

The AI Canvas

A Lingua Franca for AI



Kelwin Fernandes

Why? Father, husband

How? Entrepreneur
Founder & CEO at NILG.AI

What? AI advisor
PhD in Machine Learning





We are on a mission to become the
standard for AI adoption,
making any company highly efficient, ever-improving, and adaptable.



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WTF?





IT'S NOT ABOUT THE WORDS

~~GLOSSARY~~
~~101 WORKSHOP~~

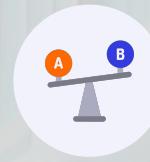
The Language Menu



Culture



Attitudes



Priorities



Desires



Fears

€8.95



Data Scientist

Let's break
some eggs!



Data Engineer

Please DON'T!



Marketing and Sales

Let's break
some eggs!



Operations

Please DON'T!



Legal

Can you guys
HOLD ON for a
minute?

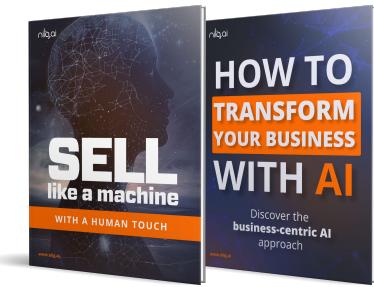
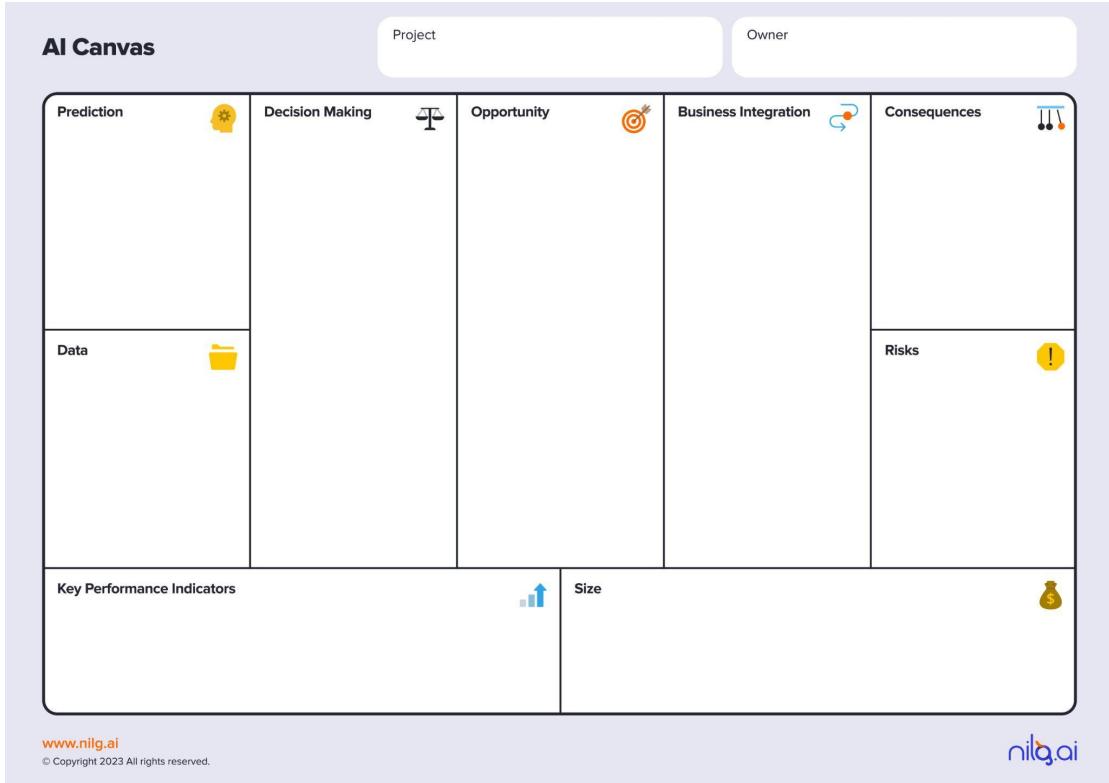
Data Engineer
Operations

Please
DON'T!

Data Scientist
Marketing and Sales
Let's break
some eggs!



Making technical and business
people communicate
with each other



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AI Canvas

Project

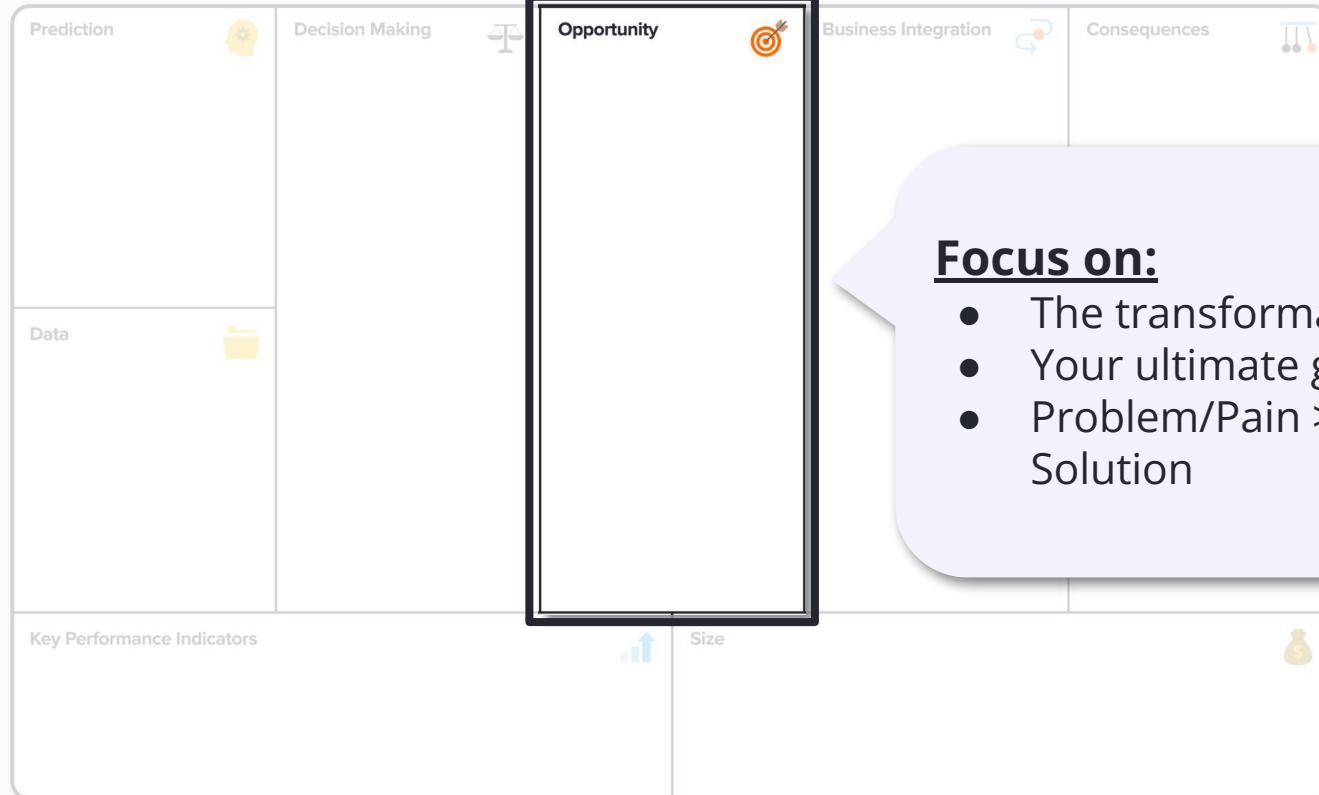
Owner

Prediction 	Decision Making 	Opportunity 	Business Integration 	Consequences 
Data 				Risks 
Key Performance Indicators 		Size 		

AI Canvas

Project

Owner



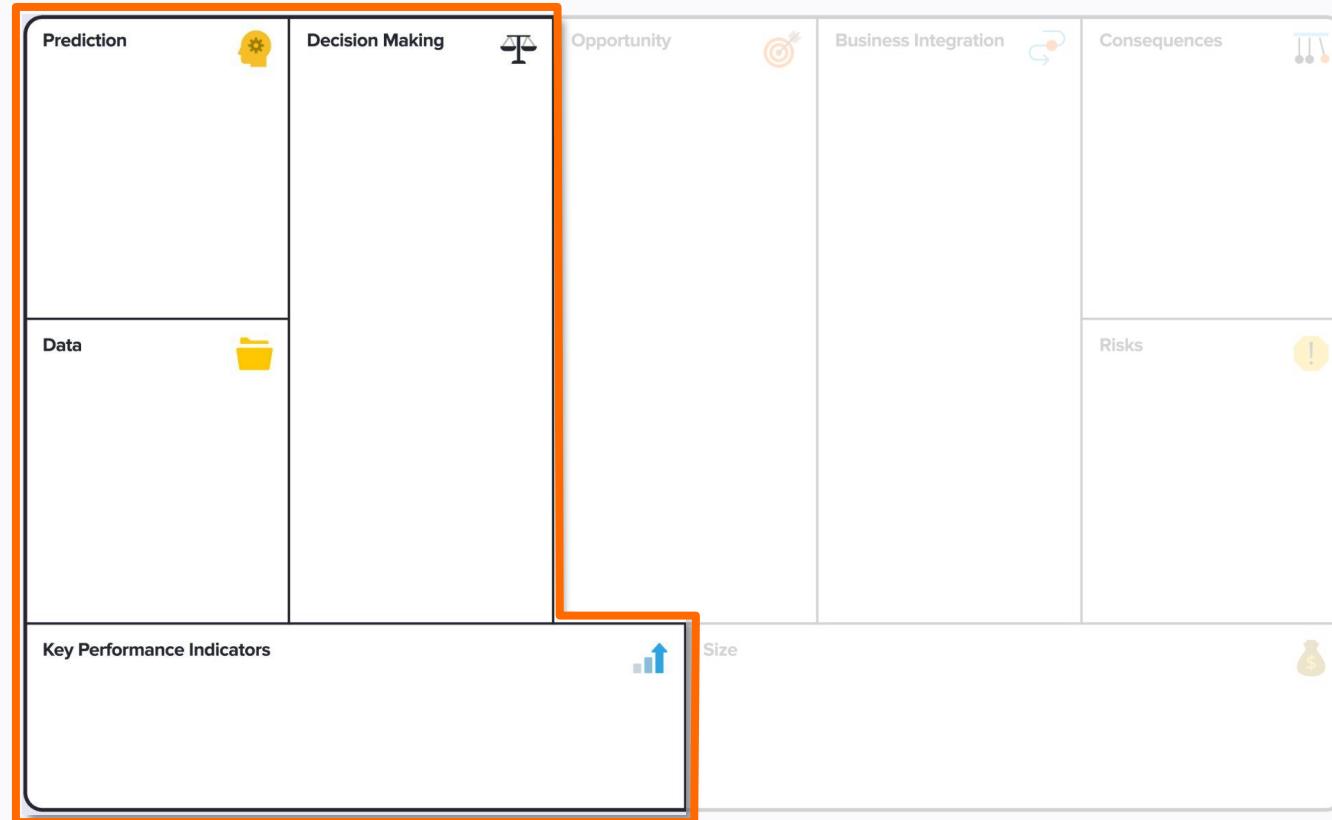
Focus on:

- The transformation
- Your ultimate goal
- Problem/Pain > Solution

AI Canvas

Project

Owner

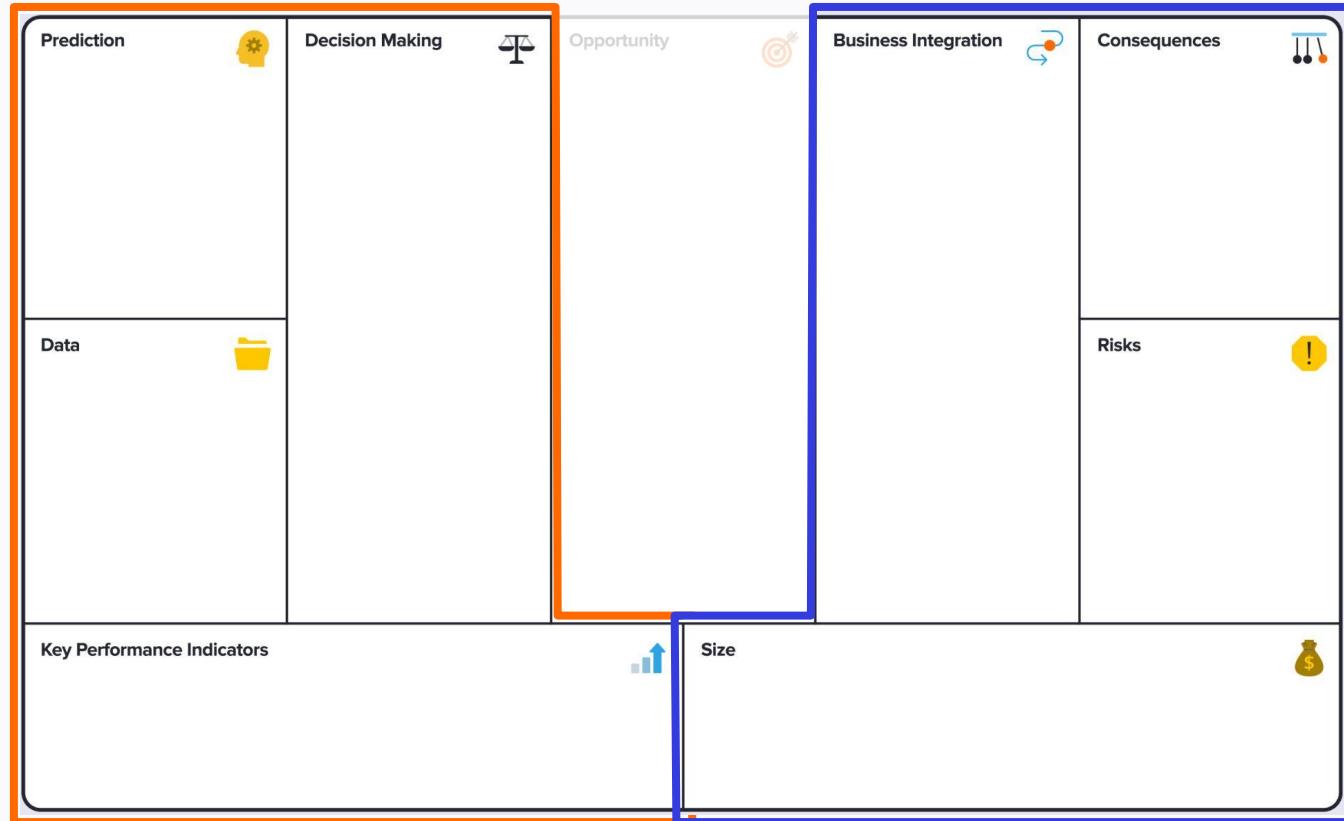


Technical

AI Canvas

Project

Owner



AI Canvas

Project

Owner



AI Canvas

Project

Owner



"Givens"

Prediction

AI Canvas

Project

Owner

Prediction

Decision Making

Opportunity

Business Integration

Consequences



AI Canvas

Project

Owner

Prediction

Decision Making

Opportunity

Business Integration

Consequences

Actions or Decisions

Costs and Benefits

Constraints

Data

Actions

Top-K products per user
Top-K users per product

Prob x Price
Stock
GDPR

Cost / Benefits
Constraints

Cost / Benefits
Constraints

Key Performance Indicators

- What are the potential set of decisions/actions that can be made?
- How does the prediction support the selection of the best action?
- What constraints limit the set of eligible actions?

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AI Canvas

Project

Owner

Prediction

Decision Making

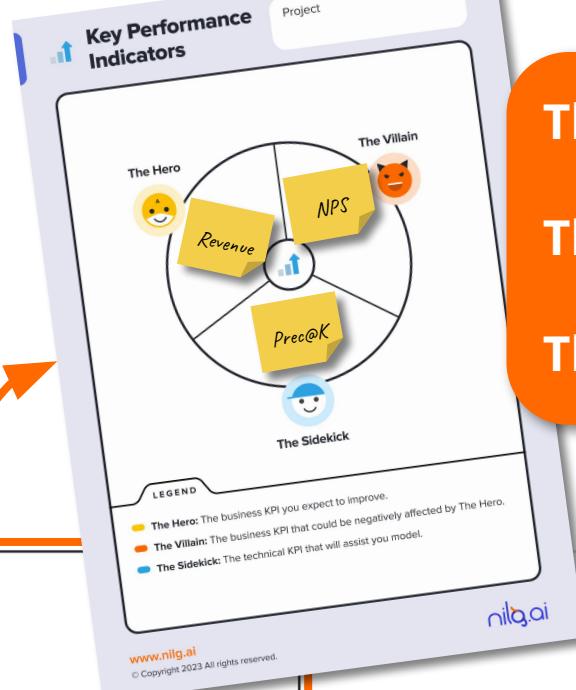
Opportunity

Process Integration

Consequences

Data

Key Performance Indicators



The Hero

The Villain

The Sidekick

AI Canvas

Project

Owner

Prediction

Decision Making

Opportunity

Business Integration

Consequences

Redefine
your process



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Business Integration

Consequences

Risks

Size



AI Canvas

Project

Owner

Prediction

Decision Making

Opportunity

Business Integration

Data

Key

Consequences

Cause

Since...

Higher CTR

Effect

Then...

More sales

Action Plan

We will rebalance by...

Increase stock capacity

Increase stock capacity

Consequences



Risks



Elasticity
and
Adaptability

Prediction

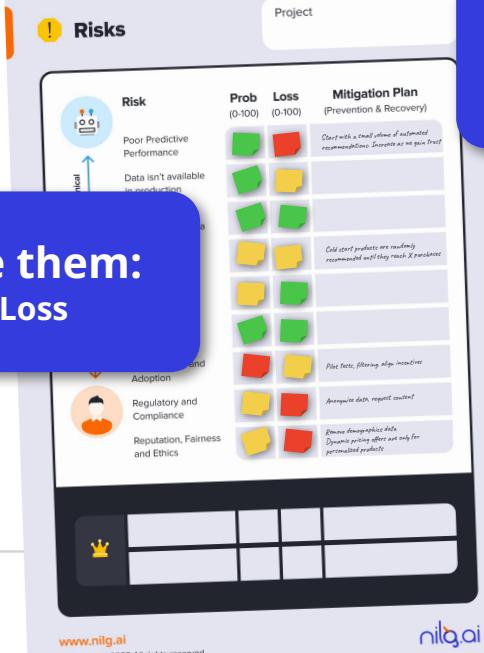
Decision Making

Opportunity

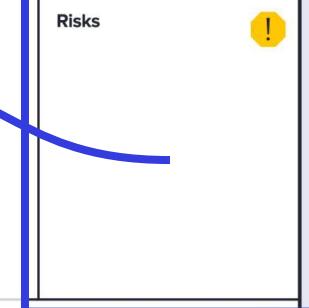
Business Integration

Category

Prioritize them:
Prob & Loss



Mitigate them:
Prevention & Recovery



Data

Key Performance Indicators

AI Canvas

Project

Owner

Prediction

Decision Making

Opportunity

Business Integration

Consequences

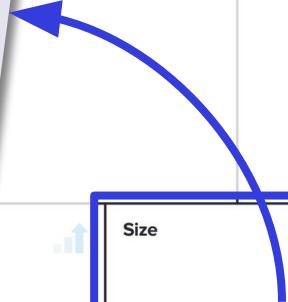
Data

Risks

Key

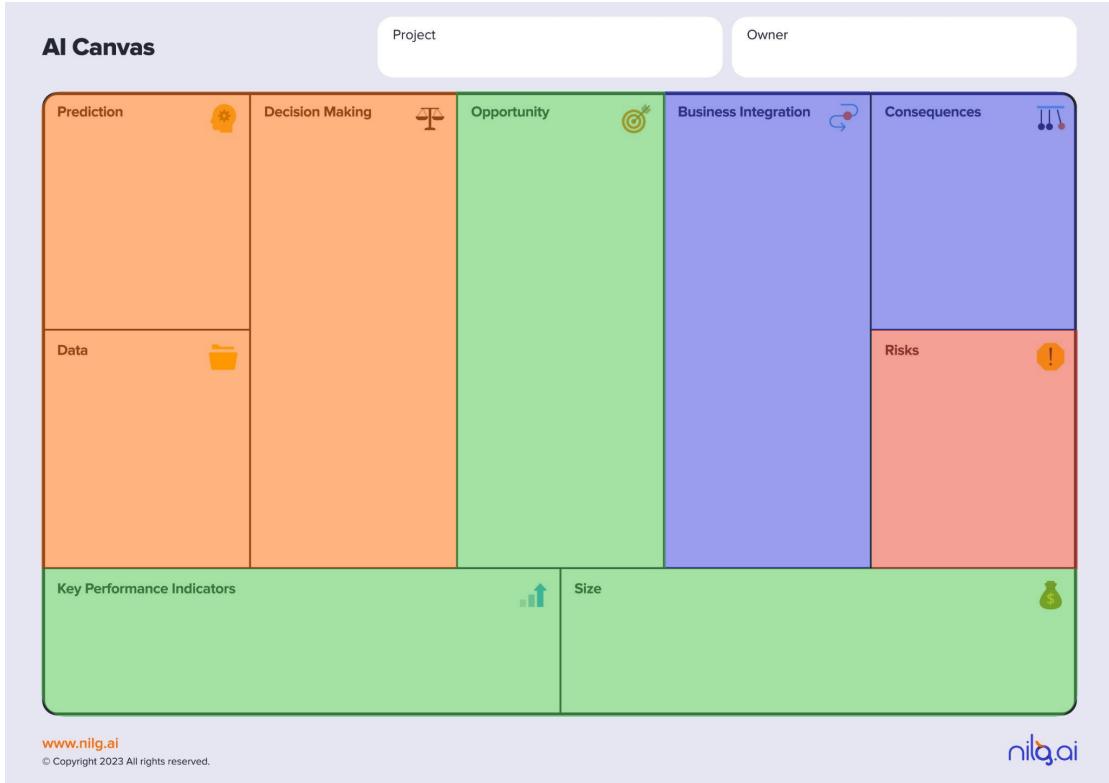


Sizing in
pessimistic terms

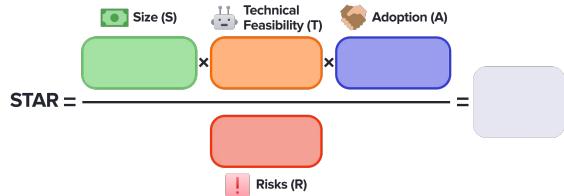


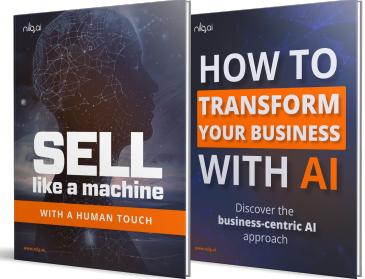
Size



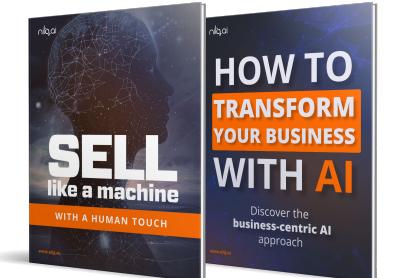


1. Discover
2. Understand
3. Prioritize
4. Repeat





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**CLOSE YOUR EYES
(TRUST ME!)**

We speak the same language

- **Less noise**
- **Higher alignment**
- **More VALUE**

