**AI FOR BUSINESSES**

**The Opening:**Today, we are going to talk about the role of Artificial Intelligence in businesses nowadays. What should we think when we mention AI in a corporate or a start-up? How did AI-powered solutions evolve to this day? What do they now offer in business problems? What are the challenges companies face? How should the stakeholders expect from AI projects and AI-powered products? These are the main questions we are going to highlight and clarify.

**What did AI mean to companies before, and what does today?**

**What are the problems in businesses in which current AI technologies have the potential to solve today?**

**What are the challenges in businesses integrating AI into their operations?**

**What should business managers expect from an AI project? Which points are to consider?**

**What should employees expect from an AI project? How should they direct the project and the expectations?**

**What should customers expect from AI-powered products?**

**What should investors consider when evaluating companies that have solutions with AI?**

***Resources:***

* Unesco Artificial Intelligence between myth and reality:  
  <https://en.unesco.org/courier/2018-3/artificial-intelligence-between-myth-and-reality>
* Paper Echoes of Myth and Magic in the Language of Artificial Intelligence:  
  <https://www.researchgate.net/publication/340490373_Echoes_of_myth_and_magic_in_the_language_of_Artificial_Intelligence>
* Standford Greek Myths Have Some Scary Ideas About Robots and AI:  
  <https://www.futurity.org/artificial-intelligence-greek-myths-1999792/>
* HBR Artificial Intelligence for the Real World: <https://hbr.org/2018/01/artificial-intelligence-for-the-real-world>
* HBR Building AI-powered Organization: <https://hbr.org/2019/07/building-the-ai-powered-organization>
* Mckinsey Global Survey - The State of AI in 2020: <https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/global-survey-the-state-of-ai-in-2020>
* Mckinsey Notes from the Frontier: Modeling the Impact of AI on the World Economy:  
  <https://www.mckinsey.com/featured-insights/artificial-intelligence/notes-from-the-ai-frontier-modeling-the-impact-of-ai-on-the-world-economy>
* BCG Are You Making the Most of Your Relationship with AI?:  
  <https://www.bcg.com/publications/2020/is-your-company-embracing-full-potential-of-artificial-intelligence>
* Pwc AI Predictions 2021:  
  <https://www.pwc.com/us/en/tech-effect/ai-analytics/ai-predictions.html>
* Deloitte Thriving in the Era of Pervasive AI:  
  <https://www2.deloitte.com/content/dam/Deloitte/cn/Documents/about-deloitte/deloitte-cn-dtt-thriving-in-the-era-of-persuasive-ai-en-200819.pdf>
* EY AI Thoughts:  
  <https://www.ey.com/en_tr/ai>