



The Future of AI in Business

According to the [Forbes Advisor survey 2023](#), businesses are using AI across a wide range of areas. The most popular applications include customer service, with **56%** of respondents using AI for this purpose, and cybersecurity and fraud management, adopted by **51%** of businesses.

80%

A global study by Tata Consultancy Services revealed that **80%** of senior business leaders have already deployed artificial intelligence (AI) to enhance existing revenue streams or create new ones.

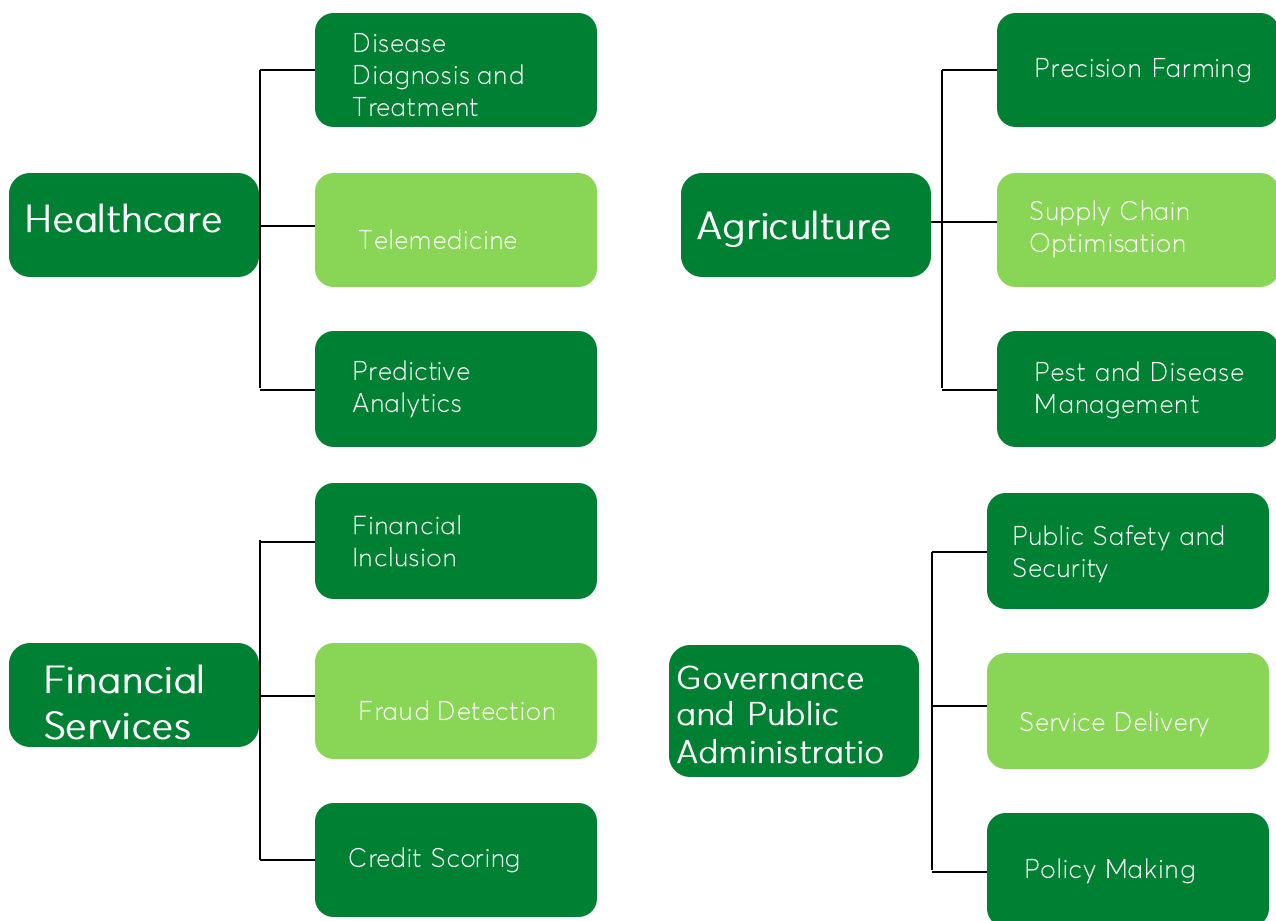
840 Million

The World Bank estimates that by **2025**, **Sub-Saharan Africa** will have the world's fastest-growing workforce, with an estimated **840 million people** entering the labor market by 2050.

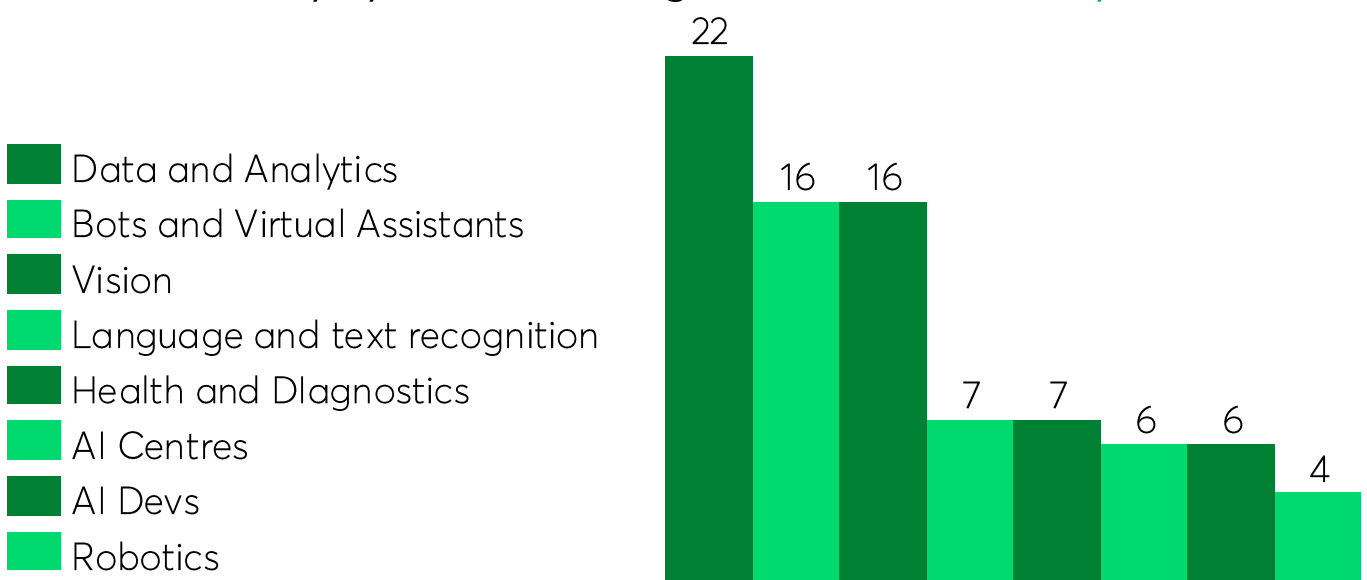
100 Million

AI's development in Africa is attracting huge amounts of resources and funds, with **Tunisian AI start-up InstaDeep** "receiving **\$100m** funding earlier in **2022**."

Africa is home to **over 2,400 AI organisations** across diverse industries, with more than **75** actively leveraging AI technology. Here are highly productive ways that AI use cases can help businesses improve.



Experts predict that the AI boom could add **\$1.2 trillion** to the African economy by **2030**, increasing the continent's **GDP by 5.6%**.



At Spurt! we tackle the challenges facing small businesses and amplify them from local ventures into regional giants by leveraging the expertise of a pool of consultants.