

How to create Moonshot solutions with AI

Peter Ward

MICROSOFT IGNITE 2025 NYC COMMUNITY SUMMIT

NOVEMBER 17 - 18, 2025

TIMES SQUARE (EXACT LOCATION PROVIDED UPON RSVP), NEW YORK CITY, NY

Agenda



Jou spe v du jpot	Me, what is a session about
E f gjoju jpot	Terms
N f n psz!Mbof	Technology over the years Its impact
X i f sf!Ju!B mhpf t! X spoh	Data, people
Wbmf!Bee! pgJBJ	Moon shoot ideas



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uno PLATFORM

And next time -
Your Company!

About Me – Peter Ward



{

background : “Founder- former CTO. Now CEO ",

employee : “SoHo Dragon",

skill : “SharePoint, O365",

books : “Co-author of 4 SharePoint books”

writing : “Leadership in a Zoom economy with Microsoft Teams”

Co organizer : “SharePoint Saturday New York, Meetup”

1St Sharepoint : Version SharePoint Portal 2003

location : “New York”

old school : “Like projects on time and on budget”

hobbies : “Yoga, cooking vegetarian food",

}

MVP

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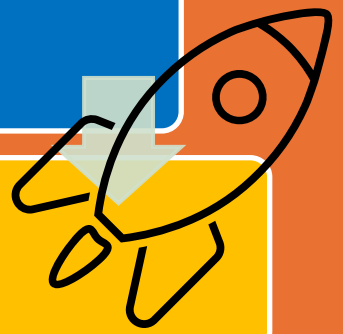
Professional

SOHO DRAGON

Themes

- Technology – Over the years
- Impact- Workplace
- Jobs – There's A Problem
- Where AI Goes Wrong
- AI Moonshots



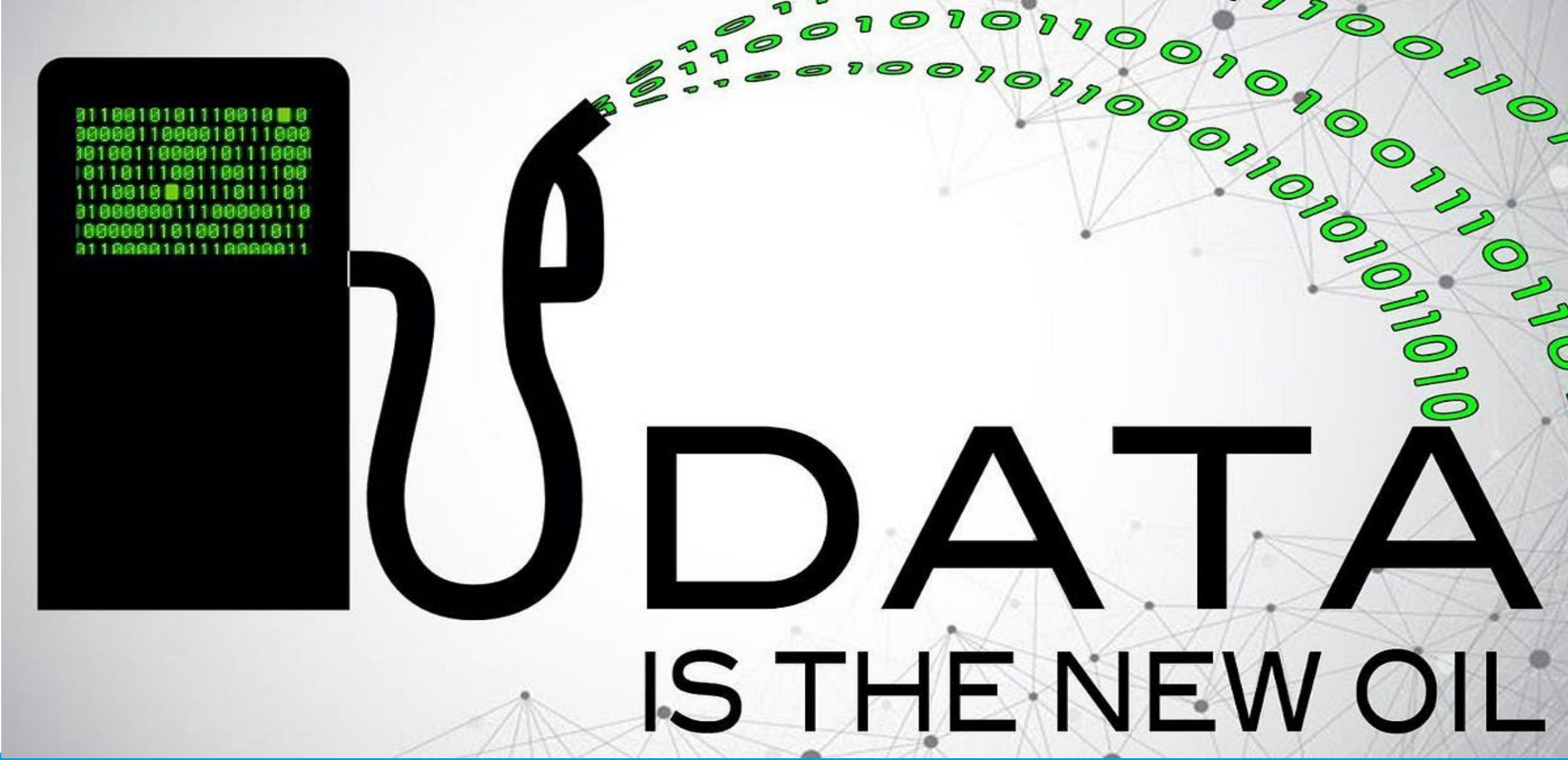



Seinfeld

Who uses Copilot everyday?




Moonshot
Solutions
Good AI
Good Data

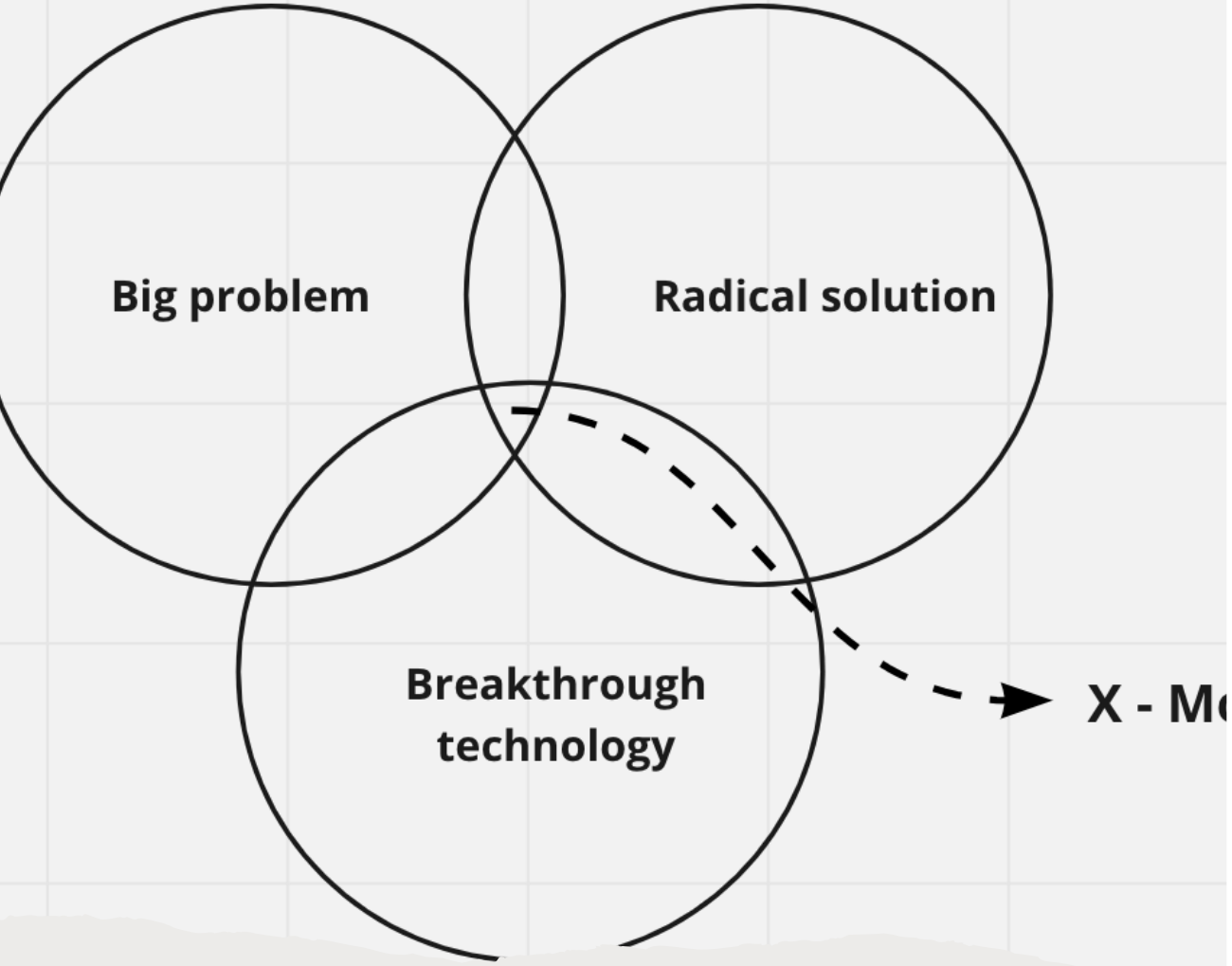


Summarize this keynote

AI Without Data is POINTLESS

Data without AI is WORTHLESS


The Economist
Crunch time in France
Ten years on: banking after the crisis
South Korea's unfinished revolution
Biology, but without the cells
MAY 6TH–12TH 2017
The world's most valuable resource
Google
amazon
Microsoft
Google
UBER
TESLA
TESLA
Data and the new rules of competition





Definitions –Moonshot



JFK Speech



Moonshot Examples

- Examples include projects like driverless cars, delivery drones. Other examples include research into COVID-19 vaccines and antiviral medicines, commercial space travel, and 3D printing for space.



Moonshot Examples- 3D printing

Cyclist fitted with 3D-printed face after crash left him disfigured

Grandfather-of-four receives pioneering prosthetic following severe head injury

Joe Pinkstone
Science Correspondent

Related Topics
NHS (National Health Service), Bristol, Surgery, Cosmetic surgery, 3D Printing

27 October 2025 5:58pm GMT

256

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Before | After

Cyclist fitted with 3D-printed face after crash left him disfigured

Grandfather-of-four receives pioneering prosthetic following severe head injury

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Science Correspondent

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Before | After

IMAGE CREDIT: William Dax / SWNS



Moonshot Examples- IVF

Memory Lane

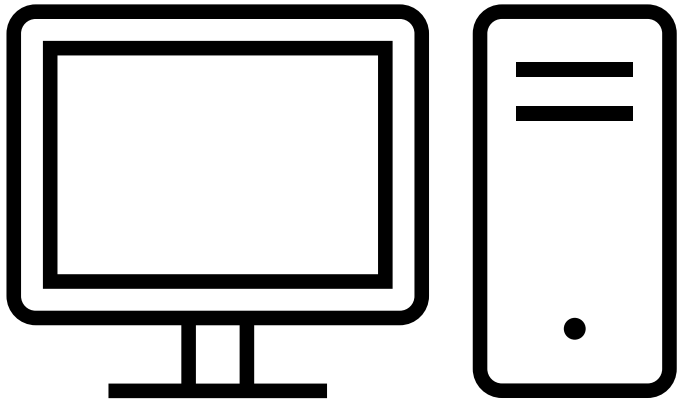


Technology –
Over the years

Memory Lane



Technology –
Over the years

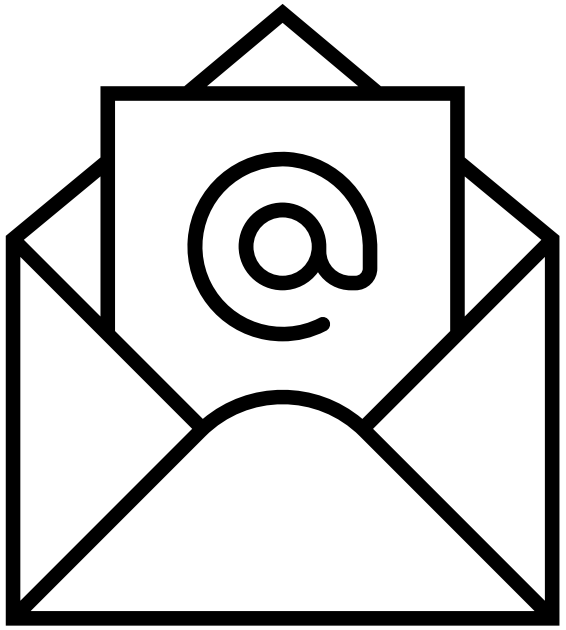


Impacts - PC

- Spreadsheets / Wordprocessors
- LAN networks
- File sharing

- New skill required: Keyboard, ‘PC literature’

Technology – Over the years

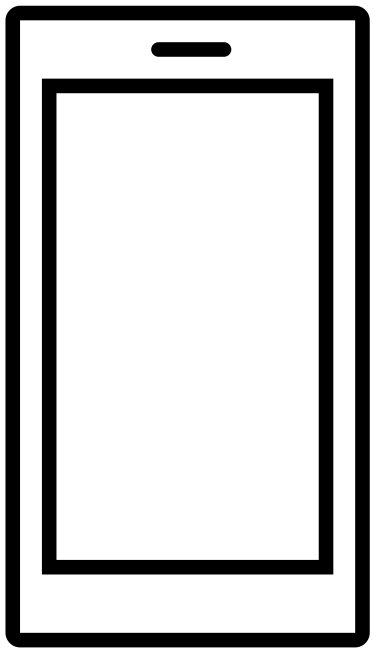


Impacts – Email Internet

- External communications
- Work from home

- Information is available outside the office
- Work from home

Technology – Over the years



Blackberry

- Emailing everywhere
- Scheduling and email in real time
- Work-Life Balance and Cultural Shifts

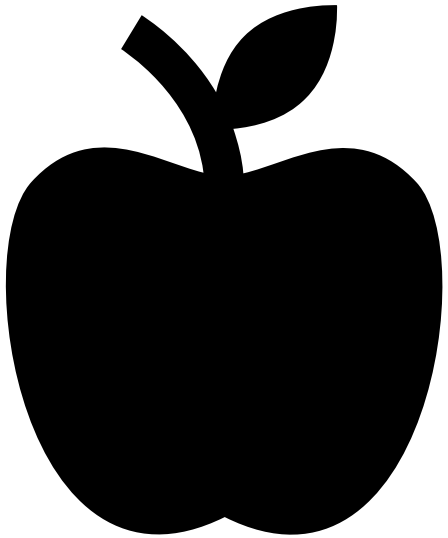
Technology –
Over the years



Online Shopping

- No one predicted people would be buying clothes, shoes online
- Eyes tested

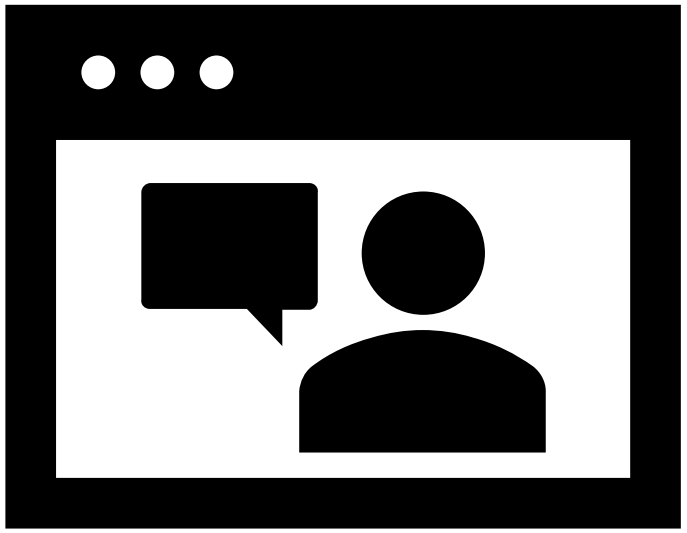
Technology – Over the years



Smart Phones

- Business app’s now in your hand
- App EconomyMore tooling to work outside the office
- E-commerce/Payments

Technology – Over the years



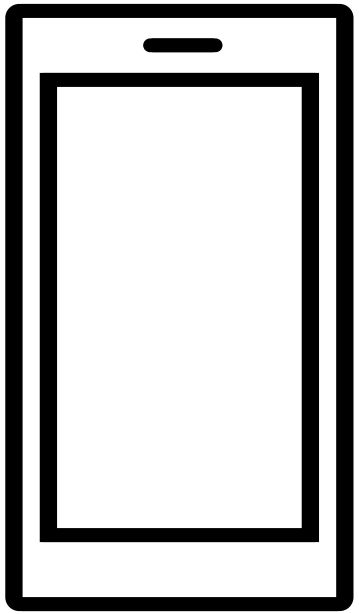
Video Conferencing

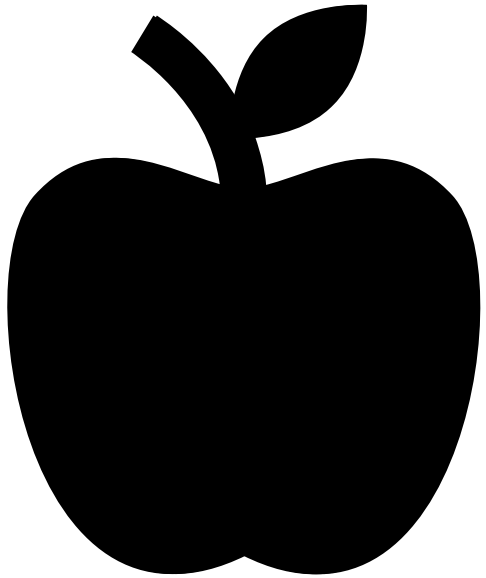
- Under-talked technology

- Friday – zoom meeting day
- Meeting back to back
- COVID Leveled up remote work

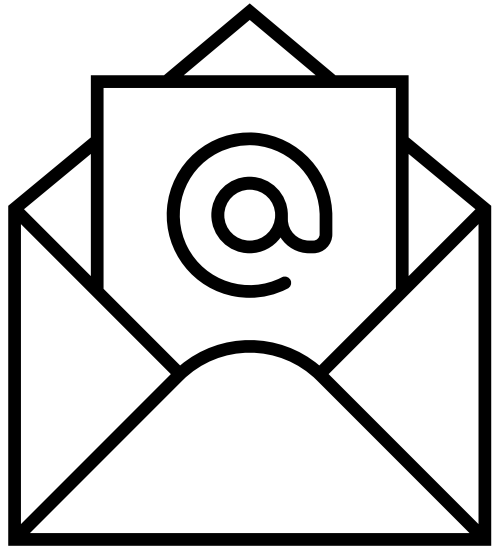
Technology – Over the years

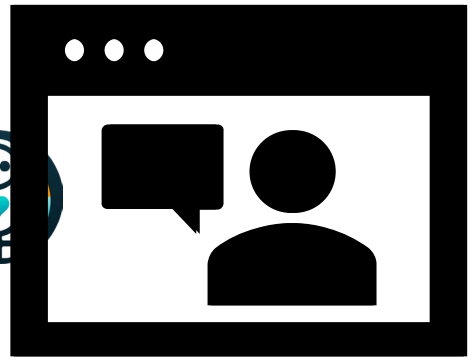
Consistencies











Technology –
Over the years

Consistencies



Work



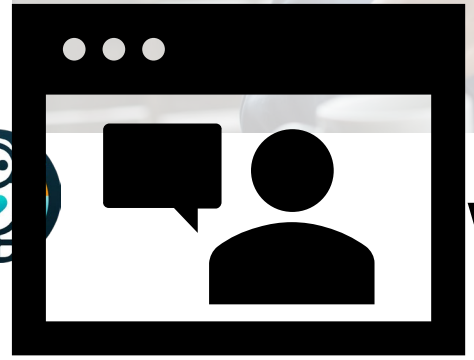
Home

Technology –
Over the years

Consistencies







Work



Home

Consistencies



- Rational people
- The technology will have to be compatible with a spreadsheet

- They didn’t recognize the impact at the time
- Must be told the story and risk .. AKA Opportunity
- Understand their mindset
- Talk about cost reduction

Technology –
Over the years



Odd Behavior



Impacts of IT $$$$

Impact-Workplace

1900



Impact-
Workplace

United States Steel -

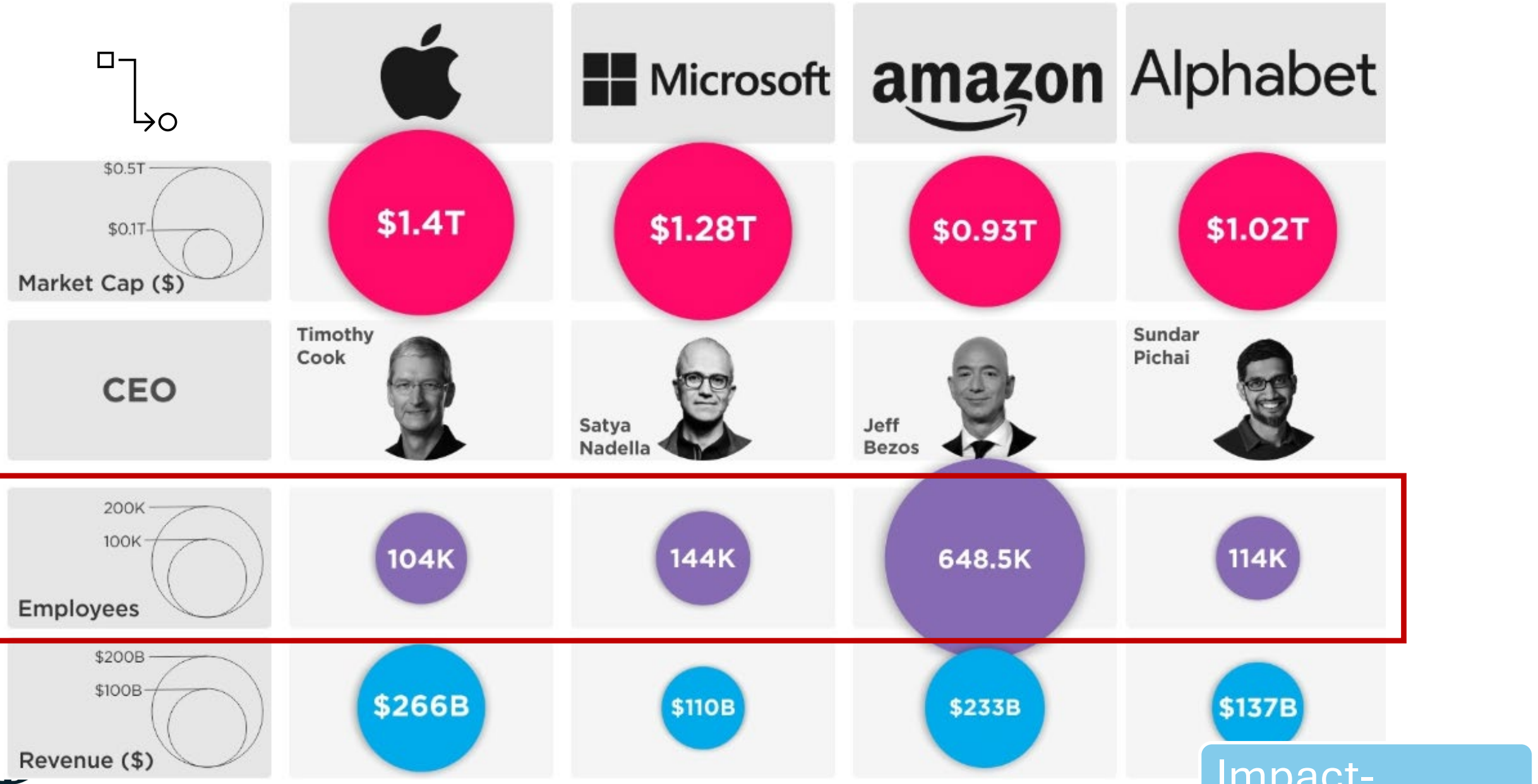
$ 1st $1.4 billion corp. in American history



300,000 employees



Impact- Workplace



The Trillion Dollar Club

Impact-Workplace





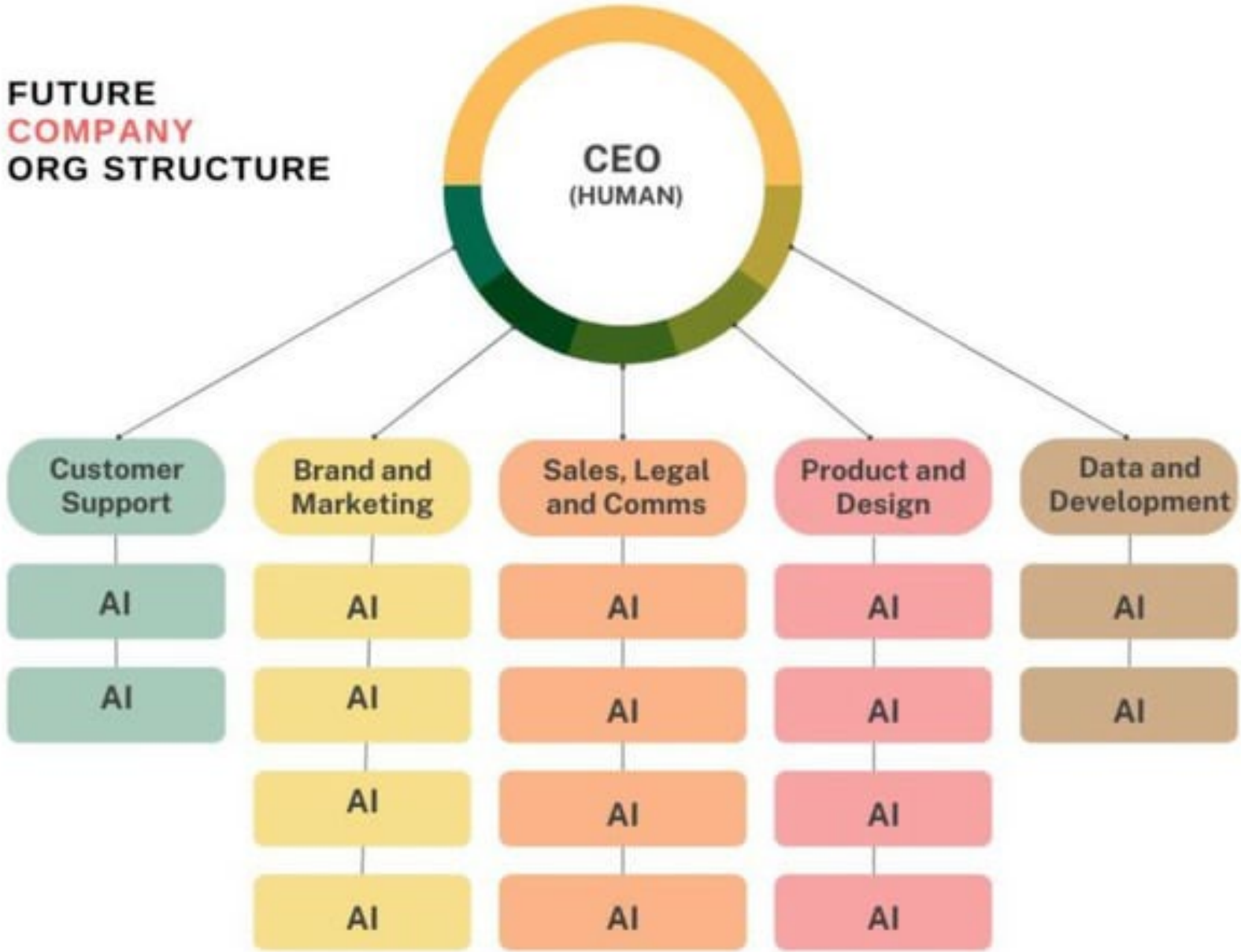


Employee No 1.
Head count 1

Impact-
Workplace

Trend Summary




FUTURE
COMPANY
ORG STRUCTURE
CEO
(HUMAN)
Customer Support
Brand and Marketing
Sales, Legal and Comms
Product and Design
Data and Development
AI
AI
AI
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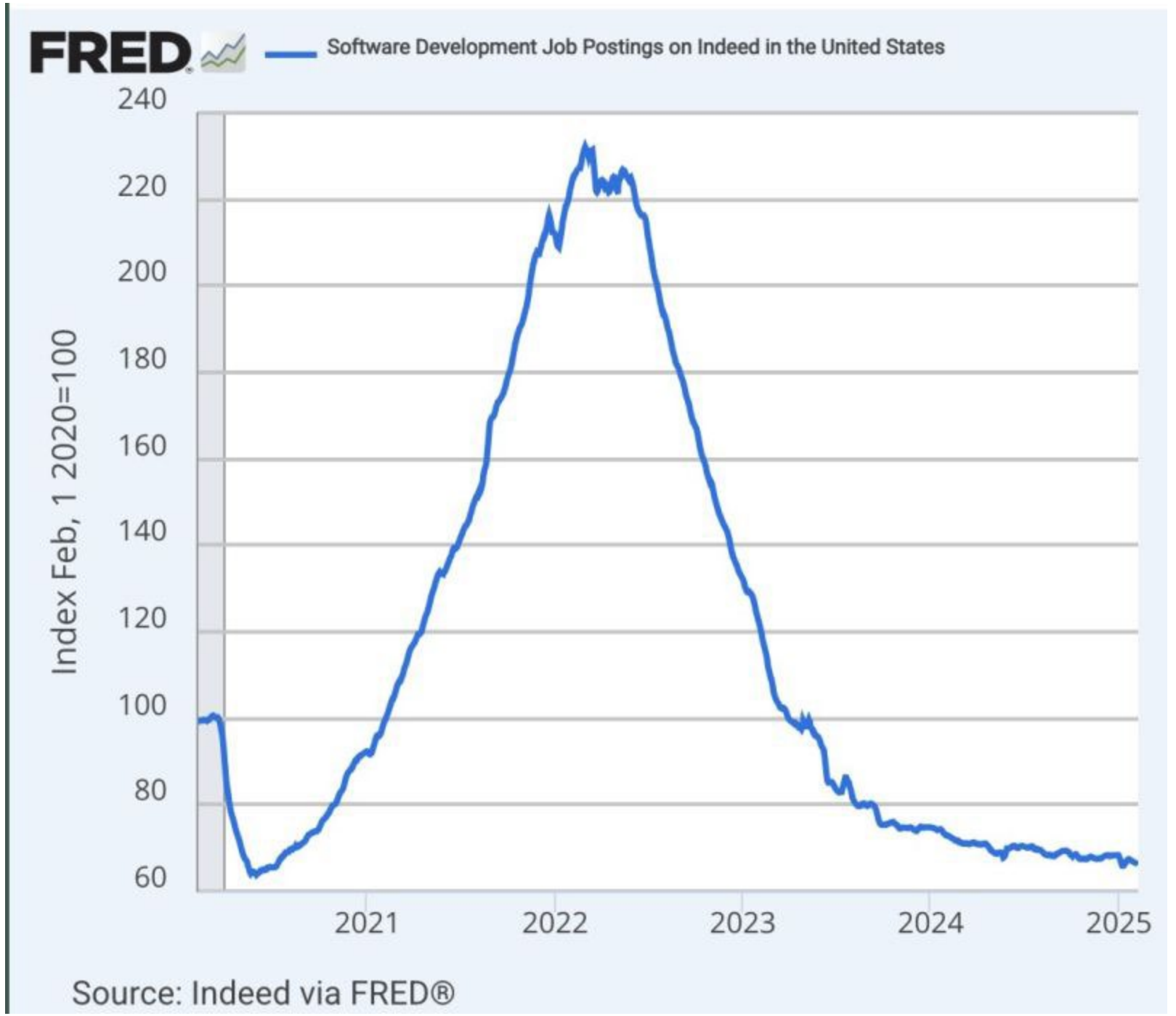
AI

Hiring Impact

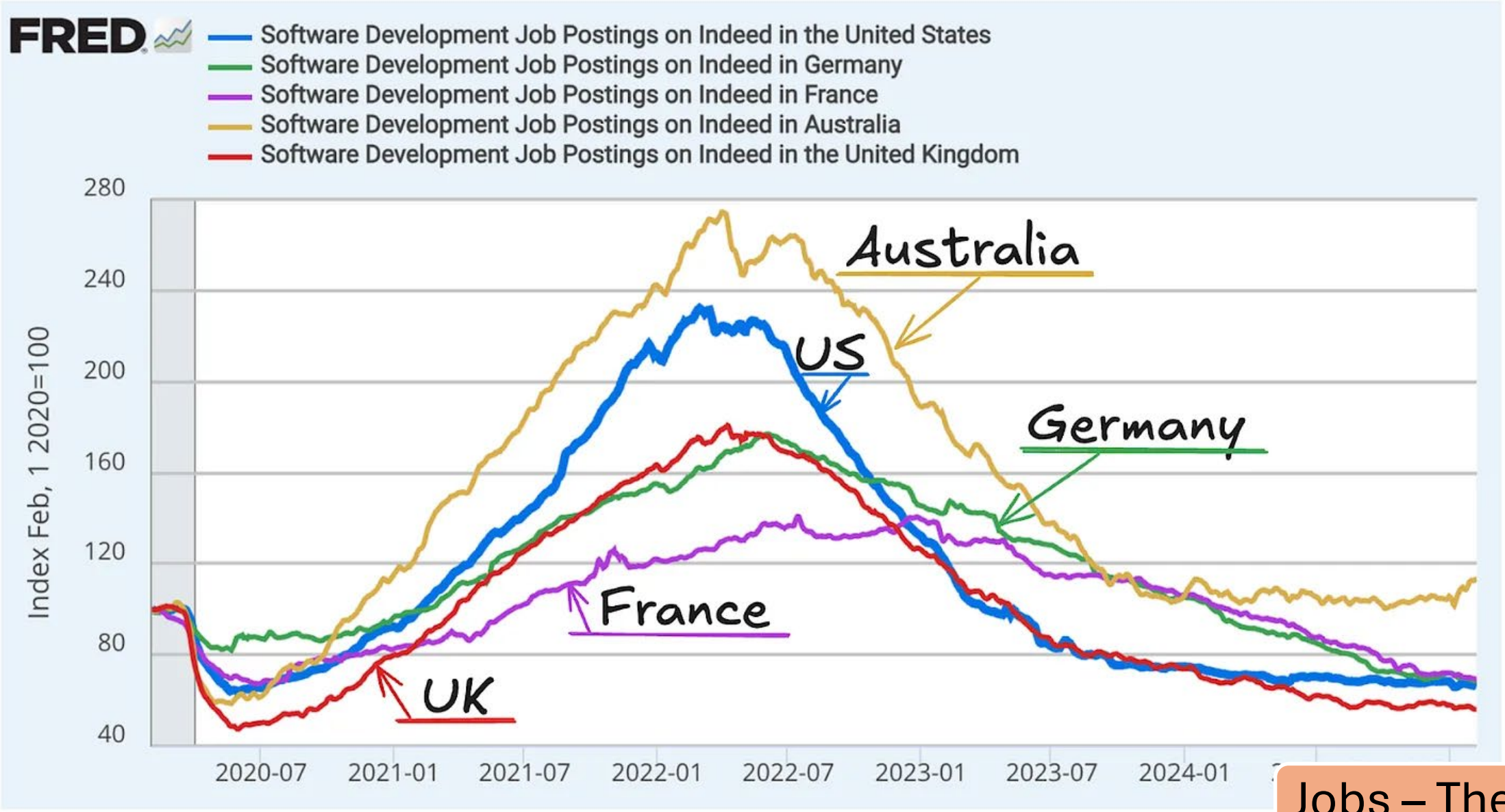


Jobs – There's
A Problem


FRED
Software Development Job Postings on Indeed in the United States
240
220
200
180
160
140
120
100
80
60
Index Feb, 1 2020=100
2021
2022
2023
2024
2025
Source: Indeed via FRED®

Hiring Impact

- **65%** of the number of vacancies in January 2020 (a 35% decrease!)
- **3.5x fewer vacancies** than the mid-2022 peak
- **8% down** on 1 year ago



prag

Jobs – There's A Problem

ETPrime

No company for coders. Salesforce won't hire engineers, thanks to AI gains

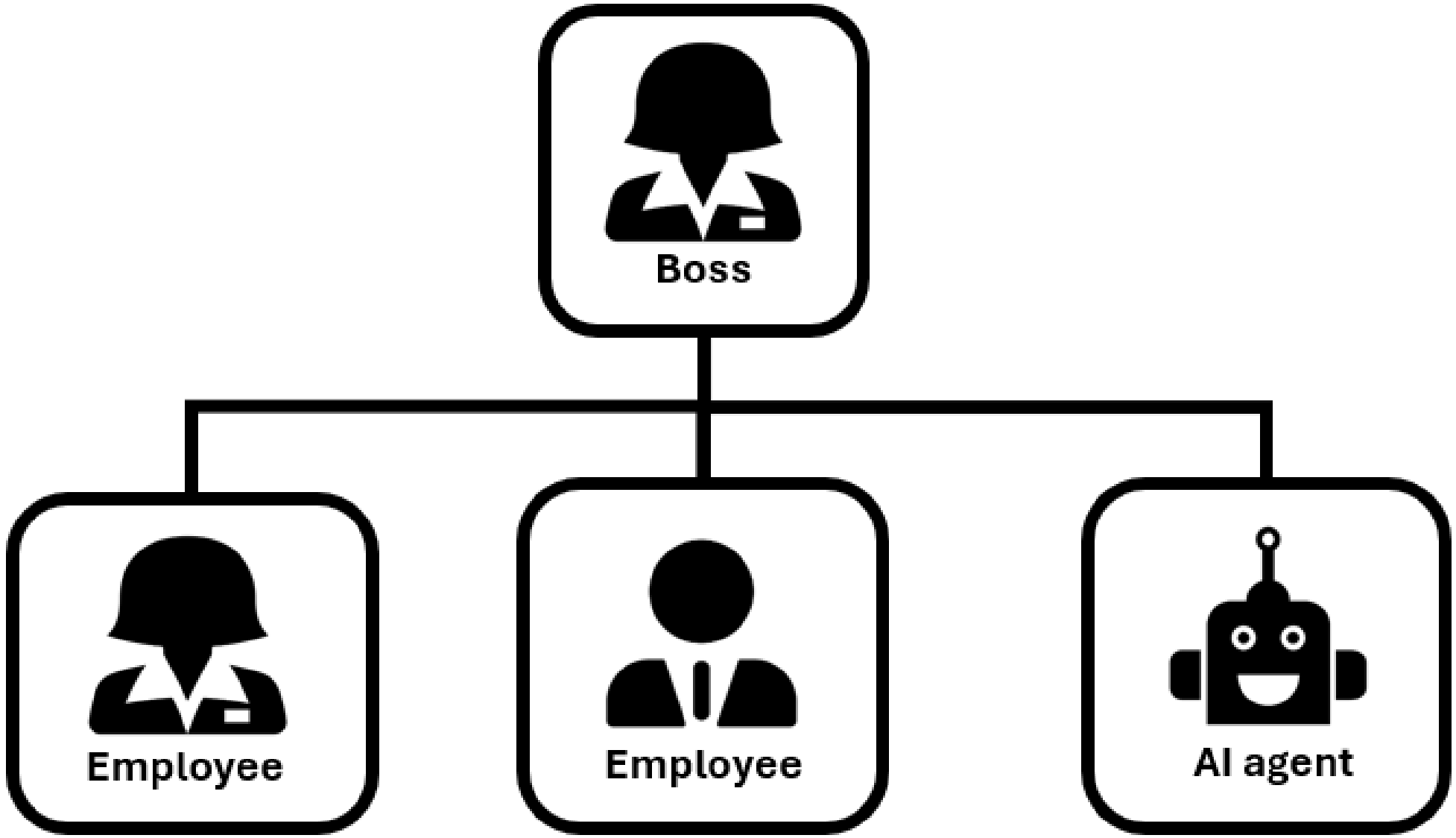
Software engineering job openings hit 5-year low amid industry shift

According to an analysis of Indeed job data

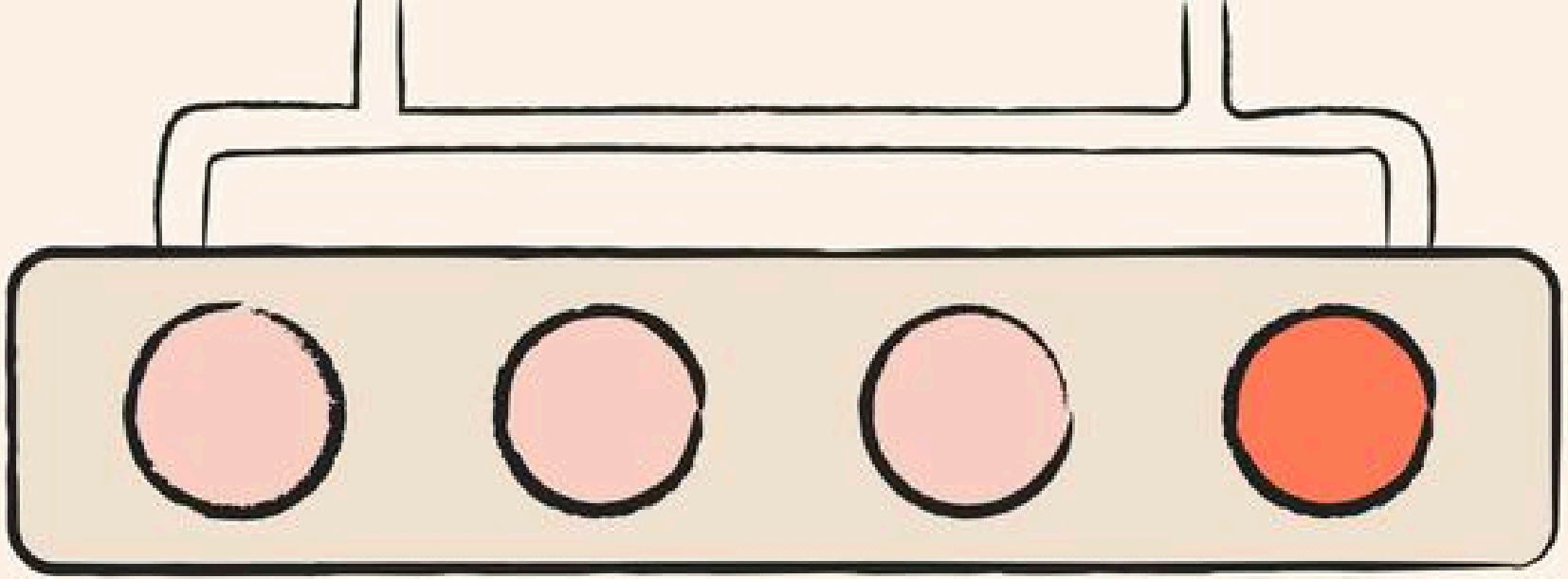
A bad tech job market wants good AI skills

Tech layoffs are on the rise, yet AI skill demand grows, creating a split tech job market that values specialized AI roles amid general employment challenges.

Jobs – There's A Problem



Jobs – There's
A Problem



The scoreboard is changing.

Careers will no longer be built by span of control, but by innovation density.

Take a Pause

- You can now do more with less
- Generate more wealth with fewer people
- Cities, companies, humans, and behavior are changing
- Technology has impacts, both socially and economically

Jobs – There's A Problem

~~Today: SMB = Small Medium Business~~

Tomorrow: SMB = Small Mighty Business

- A 50-person company will do what used to take 500 or 5,000 people.

  Forget the Fortune 500, we'll have the Freedom 5 Million.




Moonshot
Solutions
Good AI
Good Data


How do you get the moonshot in AI?


WHERE DID IT ALL GO WRONG
Where AI
Goes Wrong

Where It All Goes Wrong

- How Knowing Nothing Can Be Great Advantage
- **Amy Chan**





Where It All Goes Wrong

Where AI
Goes Wrong

Information that makes no sense

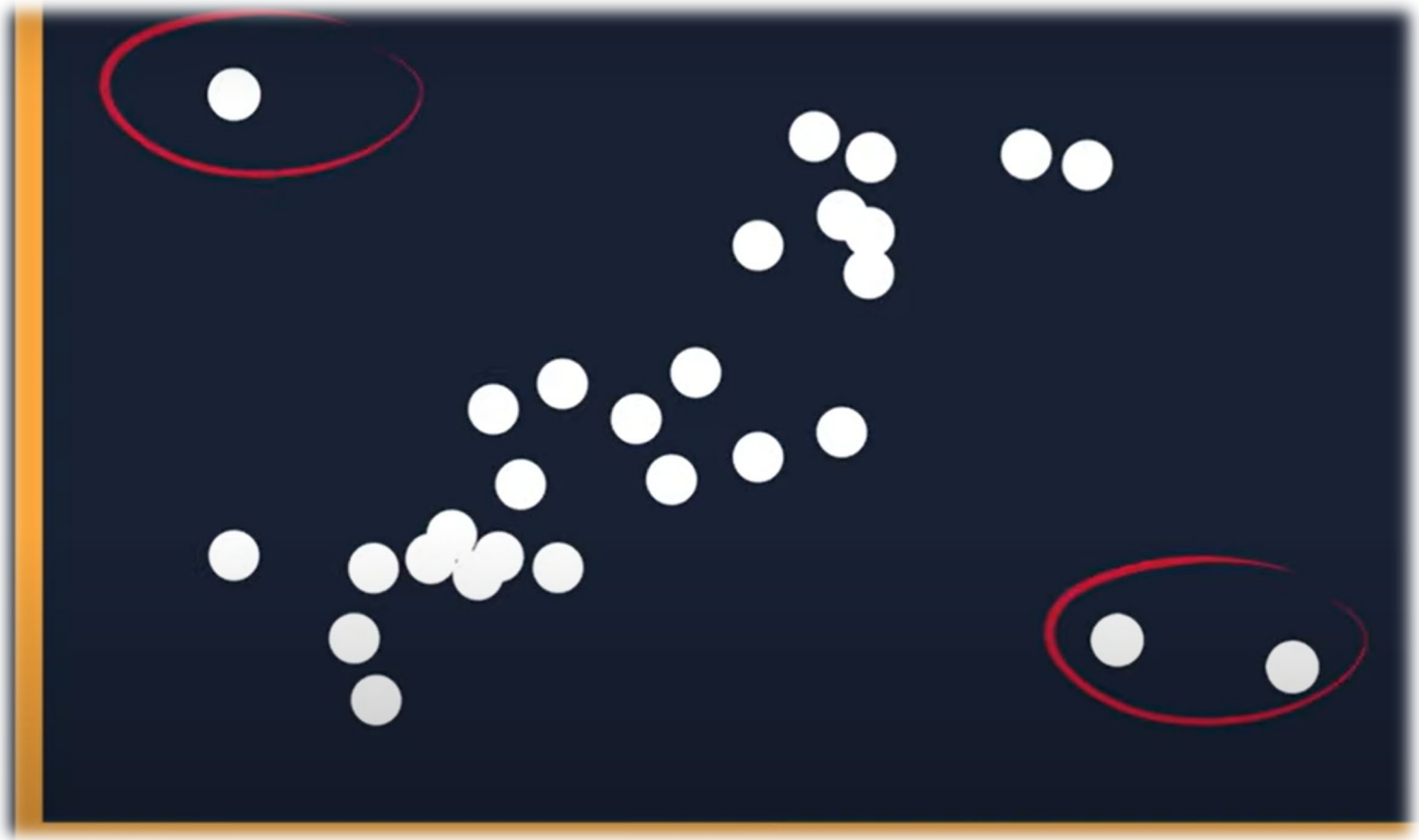


Where AI
Goes Wrong

Emotional viewpoint on data



Edge Effects



Where AI Goes Wrong

Copilot
Ocean's Movie Series

Work | Web

Edit in Pages | Copy | AI-generated content may be incorrect



whos in the new star wars movie

Copilot

The new Star Wars movie, titled **Star Wars: Starfighter**, features **Ryan Gosling** in a leading role [1] [2]. Directed by **Shawn Levy**, the film is set to be released in May 2027 [1] [2]. The movie will introduce new characters and take place five years after the events of "The Rise of Skywalker" [1].

Are you excited about this new addition to the Star Wars universe?

1 'Star Wars: Starfighter' mo... | 2 Ryan Gosling to star in ne... | All About the New Movie '... | Show more

Where AI Goes Wrong

Copilot
Ocean's Movie Series

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Edit in Pages | Copy | AI-generated content may be incorrect

With Ryan Gosling in it can you sugest a name for the new movie



Copilot

Sure! Here are a few suggestions for a Star Wars movie featuring Ryan Gosling:

1. **Star Wars: The Galactic Maverick** - highlighting Gosling's character as a daring pilot.
2. **Star Wars: Echoes of the Force** - suggesting a deeper connection to the Force.
3. **Star Wars: The Rogue Squadron** - focusing on a team of elite pilots.

Which one do you think fits best? Or do you have another idea in mind?

I like 'The Galactic Maverick'. | What about a darker title? | Can you suggest more names?

Where AI Goes Wrong

Work Web

Copilot

Where AI Goes Wrong

Gauge the temperature

Give me a concise summary of recent news about [product or company]

Show me the result

Execute and explain this code...

Get instructions

Give me step-by-step instructions for making an Instagram Reel

Kickstart a draft

Draft an email to [person] about...

Make an informed decision

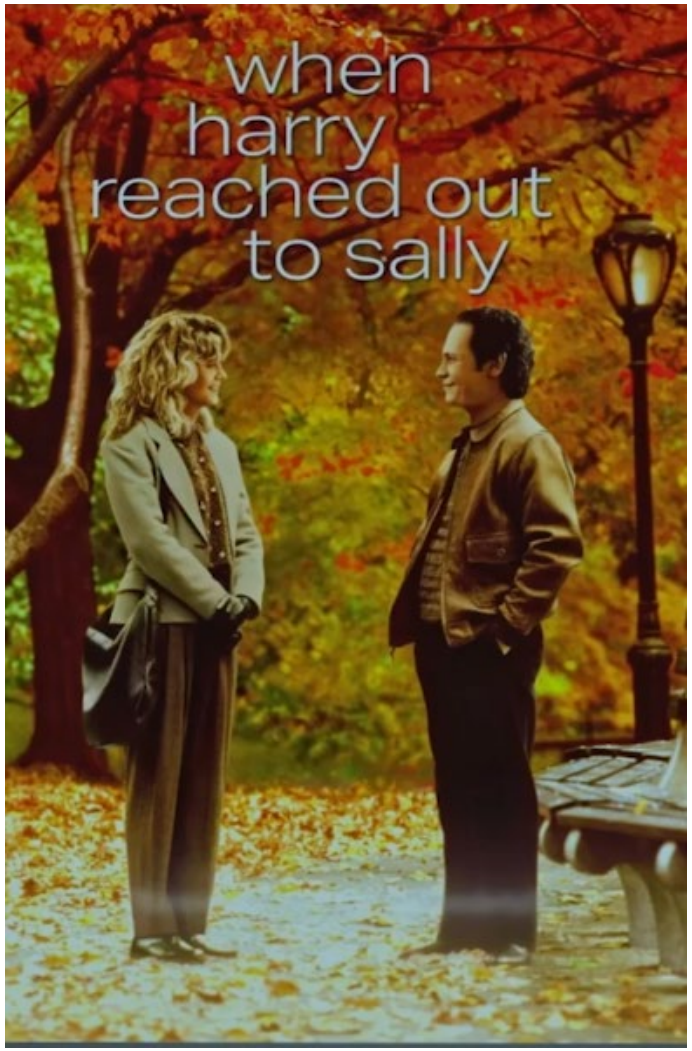
Create a table that compares top-selling office printers

Understand the main points

List key points from this document: [upload file]

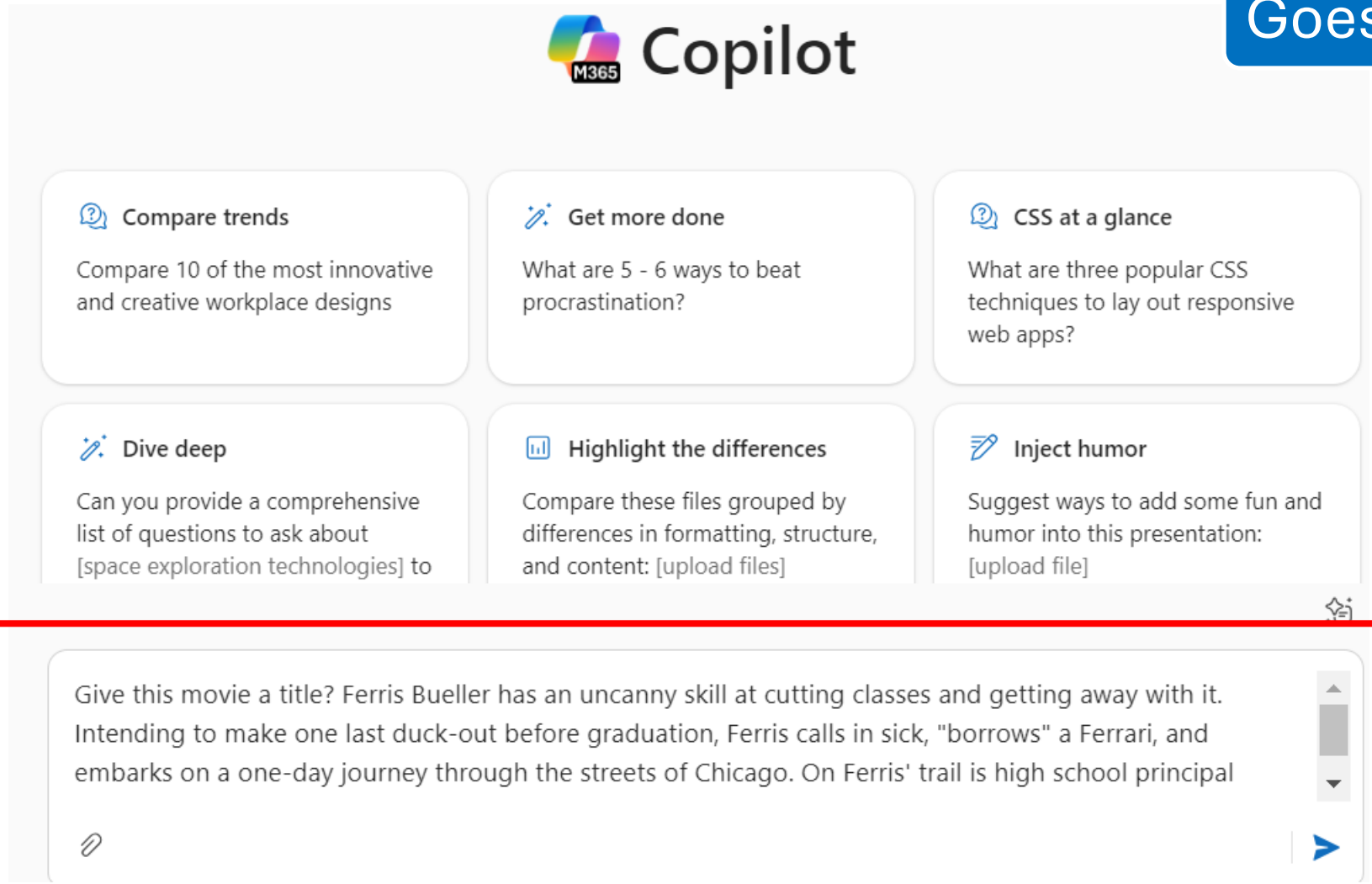


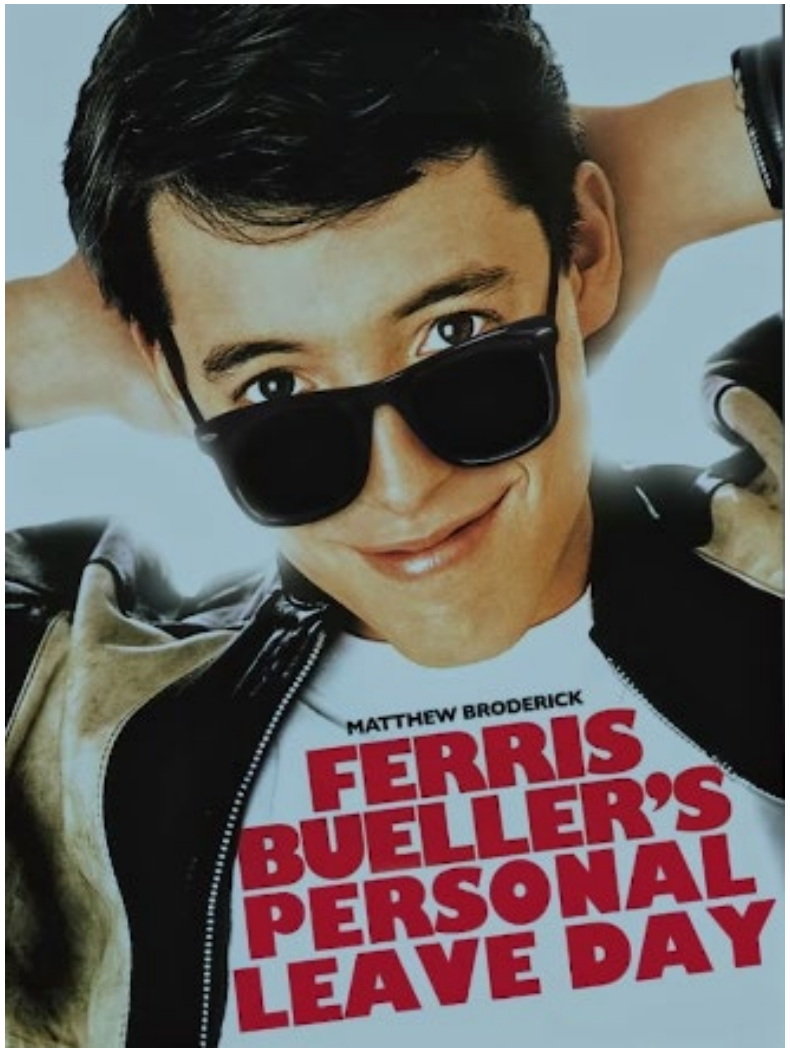
What would be the name of this movie? In 1977, college graduates Harry Burns (Billy Crystal) and Sally Albright (Meg Ryan) share a contentious car ride from Chicago to New York, during which they argue about whether men and women can ever truly be strictly platonic friends. Ten years later, Harry and Sally



Where AI
Goes Wrong

Where AI Goes Wrong





Where AI Goes Wrong

Copilot

Where AI Goes Wrong

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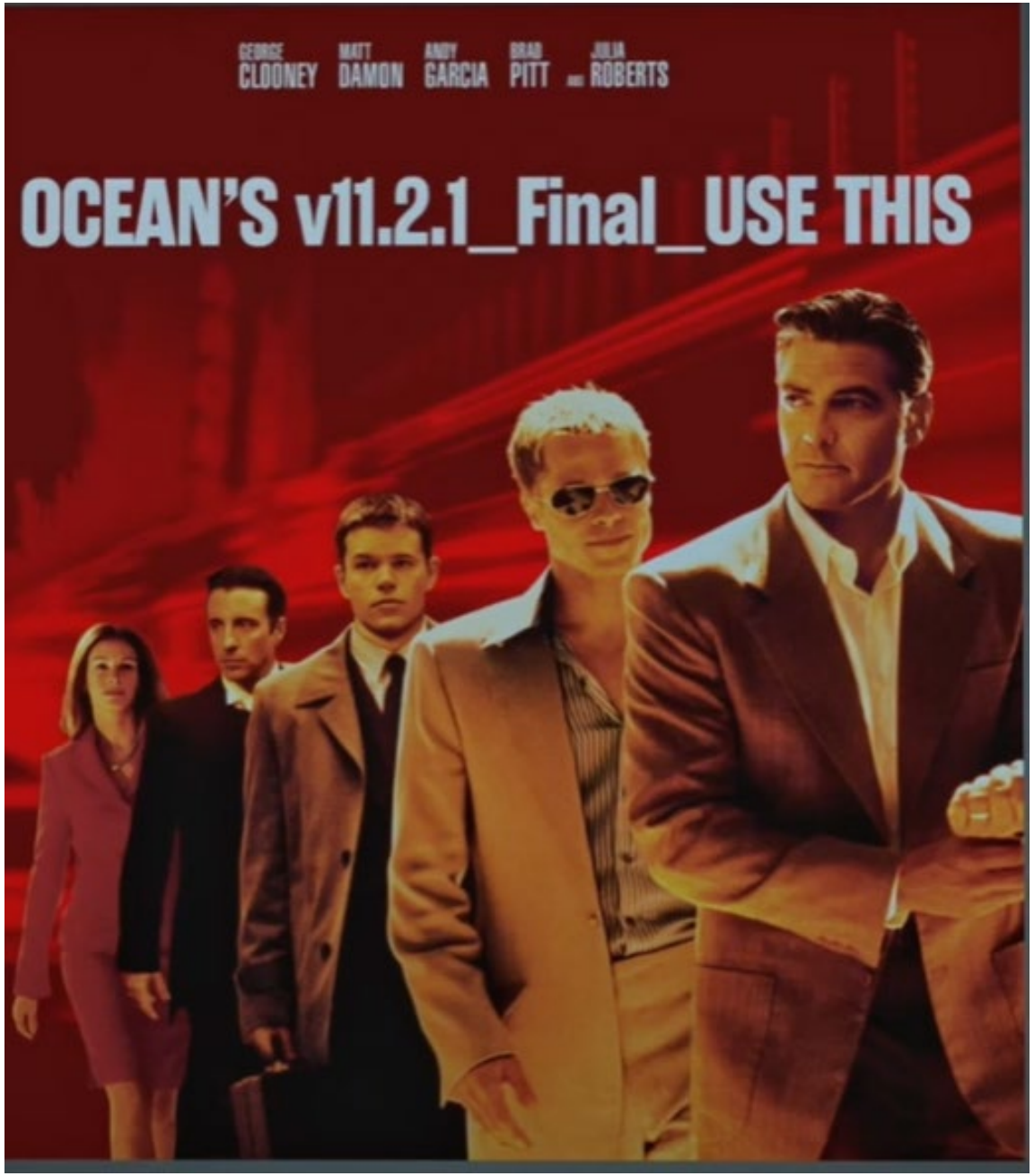
Create a table that compares top-selling office printers

Understand the main points

List key points from this document: [upload file]

What movie is this: Professional thief Danny Ocean is released after four years in a New Jersey prison. He travels to Los Angeles and reunites with friend and colleague Rusty Ryan. They travel to Las Vegas to secure financial backing from wealthy friend Reuben Tishkoff for a multi-million dollar heist to rob three



Where AI
Goes Wrong


How to create Moonshot solutions with AI
AI Moonshots

3 Options

AI Moonshots

01

Solve a problem that is better than other people

02

Solve a problem that no one knew existed

03

Solve a problem that everyone knows about, but is hard to solve



AI
Moonshots

01

Solve a problem that is better than other people




TAX
UBER

AI
Moonshots

02

Solve a problem that no one knew existed




AI
Moonshots
It's nearly been an hour.

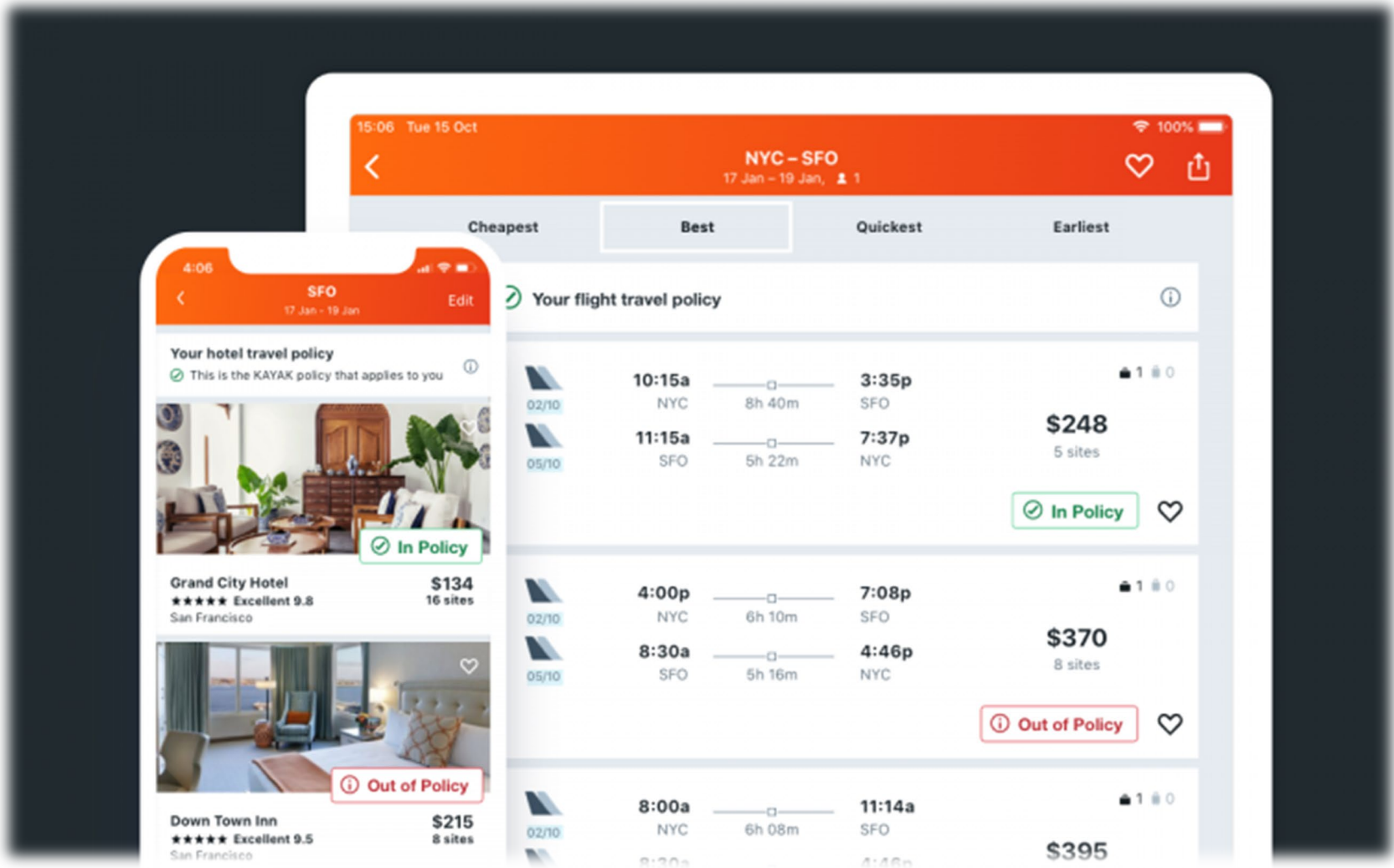
AI
Moonshots

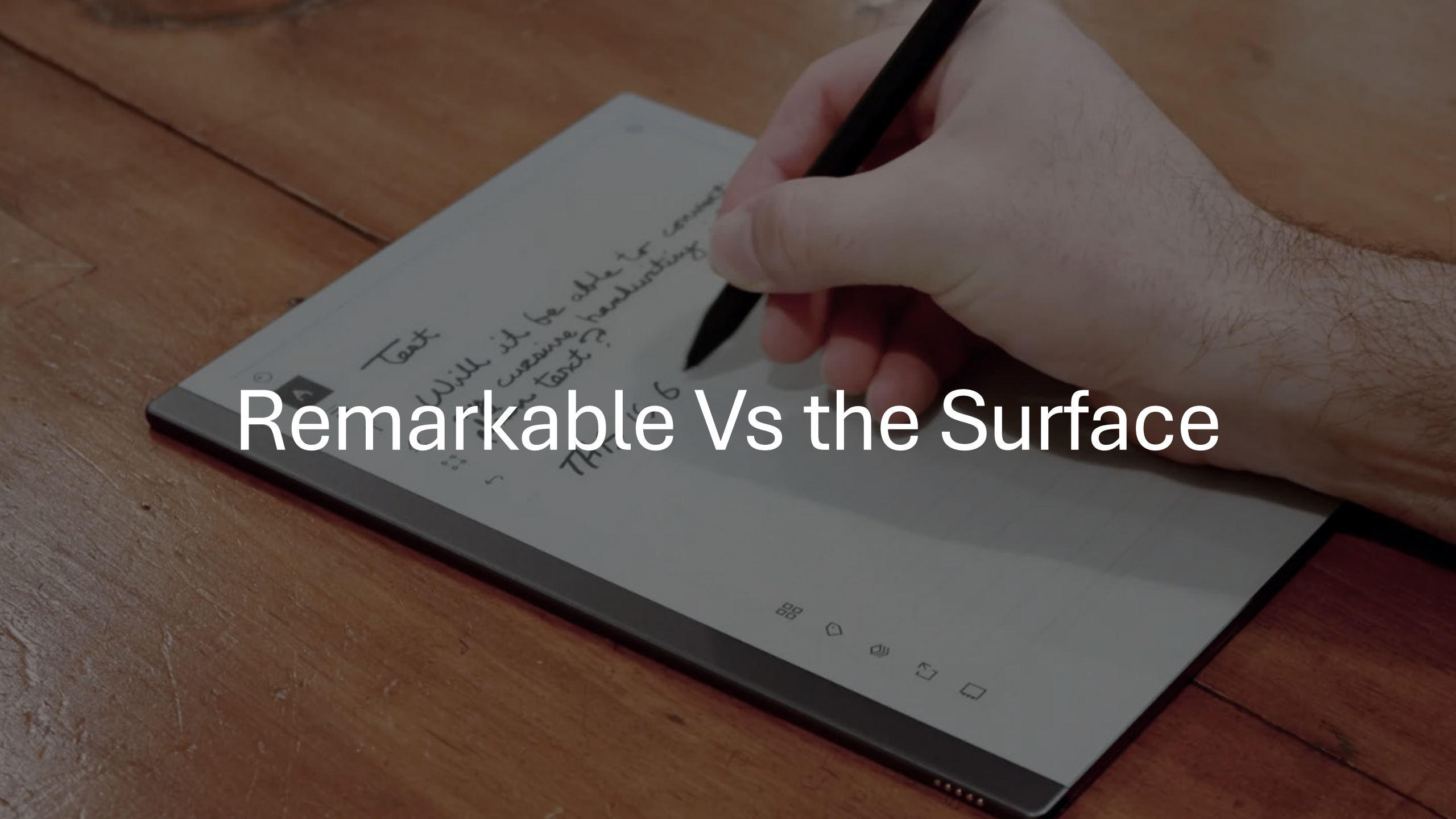
03

Solve a problem that everyone knows about, but is hard to solve



Making things quicker and cheaper isn’t always a win





Remarkable Vs the Surface

Dyson - No Data



Creating Value / Perceived Value





Wrap Up

- Technology – Over the years
- Impact- Workplace
- Jobs – There's A Problem
- Where AI Goes Wrong
- AI Moonshots

Quote: All companies are technology companies

The companies that scale will be data companies

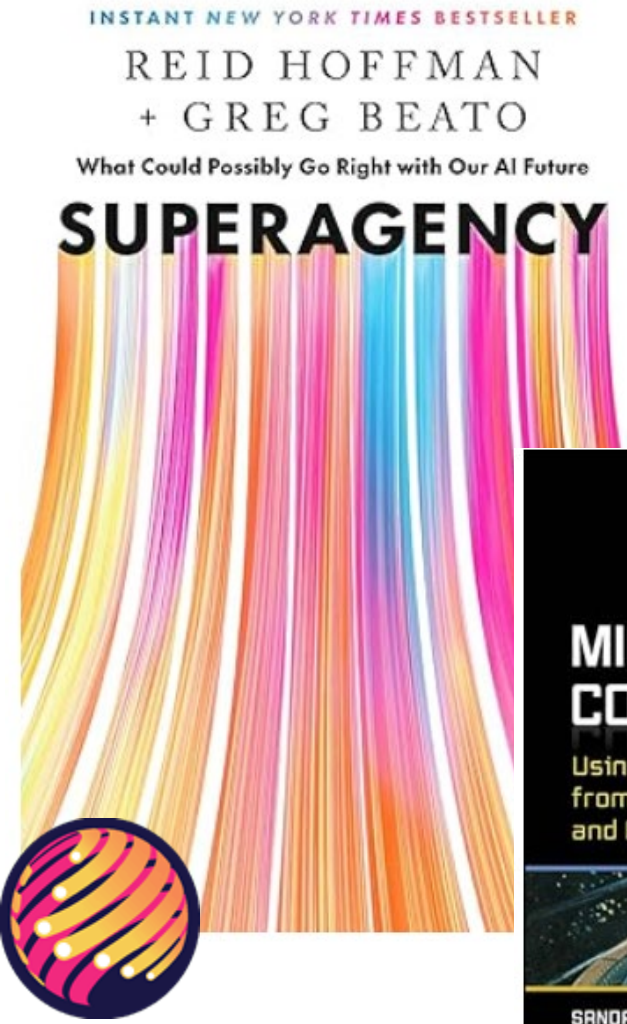
Waggle Dance

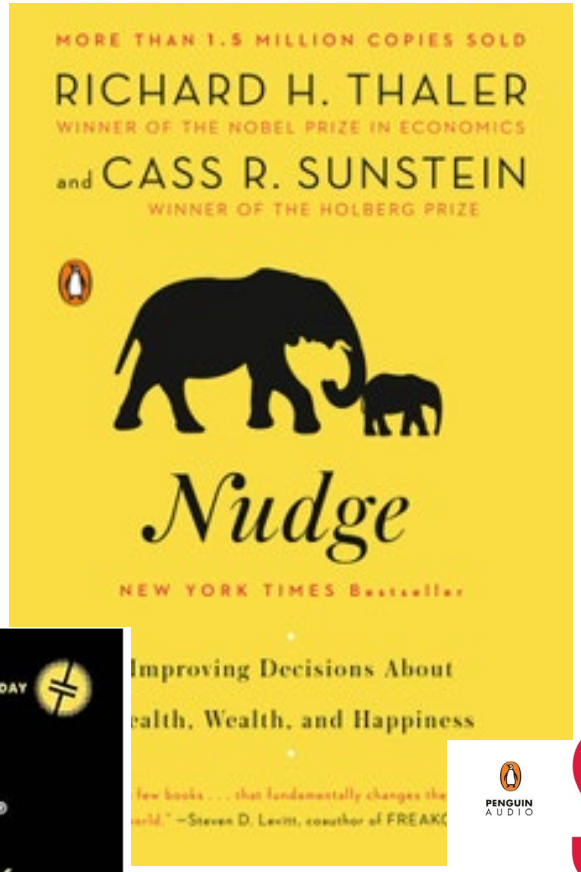


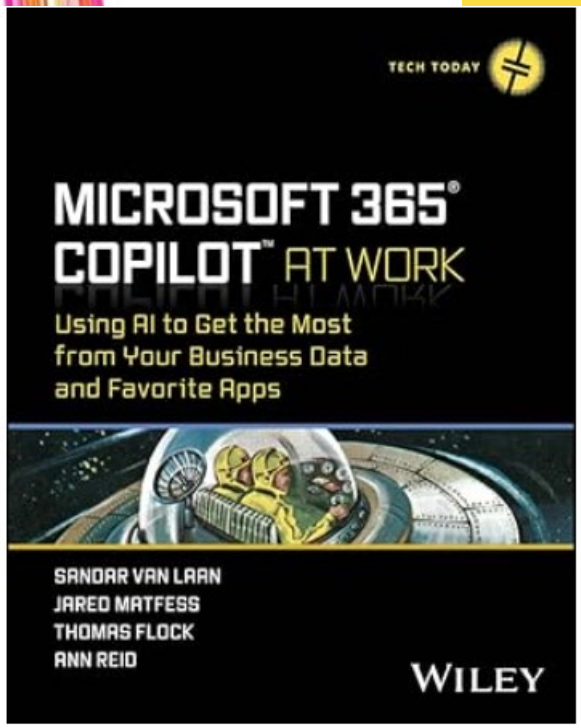
Ride The Wave

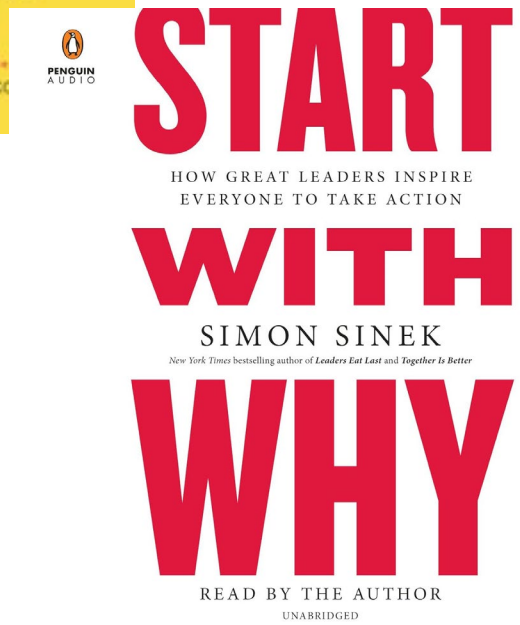


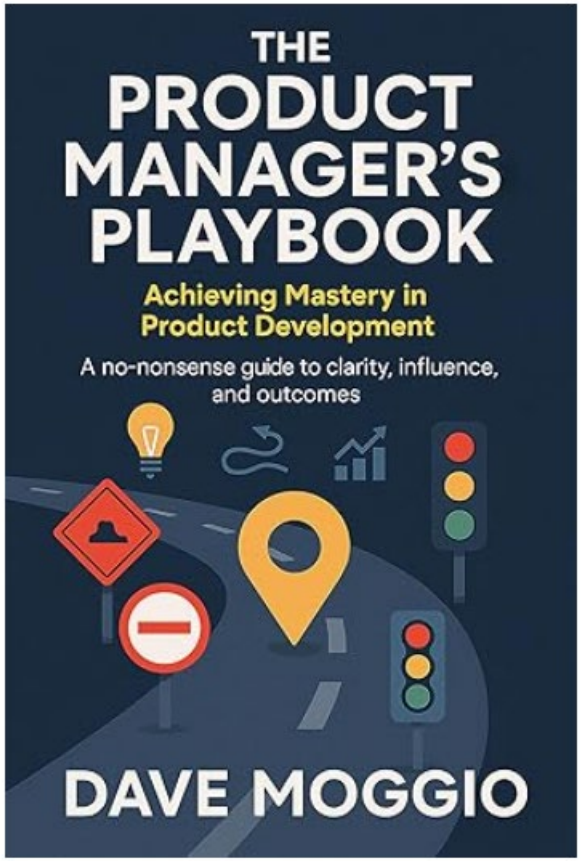
My Reading List











Please share your event and session feedback!



http://aka.ms/MSIgniteNYCSurvey



http://aka.ms/MSIgniteNYCSessionsSurvey

Enjoy The Day ☺



Remember, Copilot is the UI for AI

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