

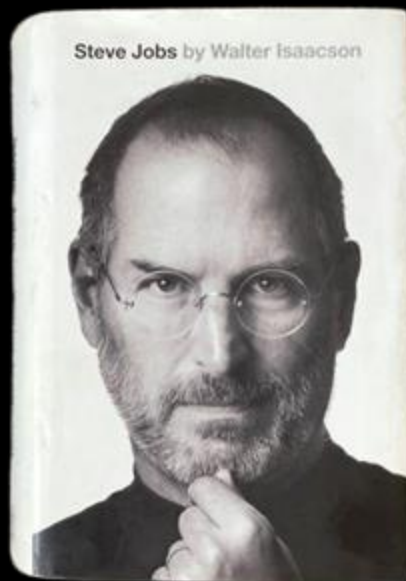
Becoming an AI Engineering company

Ben Seymour

Snr Director, Field Engineering

▲ Vercel





Vercel enables the world
to ship the best products.

scale

PARACHUTE

Framer

box

HashiCorp

Notion

Meta

The Washington Post

Johns Hopkins

zapier

Adobe

NETFLIX

okta

ebay

SONOS

Nintendo

Tripadvisor

UNDER ARMOUR

TARGET

Pinterest

Disney+

eventbrite

VOX MEDIA

SANITY

Open Source significant contributors

NEXT.js



9M Weekly Downloads



26M Weekly Downloads



2M Weekly Downloads



4.5M Weekly Downloads



29K Github stars



4.3M Weekly Downloads



shadcn/ui



85K Github stars



3 of the founding
React team



1.4 Million monthly active developers

POWERING THE WEB

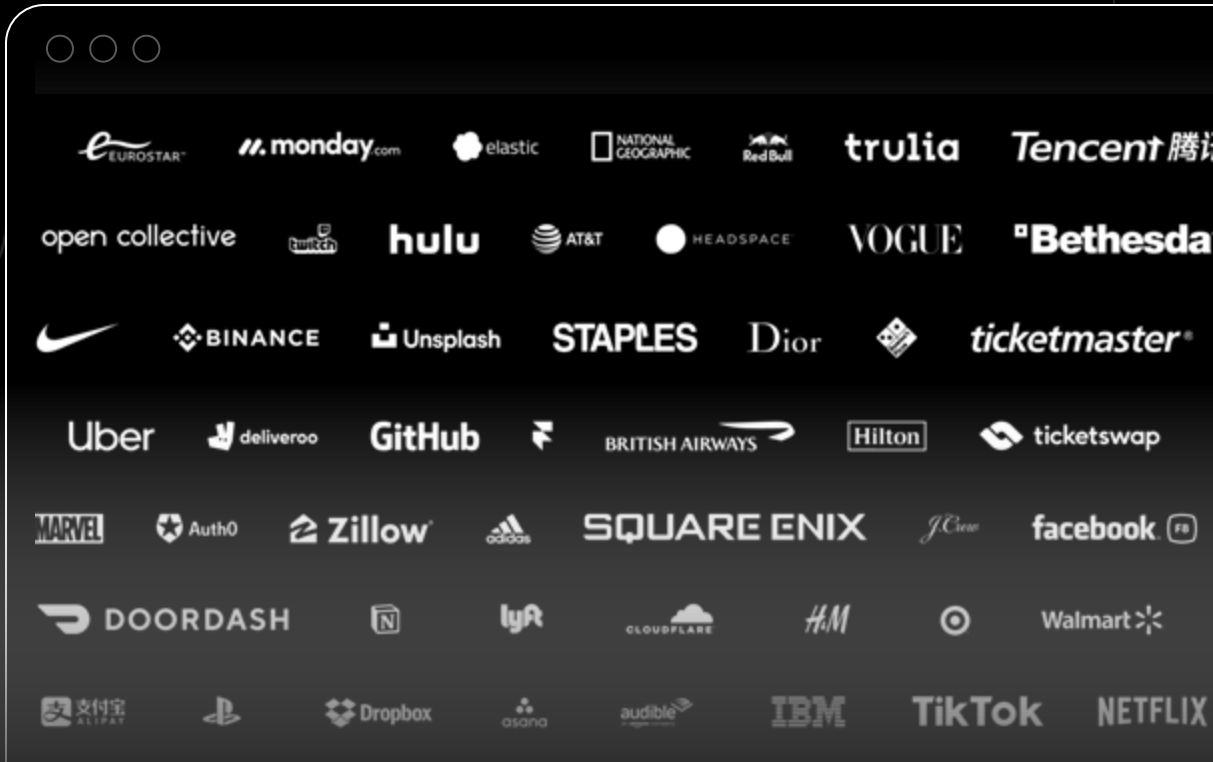
NEXT.js

10,000,000

npm downloads per week

#1 In Frameworks & React Ecosystem

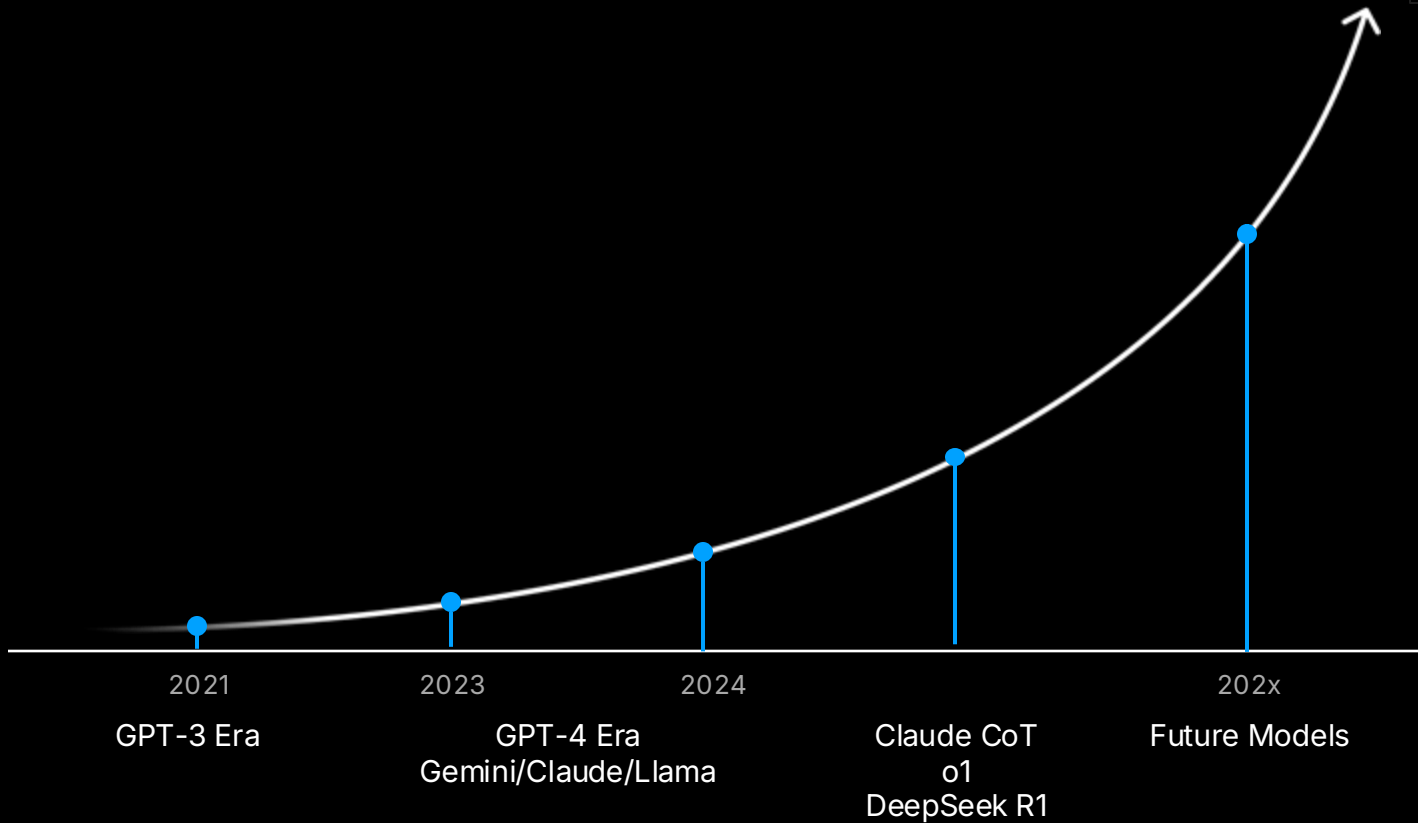
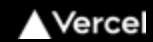
#3 In overall Javascript projects



AI is already changing software.

AI is already changing software.
For both developers and end users

Model Reasoning



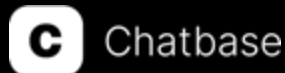
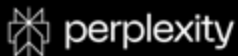
As companies we have to find
our place in the AI revolution

AI SDK

```
npm i ai
```

1,500,000

npm downloads per week



Sully

@SullyOmarr

the @aisdk is probably the best way to build an ai app right now

you can go from idea → working ai app in 15 mins.

its made working with llms 10x more enjoyable (and we ship faster)



Max Baines

@maxbaines

Hands down the @aisdk is by far the best SDK I have worked with, thats pretty much all things since jQuery.



Micky

@rasmickyy

vercel ai sdk is just sooo good it hurts man...



Matt Pocock

@mattpocockuk

Vercel's AI SDK is one of the first tools I reach for when I'm building an AI-powered feature in TypeScript.



Kyle Mistele

@Oxblacklight

Vercel's @aisdk is insanely good. Docs are fantastic. Great abstractions where you want them, doesn't force unnecessary ones, and lets you get under the hood where appropriate. Solves the hard stuff (stream parsing, tool streaming, multi-turn tool execution, error handling and healing/recovery) without forcing you into dumb patterns

It just works, it's fantastic software and delightful to use. The team ships insanely fast, and has turned PRs from me around in like 2 days, and frequently ships requested features in < 1w



EO

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Vercel AI S
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anymore



SU

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vercel ai so



PO

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With the ai
thinking: "H
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Modern LLMs have a notion of function calling.

So, LLMs can call your JavaScript functions
...and React components are just functions





The AI Engineering revolution

AI used to be for the few (often with PhDs)

Now everybody who can call an API
can be an AI engineer

Software 1.0 → Software 2.0

Category	ML	AI
Language		
Stack	Backend-first	Frontend-first
Deployment	DIY	Models as a Service
Model size	Small	Large foundation models
Model DX	Training-first	Prompt-first, train later
What you ship	Research papers	Products
Time to market	Quarters/years	Days/weeks
Engineering TAM	1000s	>50M developers

The AI engineering checklist



Exclusive data




A complicated domain



Feedback cycle

Recap of our new mainstays:

 Prompt engineering

 Fine-tuning

 RAG

 Evals

Prompt engineering

Be more precise in what we'd like the AI to do including giving it examples

⚡ Fine-tuning

Extend AI training with examples that
are specific to your app

Primary use case: Form, not knowledge

🔍 RAG

Retrieval Augmented Generation

Search



The AI engineering checklist



Exclusive data

A complicated domain

Feedback cycle

You have data that the big LLMs don't have

Teach your AI about your business
domain components

The AI engineering checklist



Exclusive data



A complicated domain

Feedback cycle

Evals

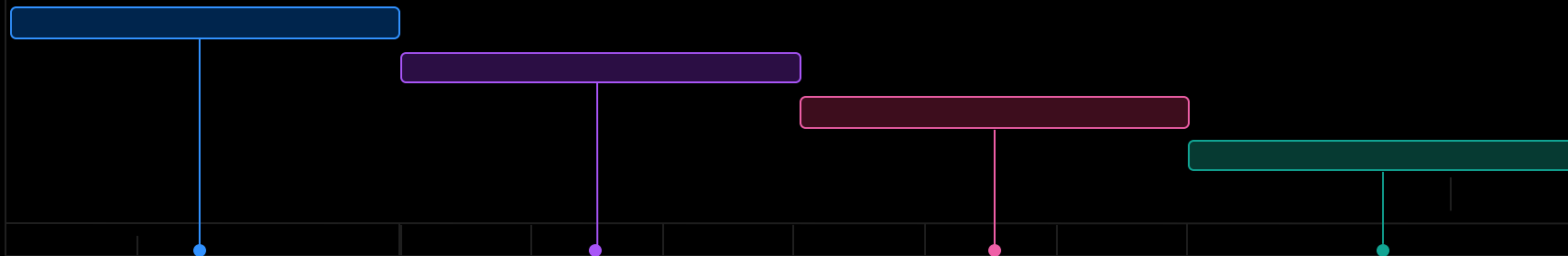
Unit tests for AI

Evals

The founding belief of software
engineering:

Software is deterministic

Evals



Manual QA

Unit Testing /
Automated Testing

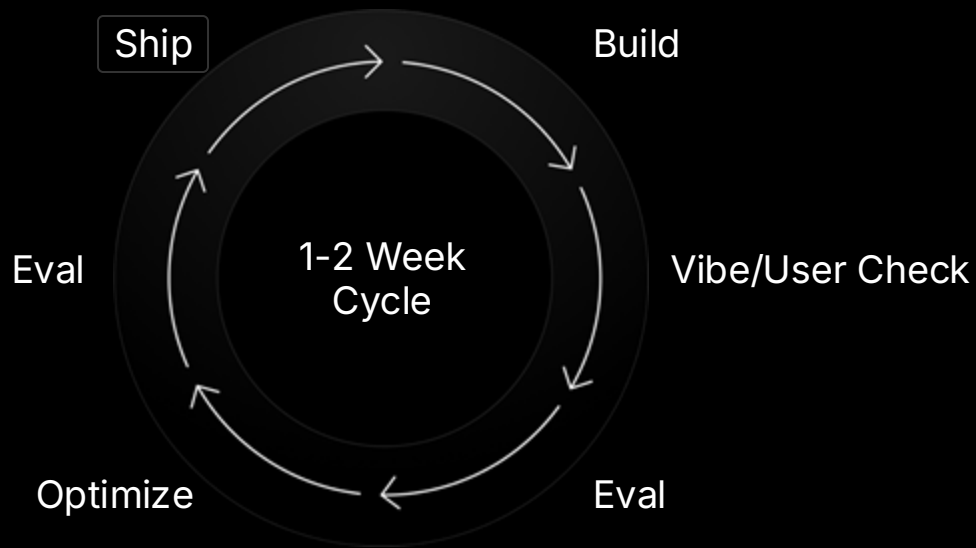
Visual Regression
Testing

Evals



Evals

Eval Cycle



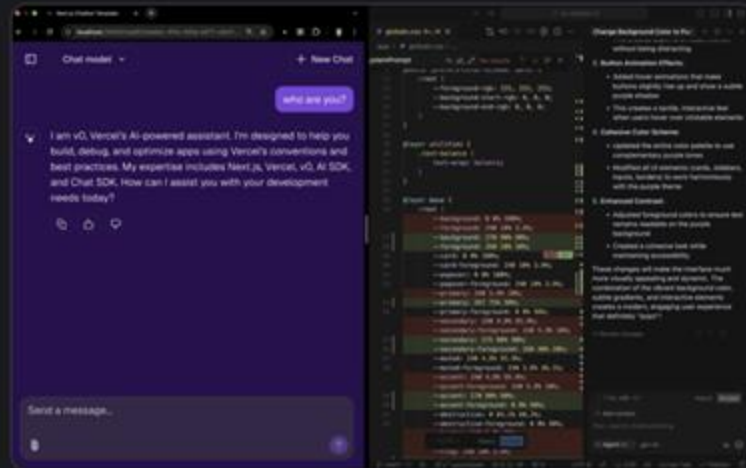


Chris Tate 3:25 AM

Current Status: Using v0's DEV-1 in Cursor with the Chat SDK template to build a chatbot... that runs on DEV-1

This is the stuff I live for

CleanShot 2025-05-14 at 21.19.21@2x.png ▼



Thought for 5 seconds

I'll update the buttons below the input with the SVG icons you've provided. Let me add these SVG files to your project and update the home page to use them.

Version 6	Latest	Viewing
public/layout-16.svg	Generated	
public/calculator-16.svg	Generated	
public/figma-16.svg	Generated	
public/camera-16.svg	Generated	
public/droplet-16.svg	Generated	
app/omar/page.txt	Edited	

I've updated the buttons below the input field on your home page with the custom SVG icons you provided. I added the SVG files to your public directory and modified the page.txt file to use them instead of the Lucide icons.

The buttons now use:

- Camera icon for "Clone a Screenshot"
- Figma icon for "Import from Figma"
- Layout icon for "Landing Page"
- Droplet icon for "Sign Up Form"
- Calculator icon for "Calculate Factorial"

The icons look visually consistent and maintain the same size and style as before.

https://kzm6876u3f333d336q.98.vusercontent.net/recent

ACME Inc.

New Chat

Recents

Projects

Community

Favorite Projects

- vercel-site
- Contribution Heatmap
- Mario's Website 2025
- Pran's Portfolio

Favorite Chats

This is a chat

What is the meaning of life?

What is PPR?

Recents

Minimalist Newsletter Form

Today's date

A Conversation about AI

What is PPR?

From the Community

Explore what the community is building with v0.

Browse All >

Analytics Dashboard

Desktop App

E-commerce Component

Task Management App

Shared by pranship

"AI is dissolving the boundaries between roles. We're seeing new product designers blend UX, UI, and code in one creative flow—thanks to tools like Vercel, v0, Uizard, and Cursor. Whether junior or senior leader, anyone can now build, test, and ship ideas independently—and that's not just efficient, it's liberating."

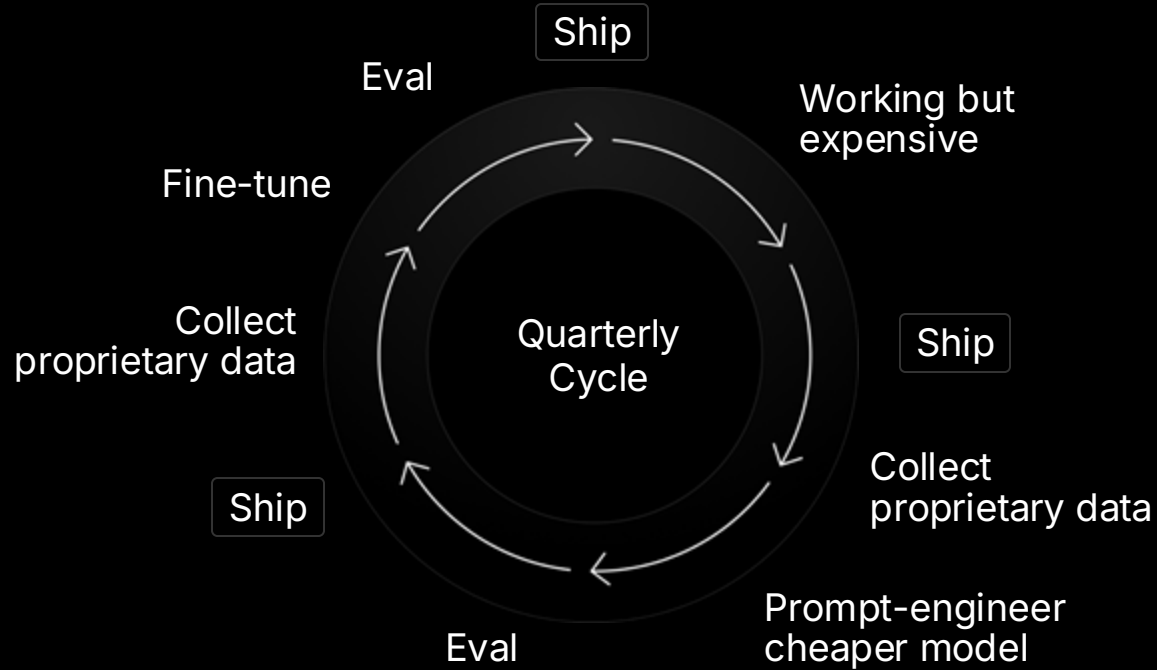


Nicolas Le Pallec
CTO, EMEA — AKQA



Evals

Efficiency Cycle



The AI engineering checklist



Exclusive data



A complicated domain



Feedback cycle

S t a t e
o f

AI

▲ Vercel

OpenAI

Azure

ANTHROPIC

aws

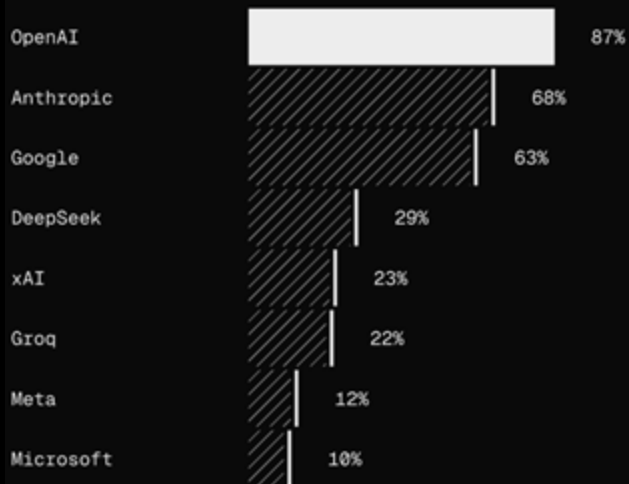
Google

perplexity

deepseek

Grok

Which LLM providers do you currently use?



2

Average number of
providers used



Switched LLM provider in
the last six months

v0.dev

ai-sdk.dev

sdk.vercel.ai/docs

vercel.com/state-of-ai

Thank you

Ben

ben@vercel.com

[@bseymour](#)
[@benseymour.com](#)

