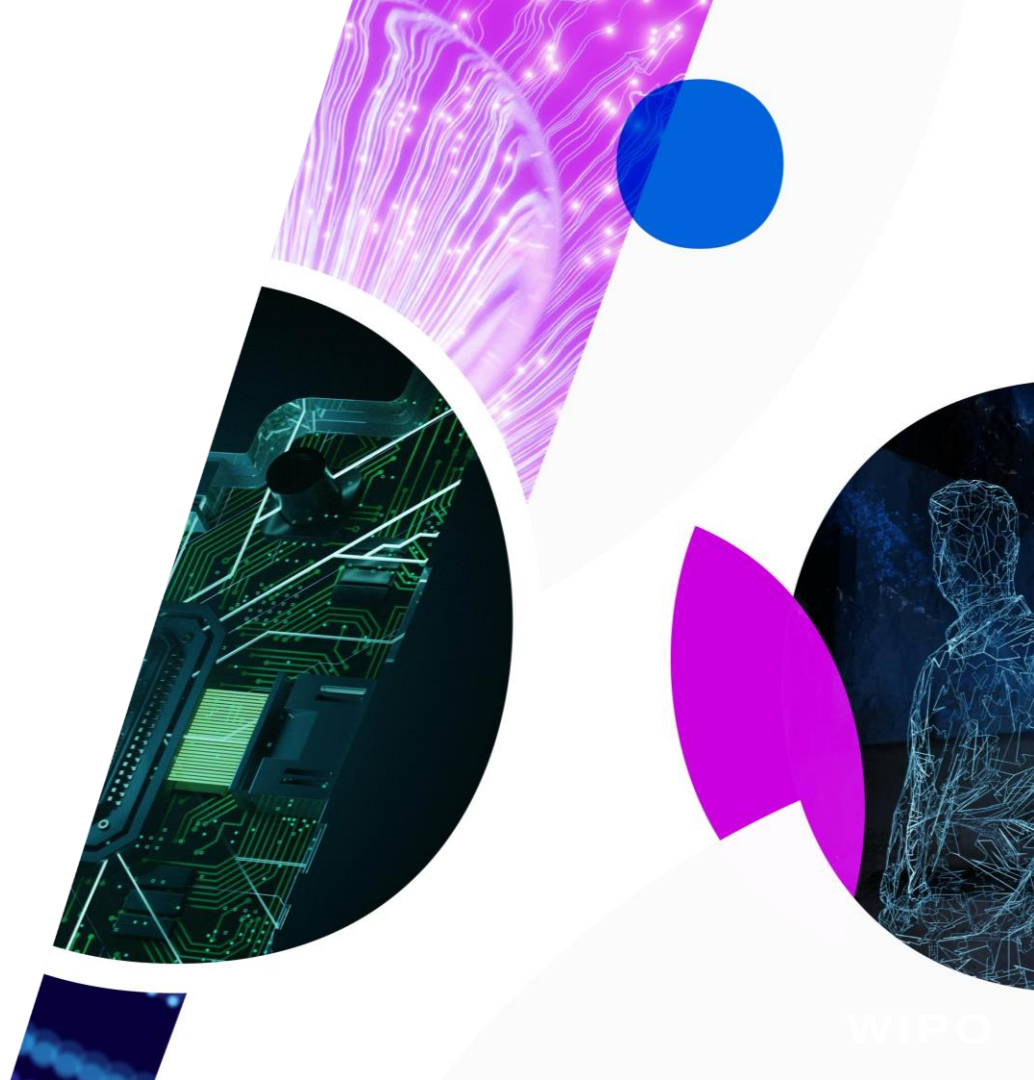


The Computer, Reinvented

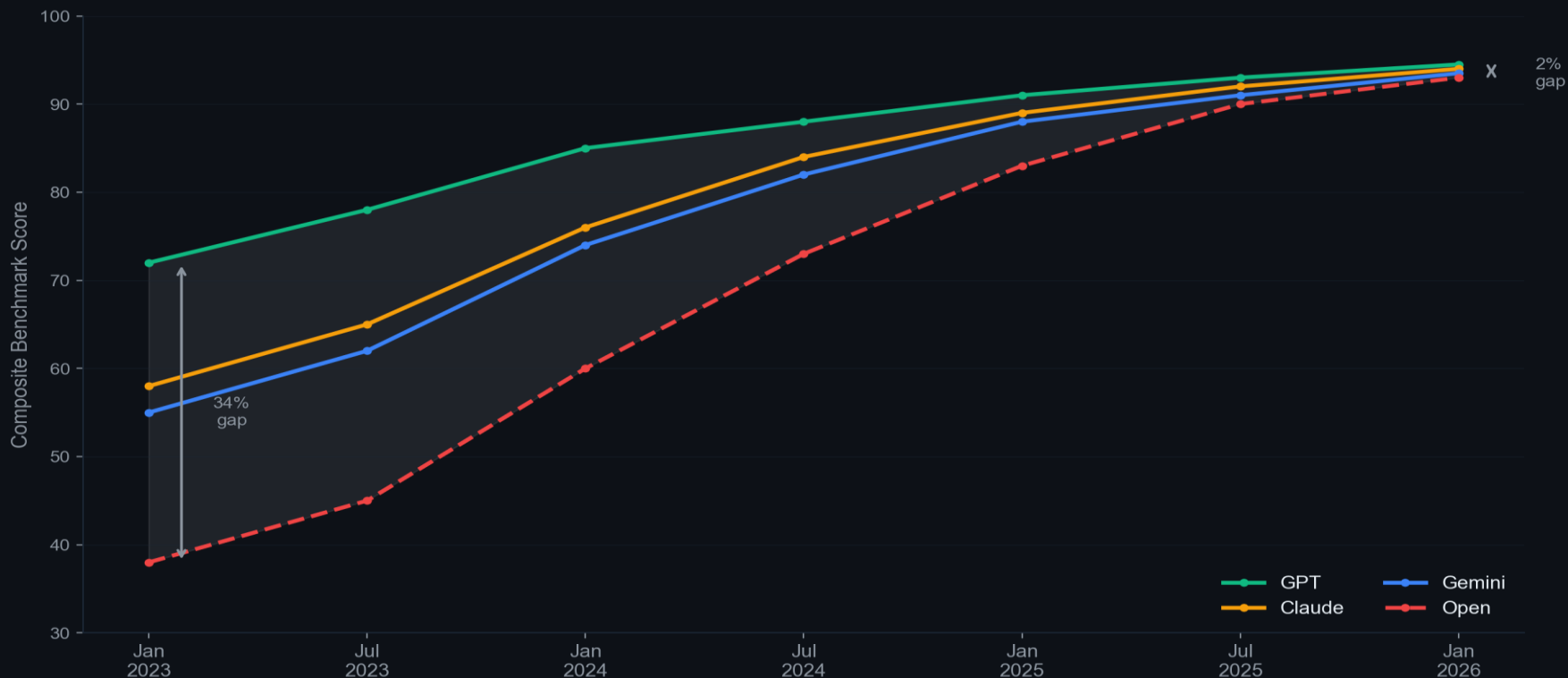
Jerry Ma

Vice President Global Affairs and
Deputy CTO, Perplexity

WILD/2
Geneva, April 14-16, 2026

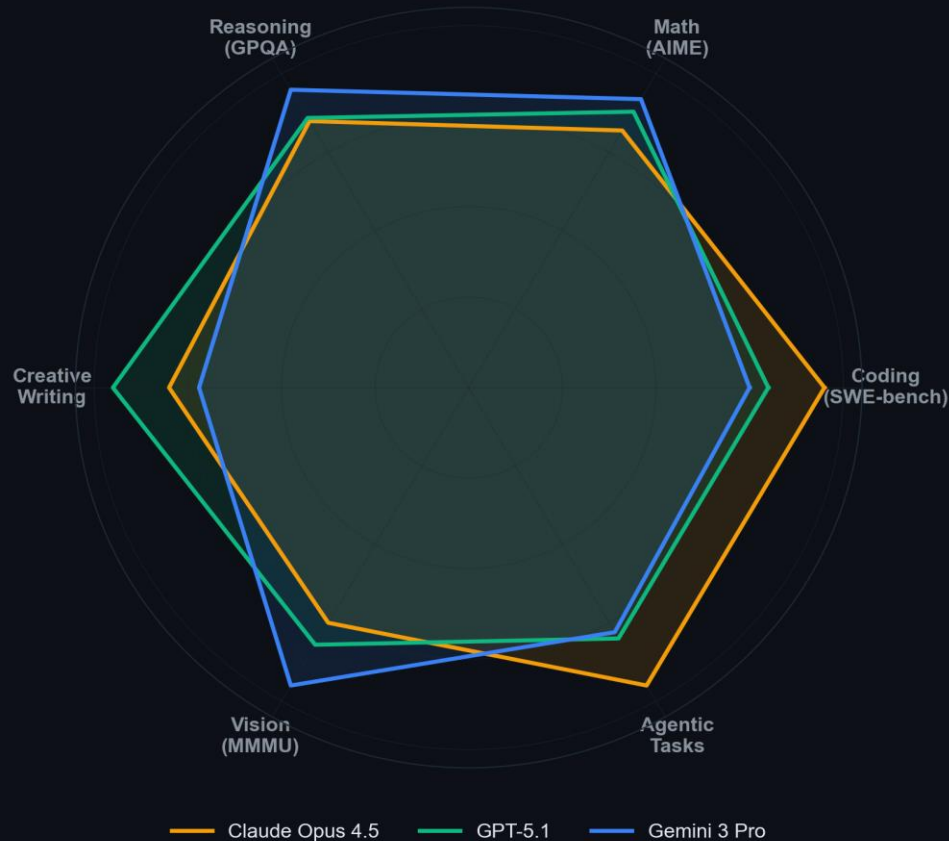


Model intelligence is converging...



Directional • based on Chatbot Arena Elo, Stanford HAI 2025 AI Index

...yet the frontier grows more jagged each day

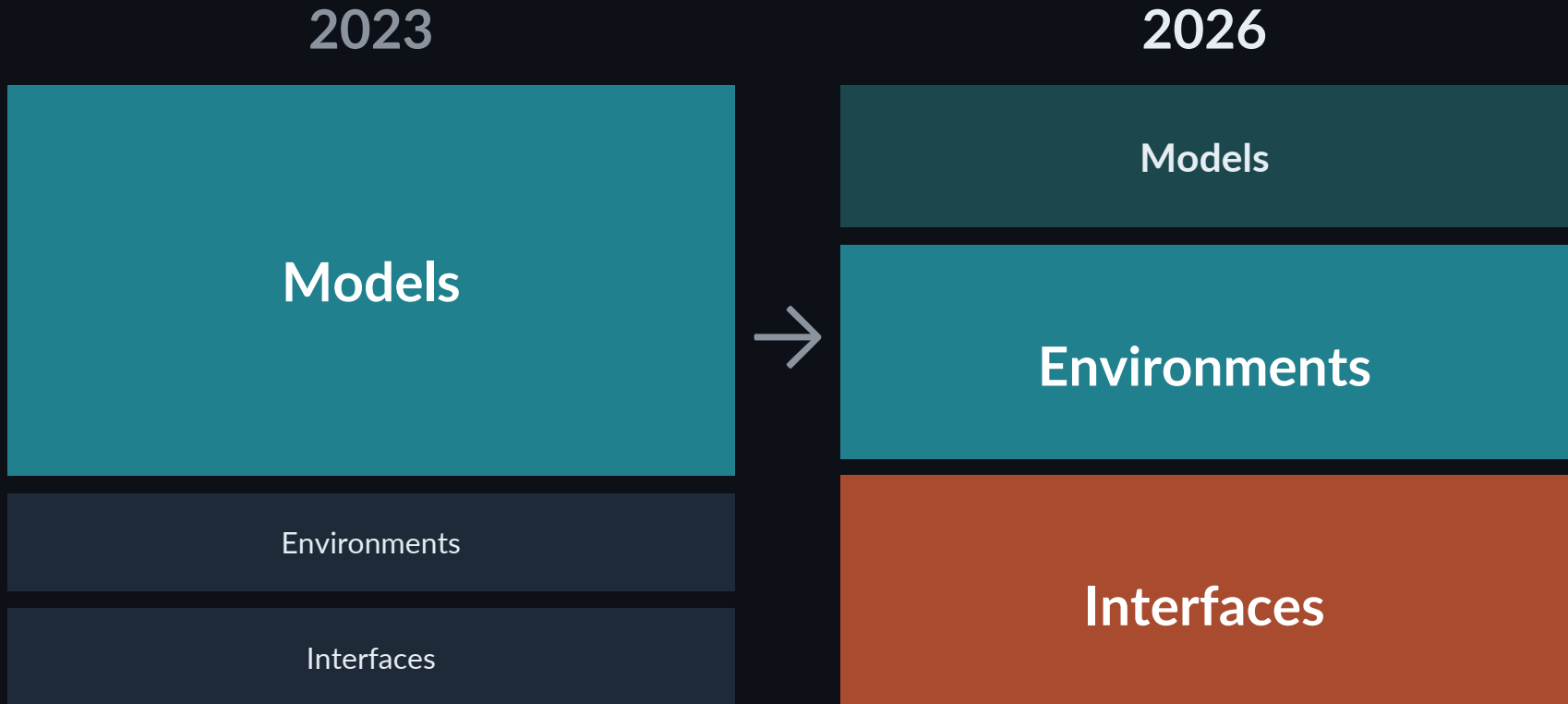


Specialization is sharpening

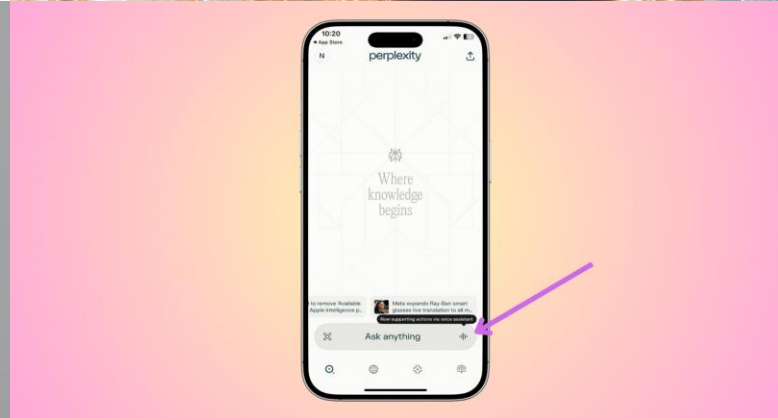
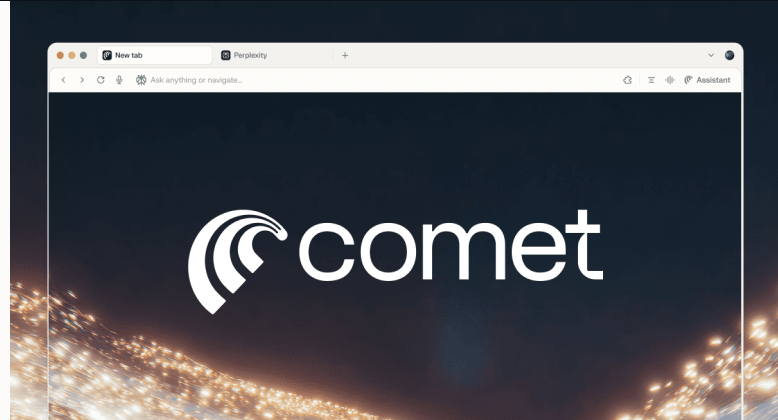
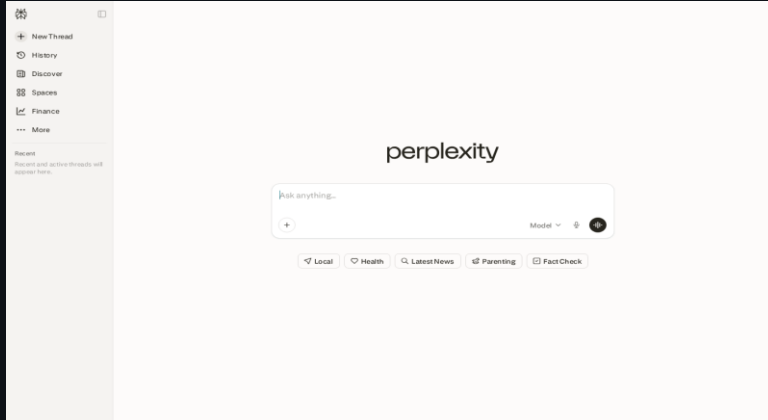
Task performance is diverging

Monolithic platforms are constricting

2026: the intelligence stack inverts



AI that meets you where you are



Draws on the world's knowledge

perplexity patents

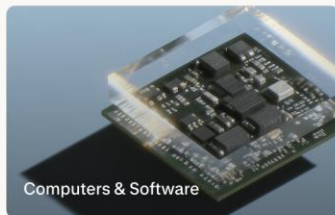
Ask any question about patents

+

→

- Q Find me patents grouped by CPC subclass most similar to patent number US 10245367
- Q Search for patents published since 2018 in CPC classification areas covering mRNA vaccine technologies
- Q Show patents using a similar approach to inventions in CPC subclass G06N for medical image diagnosis

Explore by Category




Knows everything you need it to know

Memories 47 🔍 Search ...

Nov 25, 2025 **Shopping**
Searched for Buck Mason jackets for fall wear.

Nov 25, 2025 **Travel**
Planned a trip to San Francisco and searched for a camera strap for travel gear.

Nov 25, 2025 **Preferences** 
Searched for a camera strap for an upcoming trip to San Francisco.

Nov 25, 2025 **Projects**
Planned a mid-to-high production desk setup for filming videos and requested recommendations for monitor, camera, lighting, and starter gear.

Nov 24, 2025 **Interests**
Researched lenses for a Fujifilm X-Pro3

And acts on your behalf



Harvard
Business
School

2025 WORKING PAPER HBS WORKING PAPER SERIES

The Adoption and Usage of AI Agents: Early Evidence from Perplexity

ABSTRACT

This paper presents the first large-scale field study of the adoption, usage intensity, and use cases of general-purpose AI agents operating in open-world web environments. Our analysis centers on Comet, an AI-powered browser developed by Perplexity, and its integrated agent, Comet Assistant. Drawing on hundreds of millions of anonymized user interactions, we address three fundamental questions: Who is using AI agents? How intensively are they using them? And what are they using them for? Our findings reveal substantial heterogeneity in adoption and usage across user segments. Earlier adopters, users in countries with higher GDP per capita and educational attainment, and individuals working in digital or knowledge-intensive sectors—such as digital technology, academia, finance, marketing, and entrepreneurship—are more likely to adopt or actively use the agent. To systematically characterize the substance of agent usage, we introduce a hierarchical agentic taxonomy that organizes use cases across three levels: topic, subtopic, and task. The two largest topics—Productivity & Workflow and Learning & Research—account for 57% of all agentic queries, while the two largest subtopics—Courses and Shopping for Goods—make up 22%. The top 10 out of 90 tasks represent 55% of queries. Personal use constitutes 55% of queries, while professional and educational contexts comprise 30% and 16%, respectively. In the short term, use cases exhibit strong stickiness, but over time, users tend to shift toward more cognitively oriented topics. The diffusion of increasingly capable AI agents carries important implications for researchers, businesses, policymakers, and educators, inviting new lines of inquiry into this rapidly emerging class of AI capabilities.

90

distinct agentic tasks identified

9x

more agentic queries from AI natives

85%

correlation between
agent adoption and GDP

OS v2026

COMPUTE

Models

Sandboxes

I/O

Search

Embeddings

2023 - 2025

Assembling the ingredients

Frontier models

Tool use

Agent loops

Multimodal reasoning

Environments

Context & memory

Interface primitives

2023 - 2025

Assembling the ingredients

Frontier models
Tool use
Agent loops
Multimodal reasoning
Environments
Context & memory
Interface primitives



2026

Now we cook.

Thank you

