AICML Product Development Model
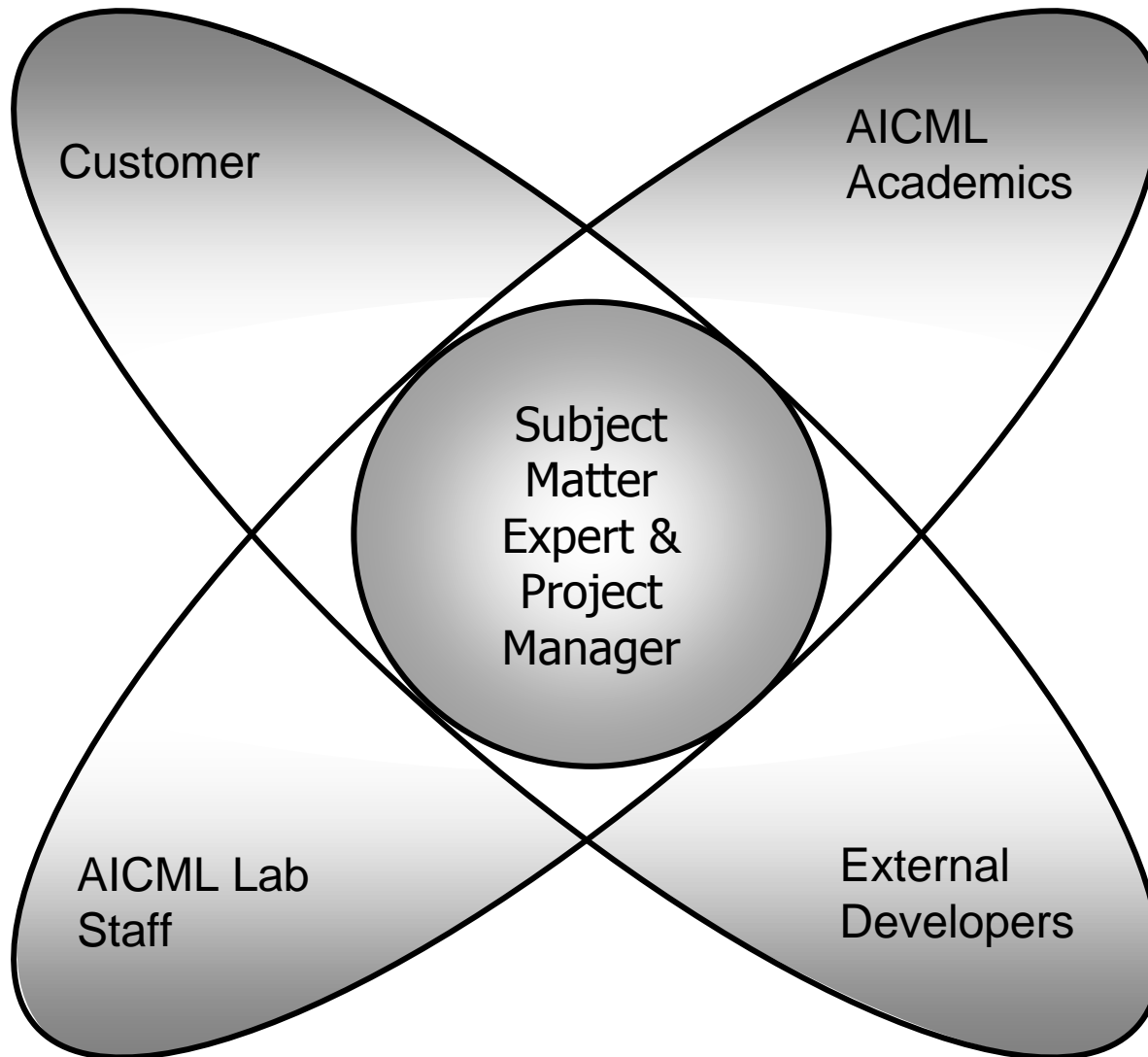
Customer Approach

- Inventions are NOT Solutions

- Focus on solving Real World Customer Problems

Starting Questions

1. What do you do that you would like to be able to do better?

2. What would you like to be able to do that you can't currently do?

AICML Development Model - Team

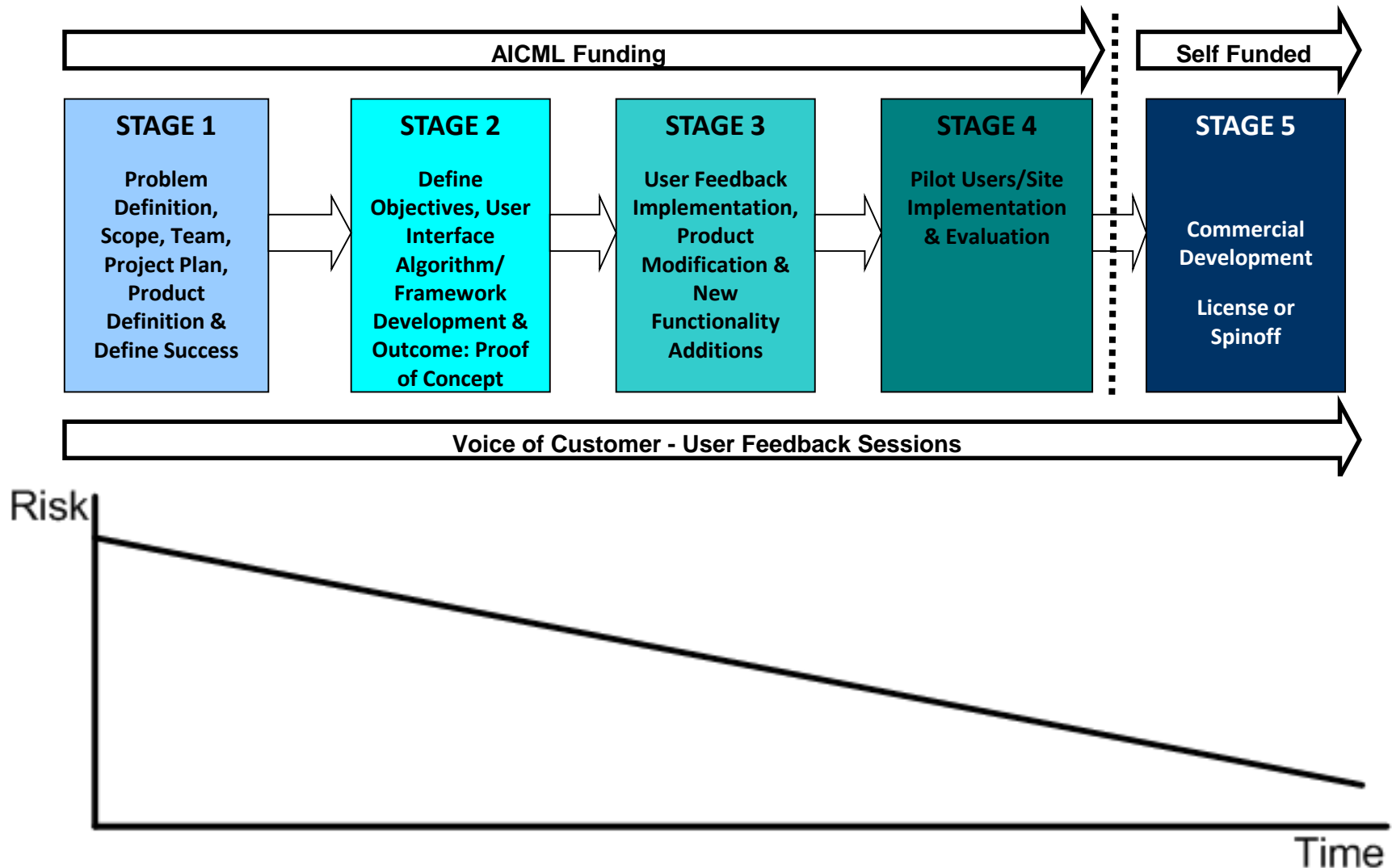# Starting a Commercial Project

Required Components/Inputs

- Customer & Problem

- Funding:
  - Development
  - Potential revenue

- Pathway to market

Purpose

- Real business need

- Reference account
- Revenues

- Capitalize on commercial potential

AICML Product Development Model

AICML Funding → **Self Funded** →

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Problem Definition, Scope, Team, Project Plan, Product Definition & Define Success	Define Objectives, User Interface Algorithm/ Framework Development & Outcome: Proof of Concept	User Feedback Implementation, Product Modification & New Functionality Additions	Pilot Users/Site Implementation & Evaluation	Commercial Development License or Spinoff

Voice of Customer - User Feedback Sessions →

Risk vs. Time graph showing decreasing risk over time.

Conclusion

Engaging with AICML:

- **Engage a student through the Mitacs Intern Programme**

- **Hire a student**

- **Propose a research project to be undertaken by AICML PIs & Students**

- **AICML Start-up**

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