

AI and Economic Growth: What the 20% GDP Boost Means for Swiss Decision-Makers

MANAGEMENT SUMMARY & CORE TAKEAWAY

Musk forecasts 20 to 30 percent additional global economic growth from AI; digital productivity is the baseline, while physical automation could amplify that effect. For Swiss SMEs, the global figure matters less than the speed of their own integration: those who start in a structured way now secure an advantage that becomes harder to close later.

CONTEXT & EXECUTIVE RELEVANCE

Elon Musk put it bluntly at a recent conference: 20 to 30 percent additional global economic growth from AI is merely the "floor" - the digital component alone. Goldman Sachs provides concrete figures on near-term GDP effects: in the first half of 2025 alone, AI-related spending accounted for roughly one percentage point of US GDP growth - without it, the US economy would have been essentially flat. For 2026, the bank expects global AI investment to exceed one trillion dollars, with \$600 billion in the US alone - close to 2 percent of US GDP.

Musk distinguishes two waves. The first is digital: software agents that write, answer calls, analyse data, and prepare decisions. This wave is already running - Starlink's Grok Voice reportedly handles around 15,000 calls per day, 70 percent of them fully autonomously, without human intervention. The second wave is physical: robots, autonomous vehicles, humanoids in factories and warehouses. Musk talks about one billion humanoid robots by the 2030s - equivalent to five times today's human economic output. In his view, this second wave will eventually outpace the first, but it arrives later.

CORE ACTION ITEMS

01 Digital AI: knowledge work, customer service, analysis, reporting - scalable within months

02 Physical AI: manufacturing, logistics, care, construction - scalable within years, bound to hardware cycles

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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