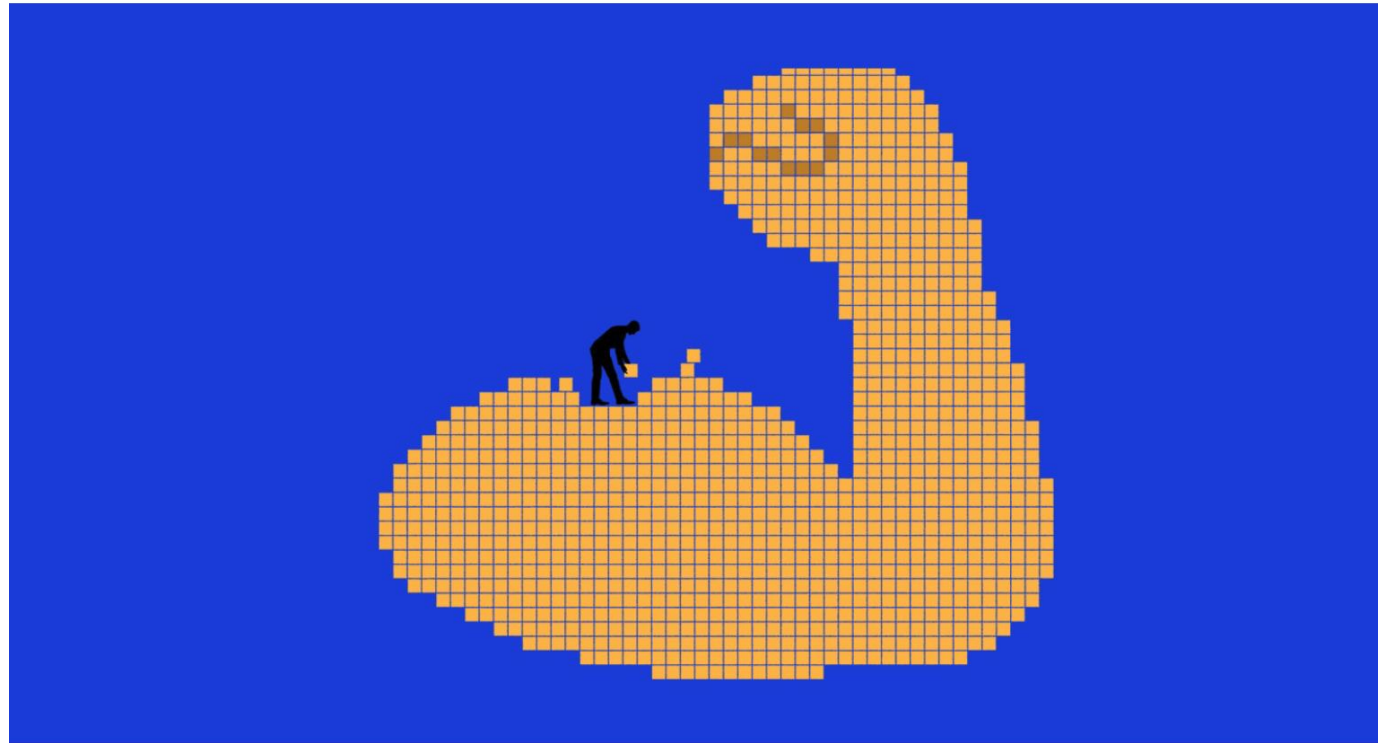
sellit9



Building the AI muscle of your business leaders

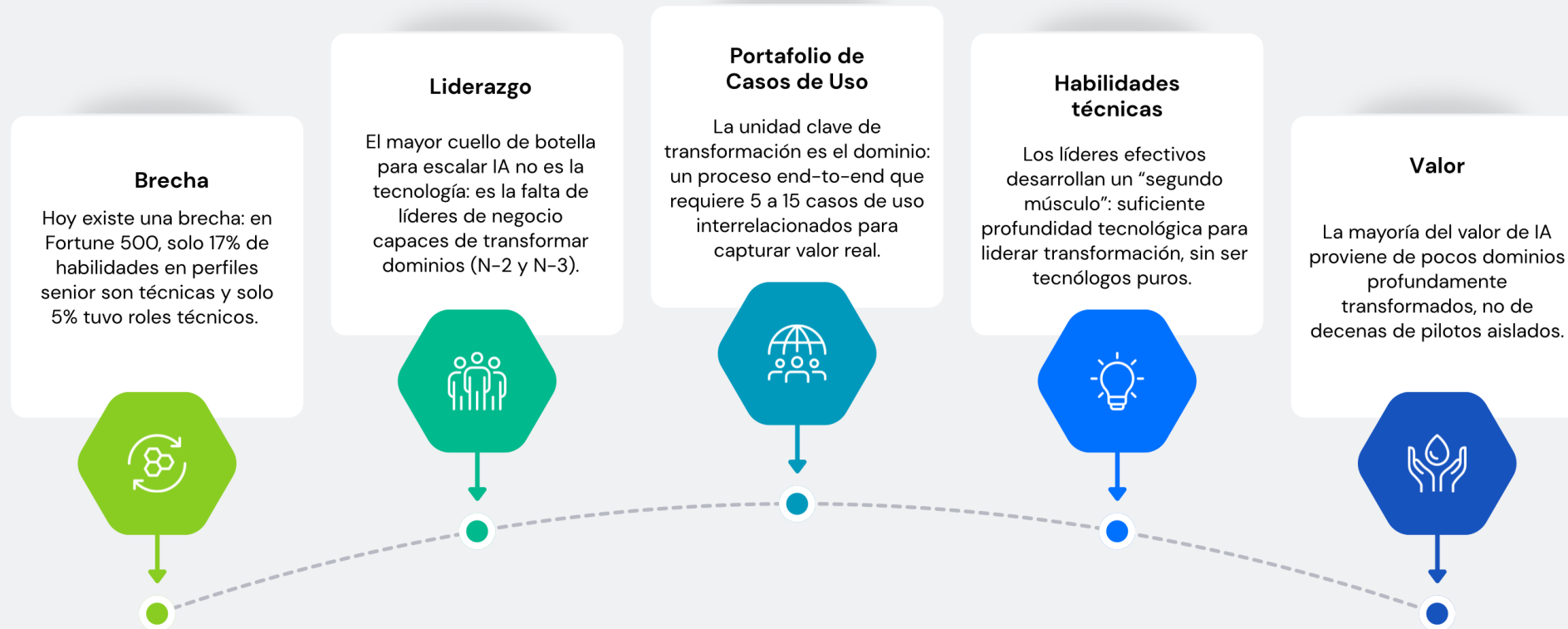
The real competitive advantage with AI comes from having business leaders who can bridge business problems with the possibilities technology offers.

by Dana Maor, Eric Lamarre, and Kate Smaje



Building the AI muscle of business leaders

Key takeaways



IA : Programas con la capacidad de aprender y razonar como humanos

AM : Algoritmos con la habilidad de aprender sin ser explícitamente programados

AP : Subconjunto de **AM** que mediante redes neurales adaptativas aprenden de grandes cantidades de datos

IA GEN : Crear nuevos contenidos de texto, imagen y voz mediante ordenes o datos



<https://medium.com/@experiencia18/diferencias-entre-la-inteligencia-artificial-y-el-machine-learning-f0448c503cd4>



The Generative AI Market Map v3

A work in progress



Consumer

ENTERTAINMENT / COMPANIONSHIP

character.ai
CHAI
TikTok

Inflection
LUZIA

AVATAR GENERATORS

Remini
Lensa

MUSIC

splash
BandLab SongStarter

Endel
Suno
okio

Audialab
AIVA
TuneFlow
Mubert

Harmonai
boomy
SONIFY
Spotify

MEDICAL ADVICE

Med-PaLM
XYLA

RELATIONSHIPS

meeno
RIZZ

PERSONAL ASSISTANT

milo

GAMING

AI DUNGEON
inworld

Scenario
Leonardo.AI

Layer
astroblox

Unity
ROBLOX

SOCIAL

airchat
Instagram
WhatsApp

EDUCATION

Speak
Elio
studdy

Enterprise: Horizontal

SEARCH / KNOWLEDGE

glean
cohere

MARKETING

attentive
Milly

Jasper
copy.ai

Twain
WRITER

Rytr
anyword

copysmith
Hypotenuse AI

Writesonic

RPA / AUTOMATION

zapier
Forge

DeepOpinion
ADEPT

rby AI
axiom.ai

Path
Google Duet AI

Kognitos
ALLOCATION ADVISOR

CUSTOMER SUPPORT

Maven AGI
Slang.ai

CRESTA
zendesk
GENESYS

PRODUCTIVITY

Notion
Microsoft 365 Copilot

tome
Google Duet AI

SALES

GONG
Clari

Day.ai
unify

Telescope
HubSpot

clay

DESIGN

Adobe
Recraft

Figma
Kittl

modifi
Picsart

Visual Electric

SOFTWARE ENGINEERING / CODE GEN.

GitHub Copilot

replit

Cody

Cursor

FACTORY

CodeGen

codeium

tabnine

Magic

warp

DATA SCIENCE

Qualtrics
Code Interpreter

seek
Wisdom AI

Hex Magic
turntable

tableau
Looker

Arcwise

Enterprise: Vertical

HEALTHCARE

Ambience
MEMORA HEALTH

DeepScribe
Hippocratic AI

abridge
Co:helm

Nabla

ATROPOSHEALTH
LATENT

GLASS
Athelas

LEGAL

Harvey
Ironclad

EvenUp
casetext

PINCITES

BIO

Inceptiv
Cradle

FINANCIAL SERVICES

Hebbia
pilot

TRANSLATION

LILT

Prosumer

GENERAL SEARCH / KNOWLEDGE

ChatGPT
Anthropic Claude

perplexity

YOU

Google Bard

Poe

VIRTUAL AVATARS

synthesia
D-ID

AUTONOMOUS AGENTS

Open Interpreter
BabyAGI

VOICE

ElevenLabs
WELLSAID

MURF.AI

PLAYHT
coqui

descript

VIDEO CREATION / EDITING

runway
VEED.IO

PIKA LABS
captions

loom

dream by

3D

mirage

Spline

Physna

BROWSER COPILOTS / AUTOMATION / ASSISTANT

Rewind
MULTI-ON

Minion AI
new COMPUTER

IMAGE CREATION / EDITING

Figma
Midjourney

stability.ai
Ideogram

Lexica

PLAYGROUND
Adobe Firefly

Picsart
PhotoRoom

<https://www.scalecapital.com/stories/generative-ai-landscape-q3-2024-insights>

¿Qué es una estrategia de datos?

Objetivos de
Negocio



Datos

Experiencia
del cliente



IIA

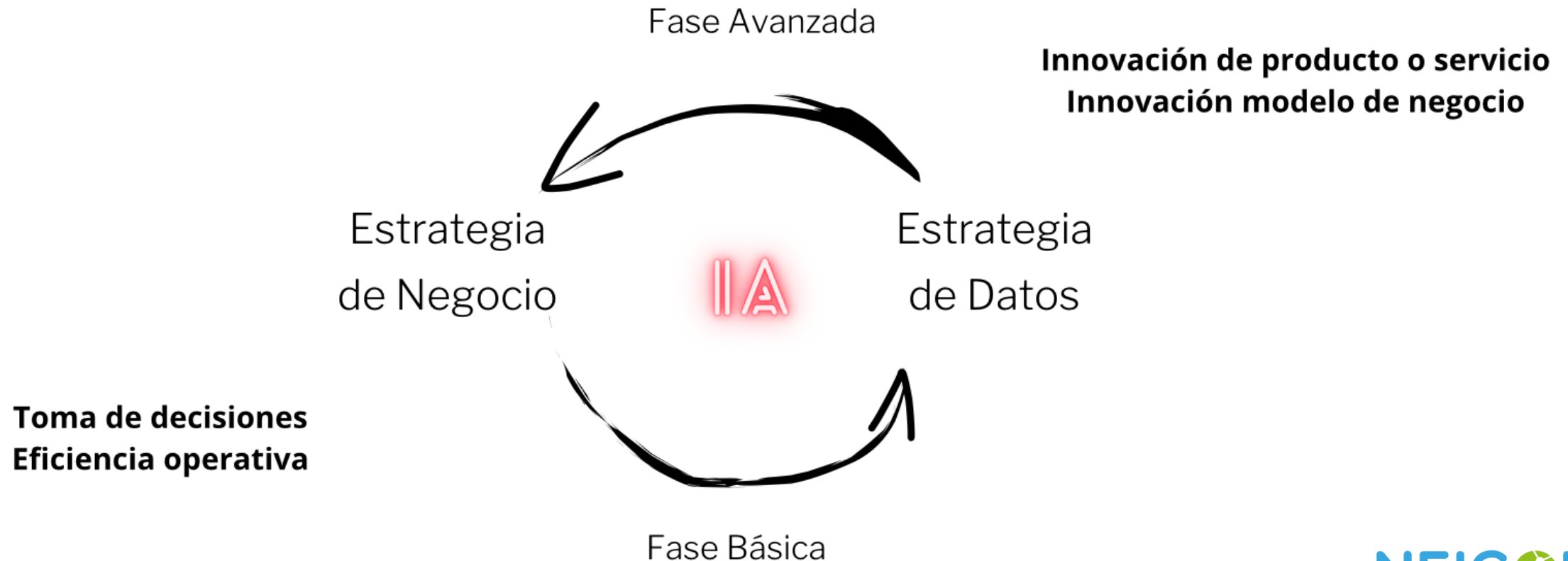


Analítica



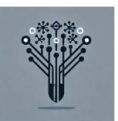
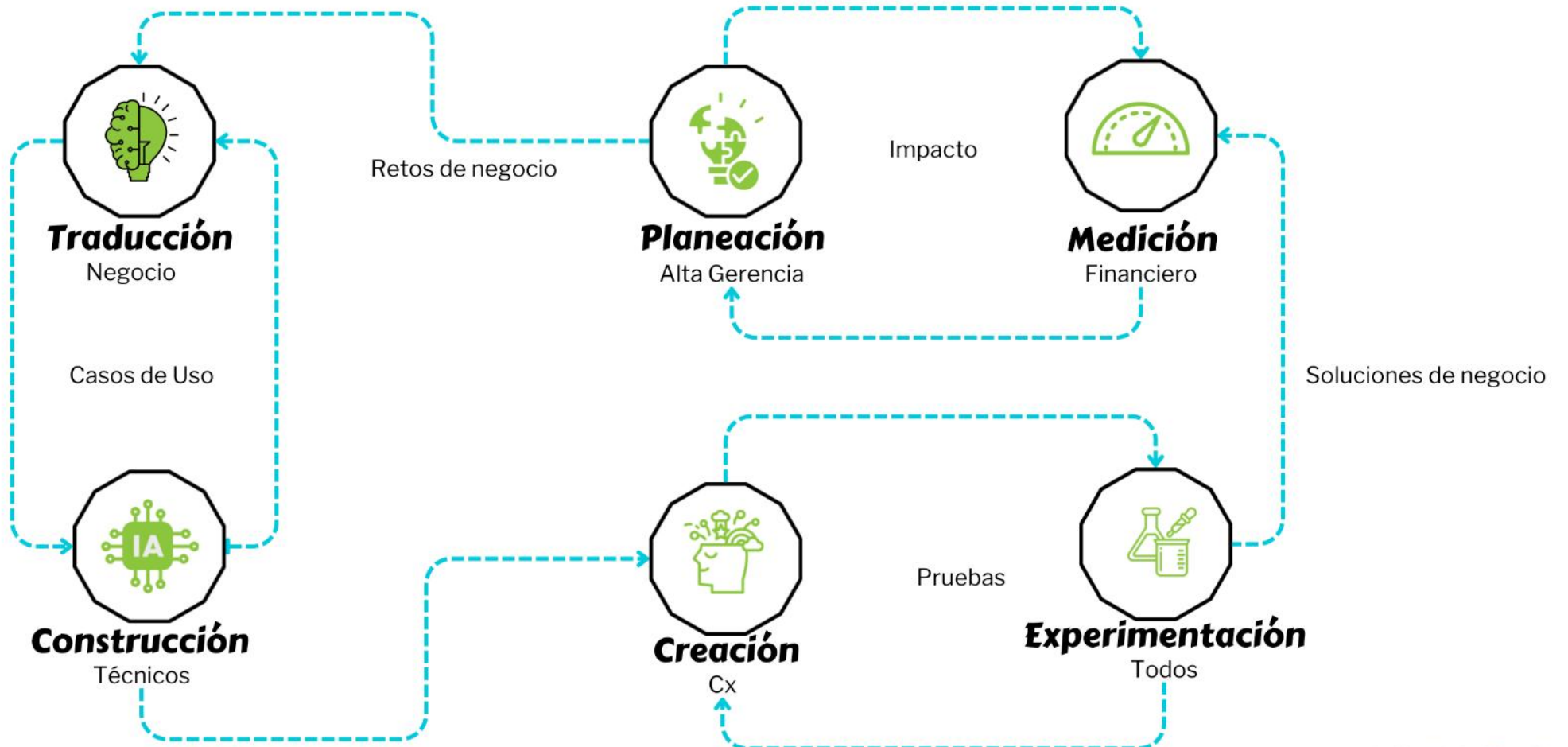
Tecnología

Fases de una estrategia de datos



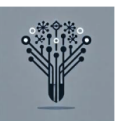
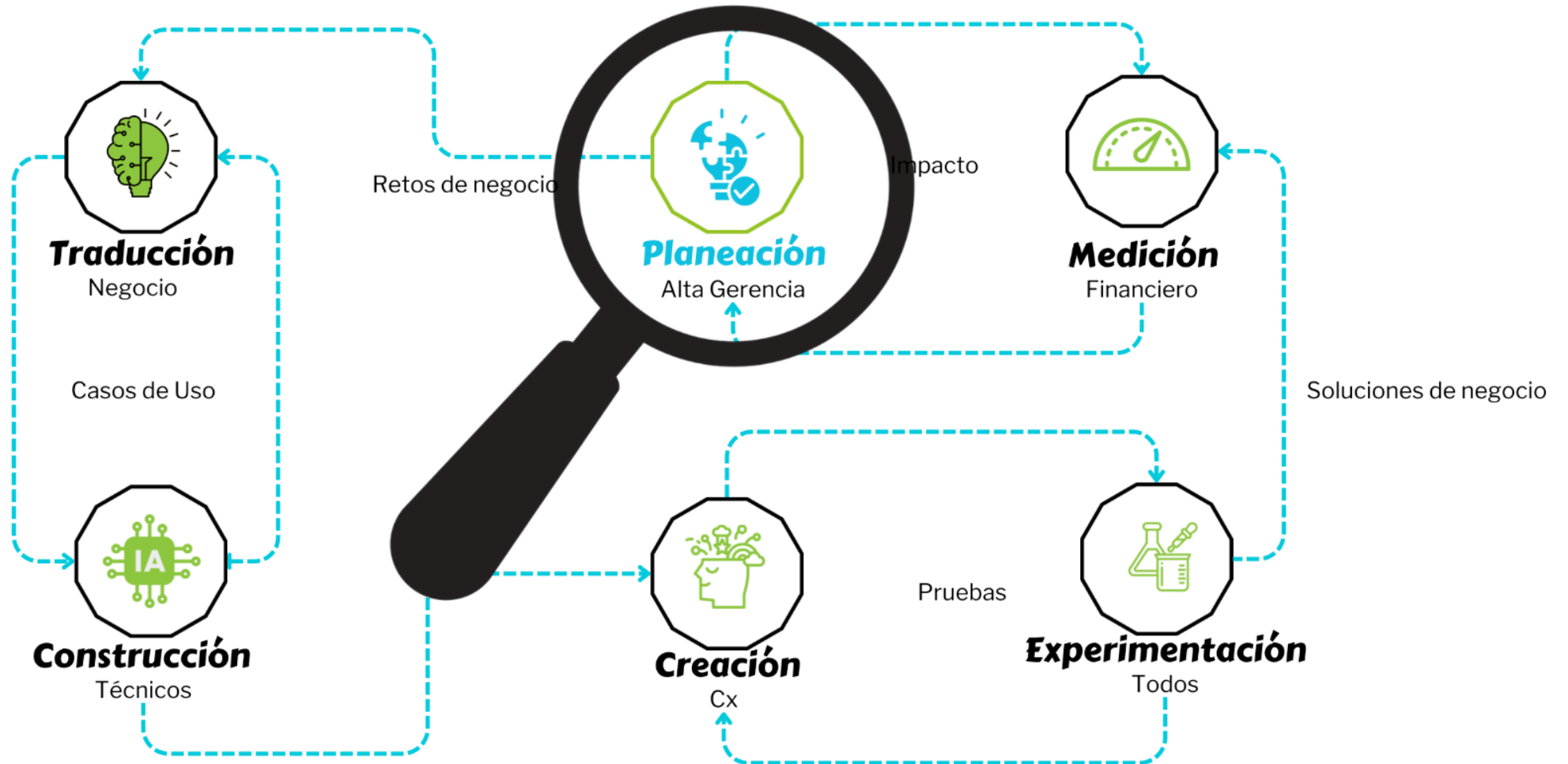
Estrategia de Datos e Inteligencia Artificial:

Un reto no-lineal y sistémico



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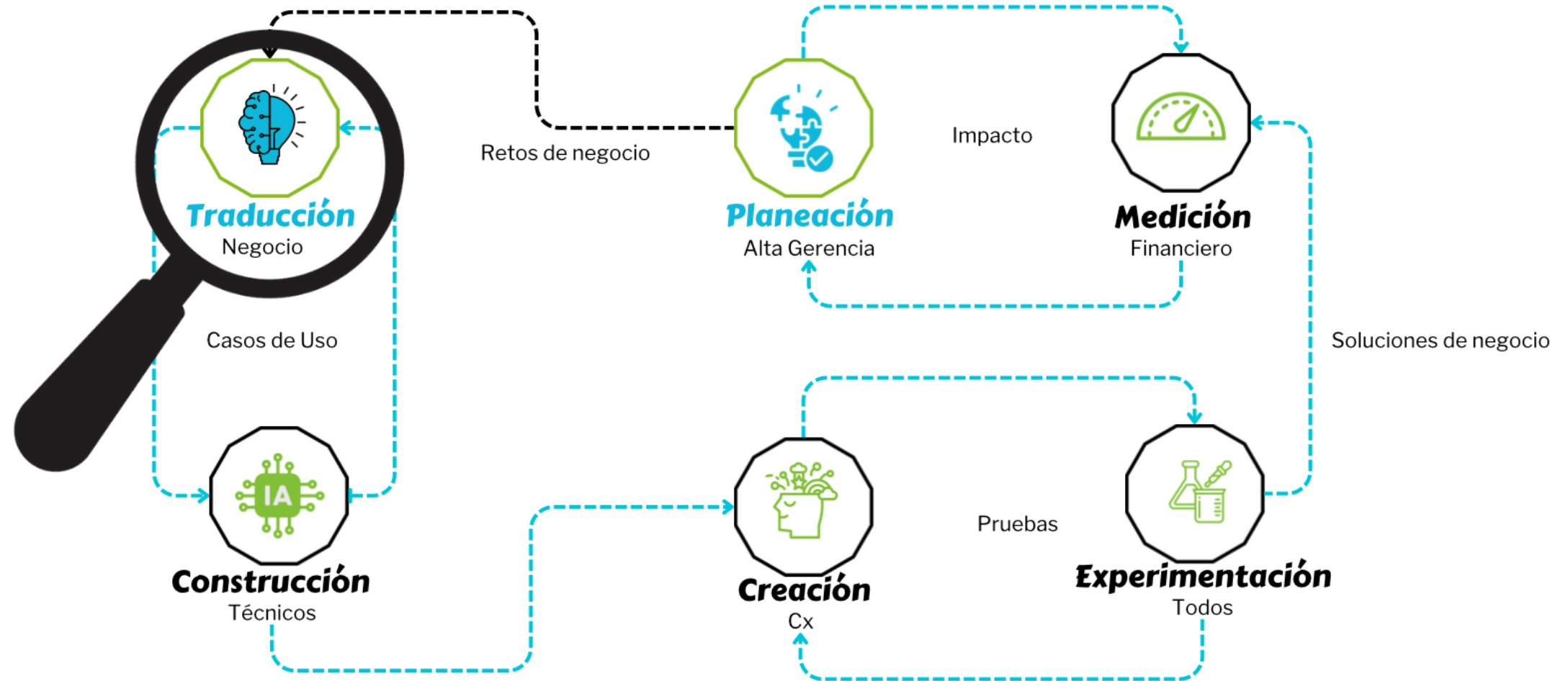
Un reto no-lineal y sistémico





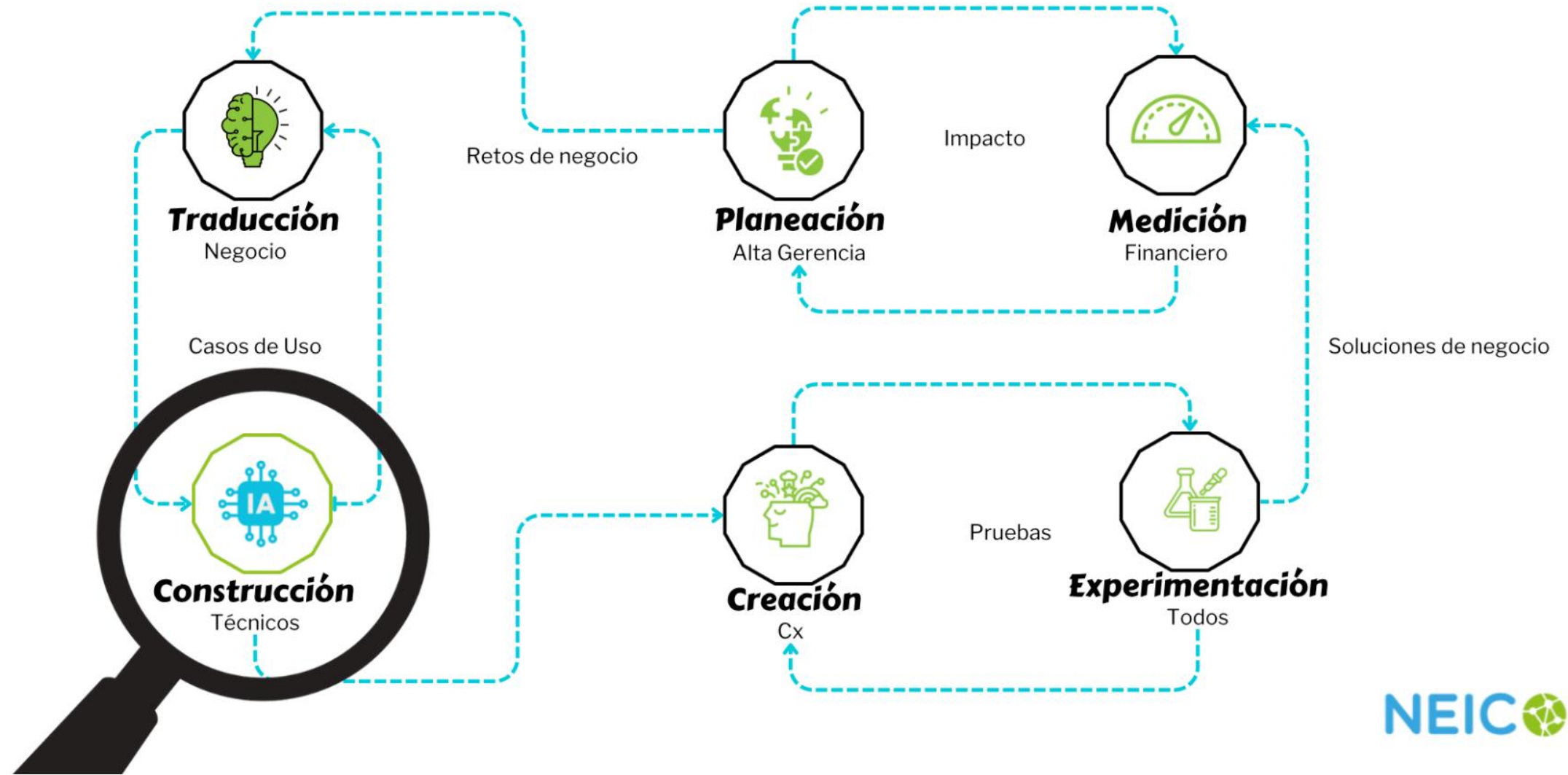
Estrategia de Datos e Inteligencia Artificial:

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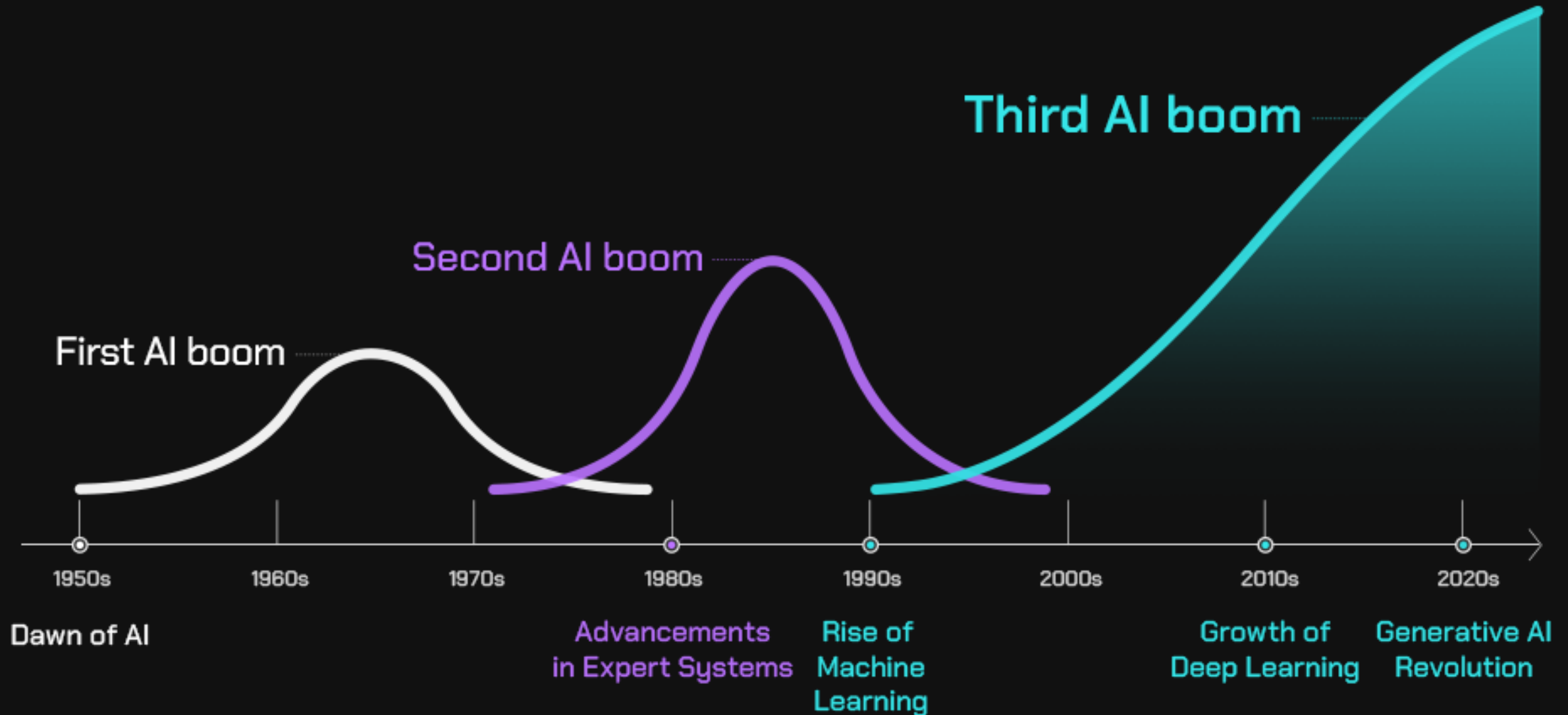




Estrategia de Datos e Inteligencia Artificial: Un reto no-lineal y sistémico



The Evolution of AI Through the Decades

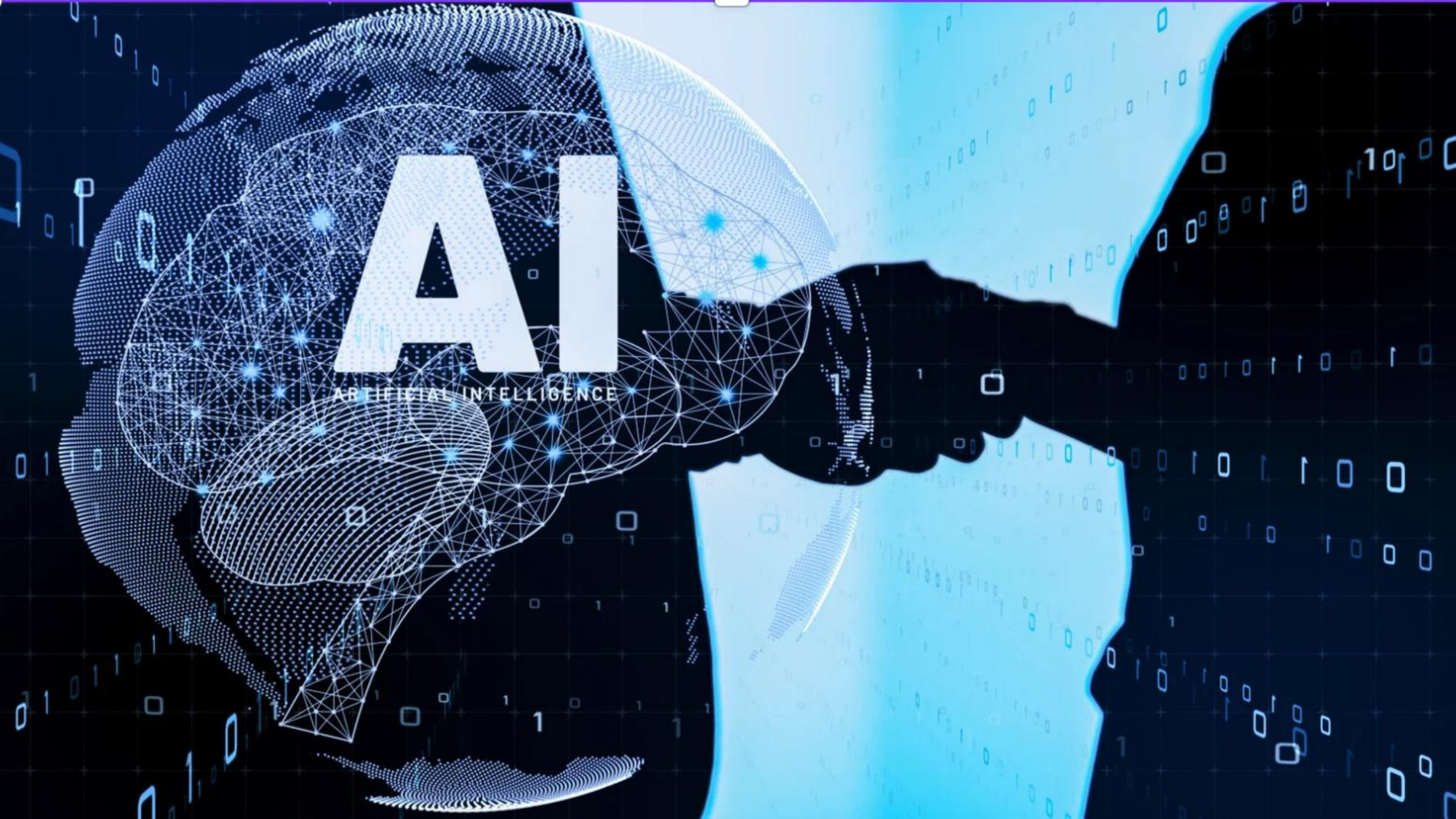


THE AI ICEBERG



Estrategia de Datos e Inteligencia Artificial: Un reto no-lineal y sistémico



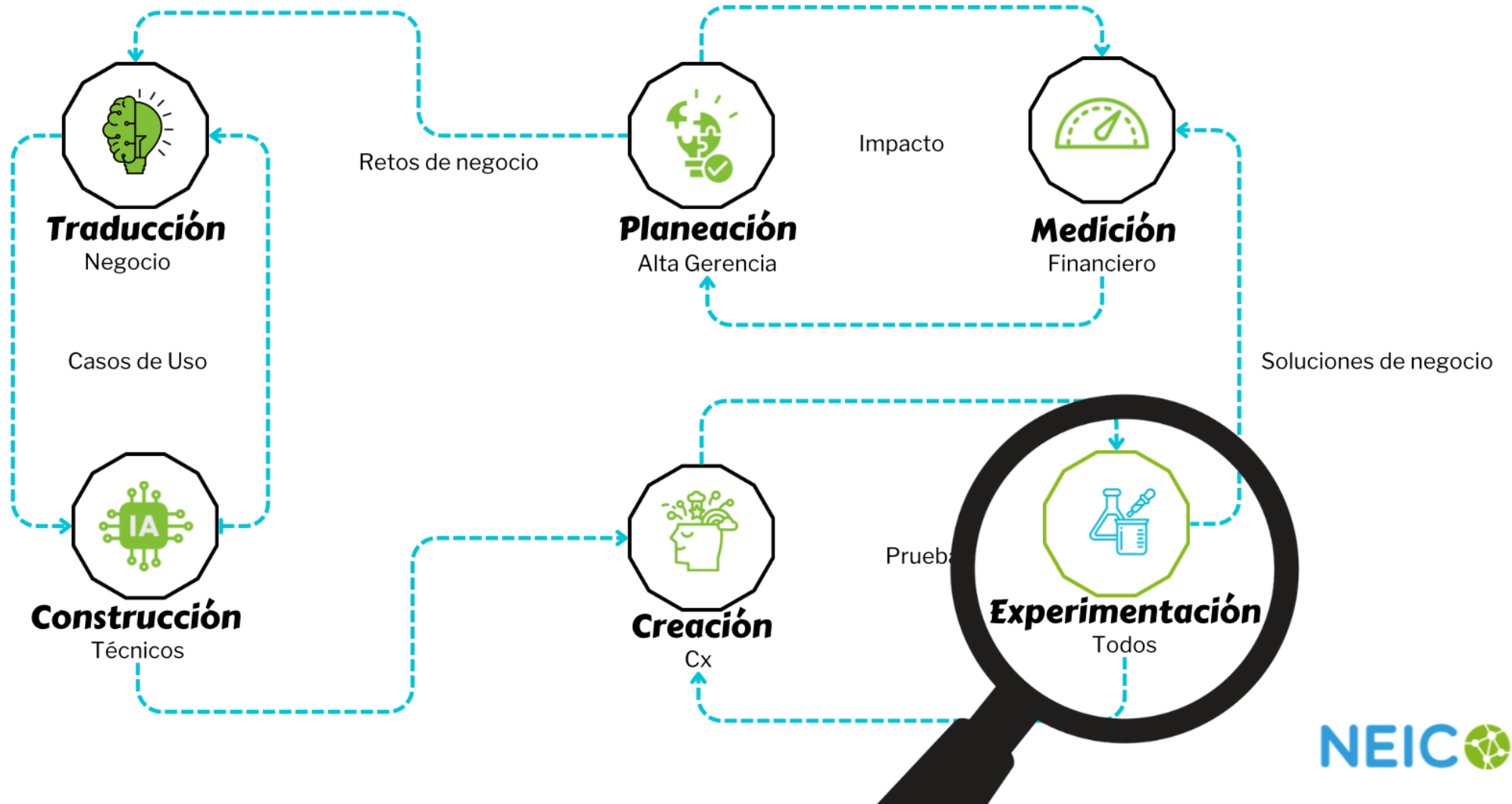


AI

ARTIFICIAL INTELLIGENCE

Estrategia de Datos e Inteligencia Artificial:

Un reto no-lineal y sistémico



USER EXPERIENCE DESIGN



Estrategia de Datos e Inteligencia Artificial:

Un reto no-lineal y sistémico







01

Alineación estrategia

Acción: toda iniciativa estratégica se evalúa si puede ser potenciada con IA

02

Compromiso Activo del Liderazgo

Acción: comités de seguimiento con indicadores clave del despliegue de la estrategia de datos e IA

03

Responsabilidad en Manos del Negocio

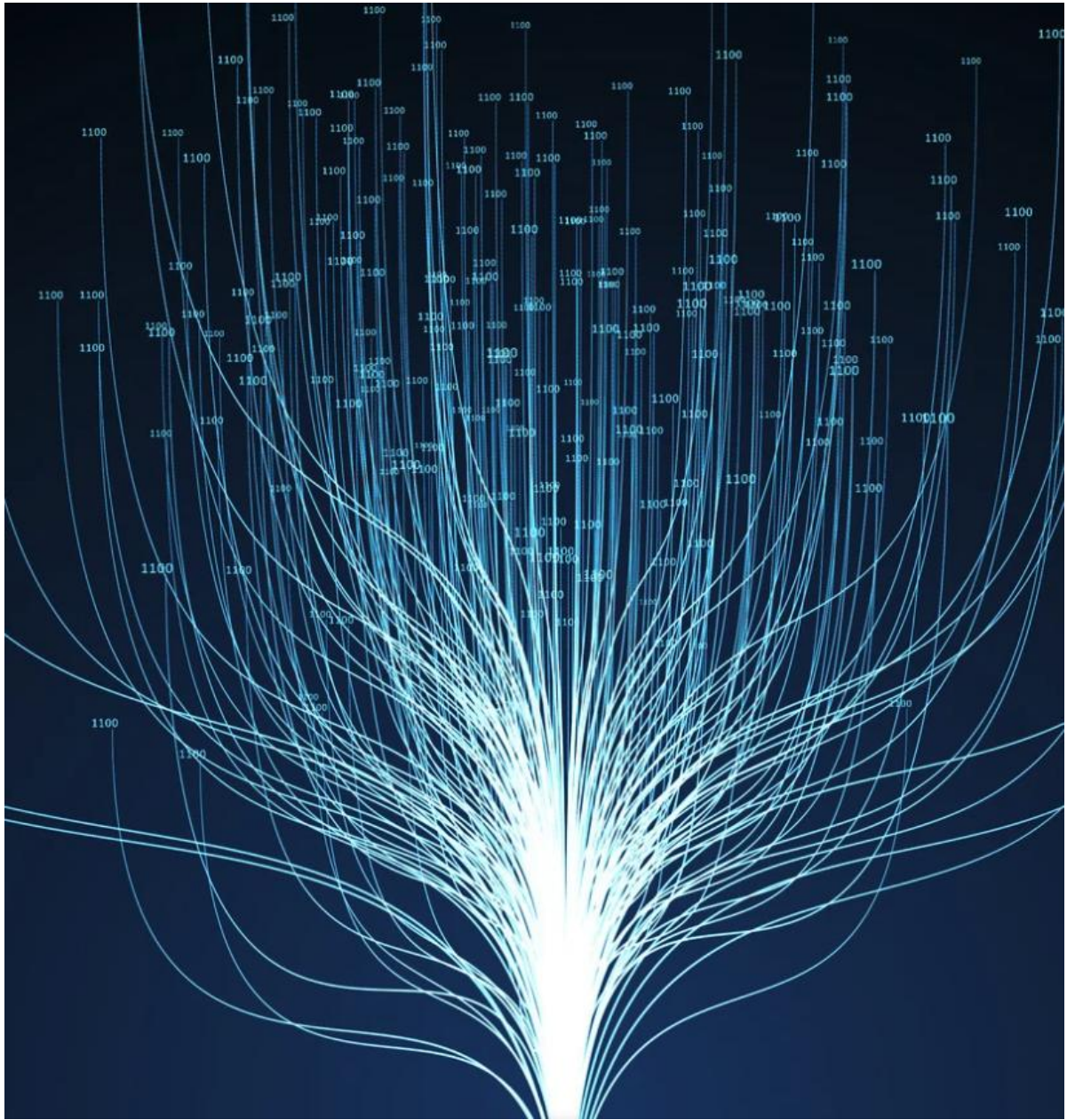
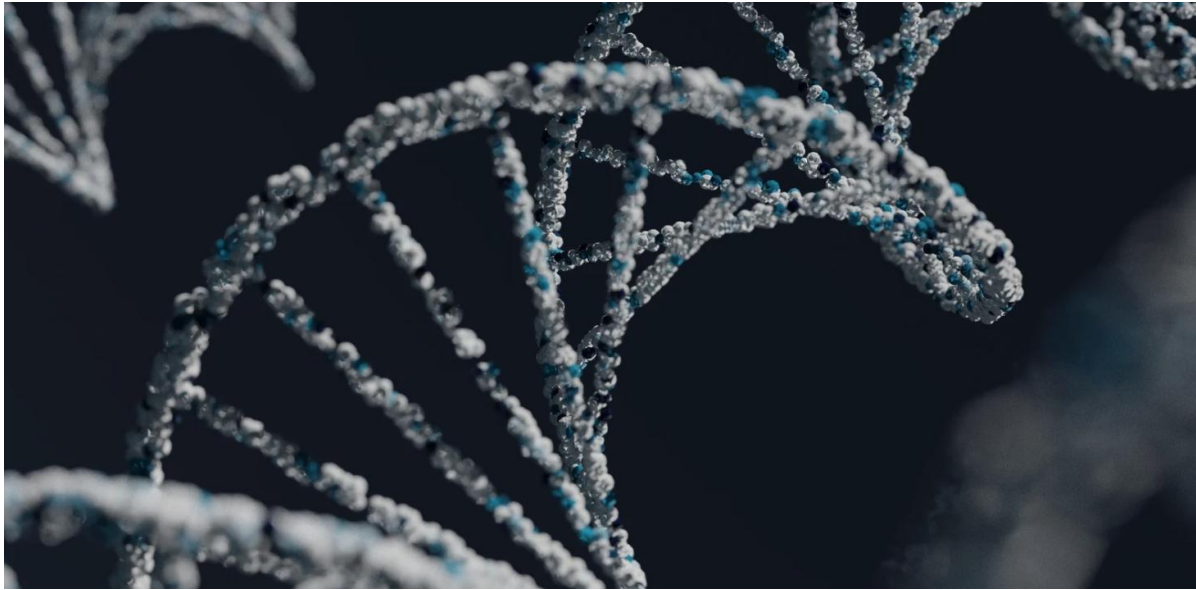
Acción: todo caso de uso debe ser liderado por el responsable del impacto a generar y es parte de su evaluación de resultados

04

Cultura de experimentación

Acción: para todo caso de uso se debe medir su impacto mediante la experimentación empresarial





Gracias

A stylized sunburst or starburst graphic composed of several elongated, rounded rectangular segments radiating from a central point. The segments are in a darker shade of blue than the background, creating a subtle watermark-like effect in the lower right quadrant of the slide.

!Gracias!



Tito Pablo Neira Avila

Global Top 100 innovators in data and analytics
2023 | Analítica | Datos | Inteligencia artificial | Di.

