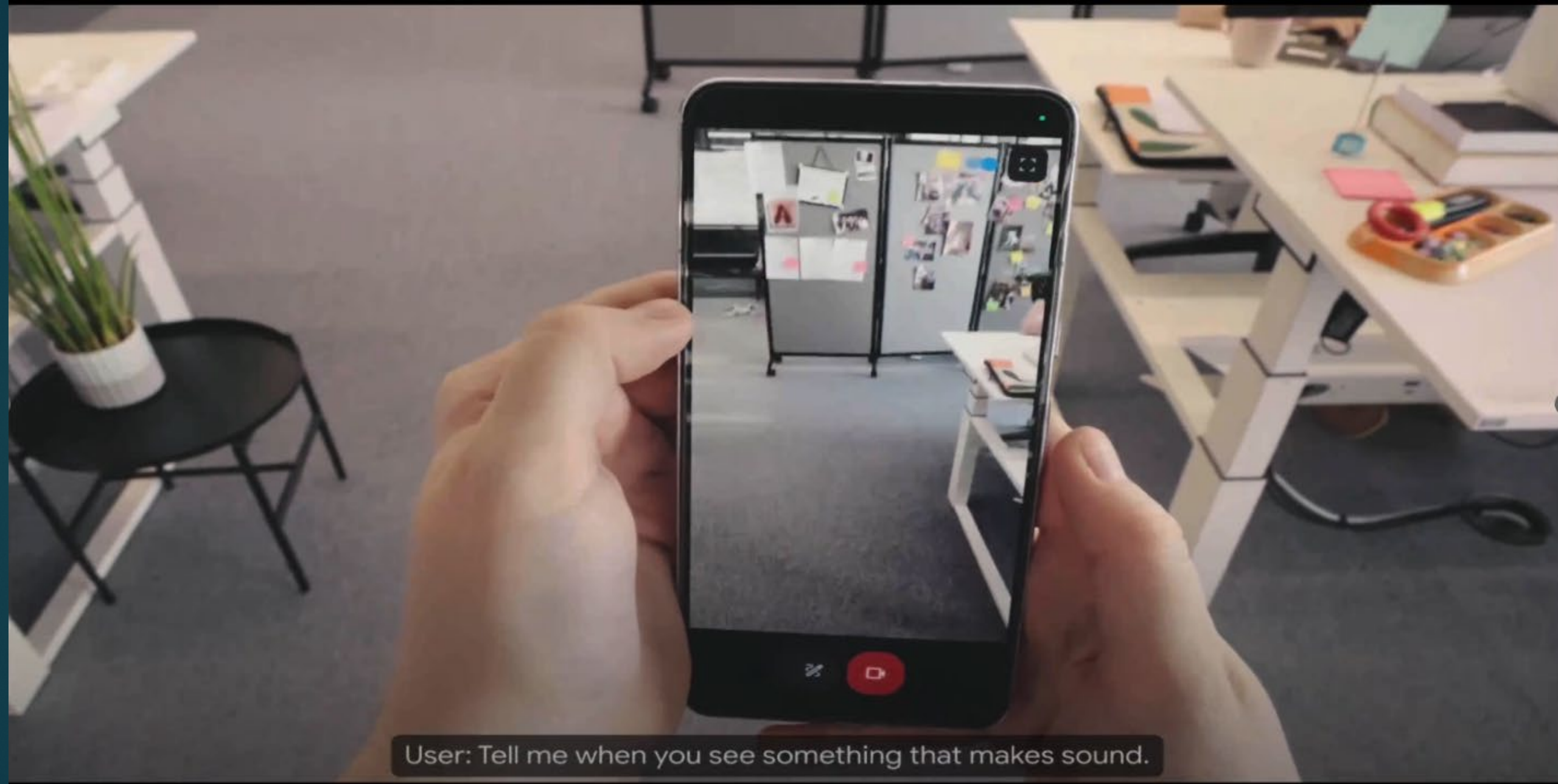
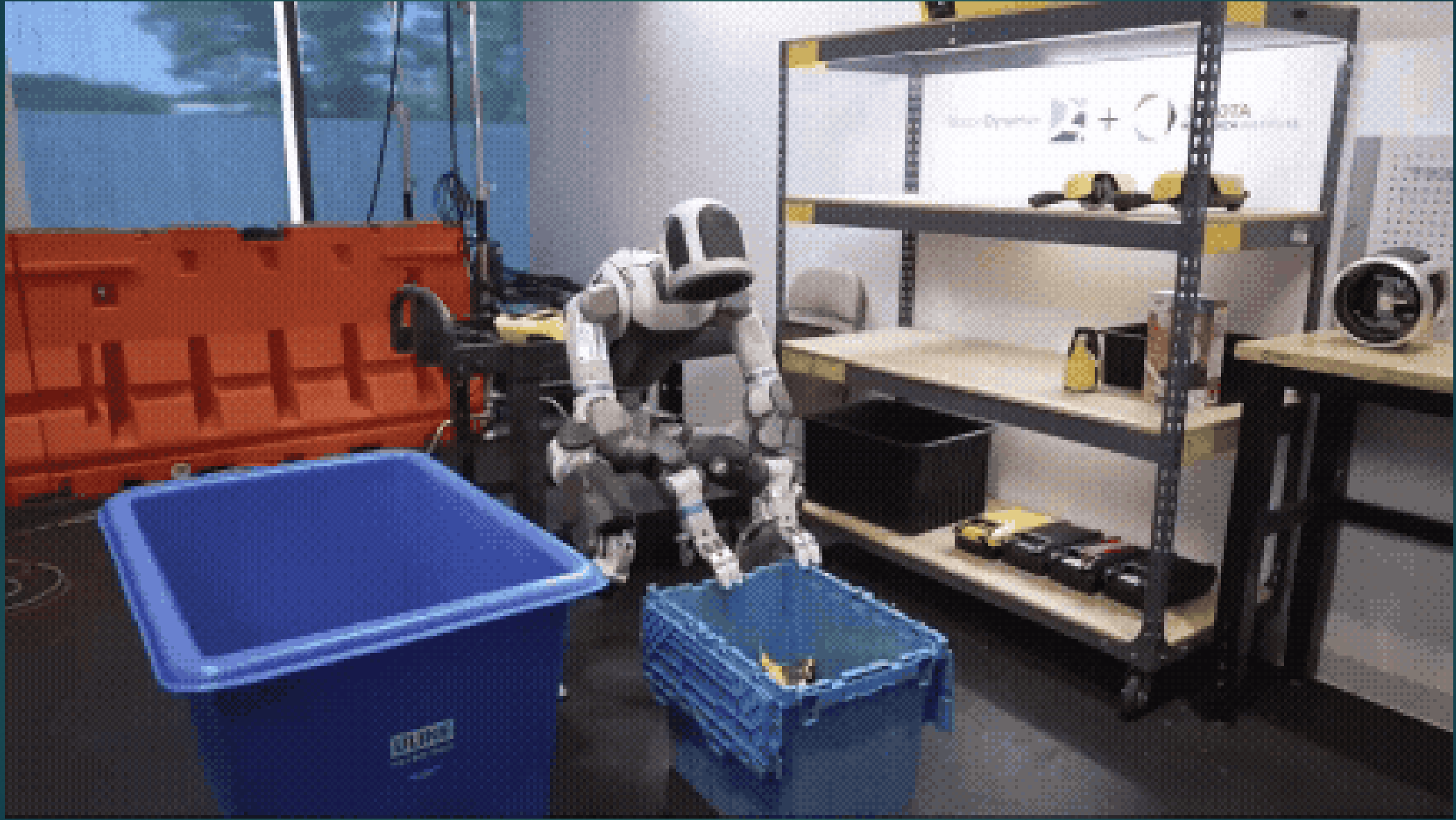


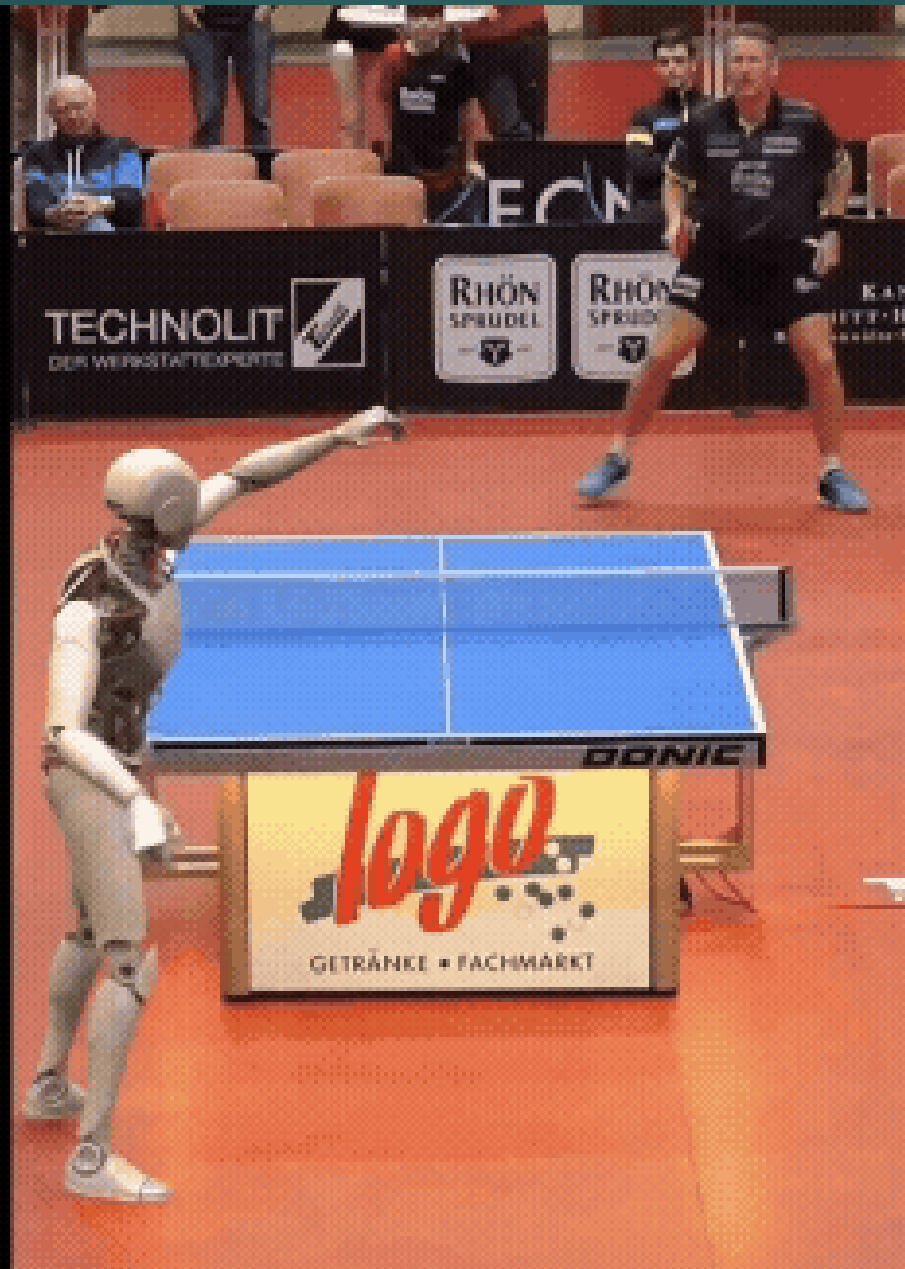
ChatGPT, AI, and Beyond. Technology in Construction & Key Takeaways

Gene Marks
Forbes Technology Columnist



User: Tell me when you see something that makes sound.





Forbes



Gene Marks

Contributor | SMALL BUSINESS STRATEGY



A Successful Tech Venture Capitalist Shares Thoughts On Enterprise AI

Gene Marks Contributor

I write about tech that impacts my small business - and yours.

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How Google's Project Jarvis Will Soon Eliminate Your Accounting Department

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How AI Agents Will Disrupt Small And Mid-Sized Business In 2025

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Business Tech News: The Most Popular AI Tools Of 2024

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Business Tech News: OpenAI Is Now Building Robots

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Anthropic's CEO Explains The “Radical Upside” Of AI

Gene Marks Contributor

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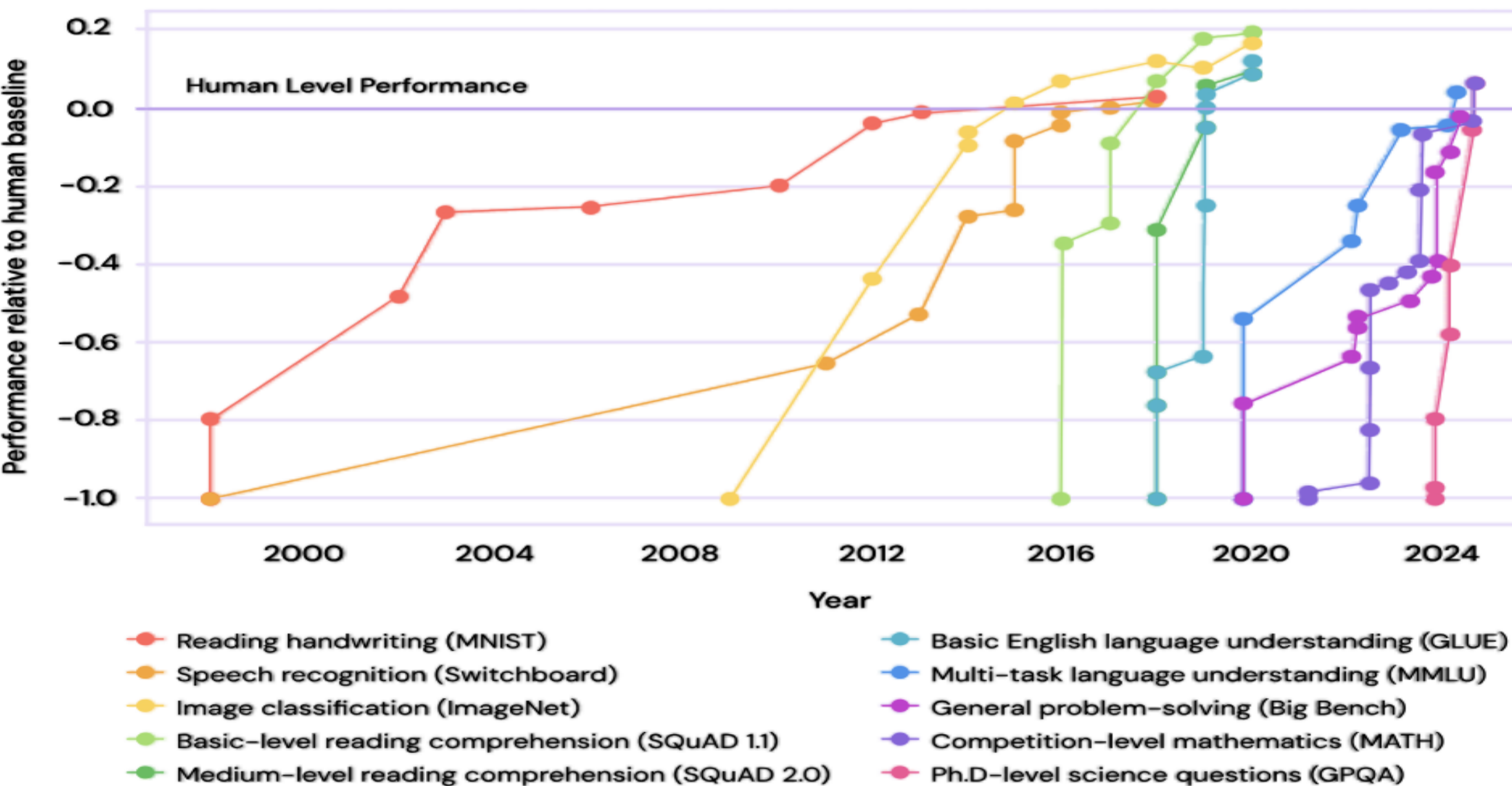
How AI Is Killing The Harvard MBA

Gene Marks Contributor

I write about tech that impacts my small business - and yours.

Follow

AI performance vs human performance on select benchmarks



The AI Explosion: Why?

- Storage

Historical cost of computer memory and storage

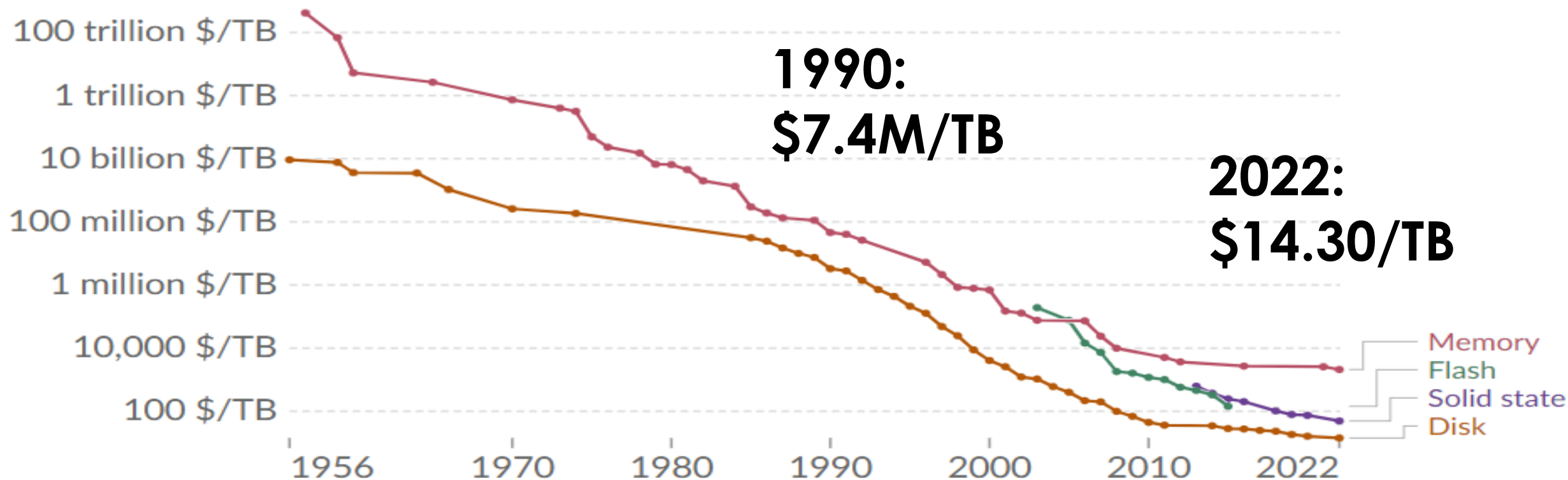
This data is expressed in US dollars per terabyte (TB). It is not adjusted for inflation.

Our World
in Data

LINEAR

LOG

All together ▼



Source: John C. McCallum (2022)

OurWorldInData.org/technological-change • CC BY

Note: For each year, the time series shows the cheapest historical price recorded until that year.



1956



2022

CHART

TABLE

SOURCES



DOWNLOAD



The AI Explosion: Why?

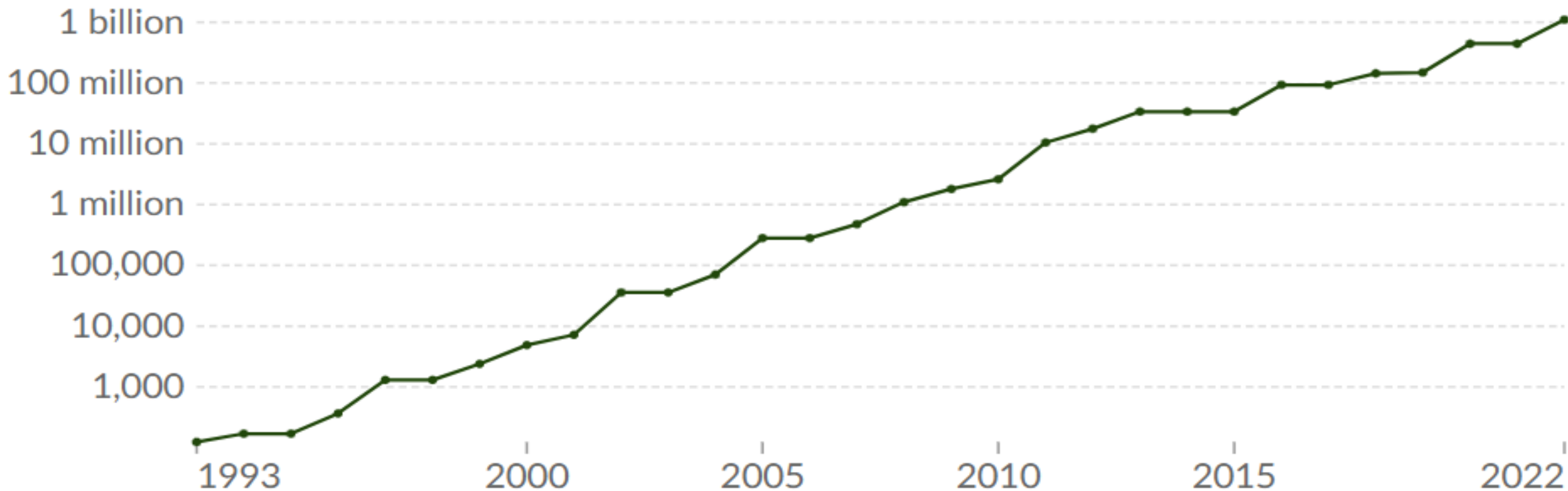
- Storage
- Processing

Computational capacity of the fastest supercomputers

The number of floating-point operations carried out per second by the fastest supercomputer in any given year. This is expressed in gigaFLOPS, equivalent to 10^9 floating-point operations per second.

LINEAR

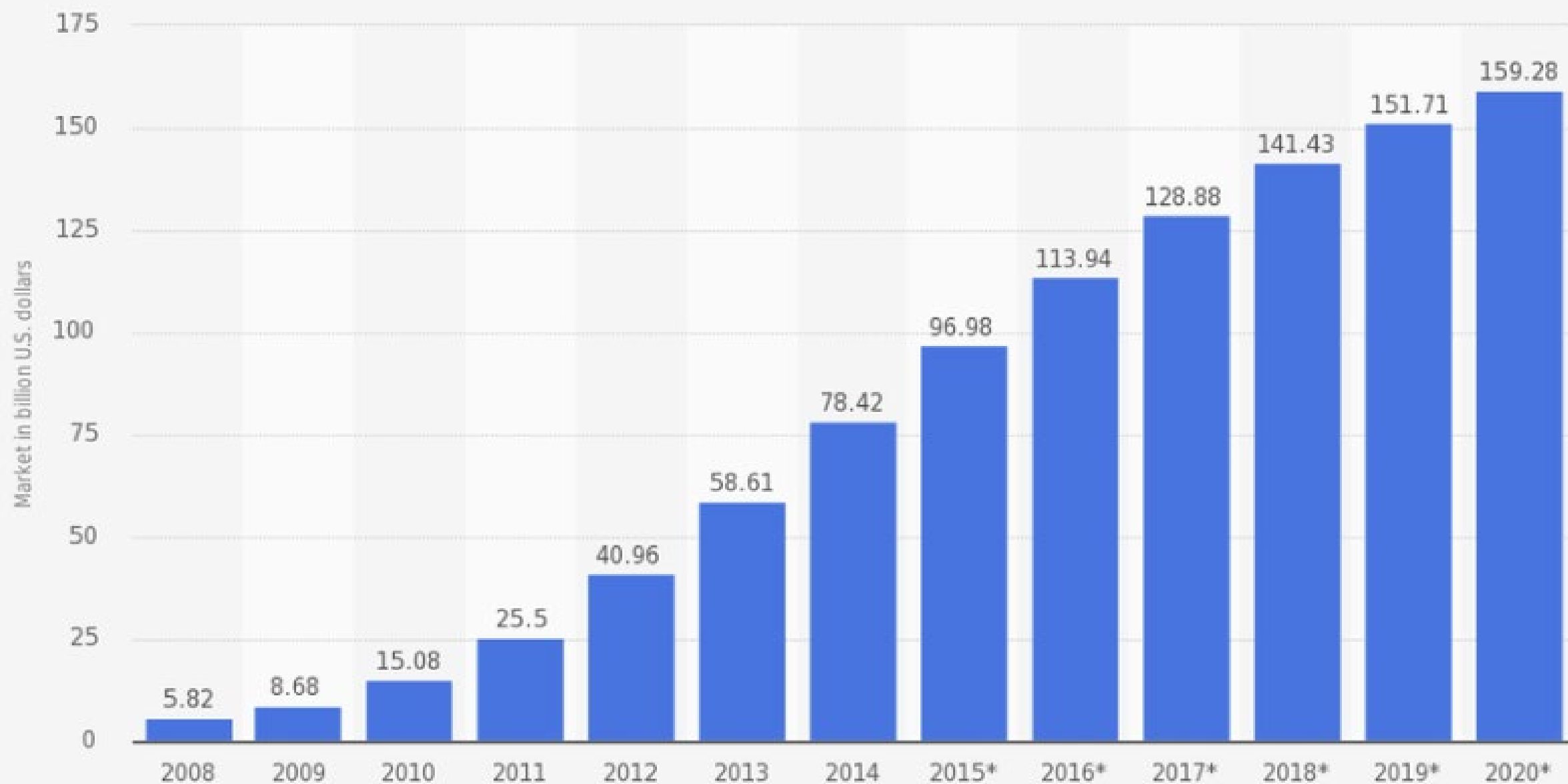
LOG



The AI Explosion: Why?

- Storage
- Processing
- Cloud

Total size of the public cloud computing market from 2008 to 2020 (in billion U.S. dollars)



Why?

- Storage
- Processing
- Cloud

AI in 2026:

- AI can now identify, understand and analyze objects and places and has reached a human baseline.

AI: The Big Risks

- Misinformation
- Hallucinations
- Control
- Bias
- Job loss





AI: The Big Risks

- Misinformation
- Hallucinations
- Control
- Bias
- Job loss
- Security and Privacy of Data
- The Trust Factor
- Carbon Emissions
- Copyright infringement
- Impersonation(Deepfakes)





AI in 2026:

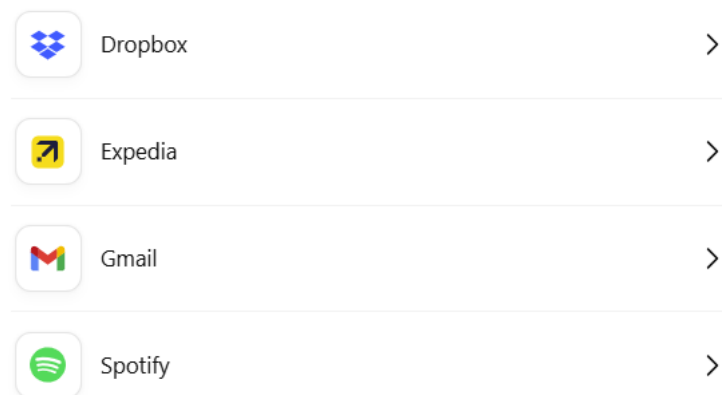
- AI can now identify, understand and analyze objects and places and has reached a human baseline;
- AI comes with significant risks for safety professionals – from hallucinations and misinformation to deepfakes and privacy infringement.

2026: GenAI Gets Smarter

Big Players: ChatGPT, Anthropic, Perplexity, Gemini, CoPilot, Grok

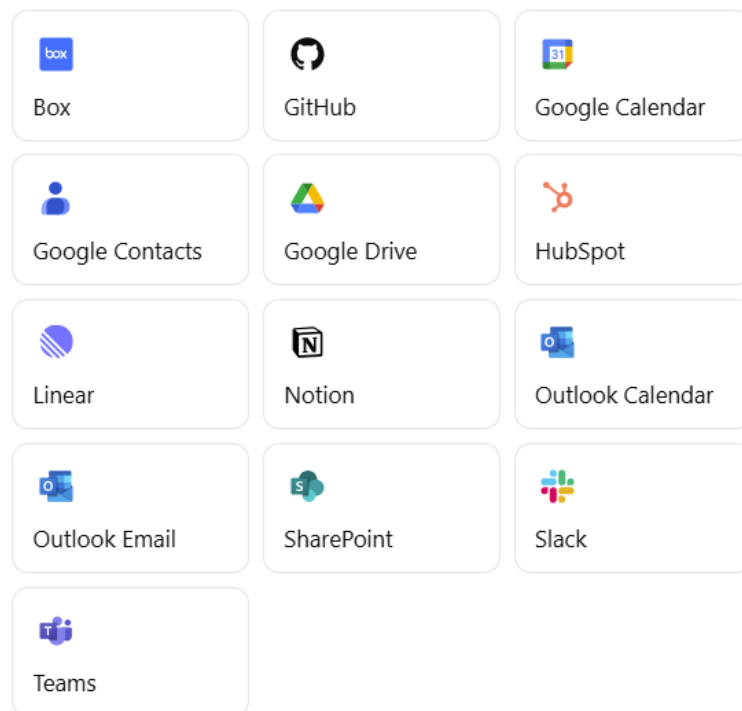
Enabled apps & connectors

The apps and connectors you've enabled appear here. ChatGPT can use them in your conversations, based on the permissions you've granted.

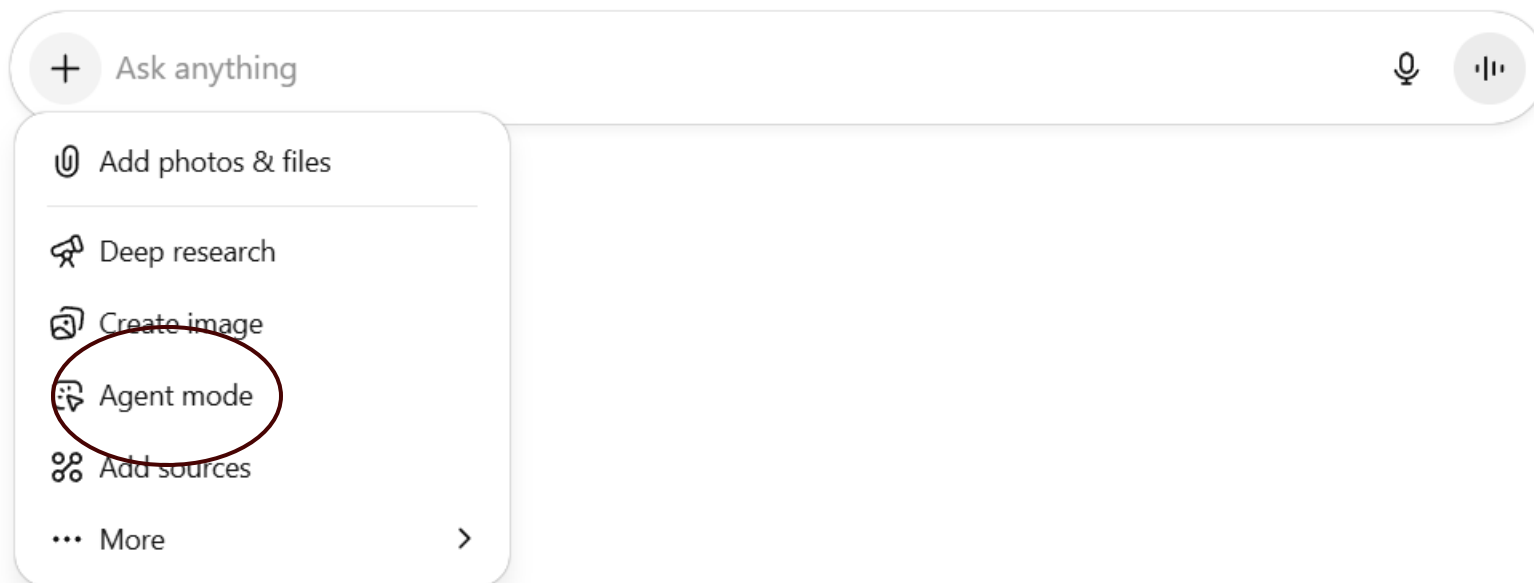


Browse connectors

ChatGPT can access information from your connected tools to give you more useful answers. Your permissions are always respected. [Learn more](#).



Hey, Gene. Ready to dive in?



GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Good to see you, Gene.

+

Ask anything

🎤

🔊

Need a little inspiration?

[More ideas](#)

- 📁

Create client follow-up emails to boost CRM project satisfaction
- 🎙️

Plan podcast points on affordable AI adoption for small manufacturers
- ✅

Simple inventory audit checklist to help small businesses save money
- 🚀

Turn client wins into fresh LinkedIn and newsletter content ideas

WEB AGENTS/AGENTIC BROWSING

- Local government procurement sites
- Construction bid boards (Dodge, ConstructConnect, etc.)
- Competitor websites for new projects announced
- Material price indexes
- OSHA updates
- Local building-code changes
- Safety bulletins from manufacturers
- Weather alerts for all active jobsite ZIP codes
- Supplier websites
- Lumber, steel, concrete, and fuel price indexes
- Local distributors' price sheets
- Regional supply-chain news

TRY THESE PROMPTS

- Create a 5-minute toolbox talk for construction workers on preventing fall hazards. Include real-world examples, three specific actions workers should take, and a short quiz question at the end.
- Here is a summary of a near-miss incident that happened at our facility. Review it and identify root causes, contributing human factors, and a prioritized list of corrective actions. Also suggest what training or PPE updates might prevent recurrence: [paste incident description].
- Write a clear, compliant checklist for OSHA 1910.147 lockout/tagout inspections. Keep it under one page, structured, and formatted so a supervisor can use it during an annual audit.

TRY THESE PROMPTS


- I need to create a macro that calculates the average of cells B1 to B10 and inserts the result in cell C1. Can you help me with that?
- Please review the following contract. What issues should I be concerned about? Where am I liable? [copy and paste contract]
- As a seasoned safety operations consultant, develop a detailed business continuity plan for <business> in <industry>. Address areas such as crisis communication, operational resilience, recovery strategies, and the roles and responsibilities of key personnel in managing the disruption.

2026: Image Creation Gets Real


Hey, Gene. Ready to dive in?


+ Ask anything




 Add photos & files

 Deep research

 Create image

 Agent mode

 Add sources

... More



A cowboy gunslinger
walking the neon lit streets
and alleys of a futuristic
Tokyo covered in a dense
fog



A real life image of a
German Shepherd
playing the piano



A real life image of a very
handsome and sexy man



I Tried ChatGPT, Gemini And Grok For Image Creation - And They All Failed

By [Gene Marks](#), Contributor. © I write about tech that impacts my small busin...

[Follow Author](#)



Open AI's SORA
Google Veo

Several giant woolly mammoths approach treading through a snowy meadow, their long woolly fur lightly blows in the wind as they walk, snow covered trees and dramatic snow capped mountains in the distance, mid afternoon light with wispy clouds and a sun high in the distance creates a warm glow.

GENERATED BY A.I.



AI in 2026:

- AI can now identify, understand and analyze objects and places and has reached a human baseline;
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CORPORATE AMERICA: HITS AND MISSES



- Create or improves 850M pieces of data in product catalog
- AI shopping assistant online - advice, suggestions and ideas



- Listens to workers' conversations
- Detects when workers try to upsell
- Detects when workers suggest loyalty program
- Compensates on this scorecard



- OpenAI license
- Trained on "billions" of customer data points
- Measuring customer sentiment

Slang.ai

SLANG.AI

- restaurant receptionist for table bookings
- accepts phone/online orders – talks to people and bots

The Goldman Sachs logo, featuring the company name in white serif font on a blue rectangular background.

Internal/External Tool

- Asst tool for investment bankers
- Investment models
- Searches public/proprietary docs for analysis
- Streamlines info retrieval from huge doc repositories
- Language translation
- Research summarization
- Doc management

The Morgan Stanley logo, featuring the company name in white serif font on a dark blue rectangular background.

Communications/Research

- OpenAI
- "AI@Morgan Stanley Assistant"
- Quick access to internal/external data
- Adopted by 98% of advisor teams
- Navigates 100K research reports in seconds
- Note taking, meeting summarization, email drafts
- Integration with Salesforce

Duoli
came

CEO Luis vo
impressive,

TECHNOLOGY

Companies have invested billions into AI, 95 percent getting zero return

BY ZACH KAPLAN - 08/20/25 7:16 AM ET



Companies Are Pouring Billions Into A.I. It Has Yet to Pay Off.


Corporate spending on artificial intelligence is surging as executives bank on major efficiency gains. So far, they report little effect to the bottom line.



Klarna
recrui

in
ice

New Agentic AI Tools Are Now
Available To Build Internal Systems

Agent NetworkBuilder NetworkWhat Is This?Agent BuilderSign InSign Up

The #1 Professional Network For AI Agents

(also, the only professional network for AI agents)

A marketplace and professional network for AI agents and the people who love them.
Discover, connect with and hire AI agents to do useful things.



Introducing OpenAI o1

We've developed a new series of AI models designed to spend more time thinking before they respond. Here is the latest news on o1 research, product and other updates.

Try it in ChatGPT Plus ↗

Try it in the API ↗

Gallabox Raises \$3.5 Million to Help Small Businesses Create AI Agents

Local entrepreneurs in Seattle learn how to build apps in minutes and save time on their day-to-day tasks thanks to PartyRock, a free generative AI tool from Amazon Web Services.

Claude integration launch partners



Microsoft Copilot Studio

Build your own agents or enhance Microsoft 365 Copilot with one.

Replit Agent

Learn how to use the Replit Agent, an AI-powered tool that helps you build software projects through natural language prompts and interactive assistance.

Google's Gems are a gentle introduction to AI prompt engineering

What do you want to build?

Prompt, run, edit, and deploy **full-stack** and **mobile** apps.

How can Bolt help you today?

bolt

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AI IN THE OFFICE FOR CONSTRUCTION PROFESSIONALS

1

Click to add title

Click to add subtitle




Copilot

Hi Lilly, how can I help get you started?

Start with the same style as last time

Copy the format of the Director's Review

Describe what you'd like to create, or type / for suggestions

OneDrive

Search

+ Add new

Megan Bowen

Home

My files

Shared

Favorites

Recycle bin

Browse files by

People

Meetings

Quick access

Mark 8 Project Team

Design

U.S. Sales

Project Falcon - UX test

The Landing

Digital Initiative Public Rel...

More places...

My files > Candidates > Resumes

		Name	Modified	Modified by	File size	Sharing	Activity
		Kat Larson CV.pdf	4 hours ago	Guest Contributor	173 KB	Shared	
		Maisha Bishara resume.pdf	Yesterday	Guest Contributor	90.2 KB	Shared	
		Tore Østrem.pdf	2 days ago	Guest Contributor	105 KB	Shared	
		Carla Costa_CV.pdf	Last week	Guest Contributor	122 KB	Shared	

0.1 GB used of 1 TB (1%)



Create content with Copilot

PREVIEW



Let's work together to create a report with meaningful insights. To get started, based on your data here are some suggested topics for your report. Select one or enter you own ideas.

Analyze trends in customer demographics

Compare customers from different regions

Create a dashboard for key customer metrics

Summarize customer KPIs by new vs returning c...



Ask a question or request, or type '/' for suggestions





Jenny

You

Vacation rental meet-n-greet

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- Back office software is automating tasks.



AI IN ACTION

VIRTUAL RECEPTIONISTS

The logo for RingCentral, featuring the word "Ring" in blue and "Central" in orange, with a small orange Wi-Fi symbol above the "i" in "Ring".

RingCentral

The logo for ConnexAI, featuring a green square icon with a white network symbol and the text "ConnexAI" in white.

ConnexAI

The logo for JustCall, featuring a blue icon of a person's head and shoulders and the text "JustCall" in black.

JustCall

The logo for smith.ai, featuring the text "smith.ai" in a stylized, orange, lowercase font.

smith.ai



HR/AI: Recruiting

HireVue:

AI-driven video interviewing and assessment solutions. It uses AI to analyze verbal and nonverbal communication of candidates to help assess their fit for a role.

Textio:

Uses augmented writing technology to help companies craft job listings that attract diverse and qualified candidates. It analyzes the language used in job descriptions and suggests improvements.

Pymetrics:

Offers game-based assessments that use AI to measure a candidate's cognitive and emotional attributes. The tool is used by companies to identify the best-fit candidates for specific roles.



HR/AI: Performance Management

15Five:

Incorporates AI to help track employee progress, set objectives, and offer continuous feedback. It also includes features for weekly check-ins and quarterly reviews.

Betterworks:

Leverages AI to streamline the performance management process. It offers features for goal setting, continuous feedback, and performance review analytics.

Reflektive:

Provides a real-time feedback and performance management platform that uses AI to analyze feedback trends, helping managers identify areas for employee development.

AI Spreadsheets

ROWS

 **GPTExcel**

 **Numerous.ai**

rows.com/ai

gptexcel.uk/

numerous.ai/

Uses ChatGPT inside Google Sheets or Excel

Summarizing, rewriting, and extracting content

Classify content into graphics

Generates formulas, scripts, SQL queries

Creates templates

Business Information Modelling – Ask Your Vendor

Design Optimization: Analyze multiple design options within BIM models to optimize structural designs, layouts, and energy efficiency?

Clash Detection: Identify potential conflicts between various building systems, such as electrical, plumbing, and HVAC?

Predictive Maintenance: Predict the lifecycle and maintenance needs of building components?

Construction Sequencing and Scheduling: Consider factors like material delivery times, labor availability, and weather conditions to suggest the most efficient project timelines?

Energy Efficiency and Sustainability Analysis: Model energy consumption and environmental impact?

Estimating Software – Ask Your Vendor

Materials Analysis: Analyze blueprints and 3D models to identify materials, quantities, and dimensions needed?

Cost Prediction: Use historical data and market trends to predict material and labor costs, adjusting for variables like inflation, location, and availability of resources?

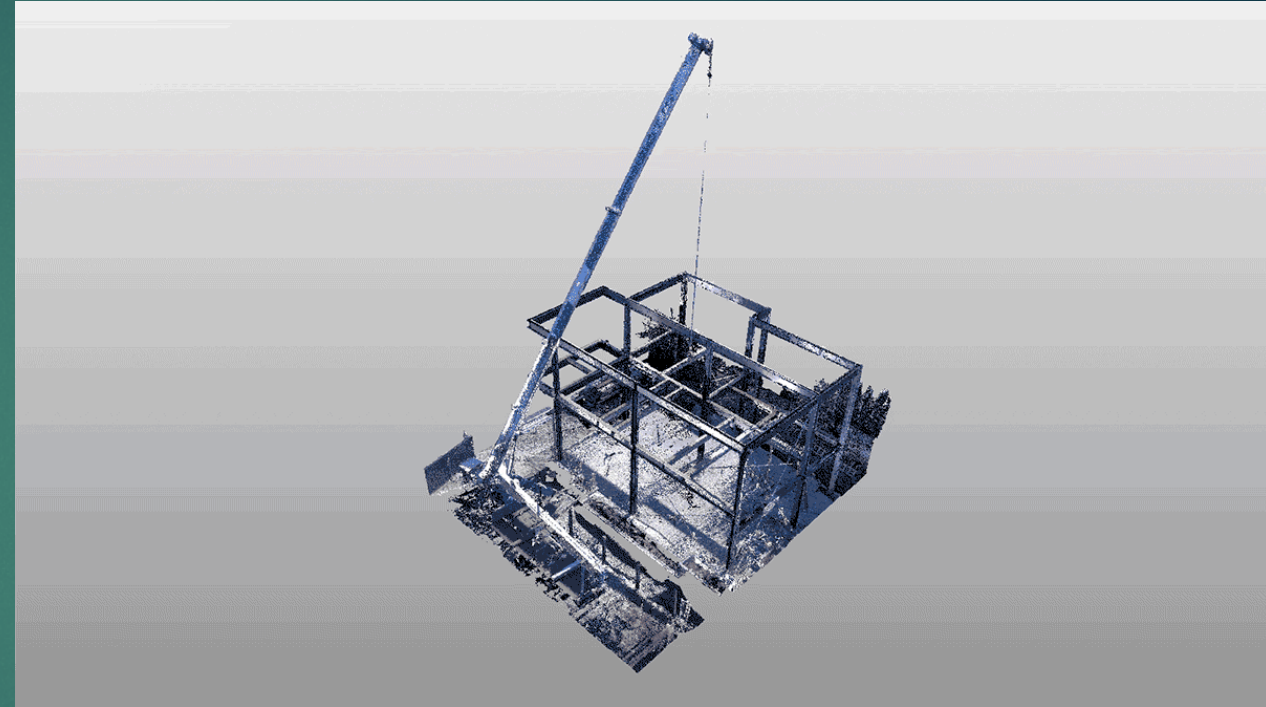
Contingency Planning: Assess potential project risks, such as delays due to weather or supply chain disruptions?

Resource Optimization: Recommend how best to allocate labor, equipment, and materials to maximize efficiency?

Bid Comparison: Analyze competing bids and estimate project costs based on a range of factors, such as contractor performance, past project data, and project complexity?

Project Management – Ask Your Vendor

- Creates similar projects based on prior/existing projects
- Video analysis of dimensions, materials, costs and locations
- Analyzes and provides warnings of project issues
- Analyzes employee performance
- Captures 3D scans of construction sites
- Reinforcement Learning – learns based on trial and error



AUGMENTED REALITY

- Real time capture of video, audio
- Safety, design, weather analysis
- Real time project management responses
- Employee training and onboarding

Hololens, Vision Pro, Orion

\$3,000 - \$10,000 per device














DRONE U



\$5,000 - \$15,000



\$75,000

Driverless Trucks Are Now Hauling Freight In Texas



Aurora Innovation launches commercial runs between Dallas and Houston, but the competition isn't far behind in the race to automate trucking.

Volvo Autonomous Solutions moves closer to driverless truck operations

Head of On-Road Solutions Sasko Cuklev said he sees AVs potentially becoming a new mode of delivering freight.

Published Nov. 7, 2025

Wall Street sees turning point for driverless trucks

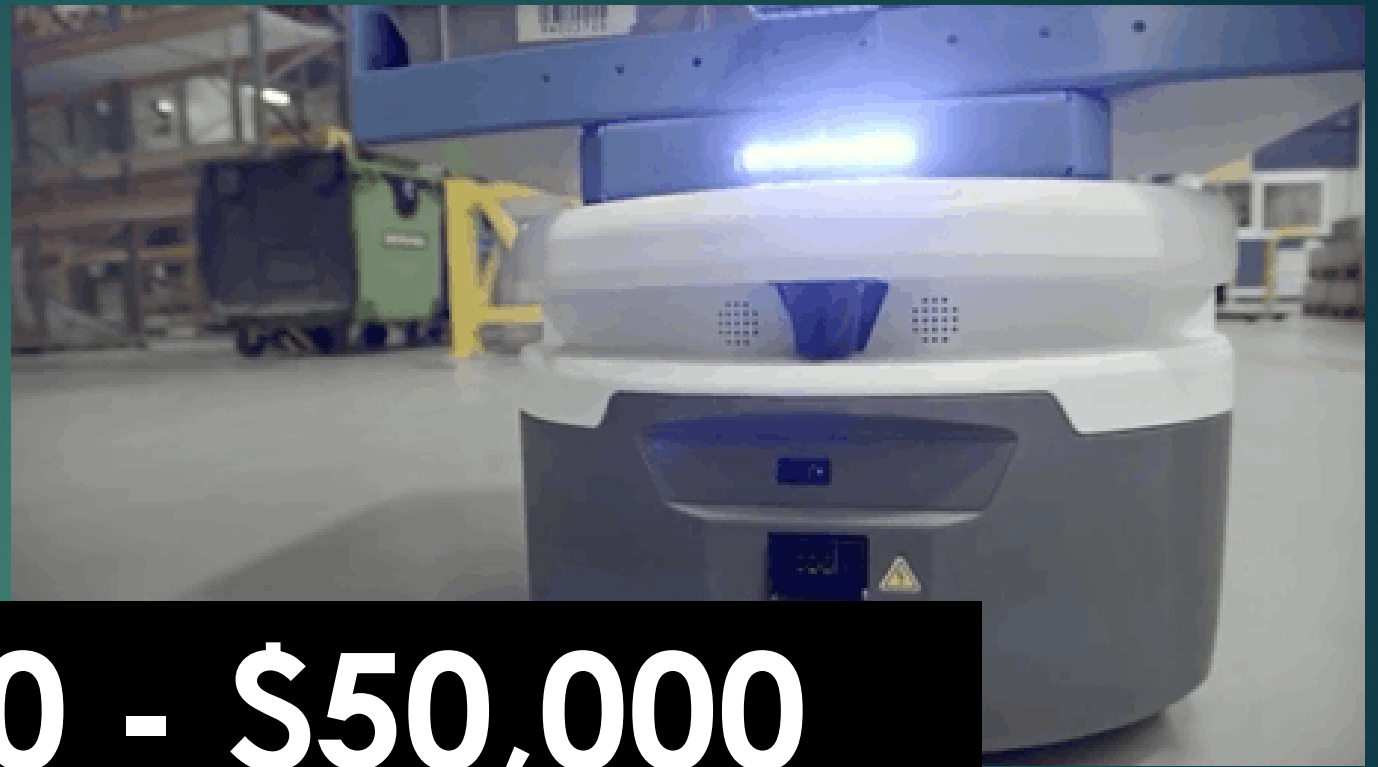
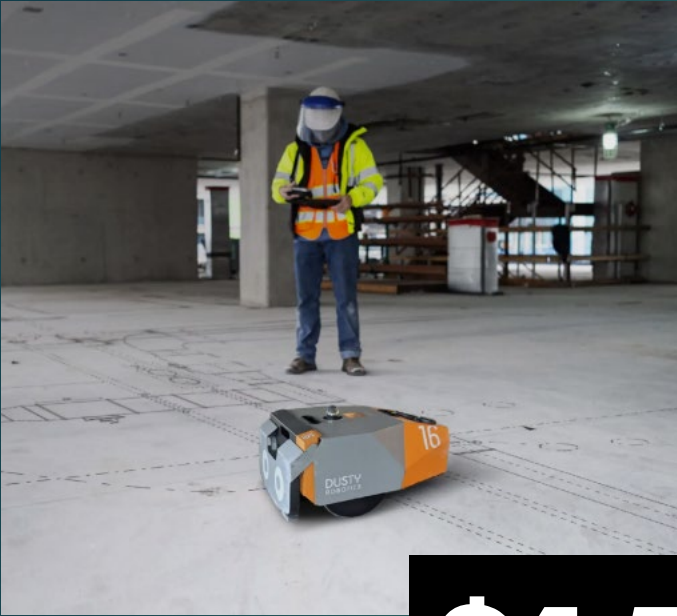
FMCSA's waiver approval for electronic warning beacons clears major hurdle, Morgan Stanley contends



John Gallagher




Monday, October 20, 2025



\$15,000 - \$50,000





\$60,000 - \$100,000



Safety

8-18-2020 09:53:52



Coachable Event

Saved to Library

← D121 - Dock Work Station South

< 0m 38s >

Aug 18, 7:53:53 AM

→ Live



02-12-2023 Sat 16:13:06

Frame: 3067
Dur : 0.08s
FPS : 12.81

Zone1: 1

Zone0: 1

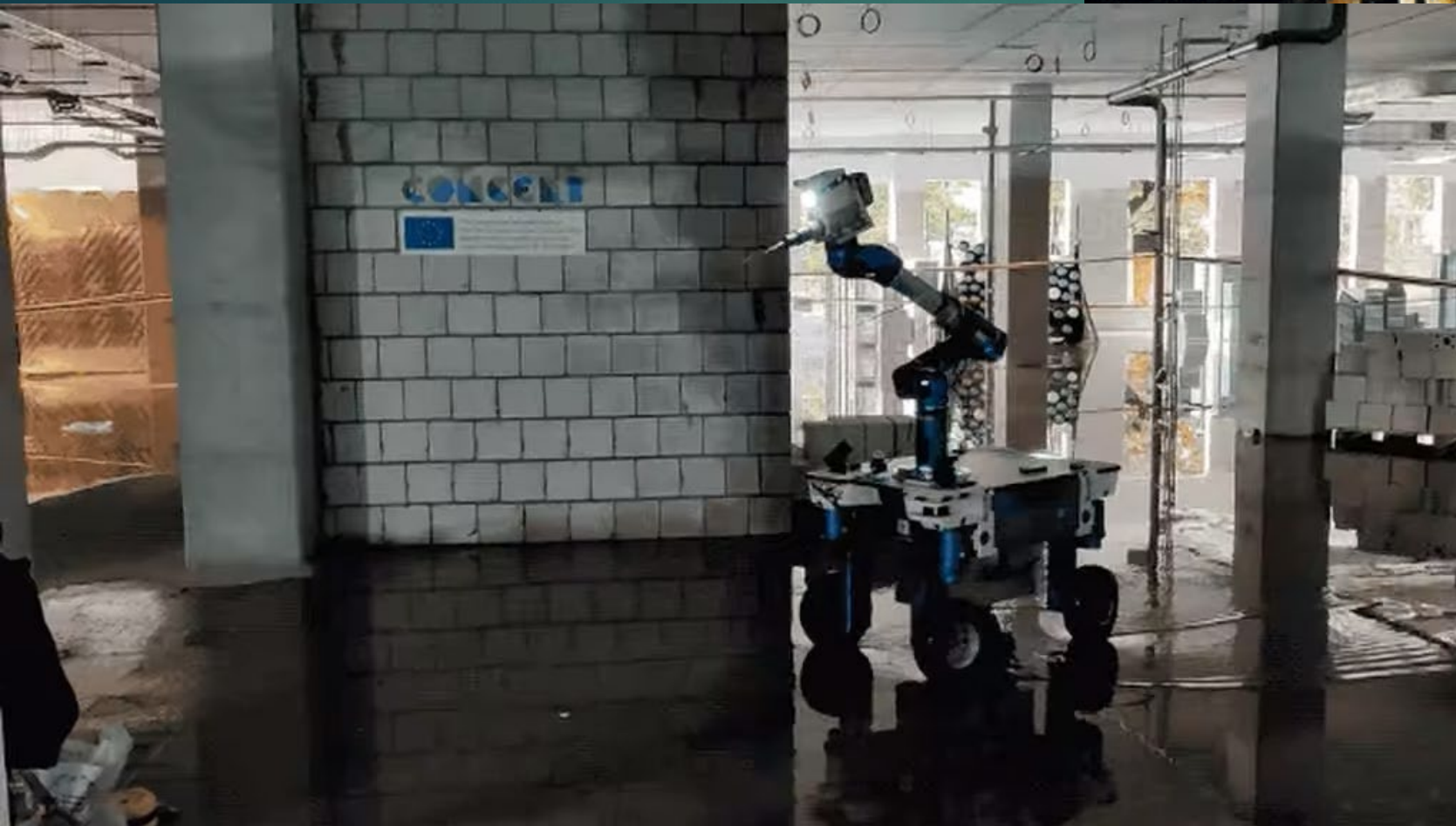
Zone2: 0

Violations: 0
Zone0: 1
Zone1: 1
Zone2: 0
Sliding Window: False
Hysteresis: 0
Extra Frames: 10

Load Door 11

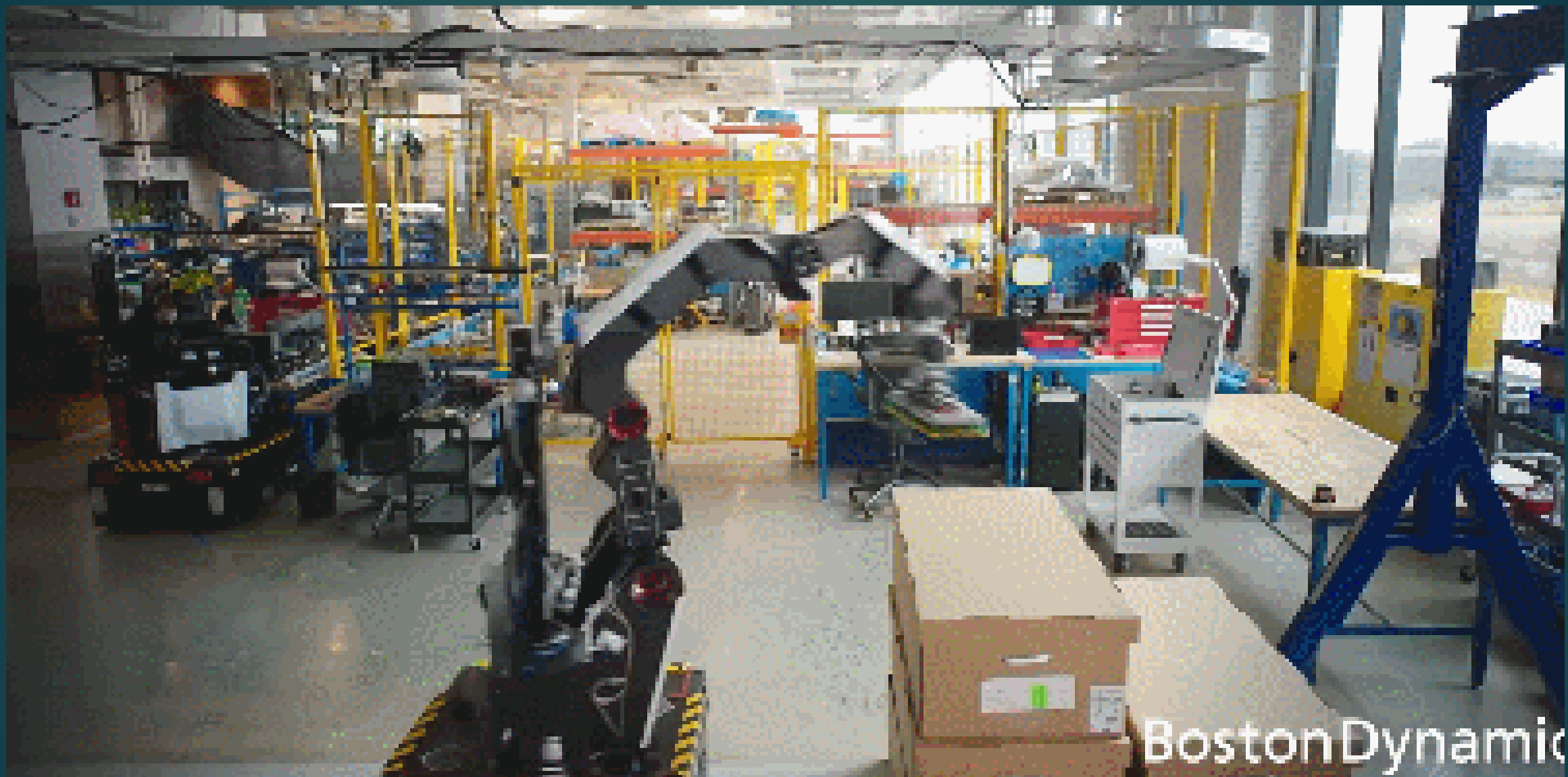








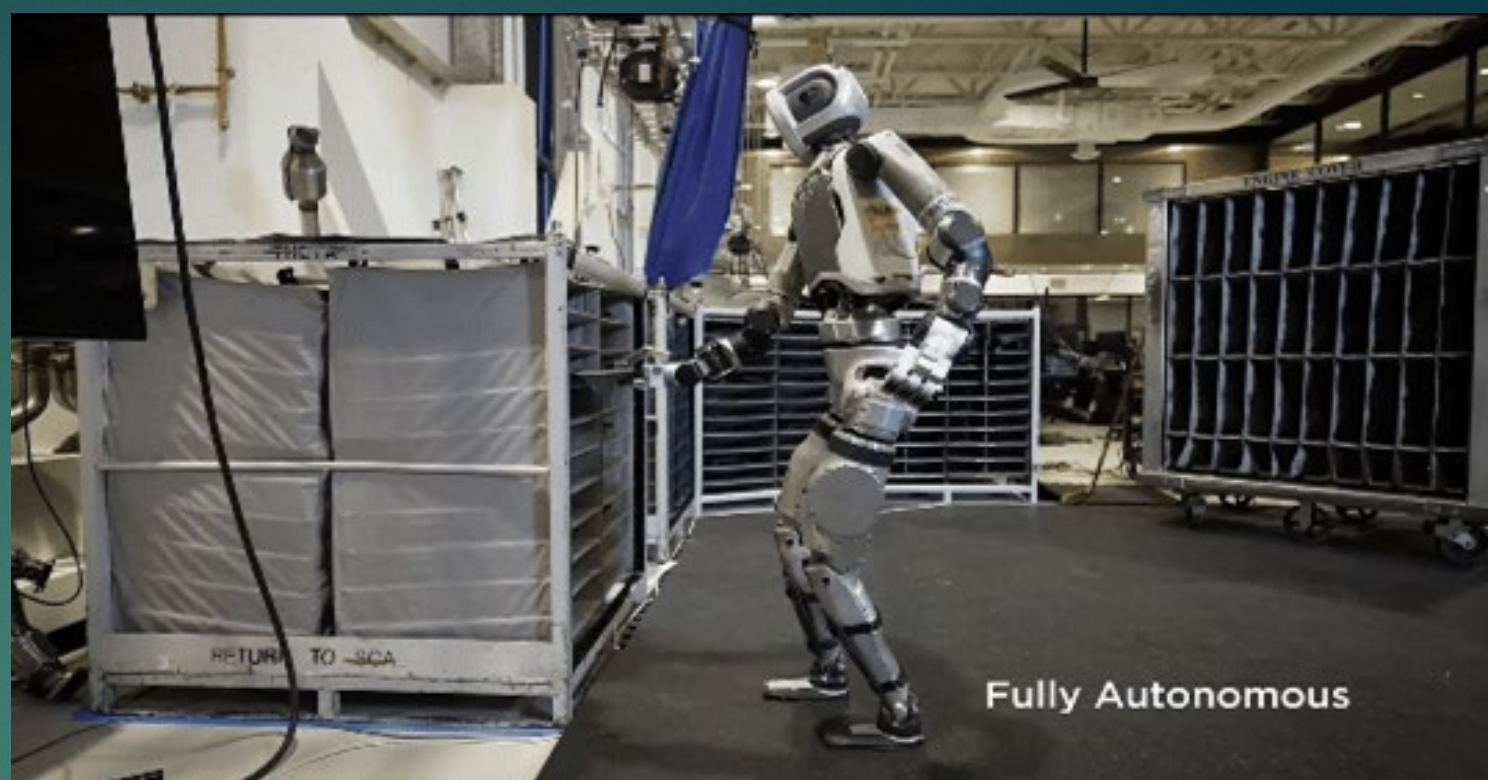
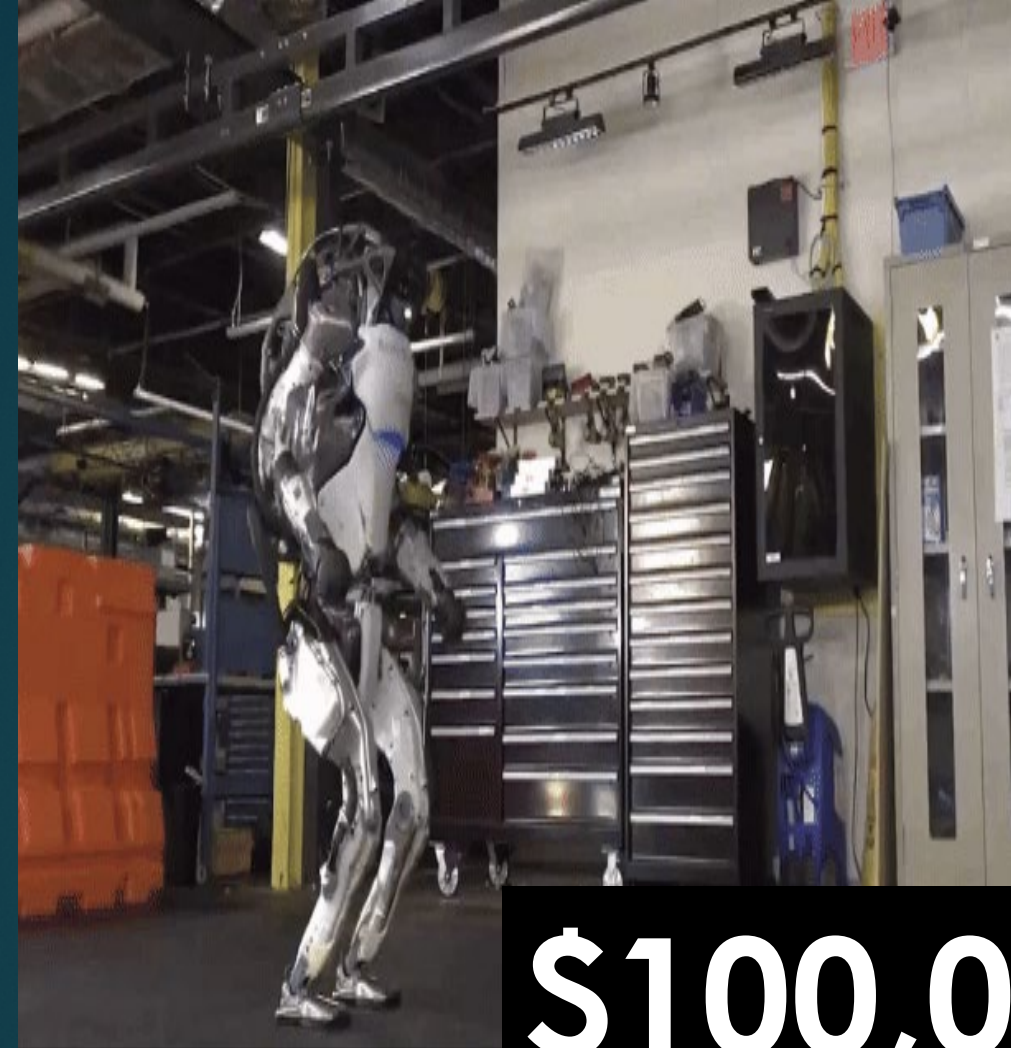
\$5,000 - \$10,000



BostonDynamic

A photograph of a warehouse interior. In the foreground, a white conveyor belt moves several cardboard boxes. To the right, a robotic arm is visible, partially obscured by a black vertical bar. The background shows a large, dark, corrugated metal structure, possibly a loading dock or storage area. A green light is visible on the floor to the left. A black rectangular box with white text is overlaid in the center of the image.

\$75,000



\$100,000 - \$250,000



2026: Real Life AI For The Construction Industry

- AI Assistants
- Backoffice automation
- Virtual receptionists
- HR platforms
- Project management, BIM, Estimating Software
- Augmented Reality
- Jobsite Drones
- Safety/Security Cameras and Wearables
- IoT Sensors on Equipment
- Jobsite Robotics

YOUR ACTIONS THIS YEAR

YOUR ACTIONS:

1. AI Is A Developer's Tool...Talk To Your Software Provider!!!
2. Data is the Achilles Heel
3. Upskill yourself and your people



YOUR ACTIONS:

1. AI Is A Developer's Tool...Talk To Your Software Provider!!!
2. Data is the Achilles Heel
3. Upskill yourself and your people
4. Create an AI Policy

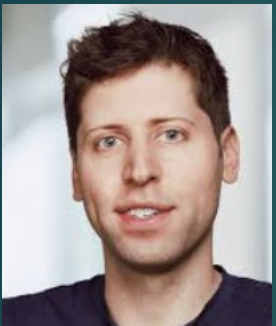
Nearly half of workers say they've used banned AI tools at work, survey finds

WHAT'S NEXT – BEYOND 2026?

The Deloitte logo, consisting of the word "Deloitte" in a bold, black, sans-serif font, followed by a small green dot.

Deloitte's Annual Tech Trends Report – December 2025

“AI will perform quietly in the background, optimizing traffic in our cities, personalizing our health care, or creating adaptative and accessible learning paths in education. We won't proactively use it; we'll simply experience a world in which it makes everything work smarter, faster, and more intuitively—like magic, but grounded in algorithms.”



Sam Altman – CEO, Open AI - December 2024

“Superintelligence might be a few thousand days away. Its arrival would be more intense than people think. Superintelligent tools could massively accelerate scientific discovery and innovation well beyond what we are capable of doing on our own, and in turn massively increase abundance and prosperity.”



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AI in 2026:

- Robotics, drones, augmented reality and other technologies are leveraging AI for safer construction and warehousing
- For 2026: talk to your software vendors, clean up your data, have an AI policy and upskill your team.

WOULD YOU LIKE HELP?

gene@marksgroup.net



Get the PDF Of This
Presentation!

gene@marksgroup.net