LabRobot

# LABROBOT

## DISTRIBUTOR MEETING

25-26 SEPTEMBER 2025



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# AI in AddLife

Lina Åström, AddLife
Marketing and Communication

LABROBOT DISTRIBUTOR MEETING
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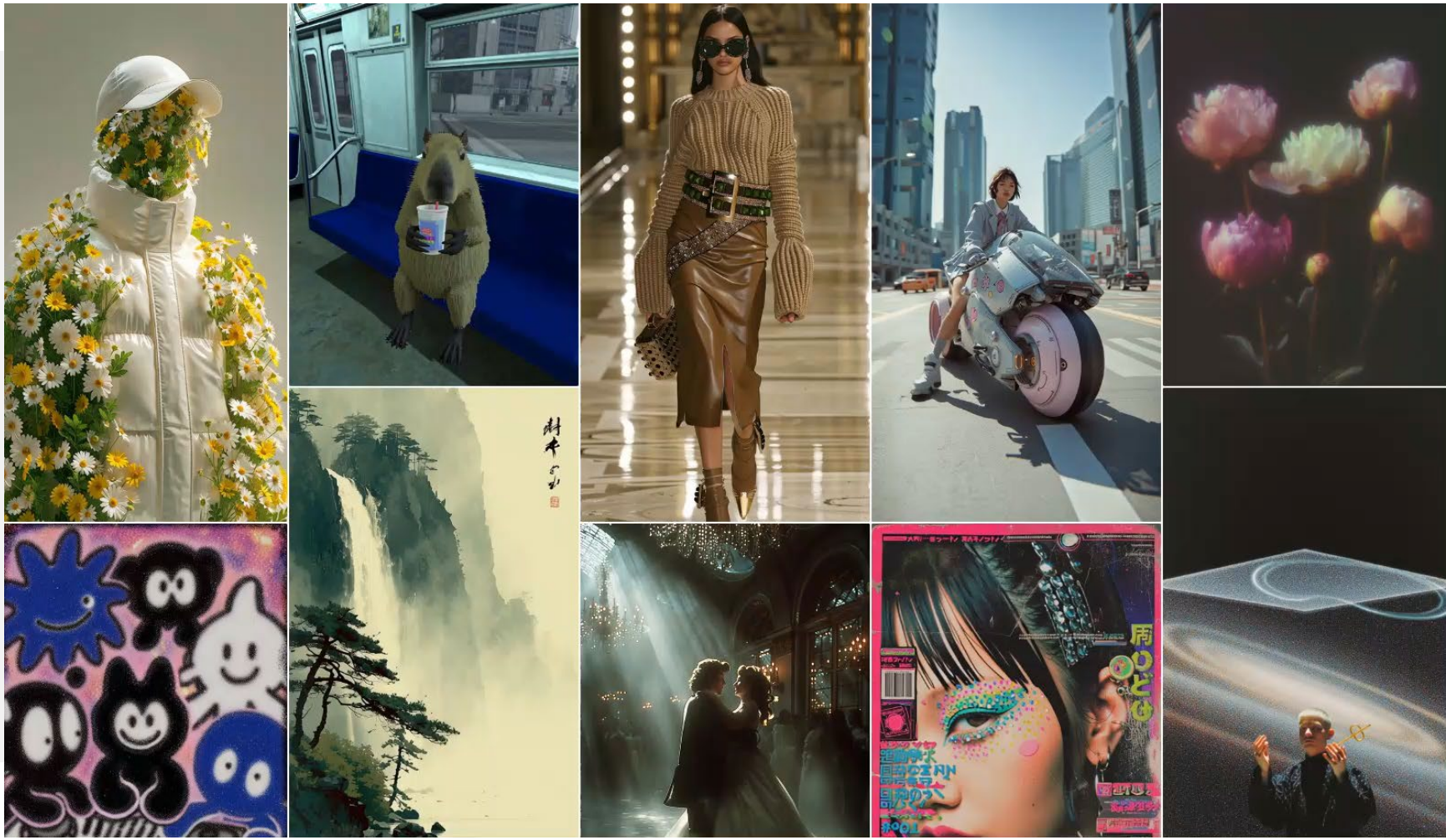






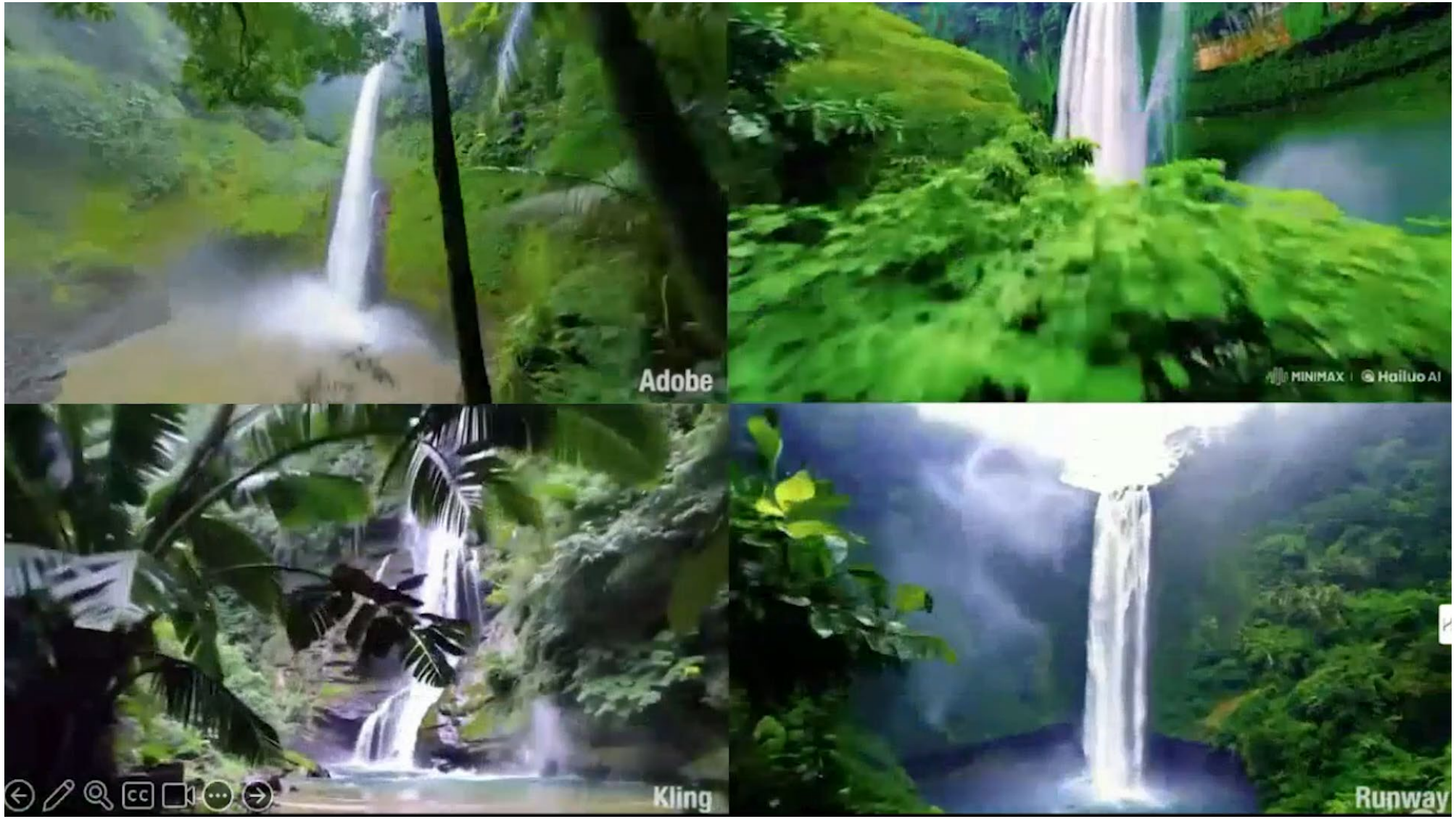
# Agenda

- A quick hello from my Avatar
- Superagency in the workplace
- AddLife´s AI project
- Get started!



https://www.midjourney.com/explore/

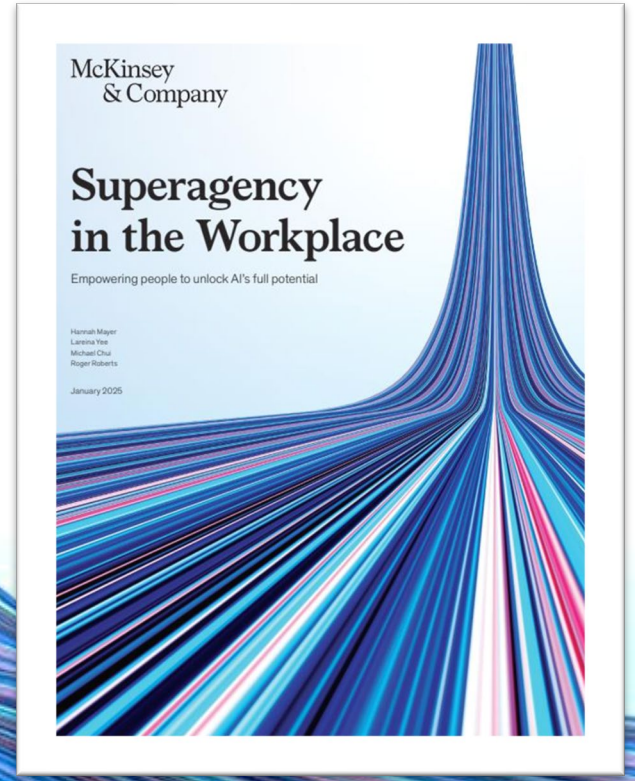

Line Astrom
Professional Avatar
Avatar Creation by HeyGen




https://www.futurepedia.io/

# Superagency in the workplace

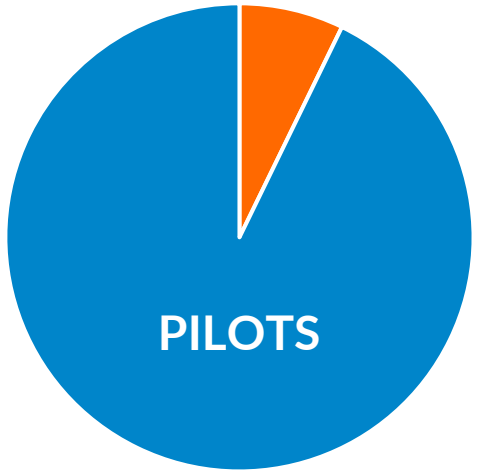
## Empowering people to unlock AI’s full potential




https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work#/

https://www.artificialintelligence-news.com/wp-content/uploads/2025/08/ai_report_2025.pdf

- Most companies still in early stages—AI not fully integrated.
- Only 5% of pilots deliver real value.
- Early adopters, especially millennials, see efficiency gains and advantages.
- AI field is still very new, ChatGPT November 2022




https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work#/

https://www.artificialintelligence-news.com/wp-content/uploads/2025/08/ai_report_2025.pdf

# AI in daily activities

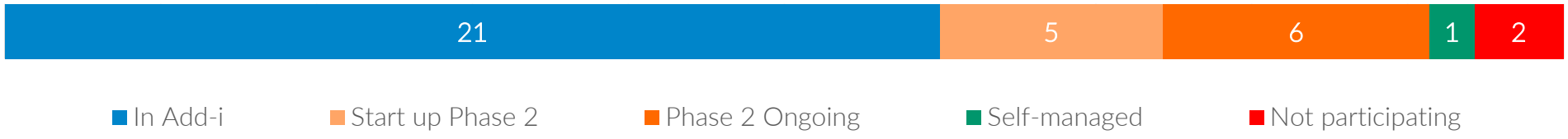
- Combine bottom-up development with top-down, strategic initiatives.
- Employees know inefficiencies, empower them to drive AI improvements for quick wins.
- Major changes with higher ROI require larger, strategic initiatives.



# AddLife´s AI project

- Launch of the AI initiative in AddLife, May 2024
- Contract signed with Sana AI
- Secure environment
- Add-i platform launched
- Individual accounts for the employees
- Companies signed up for phase 2, developing individualised projects

No. of companies in different phases




MEDI PLAST



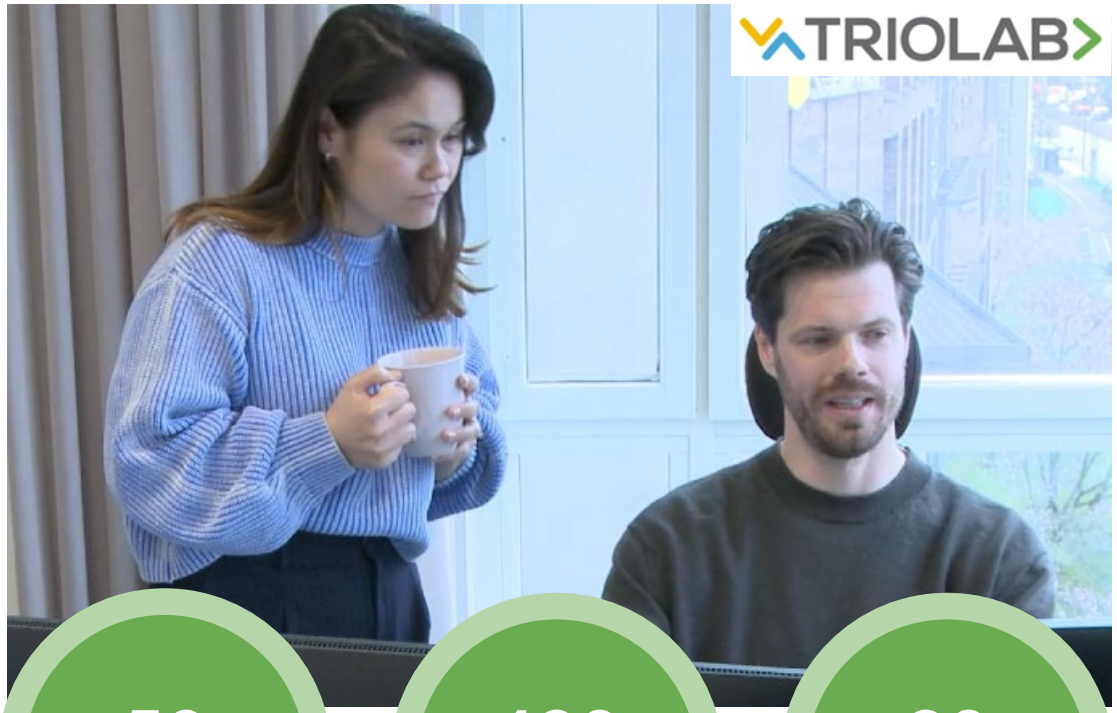
BANCT: Budget Authority Need Competitors Timeline

# Chat GPT / Sana Study buddy

- Please give me the key takeaways from the uploaded document
- Please act as teacher and aking me questions based on the documetnt and give me time to answer. After I answer please correct and give me a suitable explanation.



# Results from roll-outs during 2024-25




**50**
USERS MONTHLY

**480**
HOURS SAVED

**20**
ROI



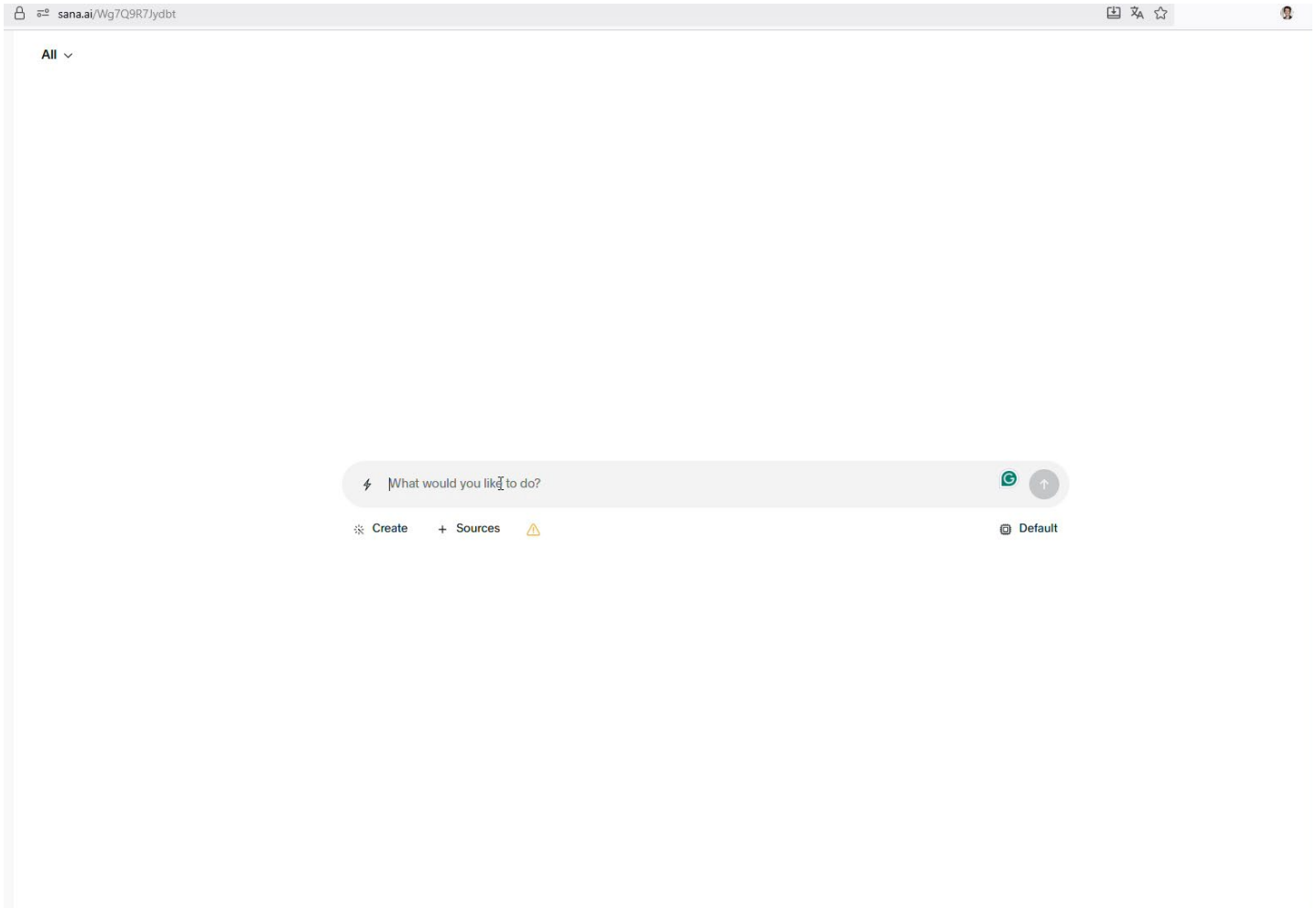

**78**
USERS MONTHLY

**390**
HOURS SAVED

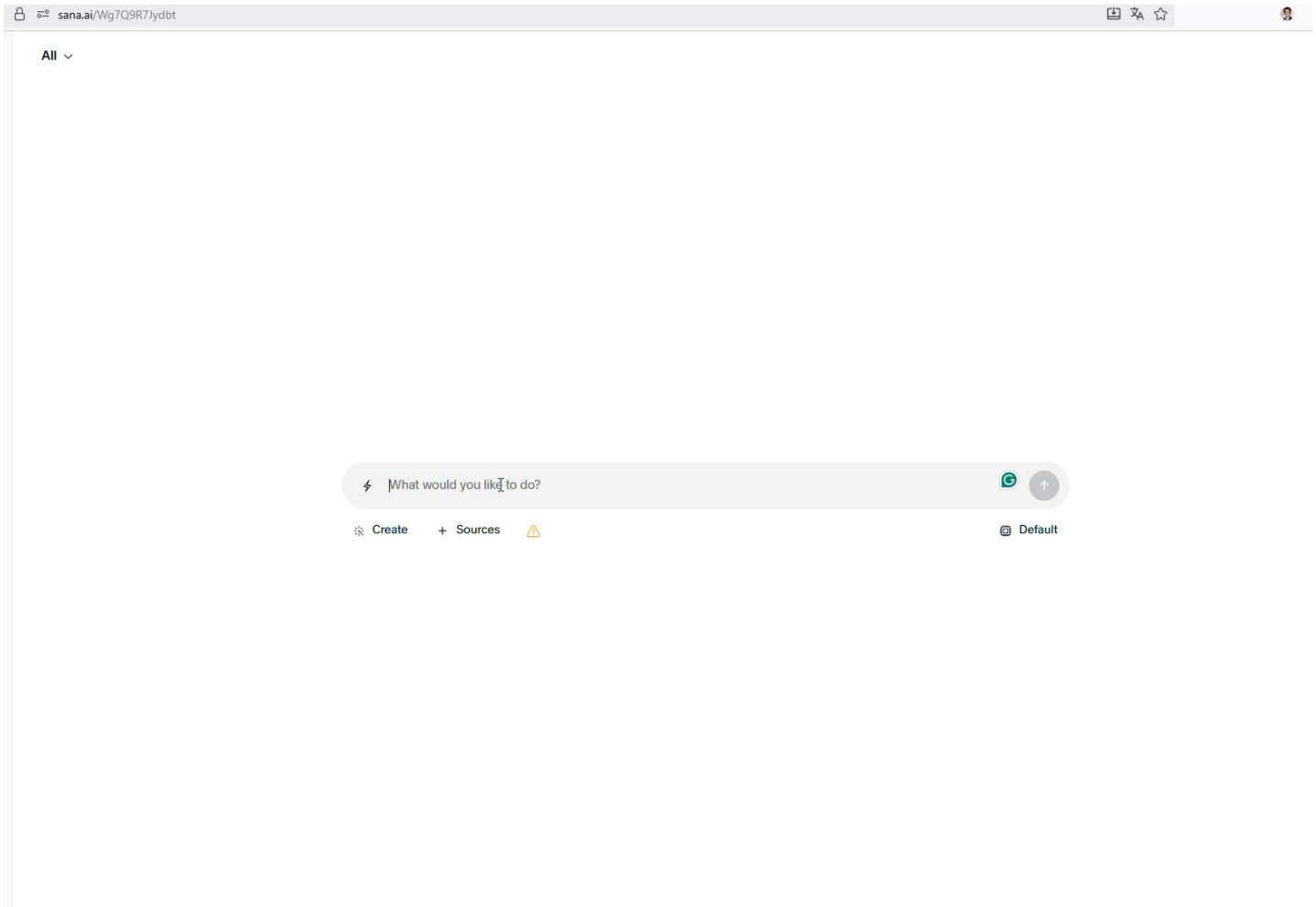
**10**
ROI

# Prompting and context engineering

[**task**: Give me a recipe] for a [**context**: 3-course Saturday dinner for 4 people].



[**task**: Give me a recipe] for a [**context**: 3-course Saturday dinner for 4 people].



AddLife

You ar
course
time fo
**Limita**




- 100ml dry white wine

You will now [**task**: create a recipe] for a [**context**: 3-
dinner ] eaten on a Saturday evening, with plenty of
colate ] The desert should contain chocolate and [
old and be possible to prepare the day before.

t. You will now
people to be eaten
for preparation and
late and must be
e day before.

Saturday evening. The

Context Prompting

1. Role
2. Task
3. Context
4. Goal
5. Preference
6. Limitation




Fredrik Dalborg
CEO, AddLife

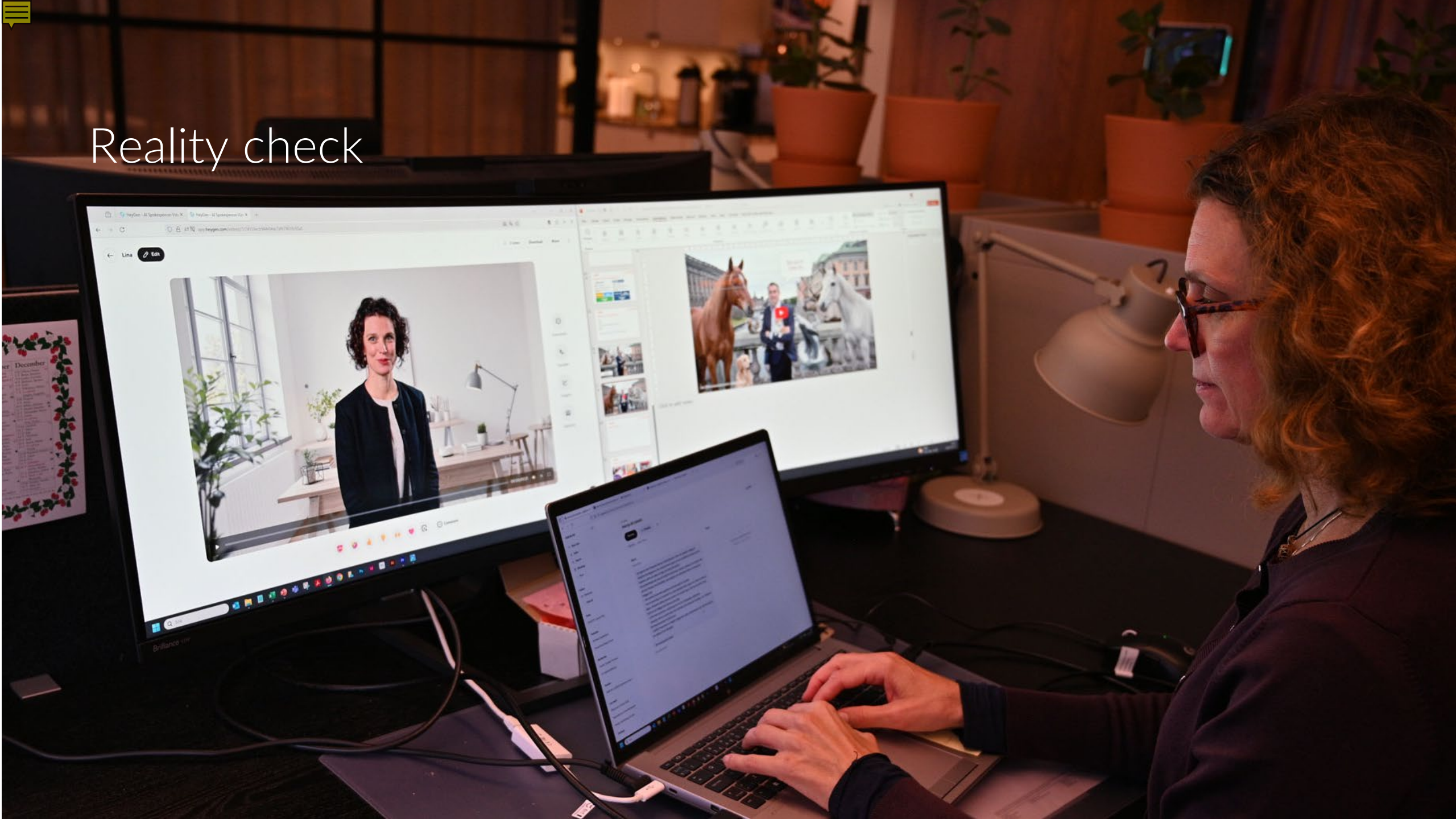


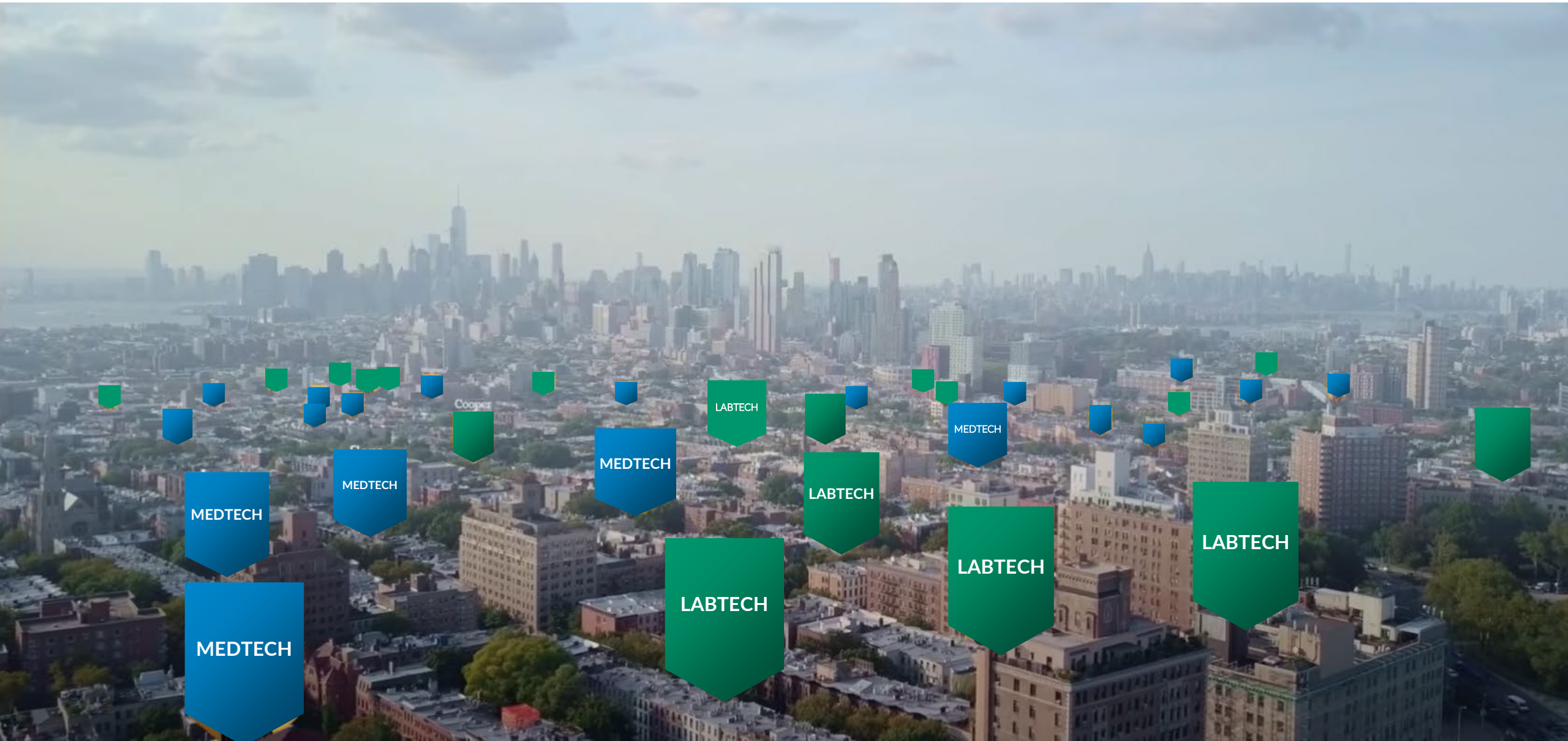

Hervé Laisis
MD, LabRobot

https://www.youtube.com/watch?v=ZgRQ5UCbMBg


Pedigree - Adoptable (case study)
FLER VIDEOR
0:00 / 2:08
YouTube

# Reality check




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# LinkedIn Campaign - Aquisitions

**Role:** Assume the role of AddLife's communications manager.

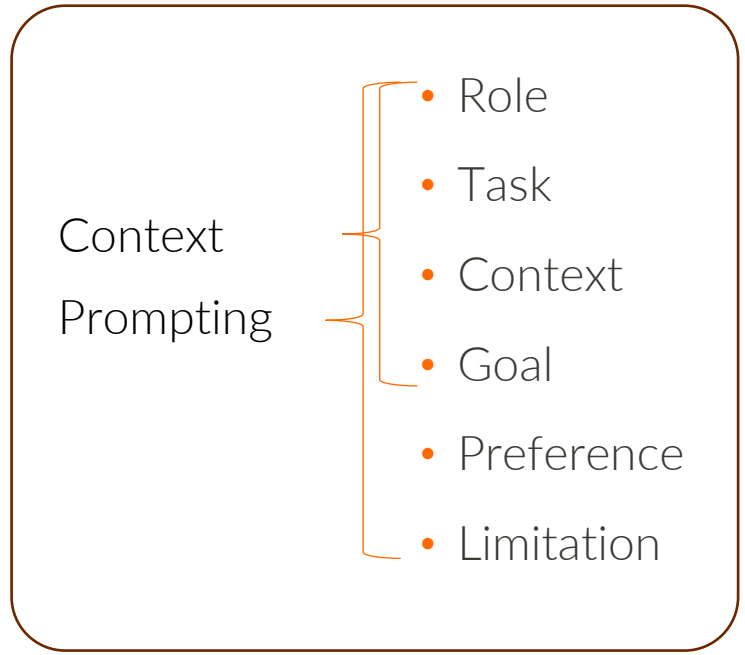
**Task:** Your task is to craft a LinkedIn post for AddLife's company account.

**Context:** The post should be based on the attached interview transcript with an entrepreneur who recently sold their company to AddLife, highlighting the process, values, and how the transition was experienced.

**Goal:** The goal is to authentically convey, using the entrepreneur's own words and style, why they chose to sell to AddLife, emphasizing that AddLife combines the resources, network, and expertise of a large company with the flexibility, personality, and efficiency of an entrepreneur.

**Preferences:** The post should be written in correct English, suitable for LinkedIn, with a personal and authentic tone that closely mirrors the entrepreneur's way of speaking. It should end with a positive outlook on the future and include relevant hashtags (e.g., #AddLife #Entrepreneurship #LifeScience).

**Limitations:** Only use information from the interview transcript and, if available, previous posts from other entrepreneurs who sold to AddLife. Do not invent details.



# LinkedIn Campaign – Stories from our acquisitions









# Thank you!



Lina Åström
Human Being



Line Astrom
Professional Avatar