

## Digital Future Challenge

Elevator Pitch for Giesecke+Devrient:  
CREWS

DFC #6



mit Unterstützung durch

 **Giesecke+Devrient**  
Stiftung

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## Digital Future Challenge #6

### Elevator Pitch for Giesecke+Devrient: CREWS

The AI Productivity Paradox\* is destroying the next generation of experts. We introduce the Human Potential Radar to balance AI efficiency with human development, ensuring organizational growth doesn't erode career learning, retention, or social sustainability.

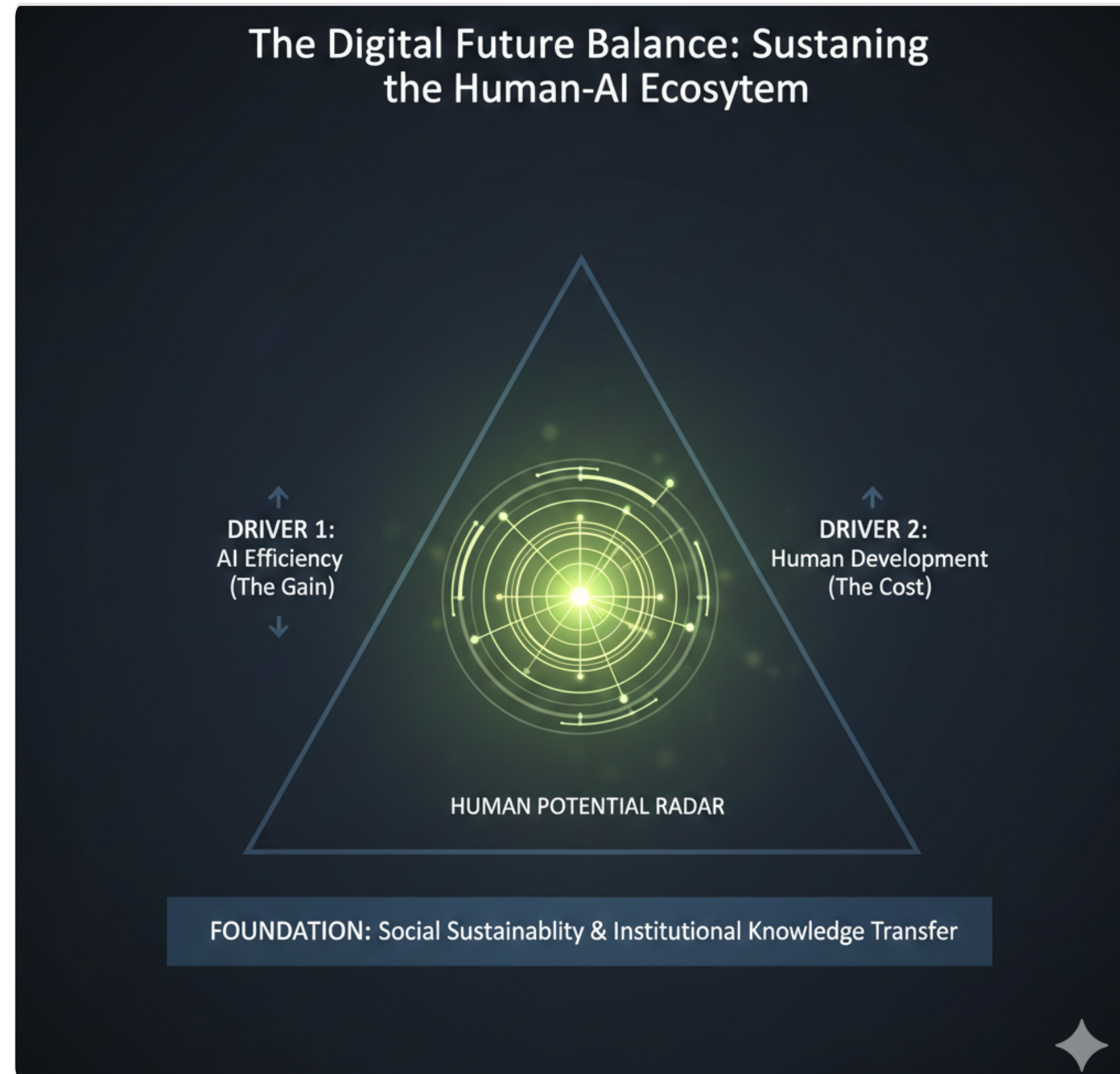
Every major societal advance was driven by human potential, not just automation. Our USP is the courage to research and measure the unseen cost of AI comfort on the human learning curve, then provide the blueprint to protect and monetize that potential.

(Brynjolfsson, Chandar, & Chen, 2025)



## Digital Future Challenge #6

From the idea to the big picture – your vision as a convincing visualization



(Gemini, Google, 2025)



## The challenges – and what makes our solution unique

### Challenge

- Entry-level tasks are automated for short-term productivity gains, causing a measurable decline in the early-career learning curve and spiking organizational turnover.
- It is an ethical conflict (productivity vs. talent development) that transfers to every sector adopting generative AI and automation.
- 76% of early-career professionals \* with AI training still worry it's only teaching them how to be productive today, not promotable tomorrow.
- Existing solutions\* focus solely on 'upskilling' for AI use. Our approach expands this by introducing 'Learning Impact Auditing', a systemic, top-down re-engineering of workflows to intentionally preserve and create human developmental tasks.



### Our solution

- Our solution is the Human Potential Radar, a consulting framework starting with the Human Potential Heatmap to empirically locate where learning is disappearing and redesigning workflows to restore necessary developmental tasks.
- Unlike generic training platforms, we do not focus on what skills to learn, but where and how those skills are acquired in the automated workplace, offering a Talent Flow Blueprint specific to organizational risk.
- By preventing talent pipelines from drying up, we ensure the next generation remains engaged, secure, and capable of contributing positively to the collective social fabric, directly addressing the risk of widespread anxiety and reduced positive social output.



## How our solution works – and next steps

### How our solution works...

**Research & Validation:** Two Masters students launch their theses to scientifically validate the AI Paradox and develop a balanced proposition for the Human Potential Radar.

**Impact Campaign:** Utilize the DFC, Deloitte, and G+D platform to launch an EU-wide campaign, sharing the research results creatively to gain attention and establish thought leadership.

**Social Sustainability Score:** Redesign organizational career development models, striving to implement a quantitative Social Sustainability Score for talent development across all partner organizations.

Our implementation is highly feasible as it begins with dedicated, time-boxed academic research utilizing existing network access and intellectual capital.

### Concrete steps for implementation are...

- Step 1: Two team members dedicate their Master's research (6-12 months) to the two sides of the paradox: AI Productivity Gains vs. Learning Curve Decline.
- Step 2: Secure initial pilot partners (Deloitte/G+D network) to test the Human Potential Heatmap methodology on real-world workflows.
- Step 3: Develop the proprietary algorithm for the Social Sustainability Score based on data from pilot partners and research findings.

### Challenges of our solution are...

- Overcoming organizational inertia and the short-term pressure to prioritize immediate AI productivity gains over long-term talent sustainability.
- Quantifying the long-term impact of a declining learning curve on subjective metrics like "social output" and institutional knowledge transfer.
- Scaling the Social Sustainability Score to a global, accepted metric without regulatory mandate, relying instead on market demand and ethical leadership.

### Resources needed are...

- Access to anonymous, large-scale HR data and workflow analytics from pilot companies (e.g., Deloitte/G+D). [Resource]
- Seed funding/Grants to develop the proprietary Human Potential Radar software interface and algorithm.
- Scientific guidance (professors/PhD supervision) in I/O Psychology, Ethics, and Computer Science for thesis rigor.
- Marketing and PR support from DFC sponsors for the launch of the Impact Campaign.



Extra page:

## THE BLANK PAGE

This is our final slide, or perhaps it is the beginning of our global campaign. It is dedicated to every person, regardless of gender, nationality, or background. Our target market is the entire working world, because AI's impact is universal.

This page represents the blank slate of tomorrow, and the human potential waiting to fill it. Let us ensure the next chapter is one of sustainable growth, not automated complacency.



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## Our Team

## CREWS



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<https://digitaleconomy.stanford.edu/publications/canaries-in-the-coal-mine/>
2. McKinsey & Company. (2023, June 14). The economic potential of generative AI: The next productivity frontier. McKinsey & Company.
3. HM/CREWS. (2025). Internal survey report. Unpublished internal document.
4. Google. (2024). Gemini. Google DeepMind.



## The Framework in Action (Methodology)

### Phase 1: The Human Potential Heatmap

- Activity: We perform a granular audit of workflows to identify "Shadow Learning" - the low-level tasks that, while automatable, are essential for developing professional intuition and domain expertise.
- The Goal: To empirically locate "Cold Zones" where the implementation of AI has severed the natural transfer of institutional knowledge from senior to junior staff.
- Output: A visualization of where the "Learning Curve" is flattening or breaking due to over-automation.

### Phase 2: Learning Impact Auditing

- Activity: Redesigning job descriptions and task sequences using the "Developmental Friction" principle.
- The Strategy: Instead of 100% automation, we preserve specific high-context sub-tasks for humans. We transform the junior's role from a "task-doer" to an "AI-Orchestrator" who must critically verify and iterate on AI output to ensure cognitive engagement.
- The Shift: Moving from "Efficiency at all costs" to "Efficiency that sustains talent."

### Phase 3: The Talent Flow Blueprint

- Activity: Mapping the new trajectory for career progression in an AI-augmented workplace.
- The Strategy: Defining the new milestones of seniority. If traditional "entry-level" tasks no longer exist, we architect new ways for juniors to demonstrate readiness for leadership.
- Result: A sustainable organizational structure where the talent pipeline is kept "warm," ensuring a steady supply of future-ready experts.



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## Concrete Steps: Detailed

### **Step 1: The Scientific Foundation (Months 1-6)**

Dual-Thesis Integration: Two dedicated Master's projects will conduct deep-dive qualitative and quantitative research. One focused on the "Automation-Learning Gap" (Psychology/Education), identifying which tasks are critical for cognitive growth. The second focused on "Workflow Re-engineering" (Business/Tech), building the initial algorithm for the Human Potential Heatmap. This ensures our consulting is evidence-based and academically rigorous.

### **Step 2: The Pilot & "Social Sustainability" Campaign (Months 6-12)**

Beta Testing & Awareness: We partner with DFC stakeholders (Deloitte/G+D) to apply the Radar to a specific early-career cohort. Simultaneously, we launch a high-impact digital campaign targeting the C-Suite and HR leaders. We move the conversation from "How much can AI save us?" to "How much is AI costing our future talent?" - establishing the Human Potential Radar as the go-to solution for ethical AI adoption.

### **Step 3: Scaling the Social Sustainability Score (Year 1+)**

Institutionalization: We formalize the Social Sustainability Score (SSS). Much like ESG (Environmental, Social, and Governance) scores, the SSS will measure an organization's "Developmental Health." We transition from a research project to a SaaS + Consulting model, providing companies with continuous monitoring of their "Talent Flow," ensuring they ride the AI wave without drowning their next generation of experts.