



AI für KMU

Weniger Hype mehr Nutzen.

Agenda

- **Intro zu KI – Wo stehen wir?**
- **Use Cases mit hohem Wert**
- **AI Business Canvas – Von Strategie bis Vibe Coding**
- **Umsetzungs-Guideline für deine Firma**
- **Einführung Gruppenarbeiten**
- **Zeit für Fragen**



Nina Habicht, Founder & CEO

nina.habicht@dreamleap.com

+41 78 874 04 08

AI Milestones since 2011

UBS - AI Product Director (~ 50 FTEs)

created Agents & AI Platform catering the whole bank

Paixon - Early Managing Partner (acquired 2025: Taskbase)

Dataphone AG - Head of Business Development

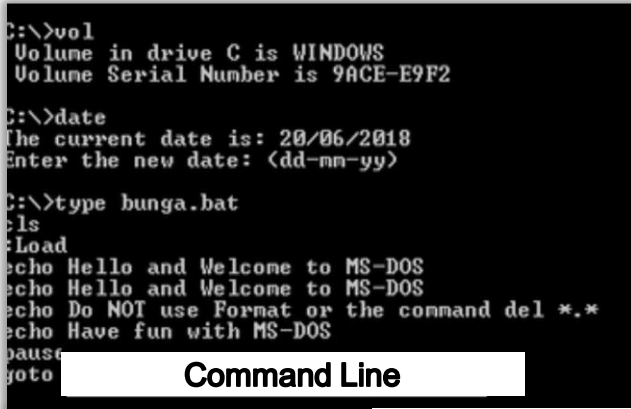
(acquired 2021: ProLogistic). Growth: 20 to 120 FTE

Education

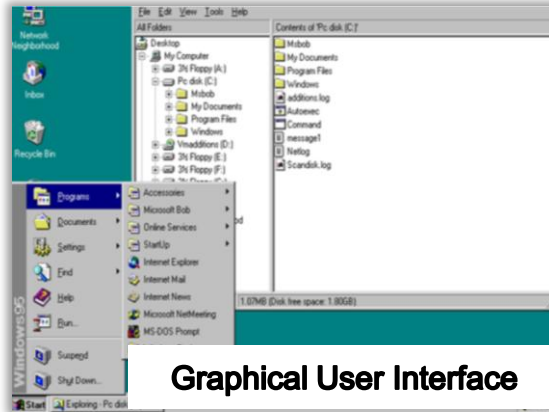
*MAS in Computer Systems Engineering, Focus CAI (ZHAW)
MSc in Business and Economics, Focus Avatars (Basel Univ.)
IMD Alumni (2022, Lausanne)*



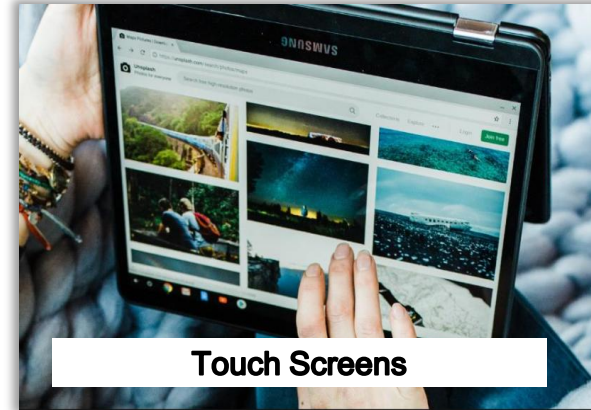
From Command to Command



Command Line



Graphical User Interface

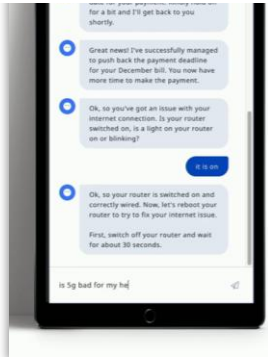


Touch Screens

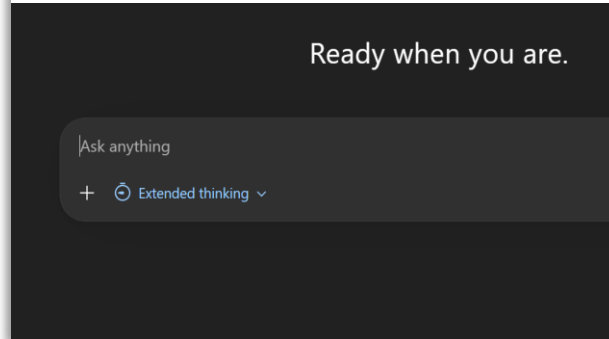
Voice Interface



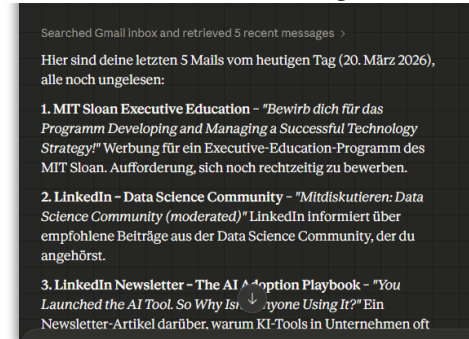
Chatbot



LLM-Assistant, ChatGPT

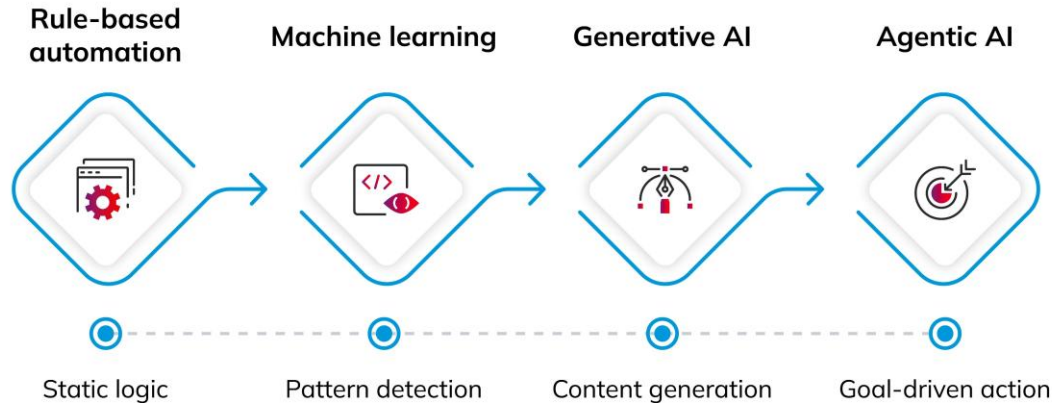


Claude Cowork Agent



Evolution in Richtung Agentic

Evolution of AI towards agency



This evolution mirrors the increasing intelligence and independence of systems:

From "if X, the Y" logic → to "Analyse and predict" → to "Understand and generate" → to "Act and plan to fulfill a goal"

What is agentic AI and how will it reshape your work and organisation?

Die Zukunft von Organisationen

“

We are in an era now where we are moving way faster than Moore's Law... These new AIs are helping us create new computer systems [...] which helps us create even better AI... That flywheel is really flying now... the progress with [AI] agents over the [next] year or two will be spectacular and surprising.³

- Jensen Huang, Founder & CEO, NVIDIA

”

“

The IT department of every company is going to be the HR department of AI agents in the future... Today they manage and maintain a bunch of software from the IT industry; in the future they will maintain, nurture, onboard, and improve a whole bunch of digital agents⁶.

- Jensen Huang, Founder & CEO, NVIDIA

”

“

In 2025, we may see the first AI agents 'join the workforce' and materially change the output of companies.²

- Sam Altman, CEO, OpenAI

”

”

**A team of five AI natives can
compete with a team of fifty.**



Models are Becoming a "Commodity"

Chapter 2: Technical Performance 2.1 Overview of AI



Performance of top closed vs. open models on LMSYS Chatbot Arena

Source: LMSYS, 2025 | Chart: 2025 AI Index report

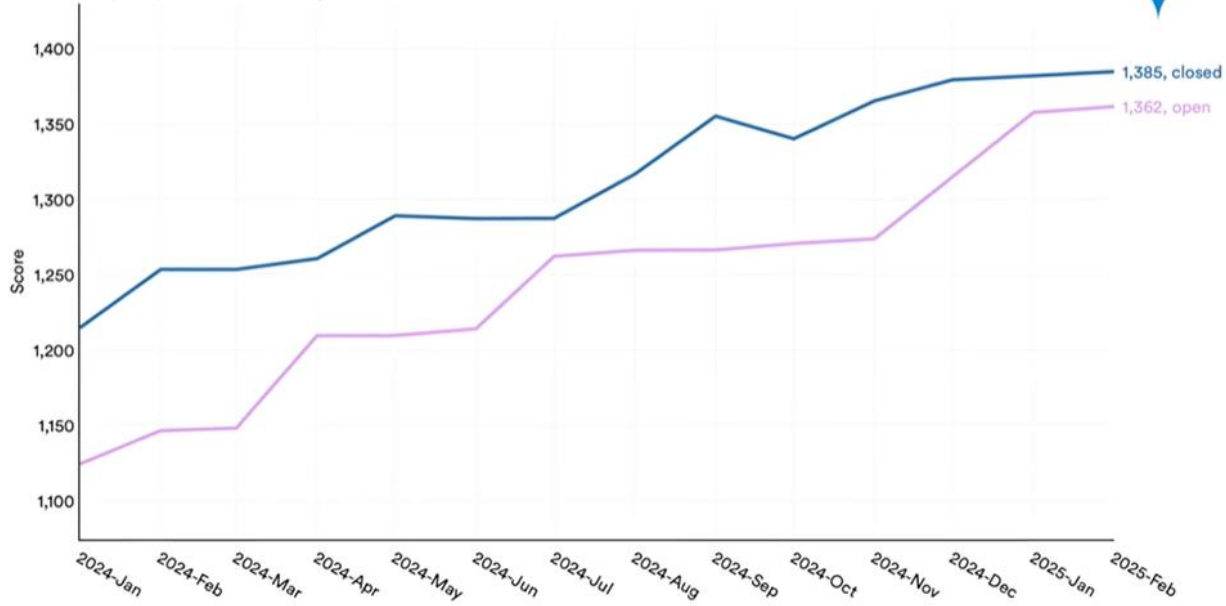
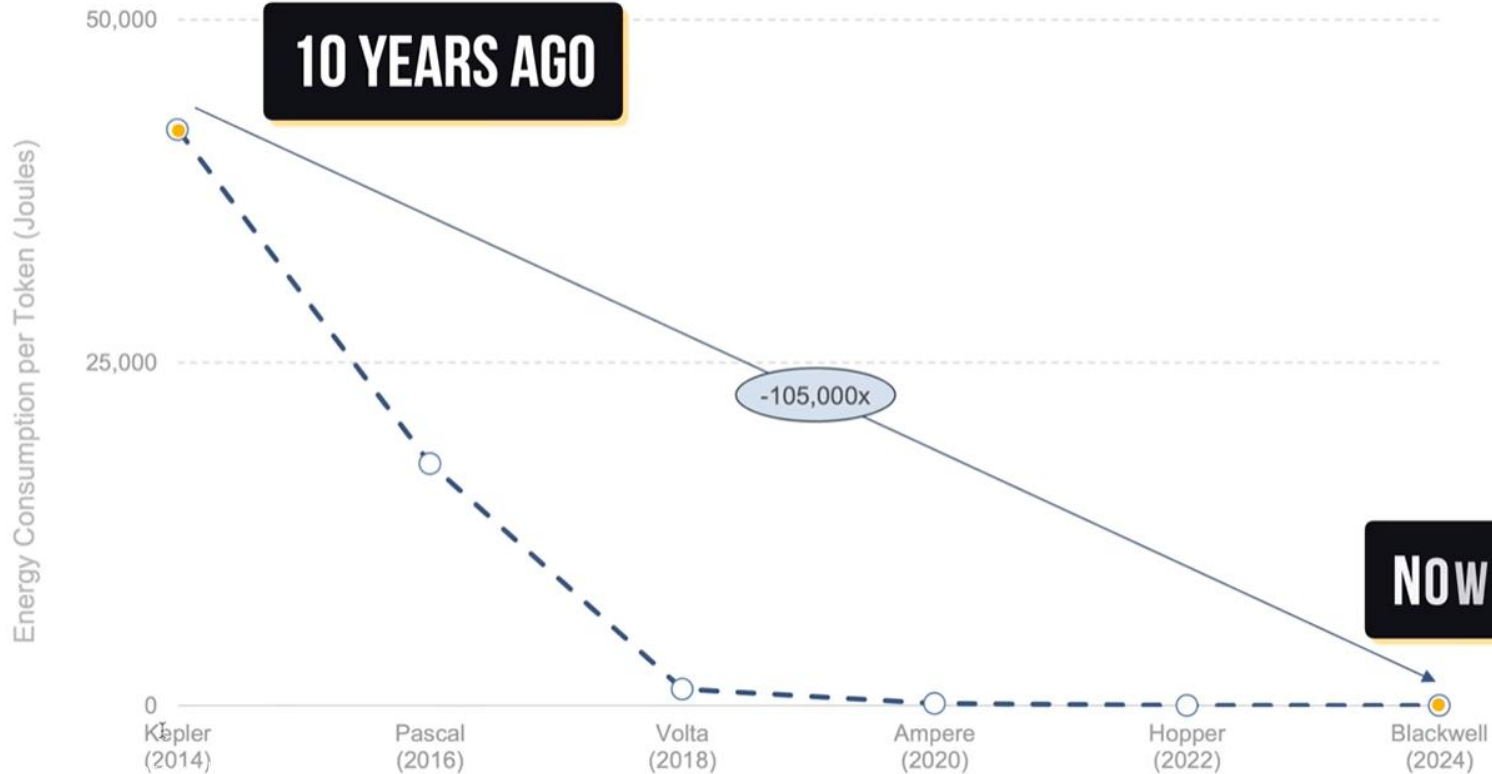


Figure 2.1.34

Kosten sinken

Energy Required per LLM Token (Joules), NVIDIA GPUs – 2014-2024, per **NVIDIA**



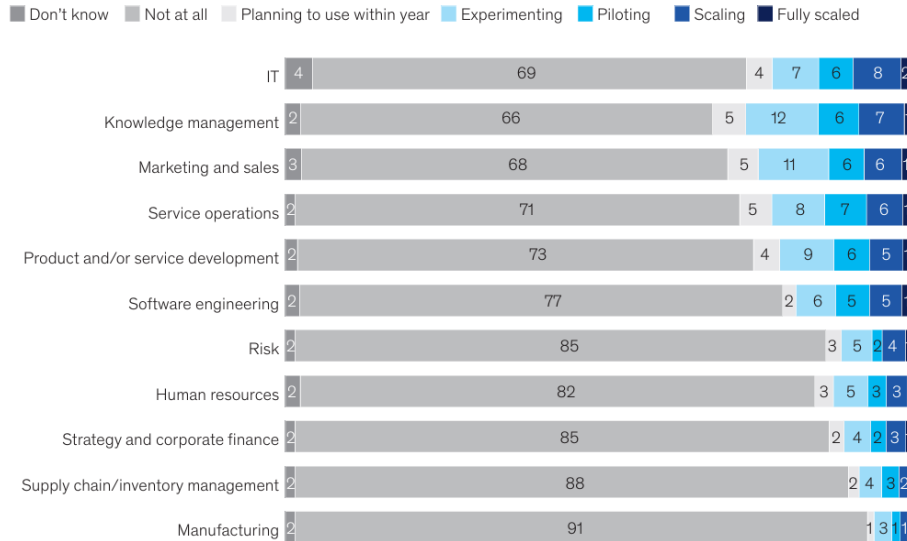
JS

Nur 10% der Firmen haben wirklich Agenten im Einsatz. Die meisten haben Workflows.

Exhibit 2

No more than 10 percent of respondents report scaling AI agents in any individual function.

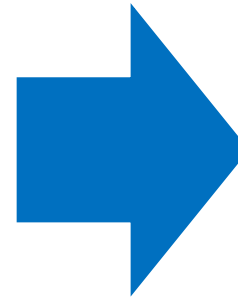
Phase of AI agent use at respondents' organizations, by business function,¹ % of respondents (n = 1,933)



Note: Figures may not sum to 100%, because of rounding.

¹Question was asked only of respondents who reported regular use of AI in the respective functions and was rebased to reflect the total sample.

Source: McKinsey Global Survey on the state of AI, 1,993 participants at all levels of the organization, June 25–July 29, 2025



„Agentic“ is currently A workflow automation. Not autonomous.

Custom GPTs and Projects are enabling deeper workflow integration

GPTs and Projects are configurable interfaces built on ChatGPT that can be tailored with instructions, knowledge, and custom actions, enabling workers to execute repeatable, multi-step tasks.

Weekly users of Custom GPTs and Projects have increased by approximately 19x year-to-date. In recent months, approximately 20% of all Enterprise messages were processed via a Custom GPT or Project. The most widely deployed GPTs either codify institutional knowledge into reusable assistants or automate workflows through integrations with internal systems. Some organizations have built a culture of developing and sharing Custom GPTs at scale. For example, BBVA regularly uses more than 4,000 GPTs, indicating that AI-driven workflows are increasingly implemented as persistent tools embedded in daily operations.

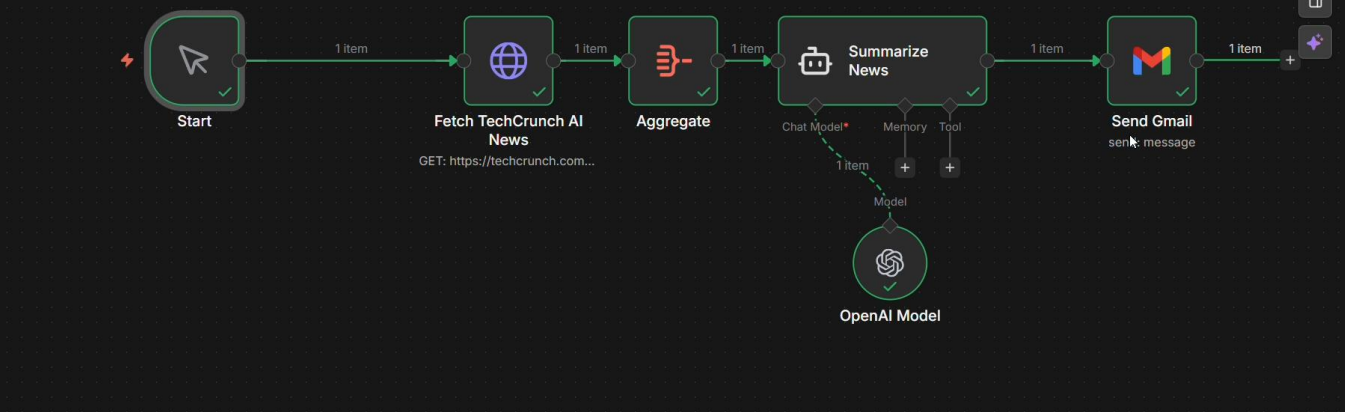
19x

Year-to-date increase in weekly users of Custom GPTs and Projects

20%

of all Enterprise messages were processed via a Custom GPT or Project

Overview
Personal
Chat **Beta**
Projects
My project



Execute workflow

Logs Clear execution Start Success in 1ms

Success in 15.602s ~303 Tokens

OUTPUT 1 item

This is an item, but it's empty.

Start
Fetch TechCrunch AI News
Aggregate
Summarize News
OpenAI Model
Send Gmail

Ask n8n AI

Ask anything about n8n, your workflow, or how to accomplish a task. This won't use any of your AI credits.

Look for the **n8n AI** button throughout the UI to get contextual help.

What do you need help with?

Admin Panel
Templates
Insights
Help
Settings



- Org
- Scenarios
- BETA AI Agents
- Credentials
- Webhooks
- MCP Toolboxes
- More

- Organization
- Dashboard**
- Teams
- Users
- My Plan
- Subscription **Free**
- Credit usage
- Payments
- Utilities
- Installed apps
- Variables
- Scenario properties
- Notification options

Organization My Organization

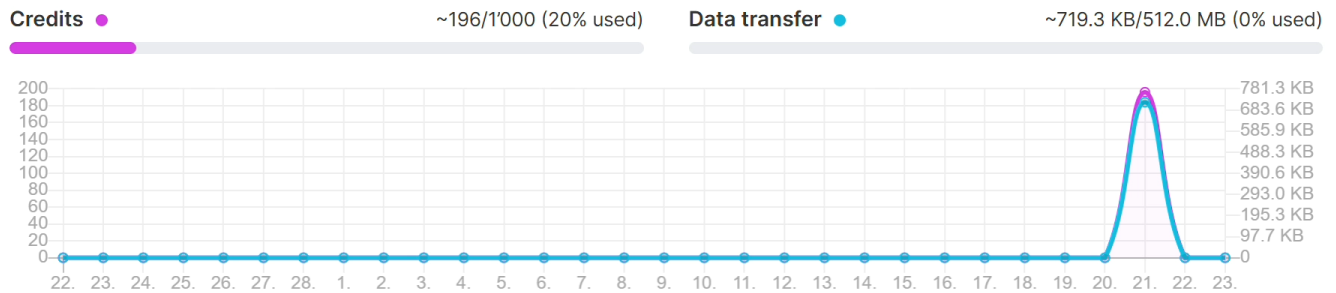
Average daily usage
196 0% ?

Credits left
804 / 1'000

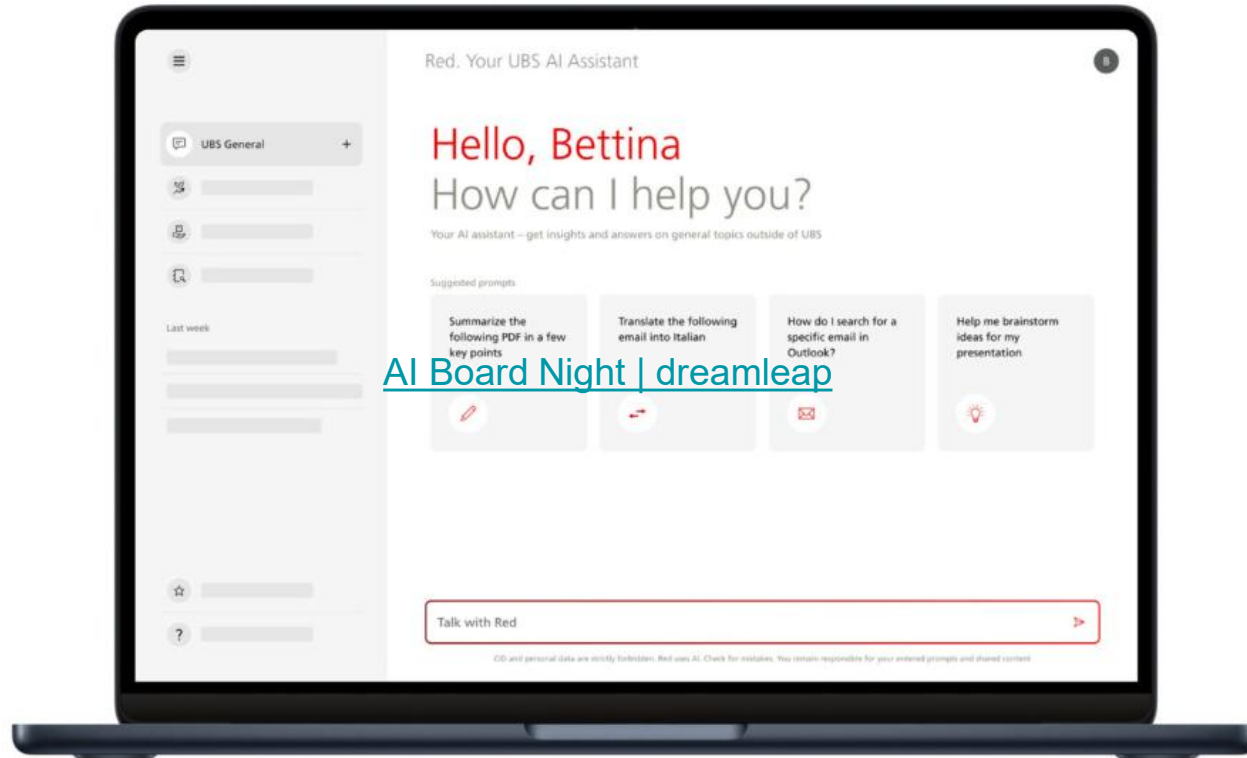
Usage reset in
29 days ?

Active scenarios
0 / 2 [Upgrade](#)

Usage



Zukünftige Agentische Organisationen benötigen mehr als Tools



Lasst uns den Impact berechnen.

Use Cases	Description	Investment Costs	Benefit	ROI
1. Money Laundering Detector	Training a model for the detection of money laundering	Analysis of 500 customer emails per month via GPT-4 Turbo = 20 CHF/month/employee Recurring Costs: XY/month	Savings of 500 h / month	Cost / Benefit
2. Predictive Maintenance	AI system for predicting machine maintenance needs in production	Investment Costs: 150,000 € for development and implementation Recurring Costs: 2,000 CHF/month for cloud services and model updates	Reduction of unplanned downtime by 30%, savings of 100,000 CHF annually	ROI: 47% in Year 1, 180% from Year 2
3. Recruiting	AI system for pre-screening applications and matching candidates with job profiles	Investment Costs: 80,000 CHF for software development and integration Recurring Costs: 1,000 CHF/month for licences and updates	Reduction of recruiting time by 40%, savings of 120,000 CHF annually	ROI: 50% in Year 1, 150% from Year 2
4. Energy Management	AI system for optimising energy consumption in buildings in a Smart Home context	Investment Costs: 250,000 CHF for sensors, software and implementation Recurring Costs: 2,500 CHF/month for maintenance and data analysis	Reduction of energy consumption by 20%, savings of 300,000 CHF annually	ROI: 20% in Year 1, 120% from Year 2

Leadership & Accountability

Operative Reality

AI is used outside standards

- **82%** of Swiss Knowledge Workers use AI in their work
- **78%** of AI users bring tools to their own company („Bring Your Own AI“).

Governance-Gap

Value is created through governance

- **60%** of leaders say there is no clear AI strategy
- **59%** have no clear measurement and productivity assessment.

Regulatory Topics

Regulation like the EU AI Act are also relevant if you cater EU clients with your AI output.

“Boards are responsible – when AI is used in operations.”

Sources: Microsoft Work Trend Index 2024; Microsoft Schweiz Work Trend Index (CH); EU AI Act (Art. 2 Scope)

Governance schafft Mehrwert!

2026 ENTERPRISE AI REPORT

SHADOW AI


UNSANCTIONED



BY THE NUMBERS

- 75%** of employees use unapproved AI tools at work.
- 60%** of IT leaders say Shadow AI is their top security concern.
- 3x** more AI tools used vs. those officially sanctioned by IT.
- \$4.5M** average cost of a data breach linked to Shadow IT/AI.

Confidential, all rights at dreamleap



Our AI Guide at VOOCE

This guide aims to outline how AI is used and developed at VOOCE. Our guide is divided into three sections.

- A guide for all employees on the general and company-wide use of AI tools in daily work.
- Code of Conduct for employees involved in AI projects or supporting the rollout of AI tools (such as Super-Users, ISOs, Managers, etc.).
- Guidelines for the use of specific tools, such as ChatGPT.

Versioning	Person	Last modified
V2.0 Draft	Nina Habicht	01/08/2025

- A guide for all employees on how to use Generative AI.

[Microsoft Copilot](#), [Google Gemini](#), [Claude](#), [Sora](#), [Midjourney](#), Generative Artificial Intelligence (AI) has become well known thanks to the popularity of so-called AI language models or Large Language Models (LLMs). These use large neural networks to process or generate natural language, images, or videos. By entering prompts (text input), they statistically predict the most likely next words (for texts) or pixels (for images). Well-known examples include OpenAI ChatGPT, etc., as well as translation tools like [DeepL](#), (for video generation), or (for image generation).

This guide is here to help you use freely available AI tools and technologies responsibly as part of your work at VOOCE.

General Principles

AI Function Type	AI Act Category (planned)	High-Risk
Text Chat / RAG	Other AI Systems (no high risk)	
Text and Image Generation	Other AI Systems (no high risk)	
Image Generation / Generative AI		No high-risk system in deployment. Increase generated content is or in sensitive/regulat

For Stakeholders

EU AI Act
Subprocessors
GDPR
Risks / Cybersecurity

For Employees

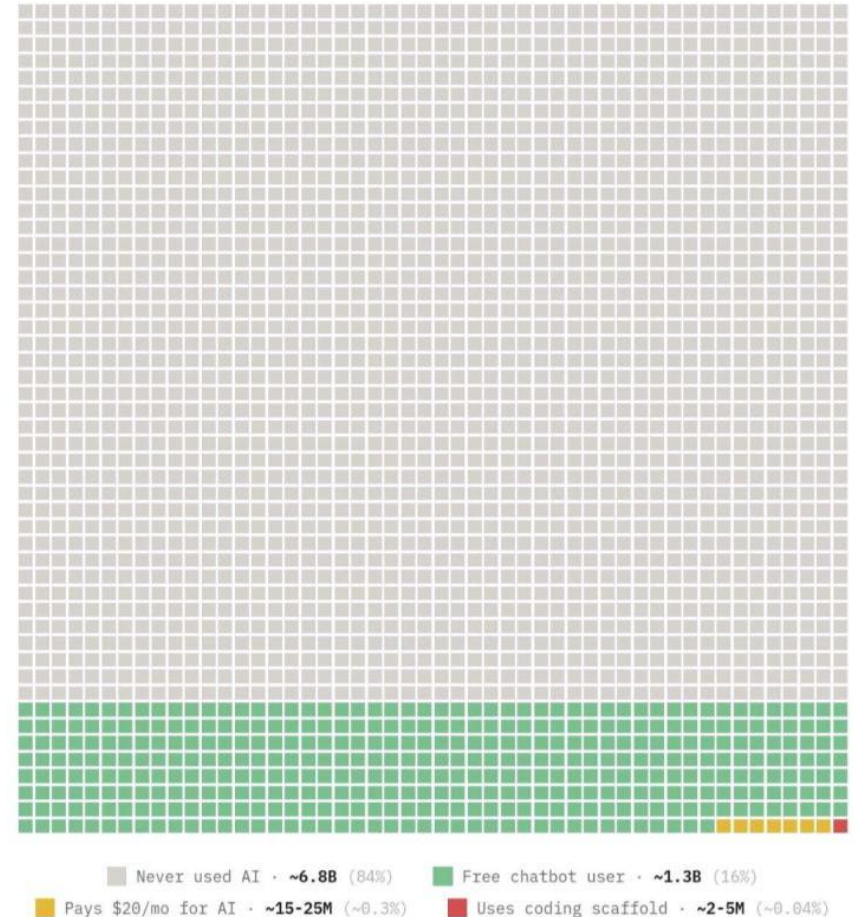
Guideline
Tools, APIs, Model Cards

Unterstütze Menschen

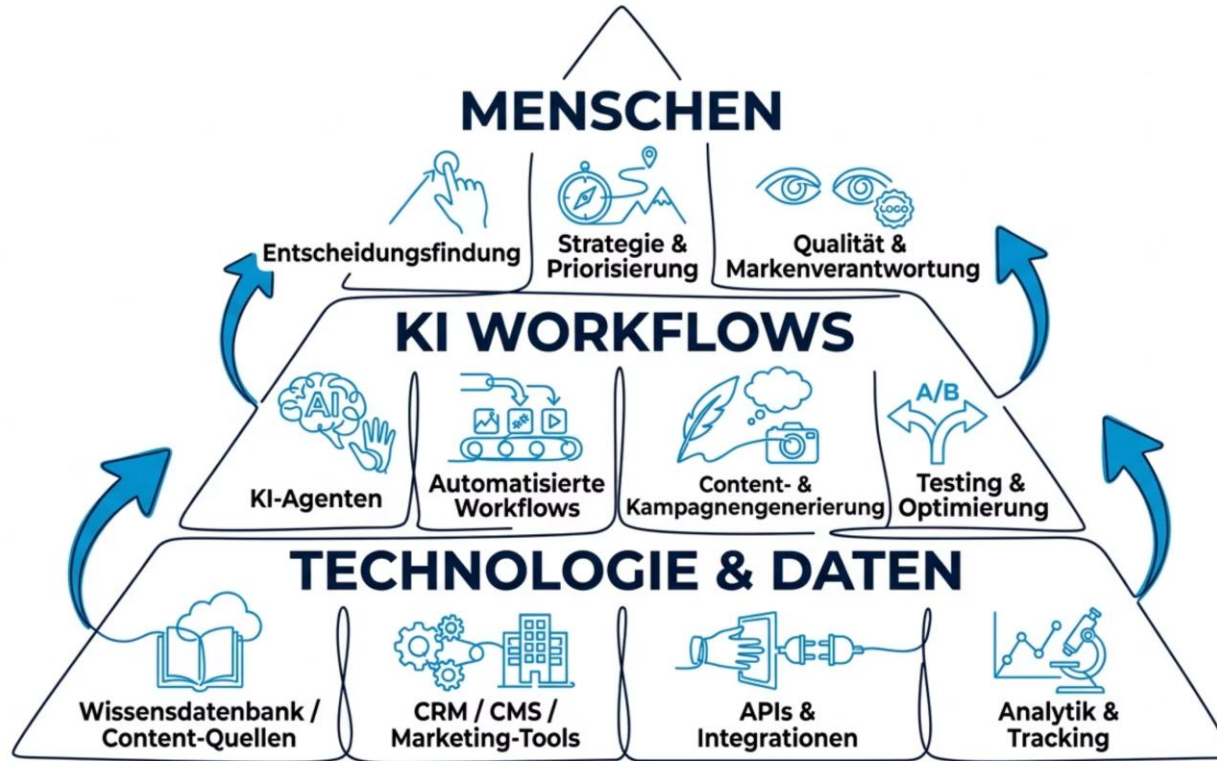
- Sei ein role model
- AI Adoptio Leads
- Entwickle AI Champions
- FOMO und FOGI
- Plane K Budgets

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



Es benötigt mehr als Tools.





**KI-Mehrwert entsteht,
wenn Technologie,
Workflows und
Menschen
zusammenarbeiten.**

Learning Sessions und netzwerken

50% Gutschein
Für Teilnehmende des SGO Events und
Member für Anmeldungen bis zum
30.04.26 unter: [AI Webinars and
Events!](#)



**MICROSOFT 365
COPILOT**

TIPPS & TRICKS MIT JULIA

ONLINE
Thursday, 07.05.2026 9 - 10 am CET

- ✓ Produktivität
- ✓ Tipps
- ✓ Agents

Julia Herz
COO, Head AI Academy
dreamleap

dreamleap

Microsoft 365 Copilot Tips & Tricks with Julia

Thursday, 7th May 2026
Time: 09 - 10 am
Location: Online

Microsoft 365 Copilot is already available in many companies, but often only a small fraction of its potential is being utilized. In this interactive session, we will show you practical ways to effectively use Copilot in your daily work to achieve better results.

[Register now](#)



**HOW TO BUILD AGENTS
FOR NON-CODERS**

PH Zürich
Thursday, 18.06.2026 9 am - 5 pm CET

- ✓ Learn how to build AI agents and automations
- ✓ Build your digital co-worker
- ✓ Personal 1:1 inputs and help from our experts

Julia Herz
COO, Head AI Academy
dreamleap

Nina Häfeli
Founder CEO
dreamleap

dreamleap

How to Build Agents for Non-Coders

Thursday, 18th June 2026
Location: PH Zürich

In this **hands-on 1-day bootcamp** you will build **your agent** together with our experts. Learn from our experts how they actually use AI and agents within one day.

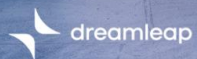
[Register now](#)

Verlosung – jetzt Bewerben



AI Executive Board Day & Night

May 21, 2026
9:00 - 21:00



beyond gravity



CyQrd.



Bewerbe dich und gewinne einen Eintritt. Der Rechtsweg ist ausgeschlossen.

Kontaktiert uns für Unterstützung.



Nina Habicht

nina.habicht@dreamleap.com

