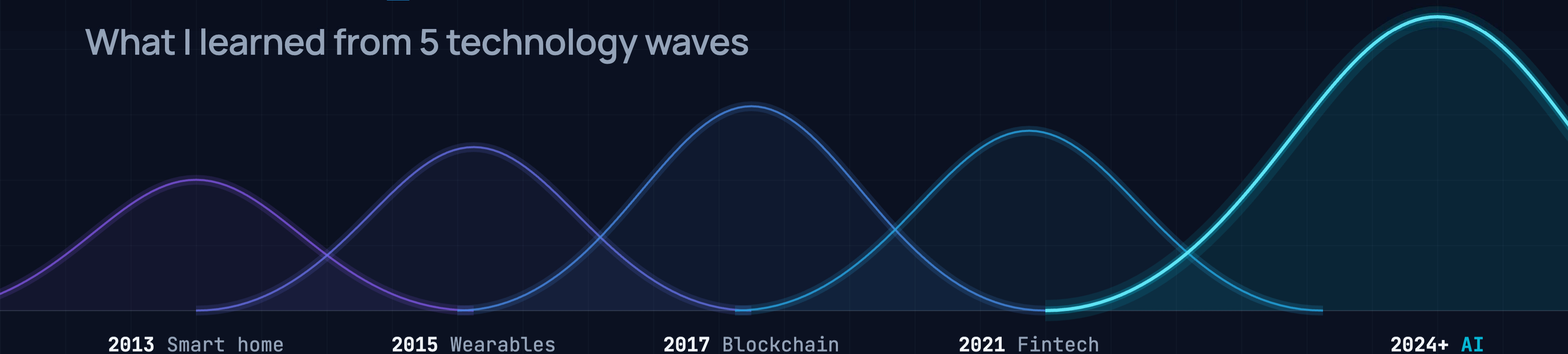


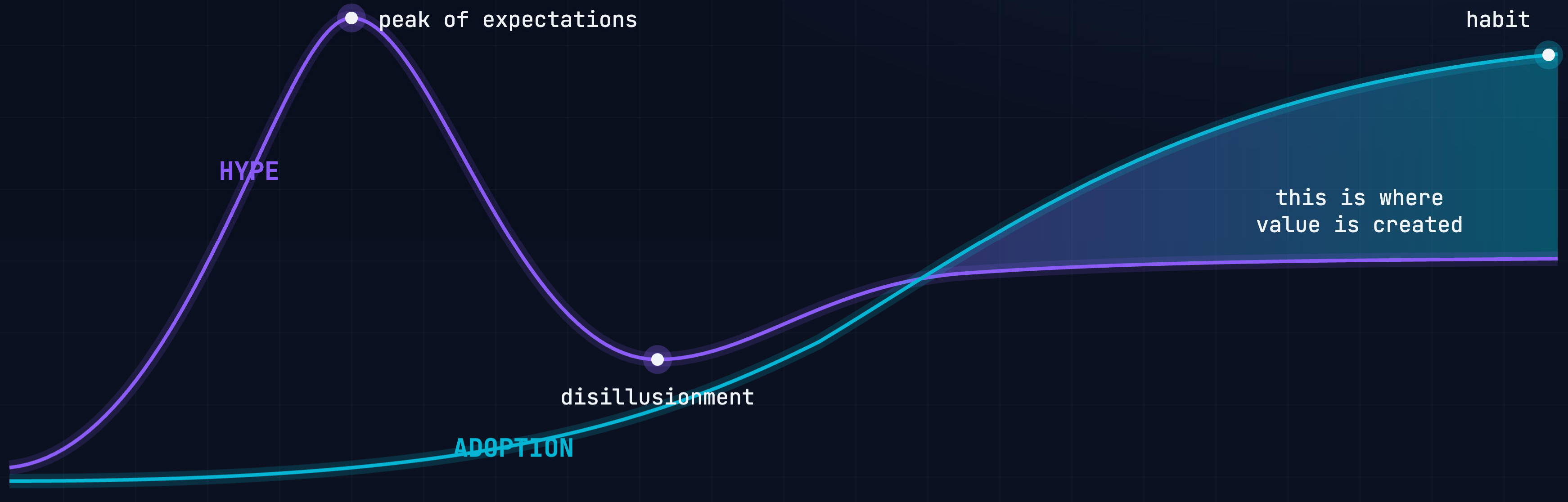
Hype vs Adoption

What I learned from 5 technology waves



Hype arrives early. Adoption arrives late.

illustrative

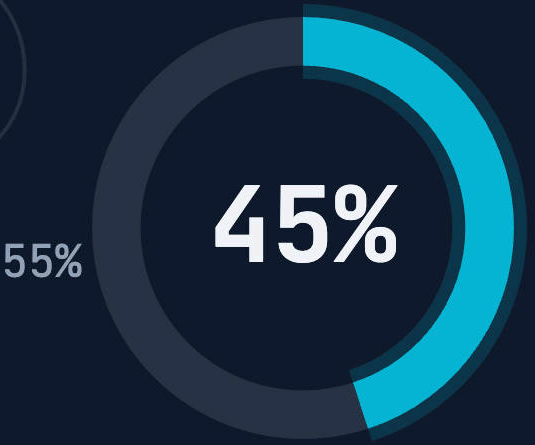


"We overestimate a technology in 2 years and underestimate it in 10." Amara's law

What was left after the noise

Smart home

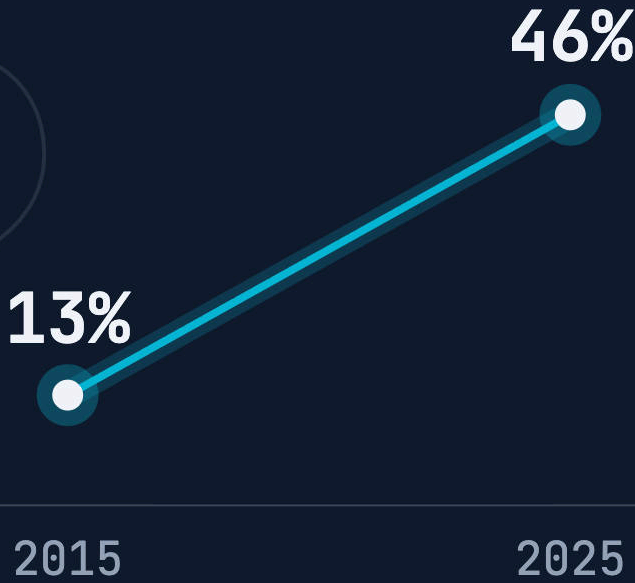
US internet households
with a smart home device,
Q2 2025



It won as a boring feature.

Wearables

US adults who own
a wearable



It won with one
reason: health.

Blockchain

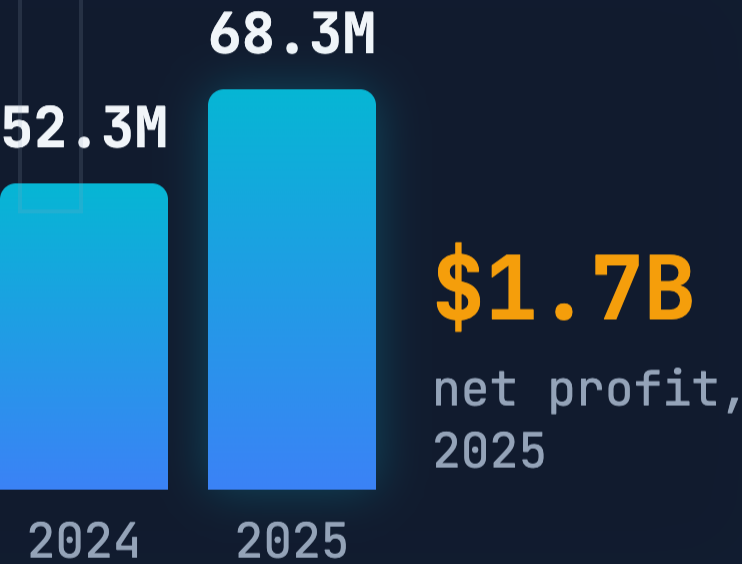
People, same scale



Speculation is not usage.

Fintech

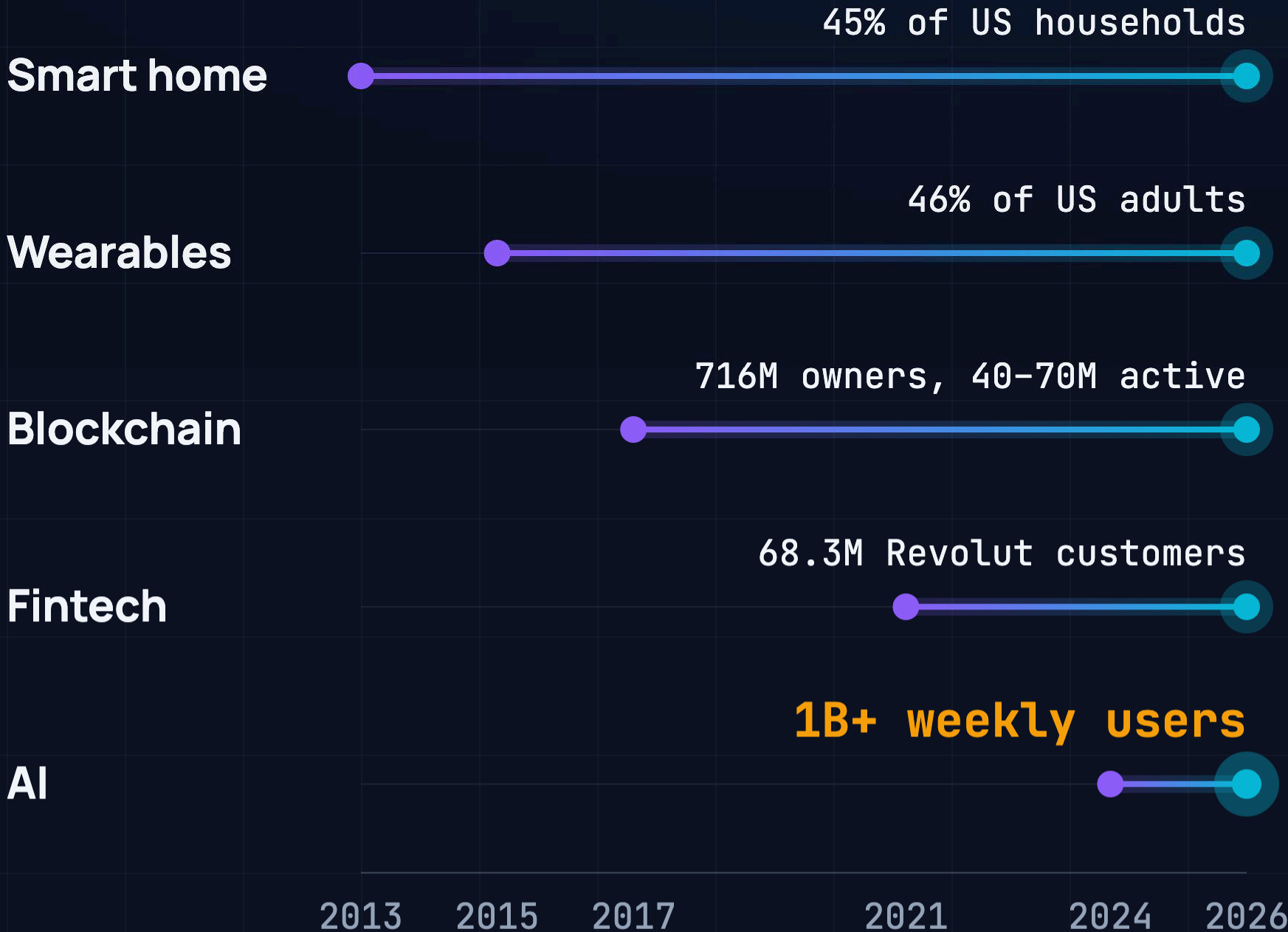
Revolut retail customers



After the crash,
survivors profit.

Three things that repeat every time

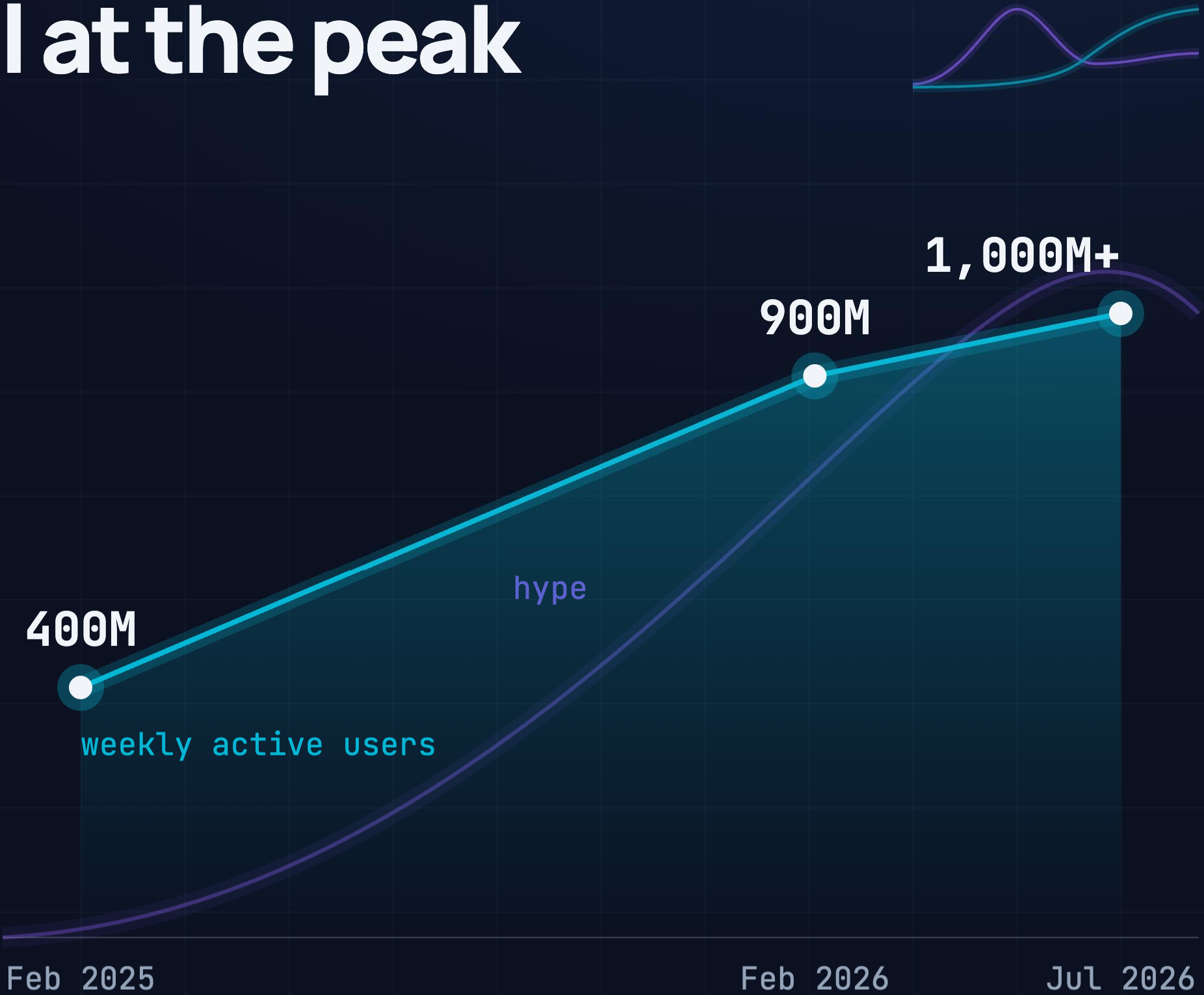
- 01 Adoption takes about a decade.
- 02 What becomes invisible wins.
- 03 The loudest is rarely the winner.



AI: mass usage while still at the peak

1B+

weekly ChatGPT users, July 2026



People adapt in months. Companies take years.



use AI regularly



are scaling it across the company



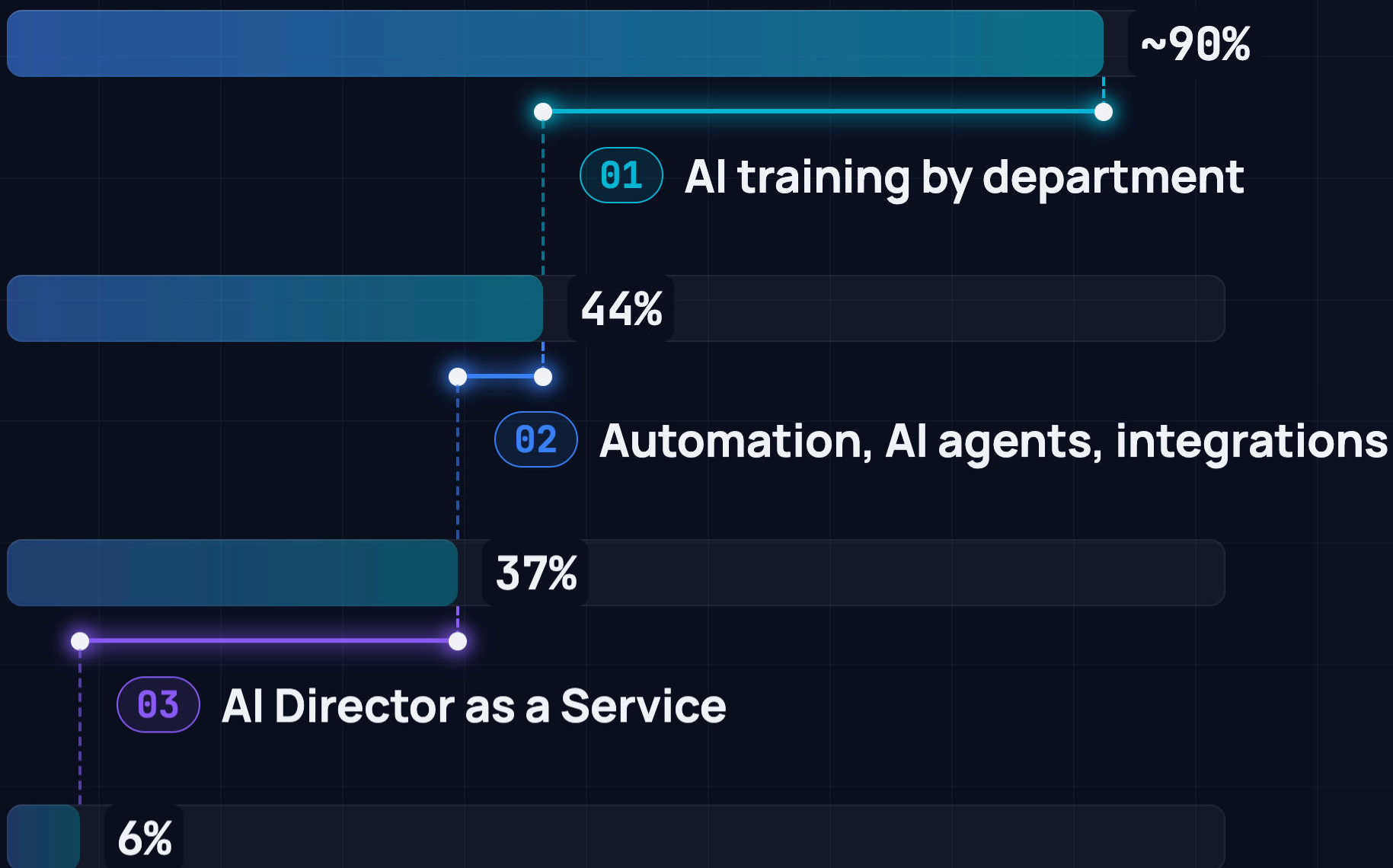
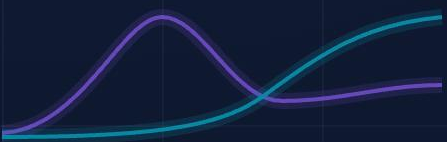
see an effect on profit



see an effect above 5%



Where we work: between 90% and 6%

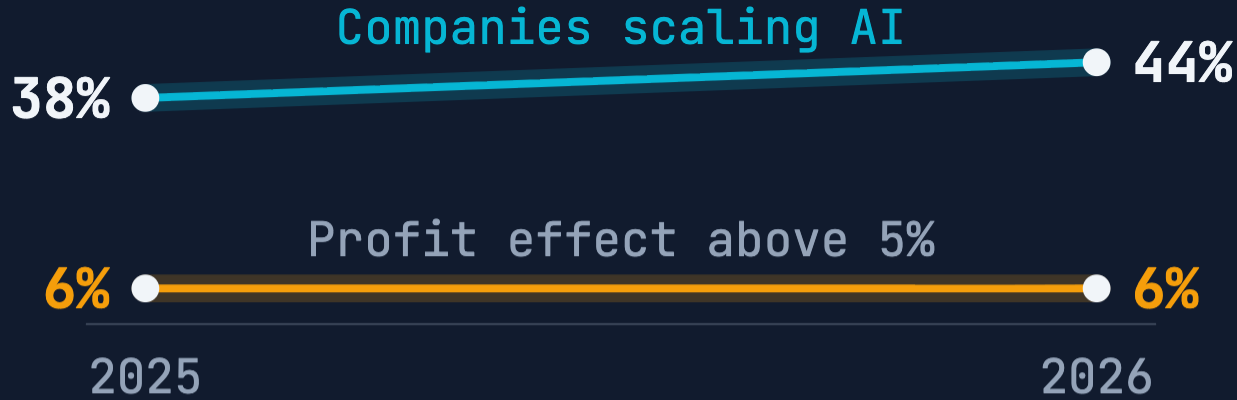


 encorp.ai

Leader in AI transformation in Bulgaria

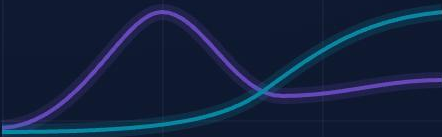
6+ years · banks, fintech, telcos, media

Why now

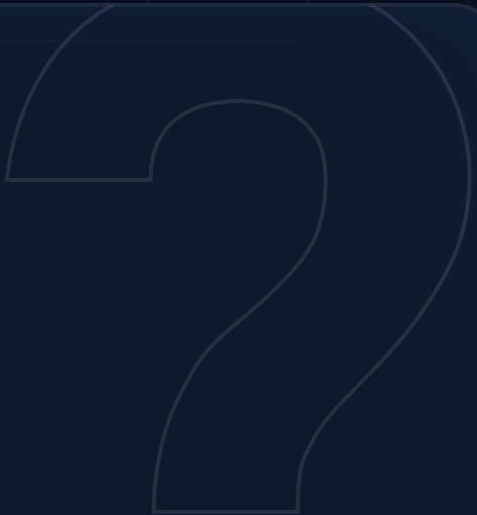


More companies scale. The same few get results.

I didn't pick the winner. I moved in time.



01



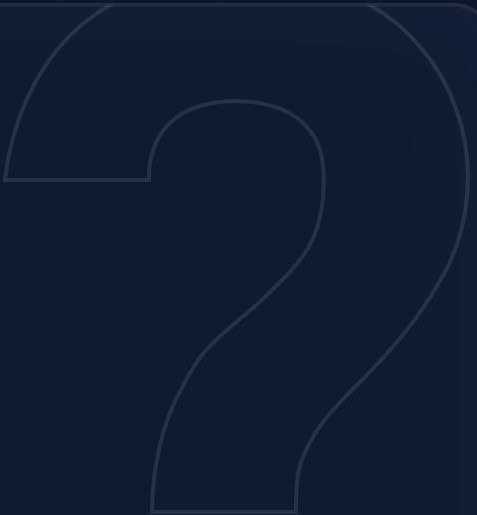
**Who pays today
without a subsidy?**

02



**Is it used
every week?**

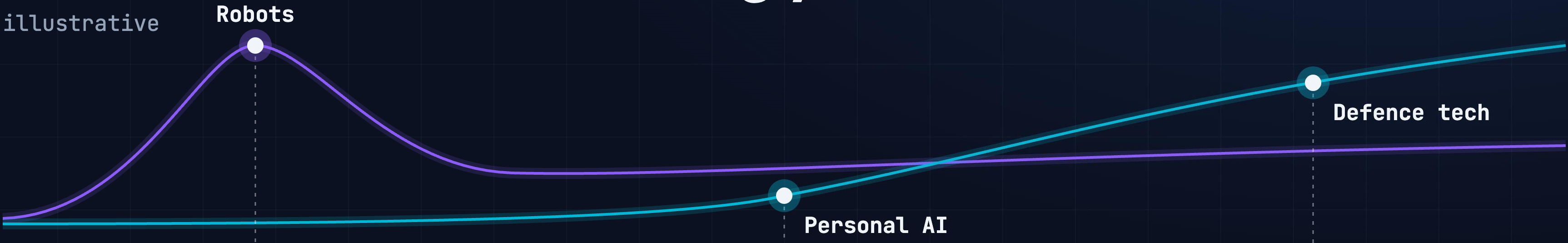
03



**What has to become
boring for it to win?**



Three bets for the coming years

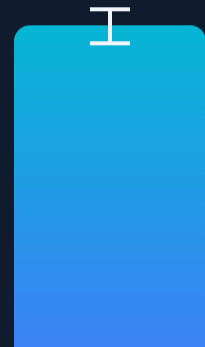


Robots

at the peak

Humanoid robots, 2025 · units

16-18K



Shipped
worldwide

<4K

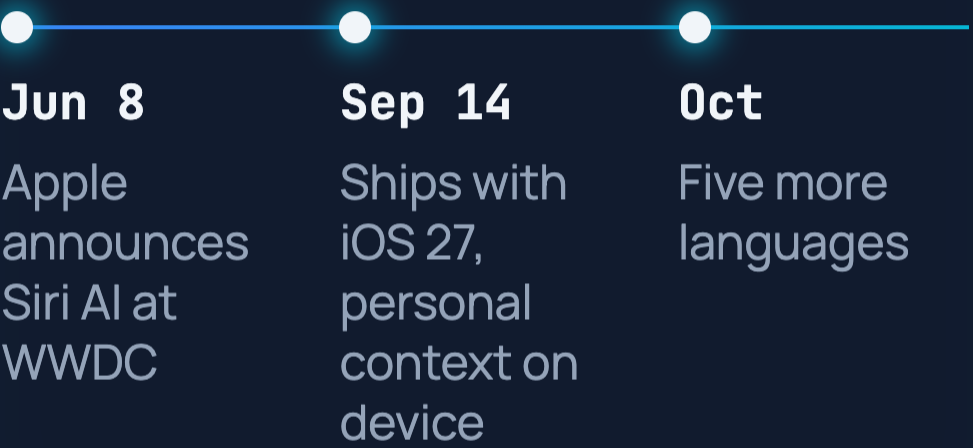


Doing paid,
repeated work

Personal AI

the beginning

Siri AI, 2026



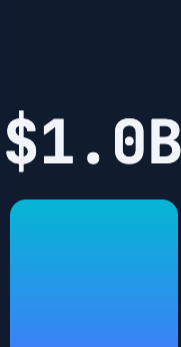
Not available in the EU at launch.

Defence tech

real demand

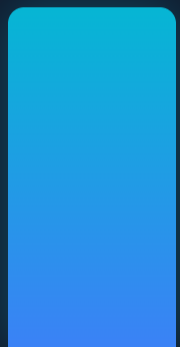
European defence tech VC

\$1.0B



2024

\$2.3B

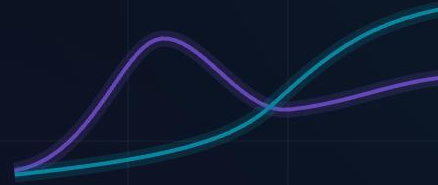


2025
(proj.)

Helsing

\$1.8B round at an
\$18B valuation, July
2026

Why not all three?



Robots

+

Defence tech

+

Personal AI

=

Military robots with on-device AI

We've seen this movie. It came out in 1984.

I'll be back. For Q&A.



**TECH IN 2026: "WHAT IF THE ROBOT
WAS ARMED AND WORKED OFFLINE?"**

Watch the usage, not the headlines.

- 01 Habit beats hype.
- 02 The gap between personal and company adoption is the opportunity.
- 03 Adaptability is trained with small experiments.