

ECTA ANNUAL MEETING 2026 · DÜSSELDORF

From Generative to Agentic AI.

for ECTA

Revolutionising chemical logistics.
Dinner keynote, 19 November 2026.



WAIMAKERS

INTRODUCTION AND AGENDA

Nice to meet you.

Who we are, and the next thirty-five minutes.

then dessert, promised

WHO WE ARE

We help leading companies learn, lead and make.

LEARN.

EDUCATE

- Executive inspiration sessions with demos on your own files
- Board sessions, offsite keynotes and hands-on workshops
- AI Champions and Agentic Way of Working programmes

YOU WALK AWAY WITH

People who use AI in their own job every day, without us in the room, and colleagues who teach each other.

LEAD.

DESIGN

- A company-wide AI strategy your top team owns
- Use cases scored on impact and feasibility, with a business case
- A roadmap with owners, decision points and rules of play

YOU WALK AWAY WITH

One plan the top team owns: where AI creates value first, who does what, and what you decide next quarter.

MAKE.

IMPLEMENT

- First workflow to production in 6–10 weeks
- Co-building sprints and priority pilots with your own people
- Support and education retainer to keep it running

YOU WALK AWAY WITH

Workflows live in production, measured in hours and euros, and run by your own team after we leave.

...and back to learning

FrieslandCampina · HEMA · Rabo Investments · a.s.r. · Henkel · auping · bugaboo · DURA VERMEER · TaylorWessing · SSP · PENTLAND BRANDS · WATERLAND · NEDERLANDSE LOTERIJ · PROTIX · BRILL · Nedstar

500+ clients, 10,000+ people trained, and 20+ AI solutions in production

AGENDA · ECTA DINNER KEYNOTE

Five stops from chat to AI colleagues.



19:30 · 3 min

Welcome, and a year ago in Düsseldorf

Who we are, and what changed since last year.



19:33 · 8 min

How AI works: the brain in the box

What a model knows, and what it can do.



19:41 · 7 min

How fast it moves

Longer tasks, more agents, lower prices.



19:48 · 10 min

From chat to AI colleagues

Five levels, agents, and always-on agents.



19:58 · 7 min

Where to start, and questions

Five practical actions, then your questions.

35 minutes, 19:30 to 20:05

ONE YEAR ON

A year ago, AI wrote. Now it acts.

DÜSSELDORF, 2025

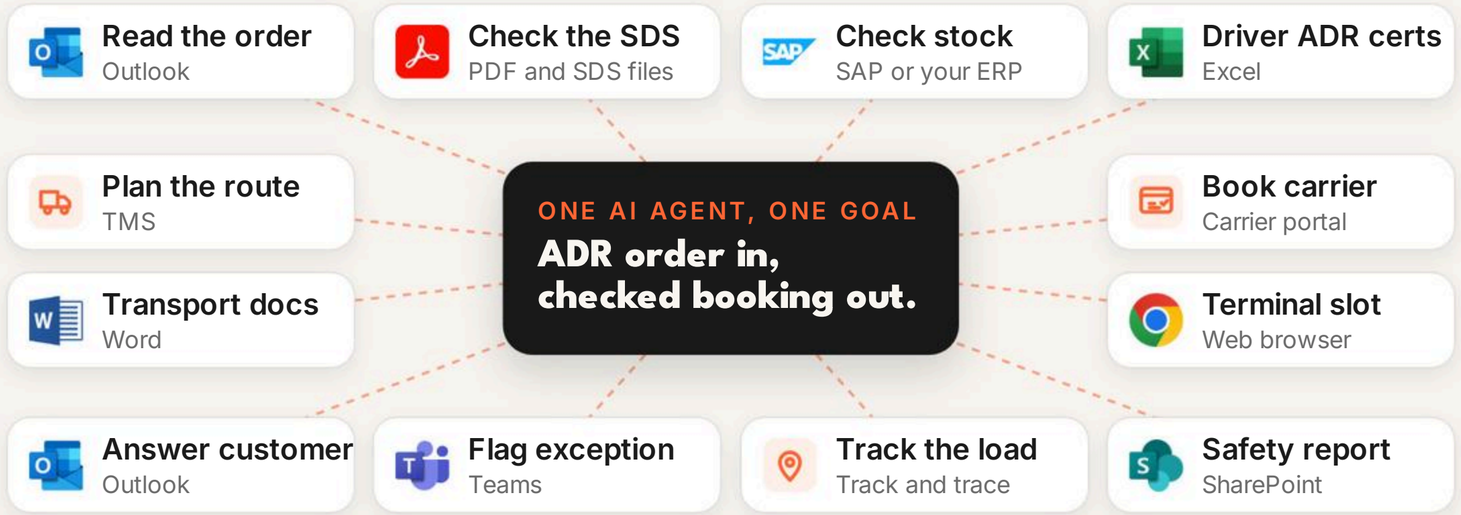
Generative AI: you ask, it answers.



one year →

DÜSSELDORF, 2026

Agentic AI: one agent works in your systems.



1 assistant, one answer.
You copy, check and send.

1 agent, twelve actions in eleven systems.
You steer, approve and decide.



WAIMAKERS

PART 1 · HOW AI WORKS

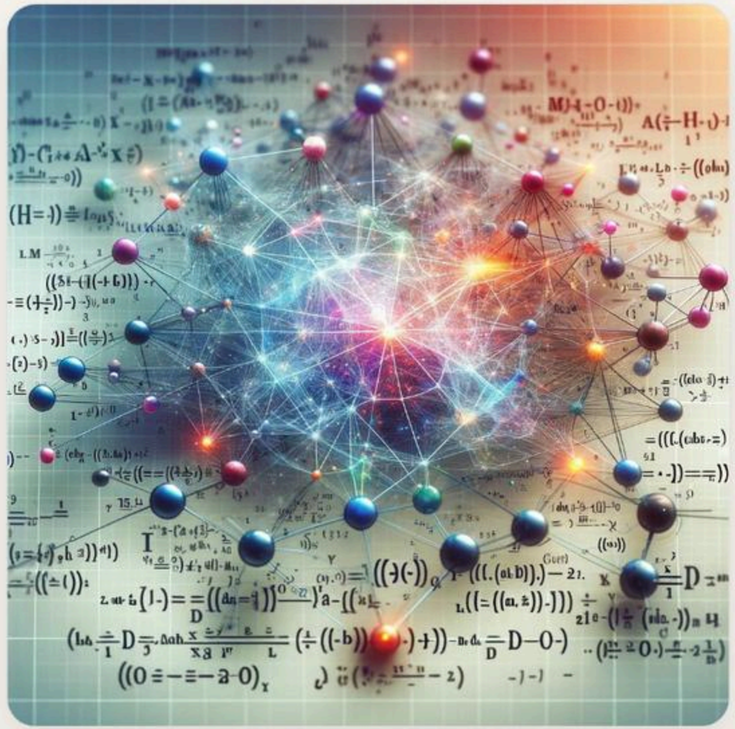
The brain in the box.

What a model knows, how it learned it, and what it can do with that knowledge.

how the model thinks

HOW IT WORKS

Like the brain, Generative AI learns through connections.



Statistics



Chemistry

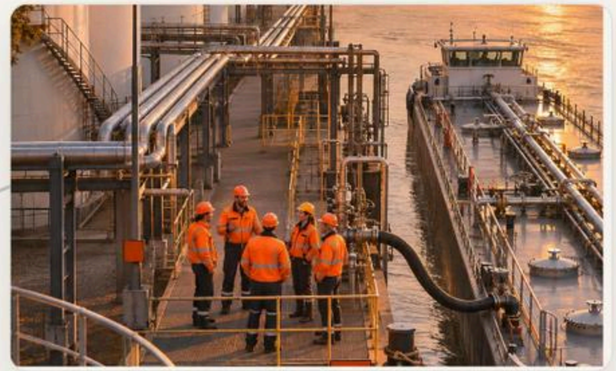
HOW IT WORKS

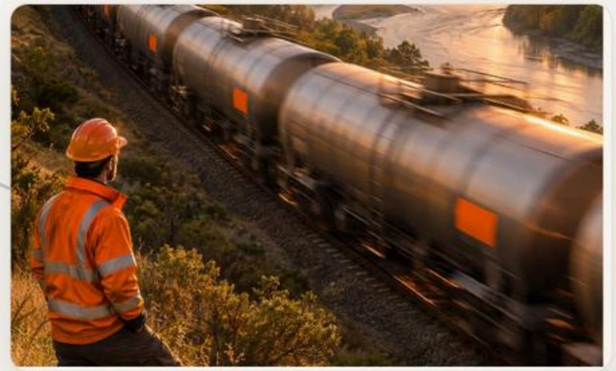
AI learns hidden patterns about the world.











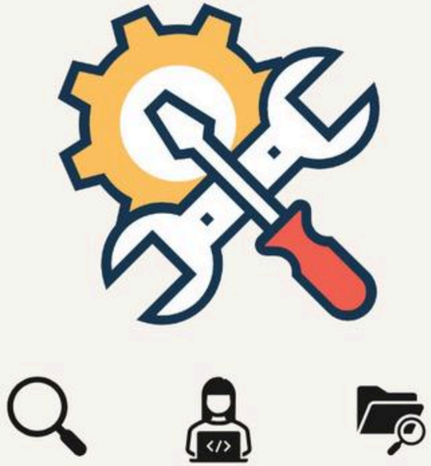
What does it know about ECTA?

KNOWLEDGE AND CAPABILITIES

Key is to understand what the AI knows and what it can do.



Knowledge



Capabilities

KNOWLEDGE

This experience is obtained from all kinds of different sources.

- Text
- Code
- Audio
- Video
- Image
- ...



It has read, seen and heard it all.

KNOWLEDGE

This knowledge can be translated into several shapes and forms.



Ask, and it answers in any of these.

- Text
- Code
- Audio
- Video
- Image
- ...

CAPABILITIES

On its own a model only writes. Tools let it work.

See and hear

- Documents and PDFs
- Spreadsheets
- Images and drawings
- Video
- Your voice
- Your screen

Find

- Web search
- Deep research
- Reads web pages
- Searches your uploaded files

Think

- Extended reasoning
- Adjustable effort
- Plans multi-step work



The model

predicts the next word

Make

- Text
- Code
- Word, Excel, PowerPoint
- PDFs and charts
- Images
- Video
- Speech
- Interactive apps

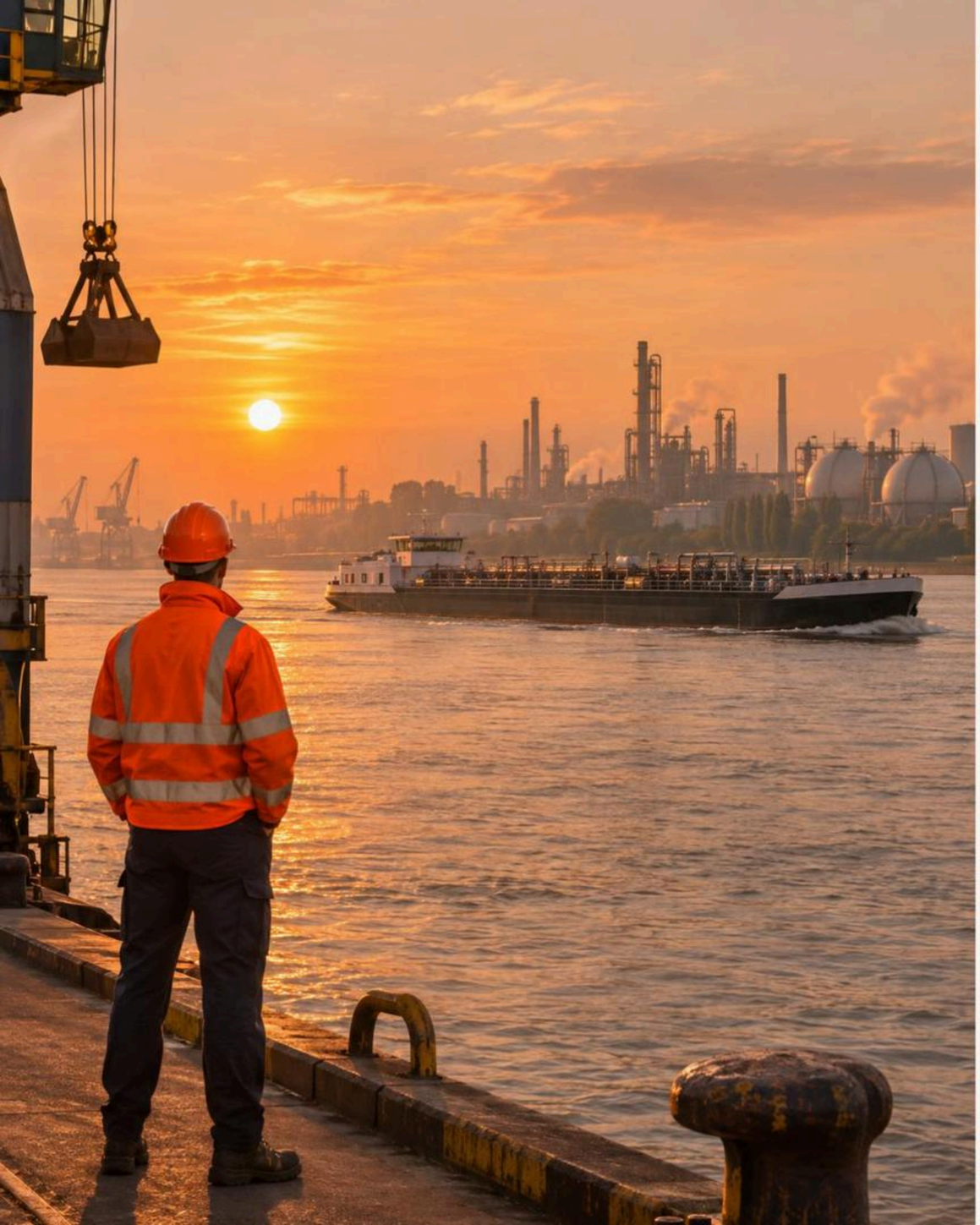
Act

- Runs code
- Analyses data
- Uses a browser
- Operates a computer
- Runs scheduled tasks
- Works as an agent

Remember

- Memory across chats
- Projects with your knowledge
- Custom instructions
- Skills

Connectors are different. They add no skill, they open a door to **your company's systems**: SharePoint, Outlook, your ERP. More on that later.



WAIMAKERS

PART 1 · WHAT IT CAN DO

Deep dives (optional).

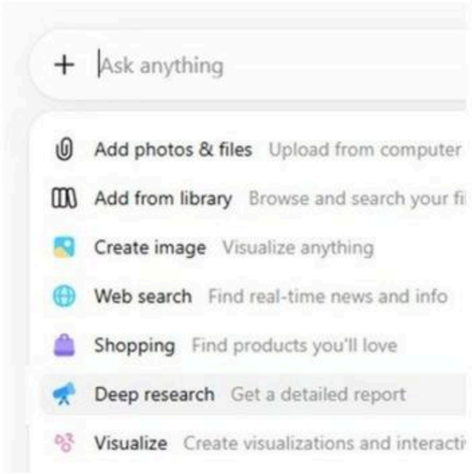
Three capabilities to open if there is time: deep research, reasoning, and AI inside Excel, PowerPoint and Word.

skip if time is short

DEEP RESEARCH

Deep research sits behind a different button in every tool.

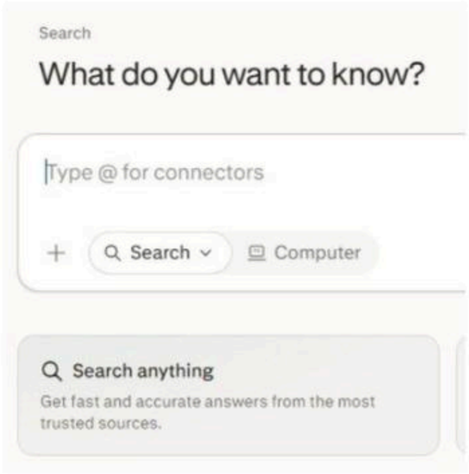
OpenAI



WHERE

The + menu, then Deep research.

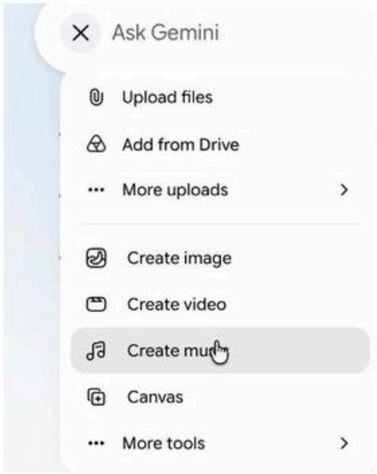
perplexity



WHERE

Deep research now runs in Computer.

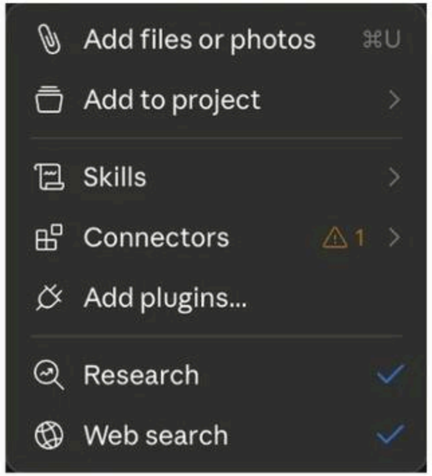
Gemini



WHERE

The + menu, under More tools.

Claude



WHERE

The + menu, then Research.

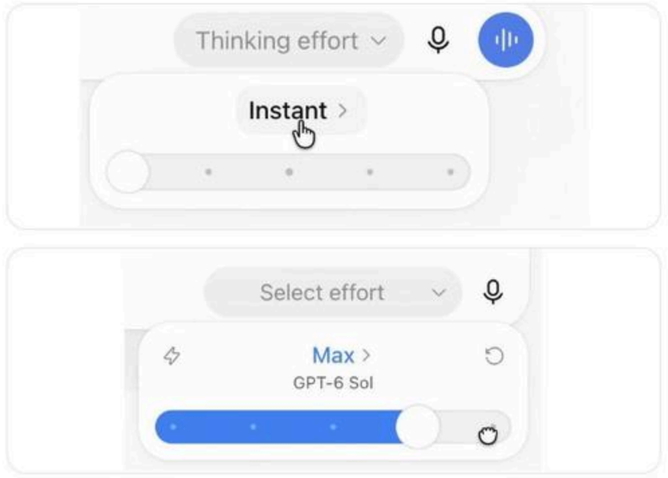
same idea, four buttons

FOR YOU A market, tender or regulation scan across your lanes, before the Monday meeting.

REASONING

Complex tasks need reasoning.

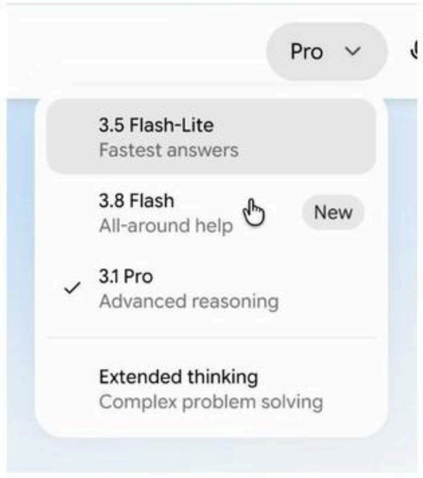
OpenAI



WHERE

Prompt bar: a Thinking effort slider, from Instant up to Max.

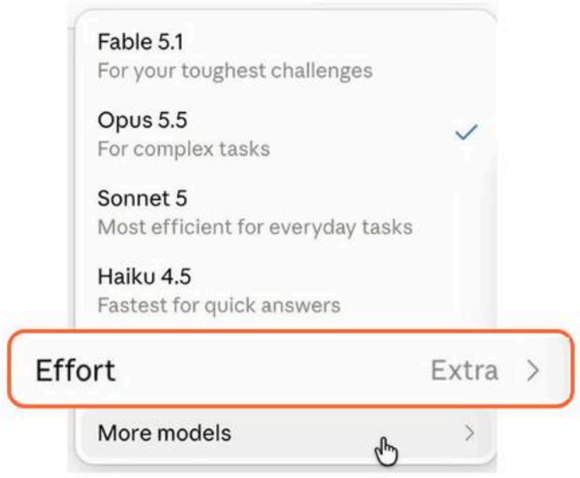
Gemini



WHERE

Prompt-bar menu: Flash, Pro, or Extended thinking.

Claude



WHERE

Model picker: pick the model, then the Effort.

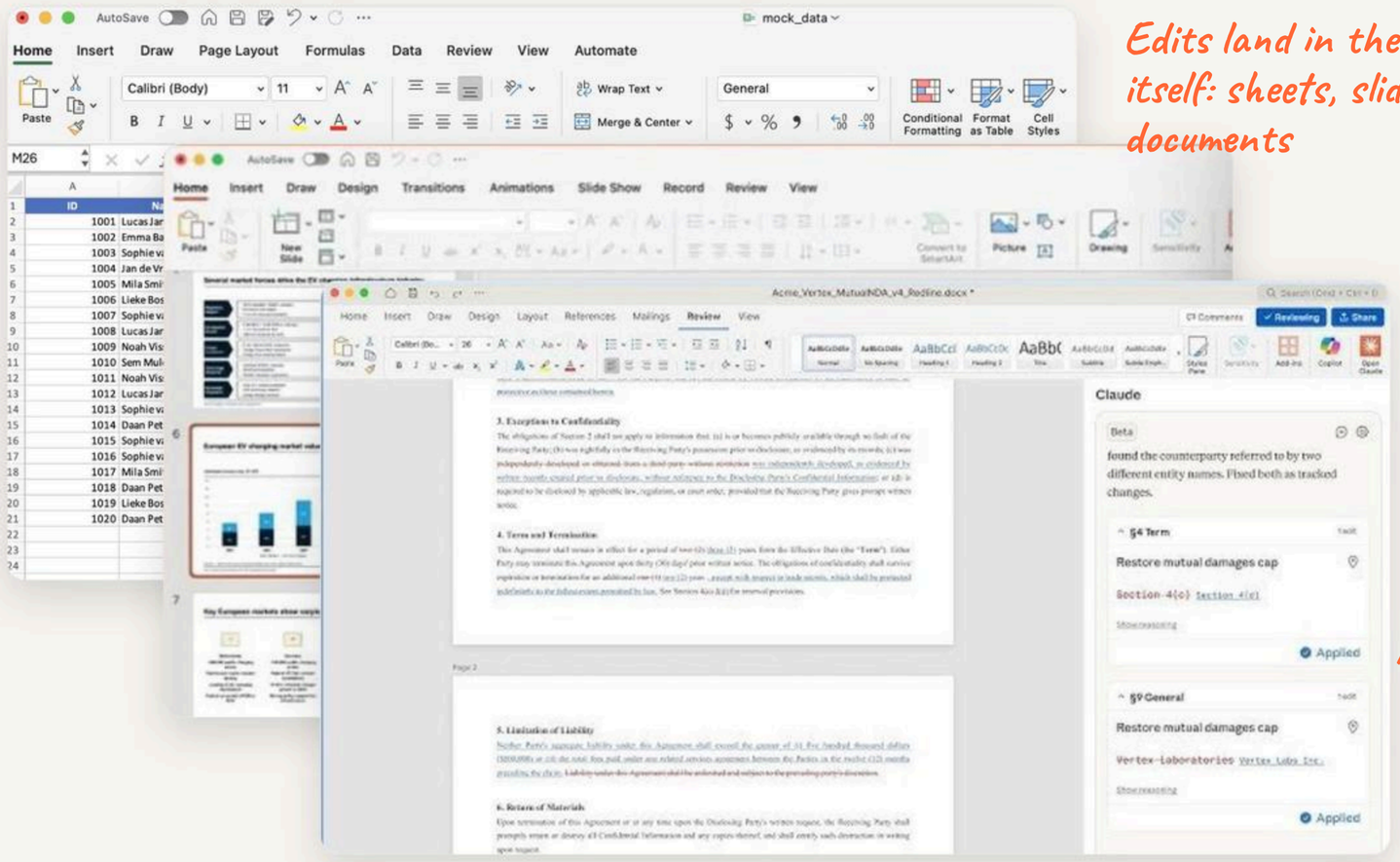
give the model room to think

FOR YOU The pricing or routing question that used to need a week of analyst time.

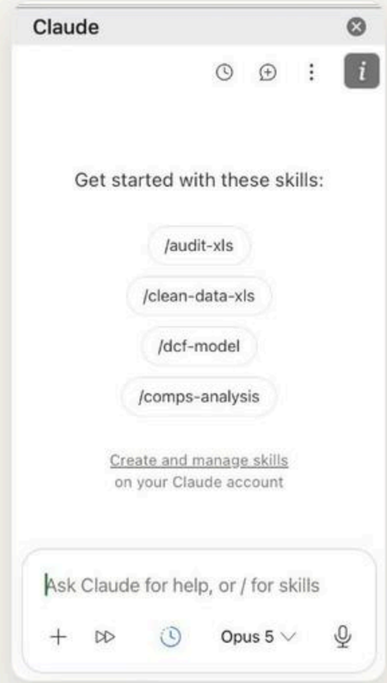
PLUGINS · EXCEL, POWERPOINT, WORD

One plug-in inside Excel, PowerPoint and Word.

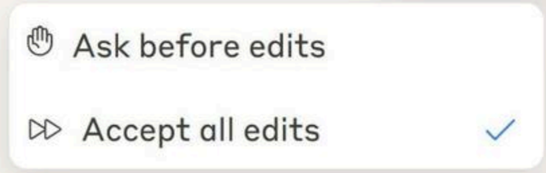
Claude

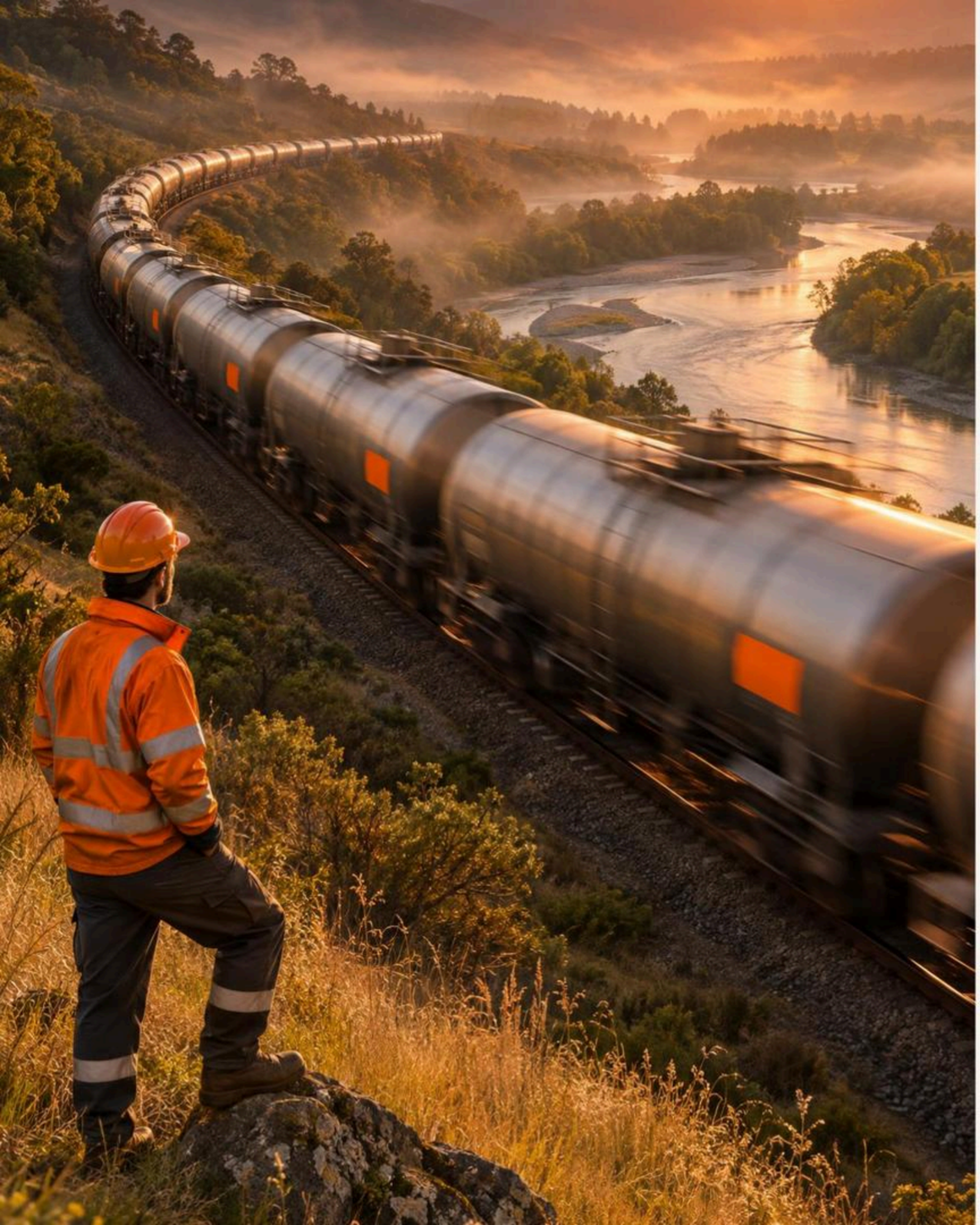


Edits land in the file itself: sheets, slides, documents



Ask before edits, or accept all





WAIMAKERS

PART 2 · HOW FAST IT MOVES

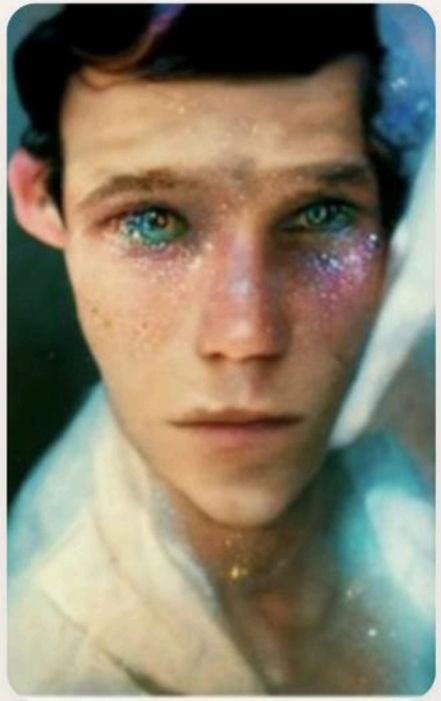
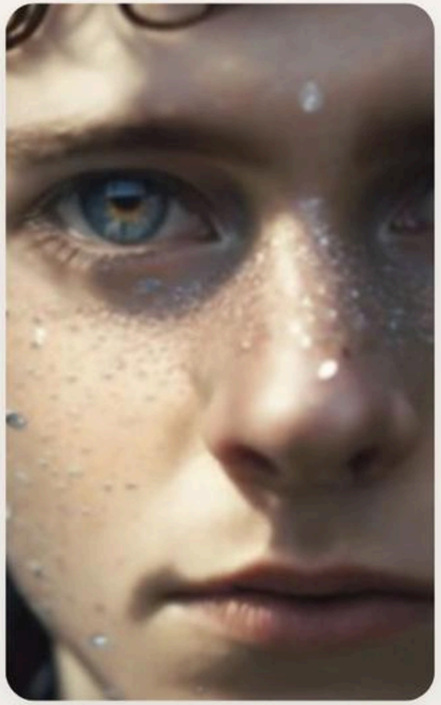
AI moves at lightning speed.

What changed in twelve months: longer tasks, more agents, lower prices.

hold on to your seats

SPEED OF PROGRESS

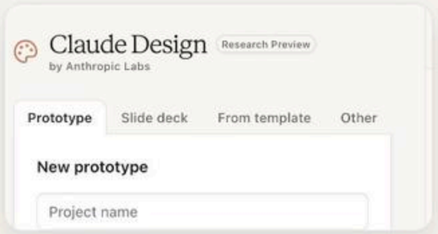
The progress of AI is fast, very fast.

2023	2024	2025 (August)	2025 (November)	2026
				
DALL·E	Midjourney	Gemini Nano Banana	Nano Banana PRO	

PROGRESS OF AI

New capabilities arrive faster every year.

and it keeps accelerating



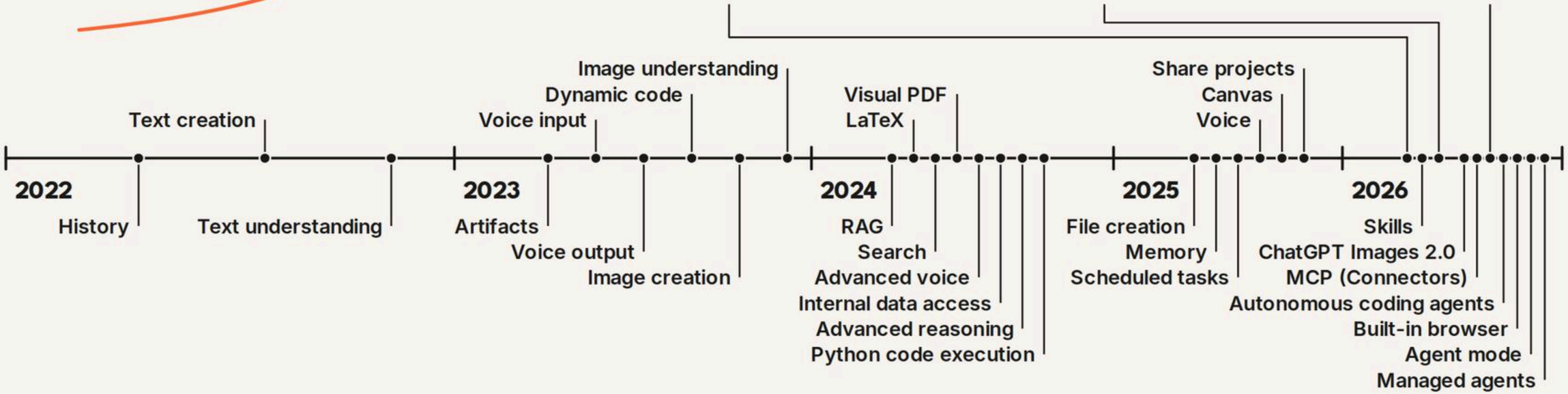
17 April 2026
Claude Design
Describe it, get a first visual.



9 June 2026
Claude Fable 5
Released, pulled, back again.



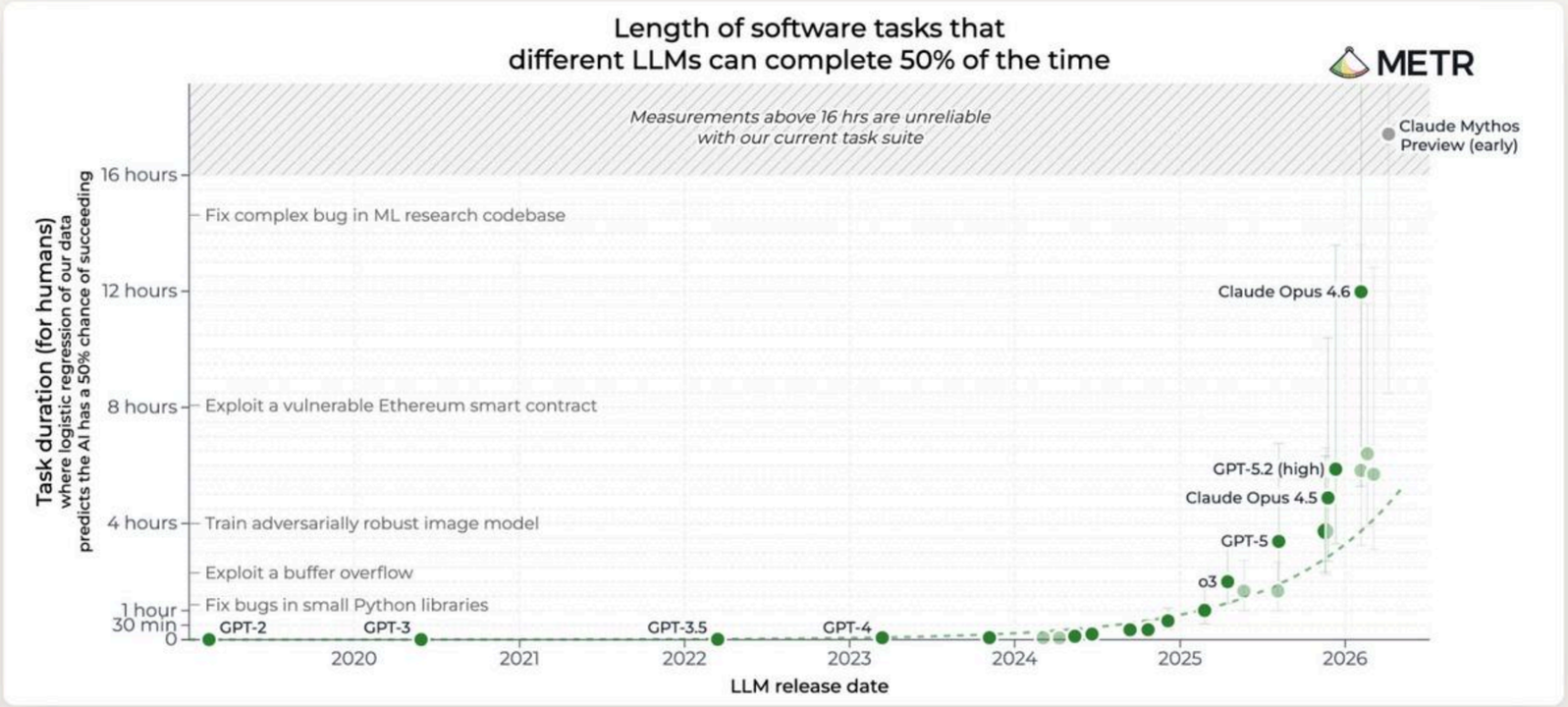
3 September 2026
GPT-6 Astra
Tops computer use and coding.



Every capability that was new last year is **the baseline this year.**

PROGRESS OF AI · METR

AI takes on longer tasks every few months.



← **16h+**

Two working days of expert work, done alone half the time.

Claude Mythos Preview, measured by METR, May 2026. Above 16 hours, METR calls its measurements unreliable.

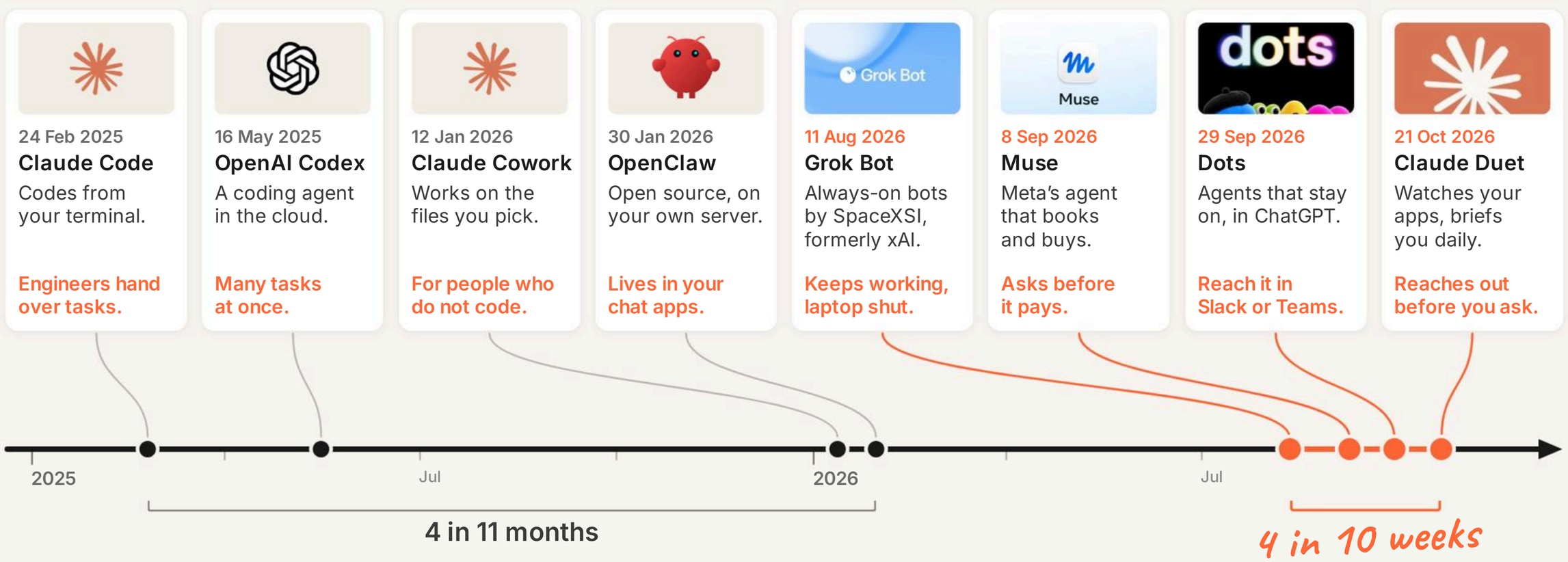
x2 every seven months, 2019 to 2025

x2 about every three months since 2024

Sources: metr.org/time-horizons, linear scale, seen 25 Oct 2026; METR Time Horizon 1.1, 29 Jan 2026.

SELECTED AGENT LAUNCHES · FEBRUARY 2025 TO OCTOBER 2026

Since the summer, agents moved in.



The gap went from months to weeks. And the four new ones keep working after you close the laptop.

hands up: who has tried one of these?

Sources: launch posts and coverage by Anthropic, OpenAI, VentureBeat, TechCrunch, MacRumors, AP and SiliconANGLE, dates as announced. Links in the speaker notes.

PROGRESS OF AI

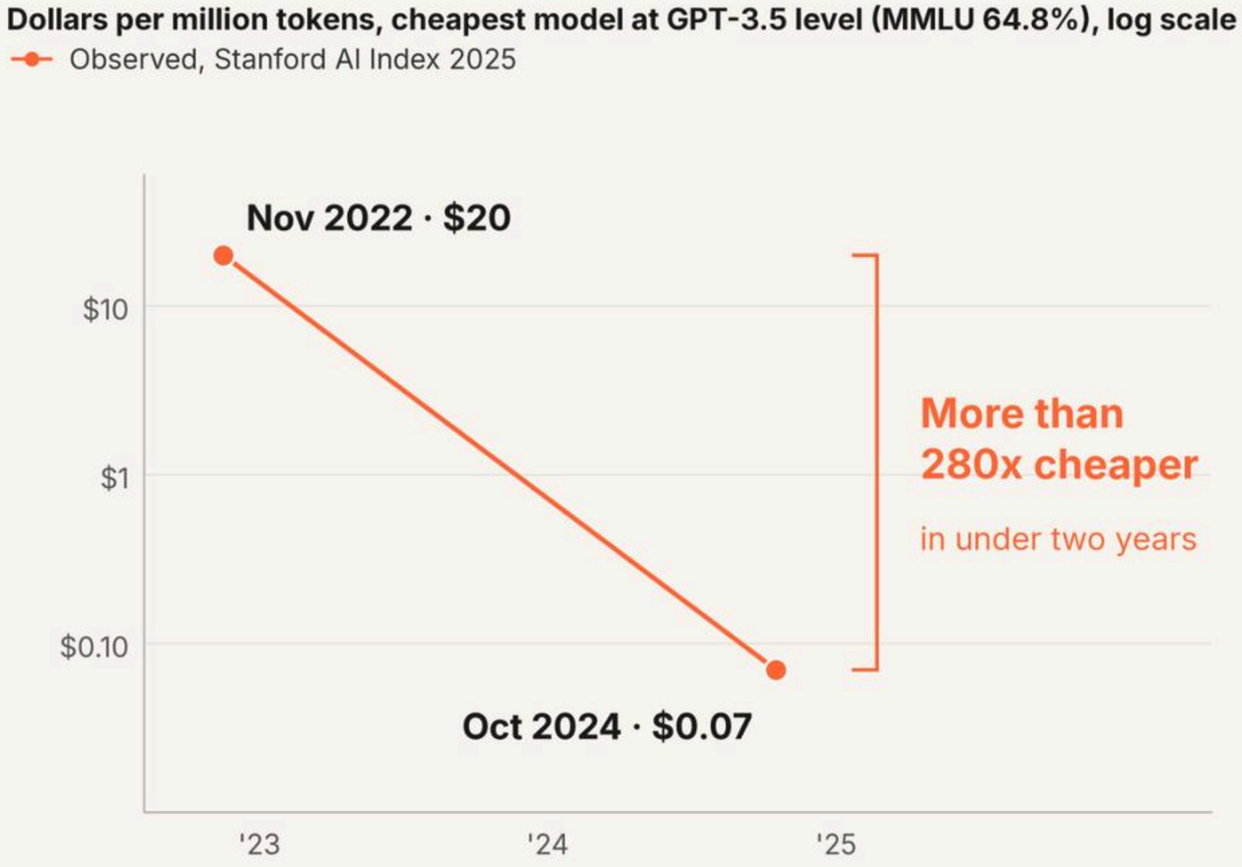
Comparable AI became 280x cheaper in under two years.

280x

Cheaper, at the same score.

GPT-3.5-level inference cost **$20** per million tokens in Nov 2022, and **$0.07** in Oct 2024.

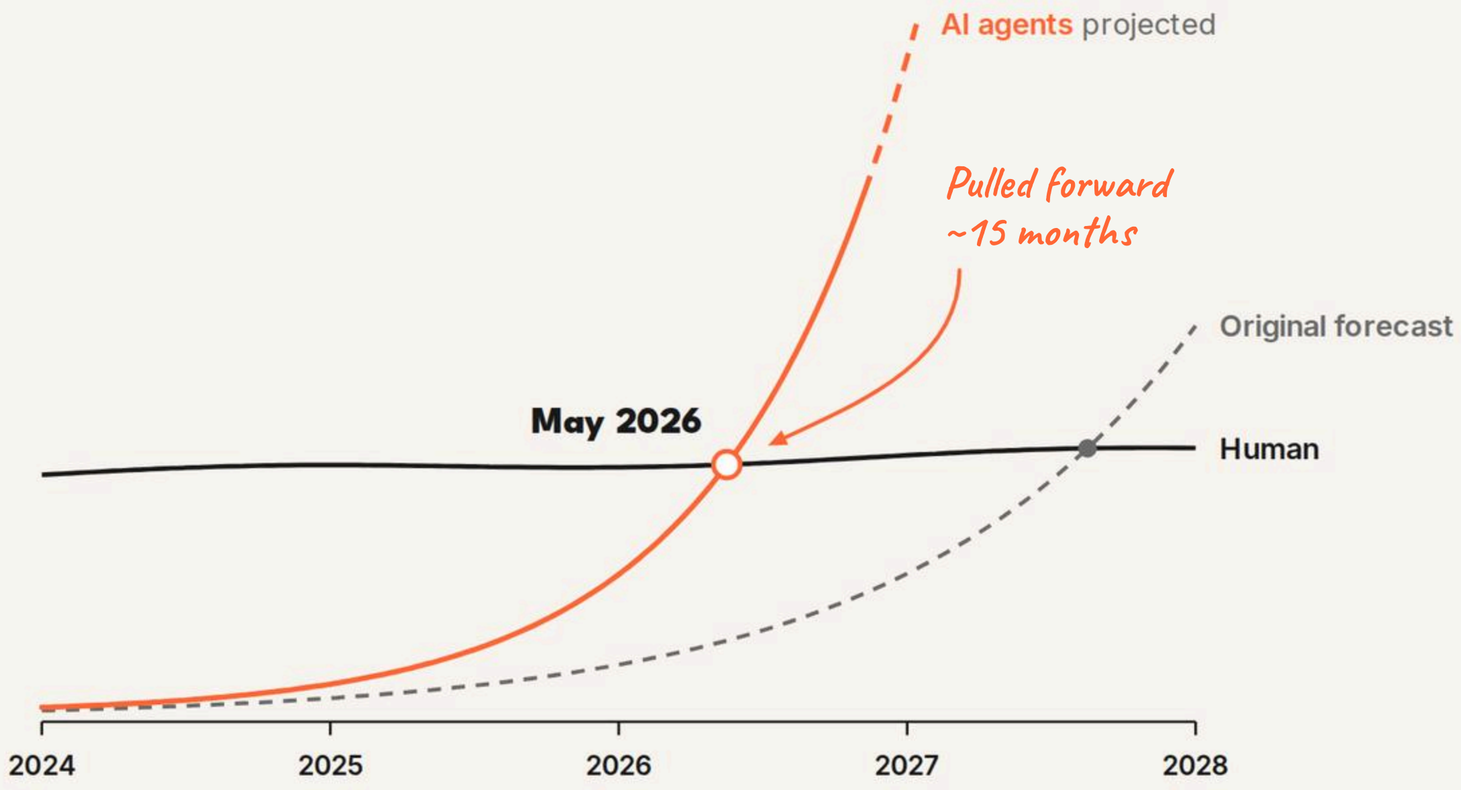
Prices per token keep falling. For your business, compare the cost per accepted result, including review.



Source: Stanford HAI, AI Index Report 2025 (inference price at a fixed benchmark score). No projection.

CLOUDFLARE NETWORK · DAILY REQUESTS

Machine traffic passed human traffic in May 2026.



+1,700%

AI agent requests per day,
June 2025 to May 2026

1,000×

Machine vs. human traffic
in five years, if trends hold

Curves are illustrative, not plotted data.

Sources: Cloudflare 2026 Founders' Letter; Cloudflare, "Content Independence Day, one year on" (July 2026); Cloudflare network data for agent requests.



WAIMAKERS

PART 3 · FROM CHAT TO AI COLLEAGUES

From generative to agentic.

AI no longer only answers. Agents with their own computer, skills and memory carry out the work.

a team of AI colleagues

THE FIVE LEVELS OF AI MASTERY

From personal speed to a company-wide AI OS.

VALUE FOR THE INDIVIDUAL — VALUE FOR THE COMPANY

LEVEL 01

Individual augmentation

One person gets faster. The right model, a good prompt, typing and speaking turn intent into output.

- Type and voice
- The right model for the task
- Prompts and context

INDIVIDUAL 85

COMPANY 15

LEVEL 02

Composable skills

Expertise captured as skills. Built once, then reproduced by any colleague and any agent.

- Composable
- Scalable
- Reliable
- Reproducible by anyone

INDIVIDUAL 80

COMPANY 40

LEVEL 03

Connect to context

MCP connectors plug agents into your real systems, so they work on live company context.

- Real-time information
- CRM, calendar, mail, Slack
- MCP connectors to live data
- Permissions that hold

INDIVIDUAL 70

COMPANY 65

LEVEL 04

Agentic work

Automated workflows and an agentic way of working: agents plan, build and verify, people decide.

- Automated workflows
- Delegate a task, not a prompt
- Agents plan, build, verify
- Prioritised workflows live

INDIVIDUAL 60

COMPANY 85

LEVEL 05

AI OS

Classic automations combined with AI automations, in one central company repository.

- Classic automations
- AI automations
- Central repo of agents
- Central repo of skills
- Central MCP connectors
- Centralised control

INDIVIDUAL 55

COMPANY 100

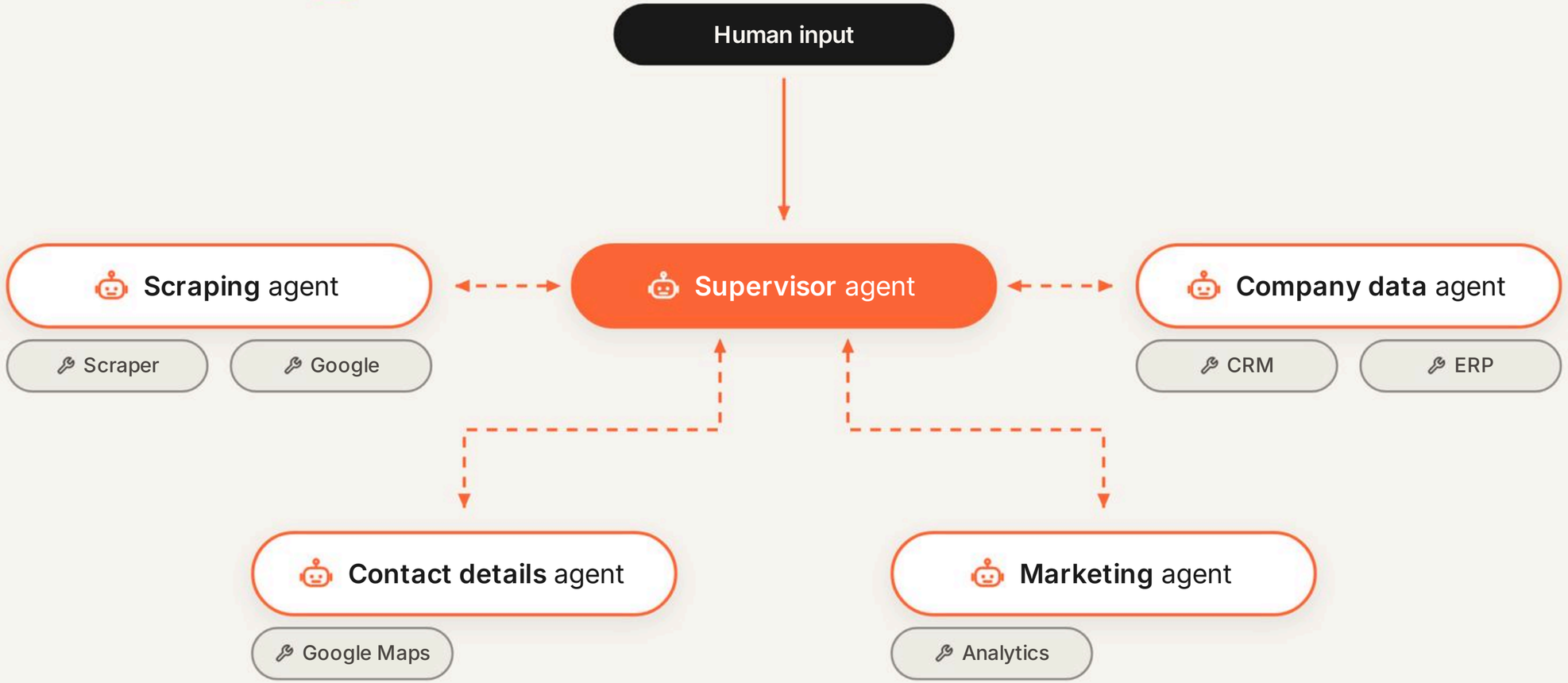
HUMAN IN THE LOOP

Value scores 0 to 100, indicative: the individual wins immediately, the company only once knowledge is shared and connected.

ENTERPRISE-SCALE AUTONOMY

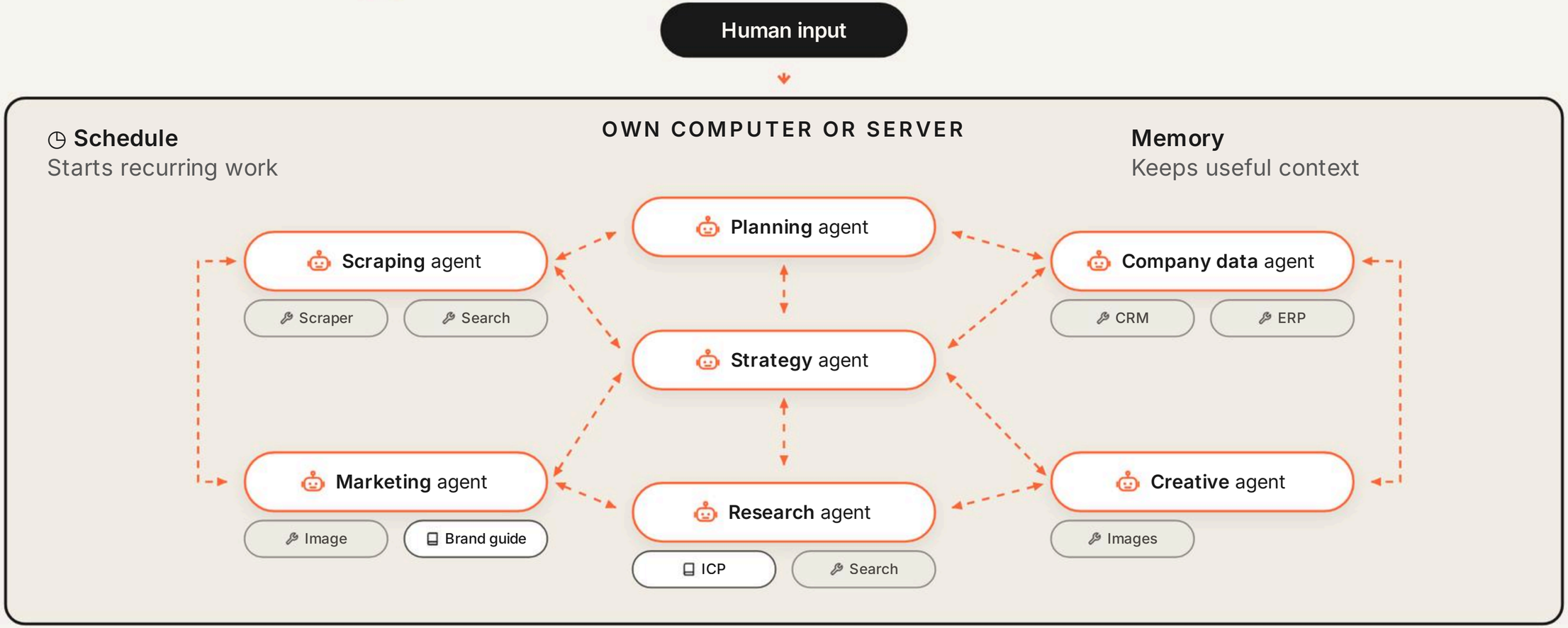
AI agents provide flexibility and allow AIs to perform actions.

Tools: deterministic software **Agents:** probabilistic AI



Agents have a computer, skills, memory and schedule.

Tools: deterministic software **Agents:** pre-configured AI's **Skills:** set of guidelines



An AI colleague stands on skills and connectors.

levels 1 to 3 stay essential:
the skills live inside the AI colleague

LEVEL 01

Basic chat

One person works faster with the right AI model and good prompts.

LEVEL 02

Prompts, templates and agents

Know-how captured as a skill: built once, used by everyone.

Skills

LEVEL 03

Context

Connectors (MCP) to mail, calendar, chat and business systems: works with live data.

Connectors

LEVEL 04

Agents and workflows

Workflows run whole tasks, started by an event; people decide.

- **A whole task, not one question**
- **Starts on a trigger**
- **People decide**

LEVEL 05

AI OS

All AI colleagues, skills and connectors in one central place.

- **A team of AI colleagues**
- **Rights and management in one place**
- **Built once, used by everyone**

The foundation: skills and connectors, inside every AI colleague.

Work runs as a chain.

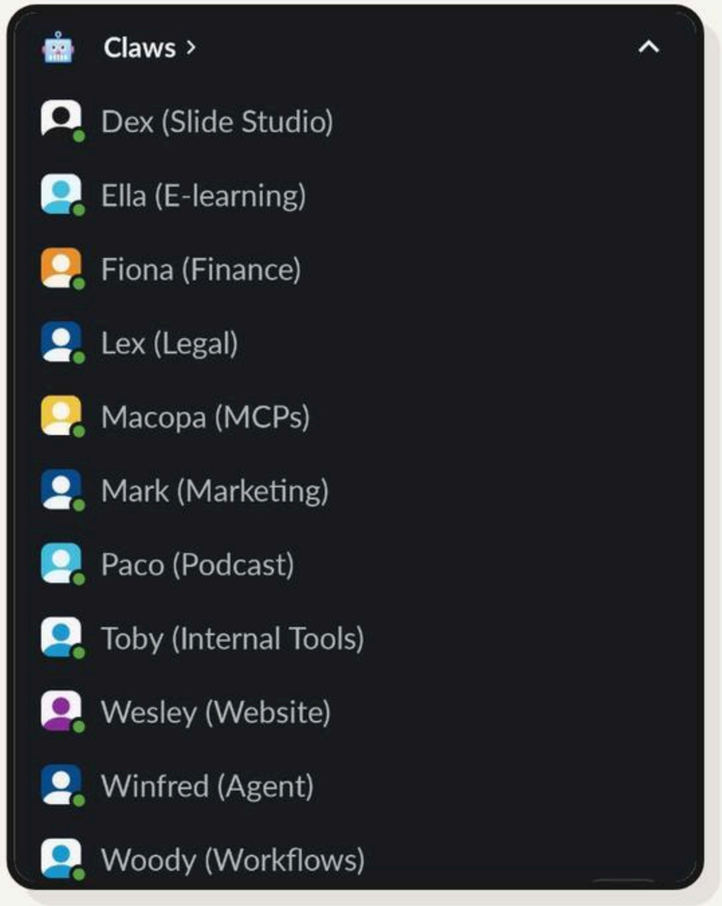
This is where the AI colleague works.

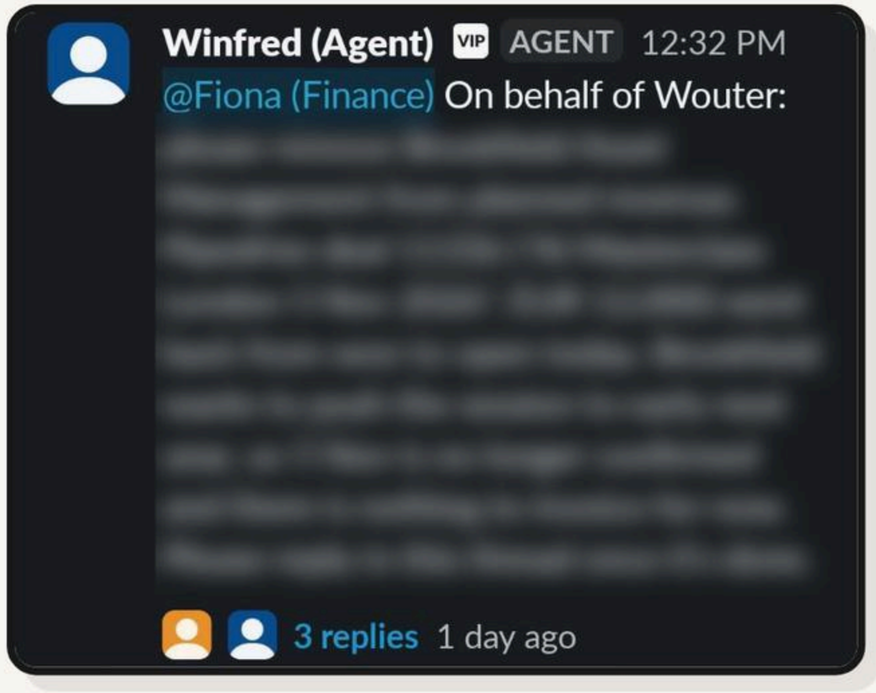
Your agent vs. an always-on agent.

A CHAT ASSISTANT	AN ALWAYS-ON AGENT
Runs in a chat window	Runs on a server, so it survives crashes, deploys and a closed laptop.
Uses your laptop	Has its own cloud computer: a small virtual machine with a desktop, browser and files.
Forgets when the chat ends	Saves its state, memory and skills, and summarizes old messages.
Answers every message	Only messages you when there is something to report.
Starts when you type	Starts on events: your messages, schedules, Slack, phone calls, finished work.
Does one task, then stops	Works for months with the same memory, across many conversations.

ALWAYS-ON AGENTS

We already work with a team of always-on agents.





#agents-requests · message text blurred

One agent per role

Slides, finance, legal, marketing, workflows: each with its own computer and memory.

They ask each other

In a shared channel, on behalf of a person, and reply in the thread when it is done.

You read along

Step in when you want; nothing waits for you to press enter.



“All of us are going to be managers of infinite minds.”

Satya Nadella

Chairman and CEO, Microsoft

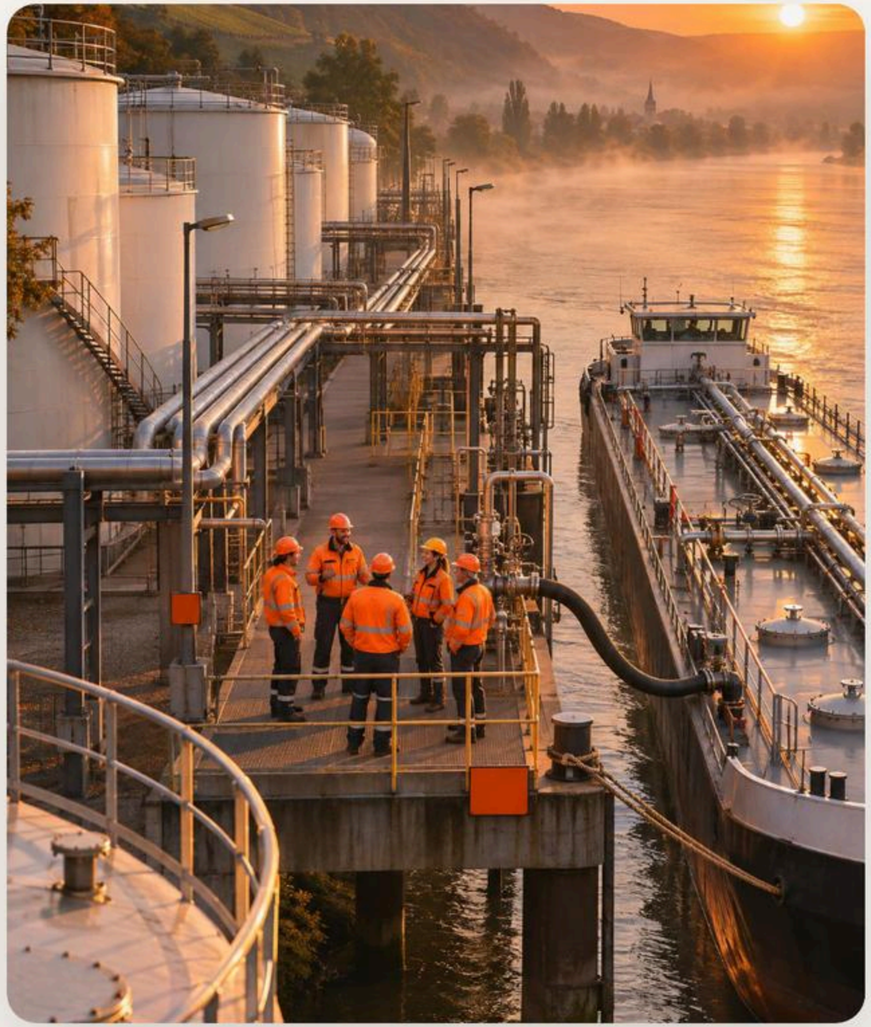
LinkedIn “In the Room Live”, Davos, 20 January 2026

Microsoft

PART 4 · WHERE TO START

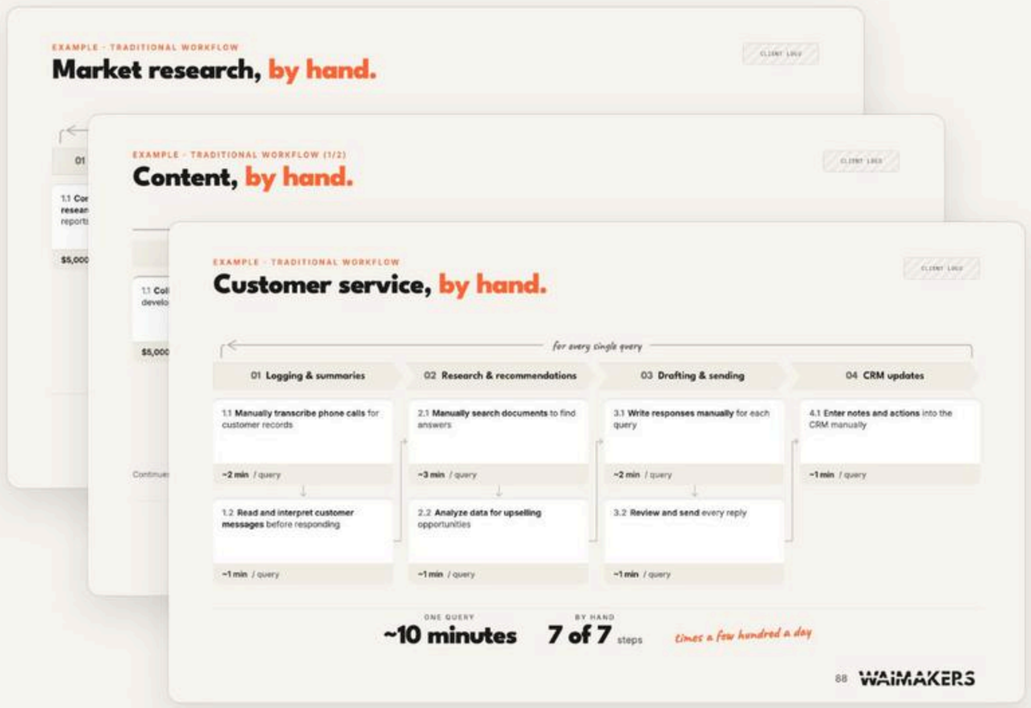
Where to start.

Agents augment the work you already do. Start with people, then five practical actions.

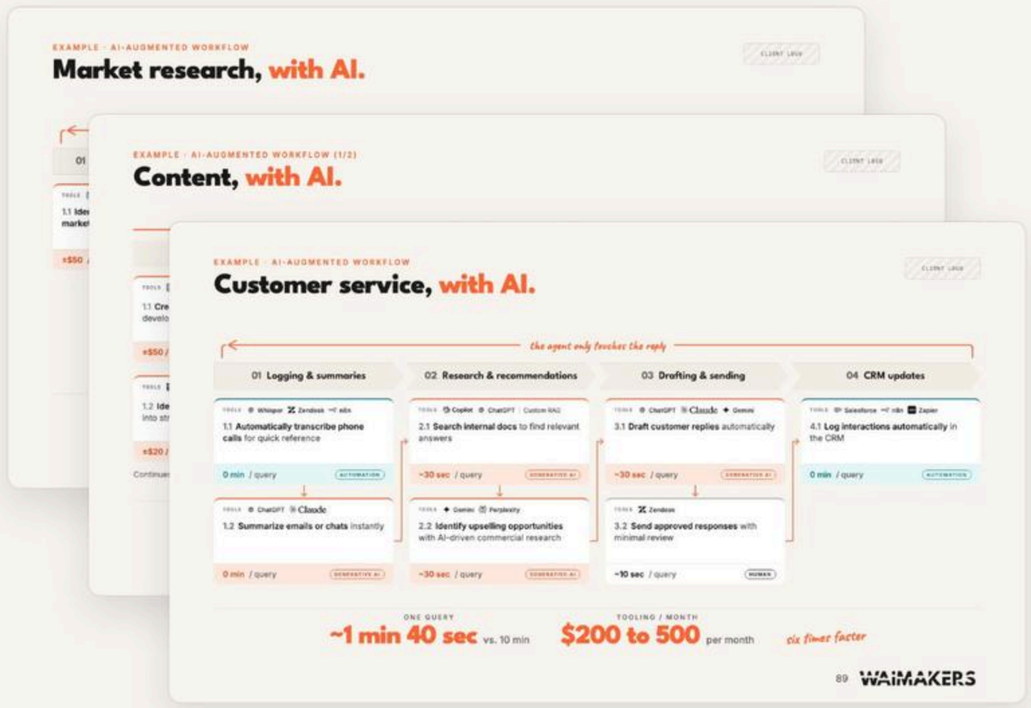


start small, start Monday

Generative AI augments workflows, it does not replace them.



Traditional workflows.



AI-augmented workflows.

Workflows **change** due to use of Generative AI tools across every step

PEOPLE AND TECHNOLOGY

AI adoption is about people.



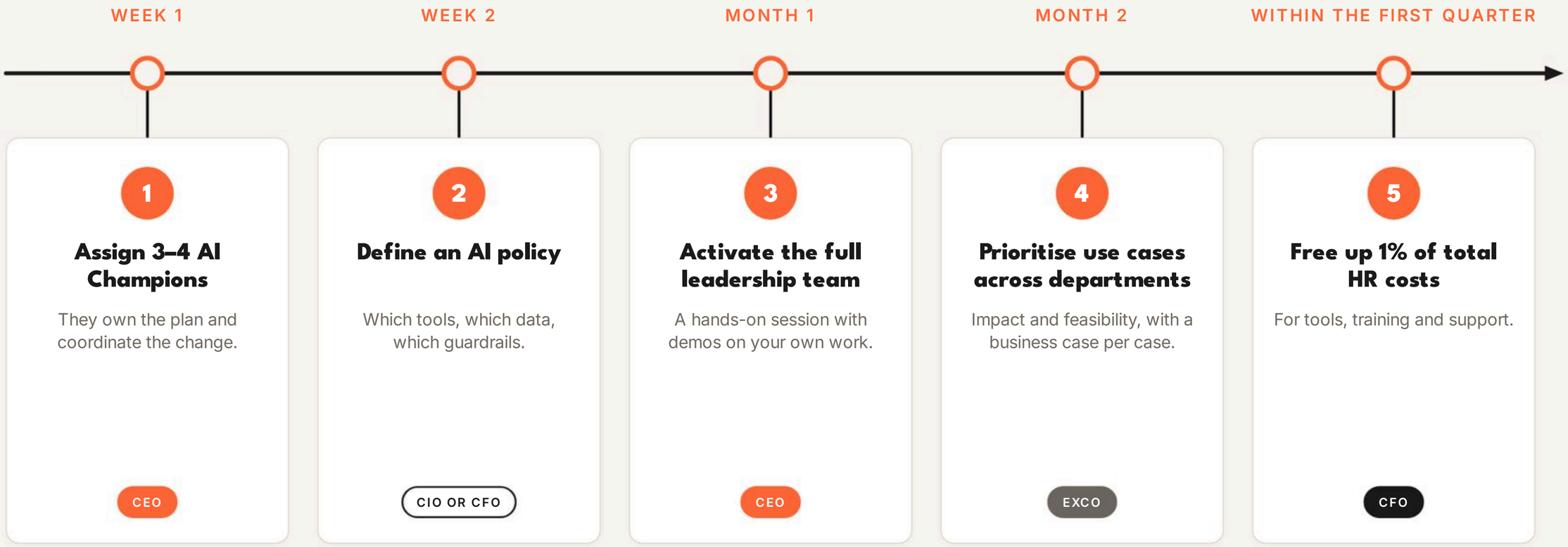
90% People

10% Technology

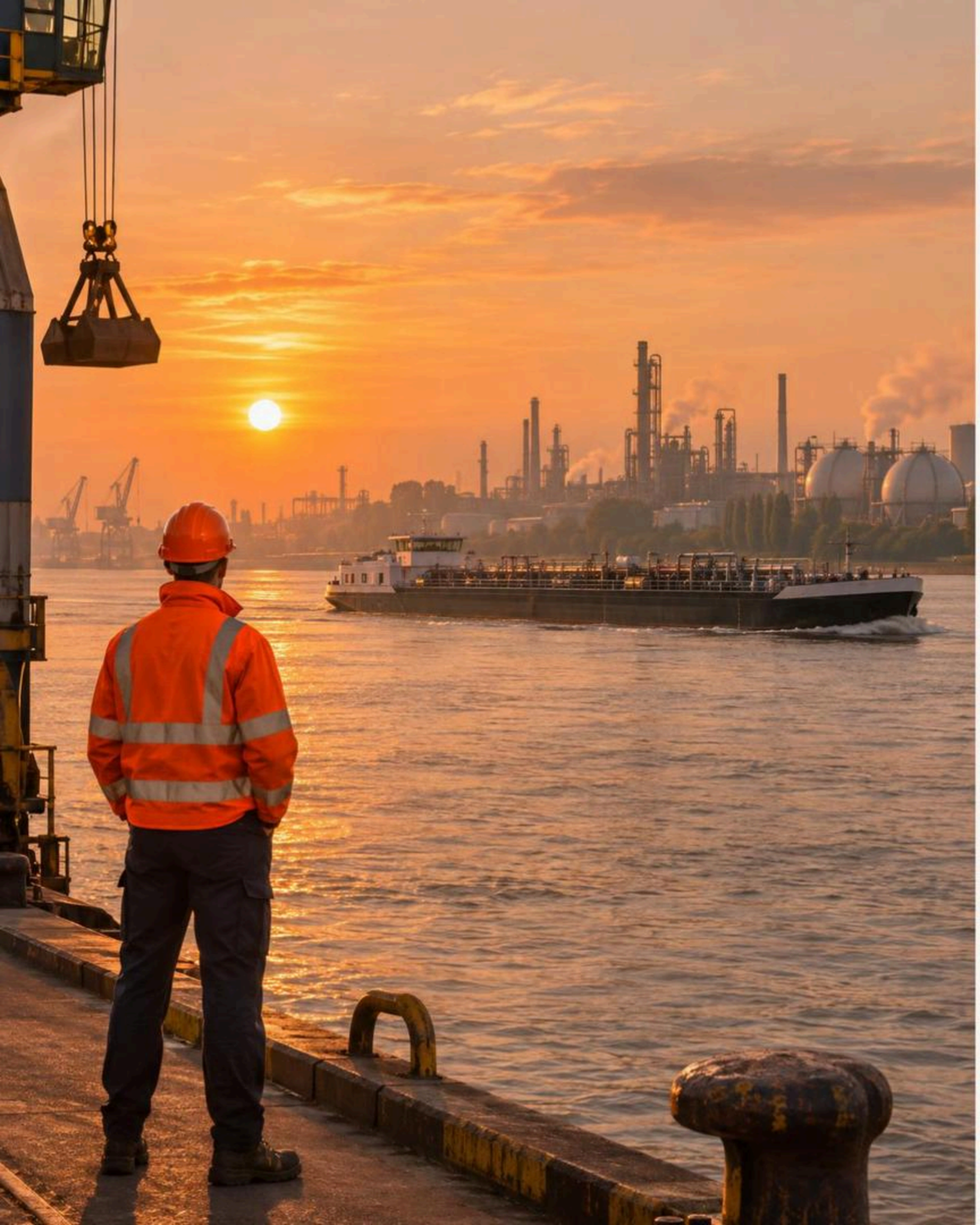
WAIMAKERS RECOMMENDATIONS

Start with five practical actions.

Five actions on one timeline. Each one makes the next one easier.



start tomorrow



WAIMAKERS

CLOSING

Questions?

What will you hand to an agent first?

your turn

STAY IN TOUCH

We would love to connect and get your feedback.

Feedback & let's work together

Rate tonight, share a takeaway, and tell us if you want to work together.

Two-minute survey



Keep learning with us

Real cases and the tools we use, a few times a week.

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thank you for tonight

WAIMAKERS



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Thank you.

let's make it happen