

**Most businesses already
have the knowledge
they need.**

The hard part is putting it to work.



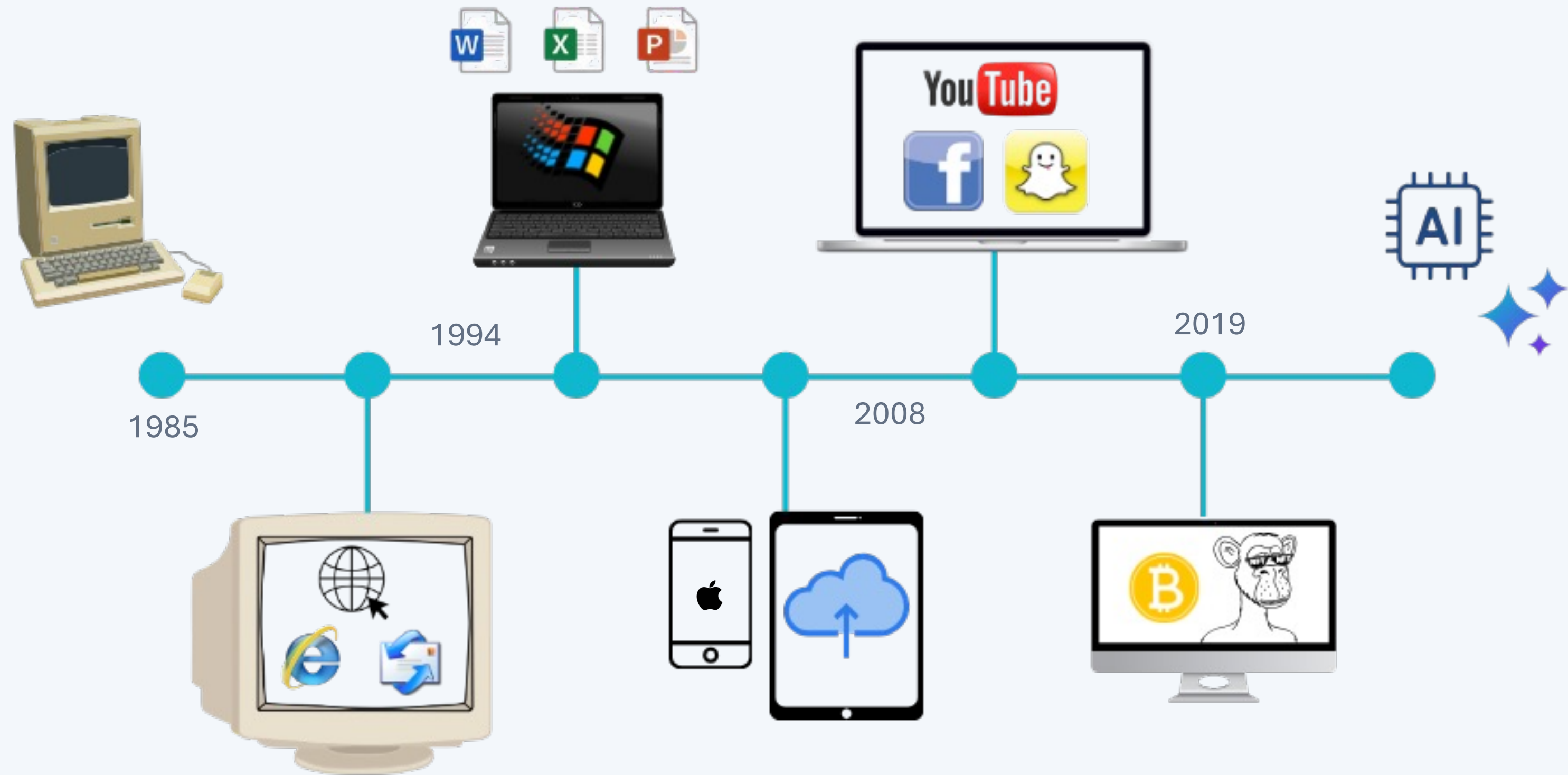
HealthTech Innovation · Madrid · 30 September 2026



Where John's story starts...

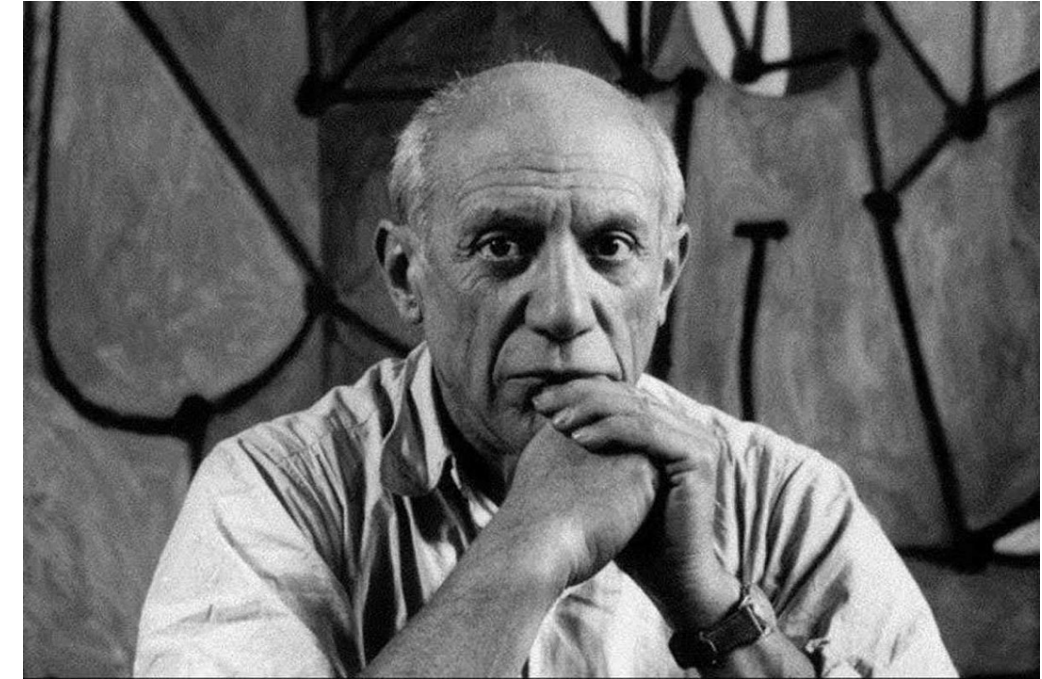


John's Technology Timeline



**“Computers are useless.
They can only give us answers.”**

— attributed to Pablo Picasso



Picasso

John's Problem-Solving Options



Can I help?



Study the past?



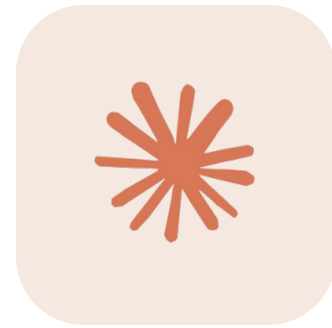
Have a vision for the future?



Capable AI tools are becoming available to everyone.



ChatGPT



Claude



Gemini



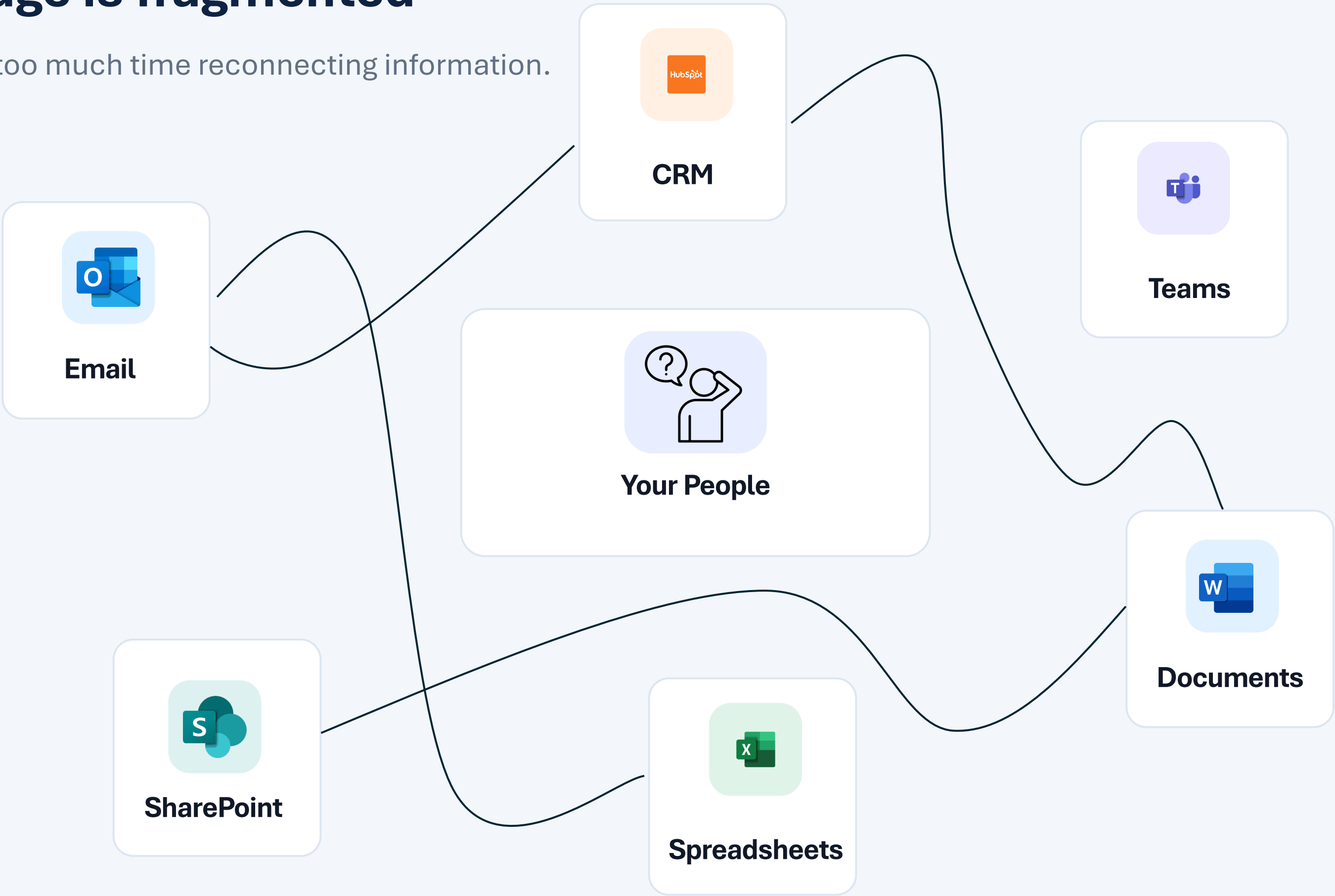
Copilot

**Can your people
ask the right question,
find the right knowledge,
and make the right decision?**



Knowledge is fragmented

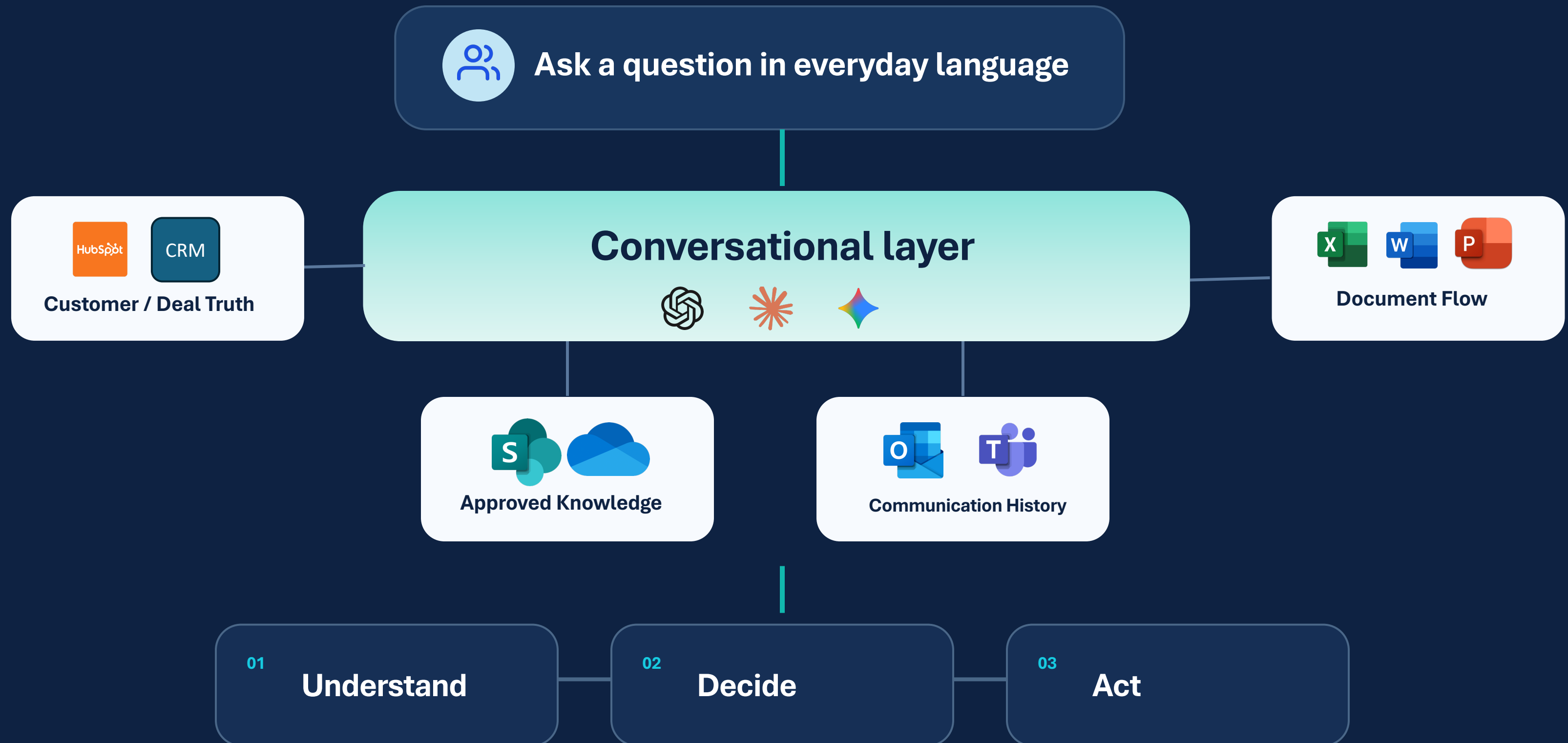
People spend too much time reconnecting information.



**Someone still has to
join it all together.**



Now people can have a conversation with the business.



How do we connect systems without exposing sensitive data?

01



Know

What should AI understand?

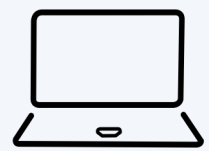
02



Control

What can it access and how is it governed?

03

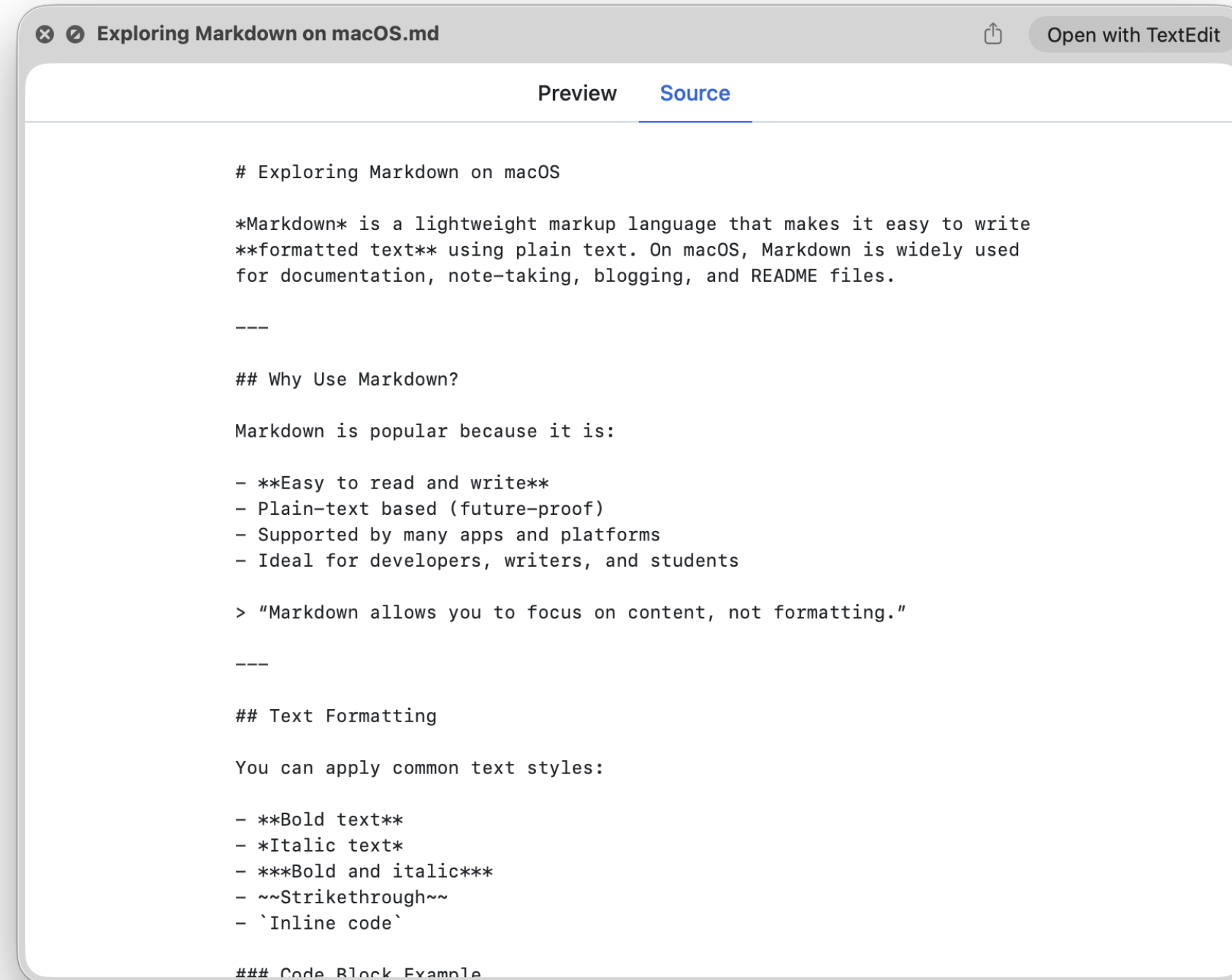


Use

Where does it improve real work?

Your knowledge, workflows and governance remain yours.

The mighty Markdown file .md



```
# Exploring Markdown on macOS

*Markdown* is a lightweight markup language that makes it easy to write
**formatted text** using plain text. On macOS, Markdown is widely used
for documentation, note-taking, blogging, and README files.

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## Why Use Markdown?

Markdown is popular because it is:

- **Easy to read and write**
- Plain-text based (future-proof)
- Supported by many apps and platforms
- Ideal for developers, writers, and students

> "Markdown allows you to focus on content, not formatting."

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## Text Formatting

You can apply common text styles:

- **Bold text**
- *Italic text*
- ***Bold and italic***
- ~~Strikethrough~~
- `Inline code`

### Code Block Example
```

We help businesses improve how work gets done.

01

More productive teams

02

Lower operating effort

03

Faster commercial action

04

More capacity

You already have the knowledge.

The opportunity is helping your people use it.

