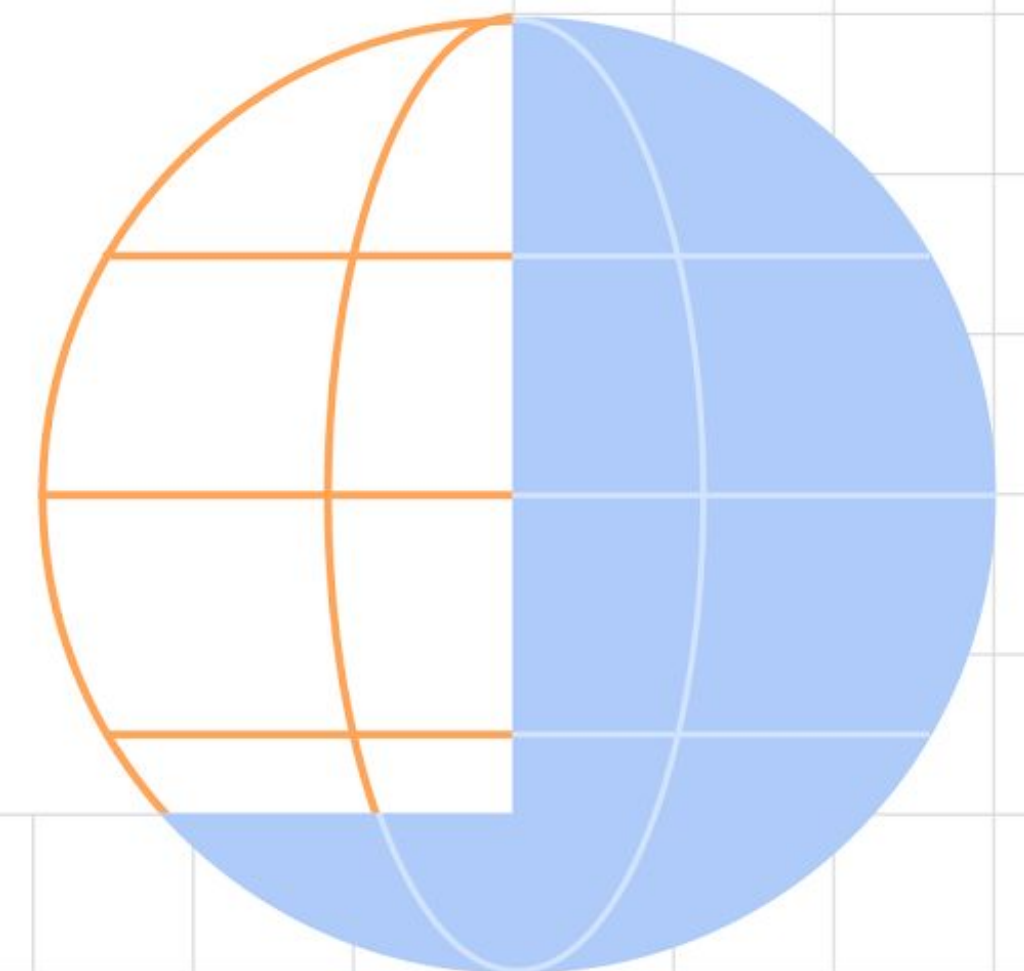


Understanding the audience

ML Journey for Startups

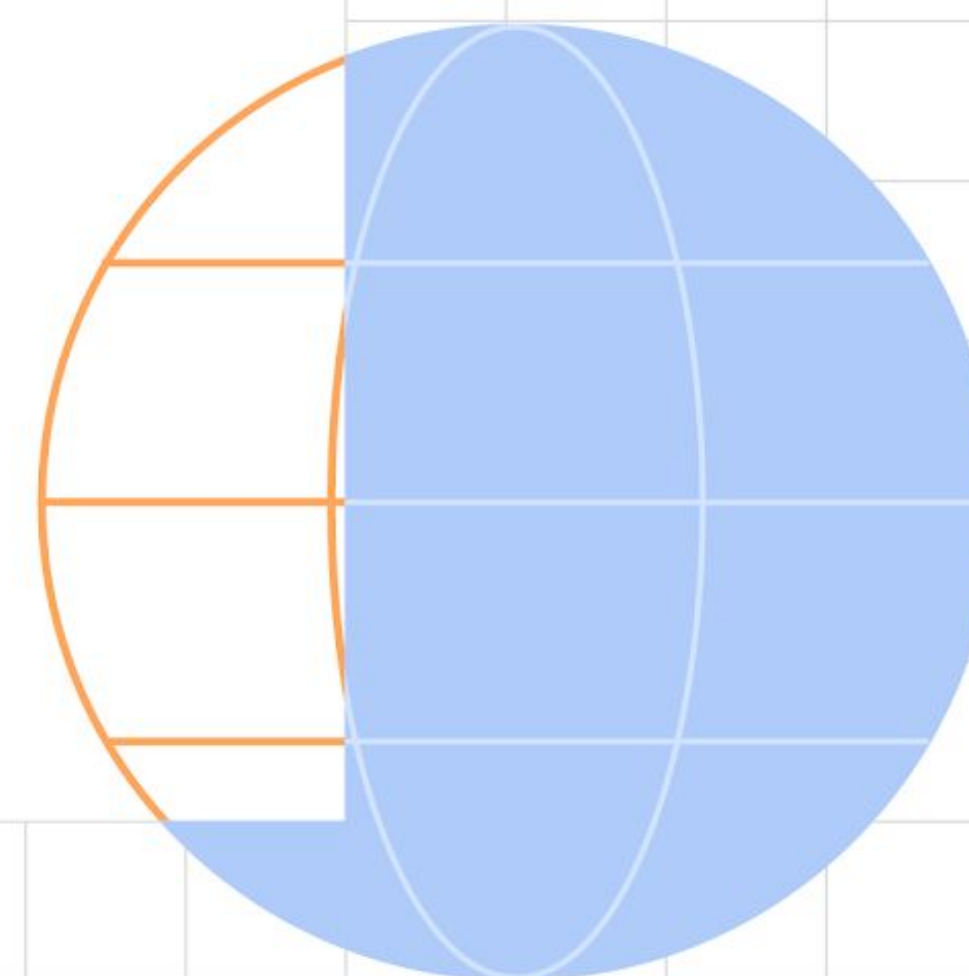


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Democratizing AI



ML Journey for Startups



Application
Based

Hybrid

Research
Based



Application Based

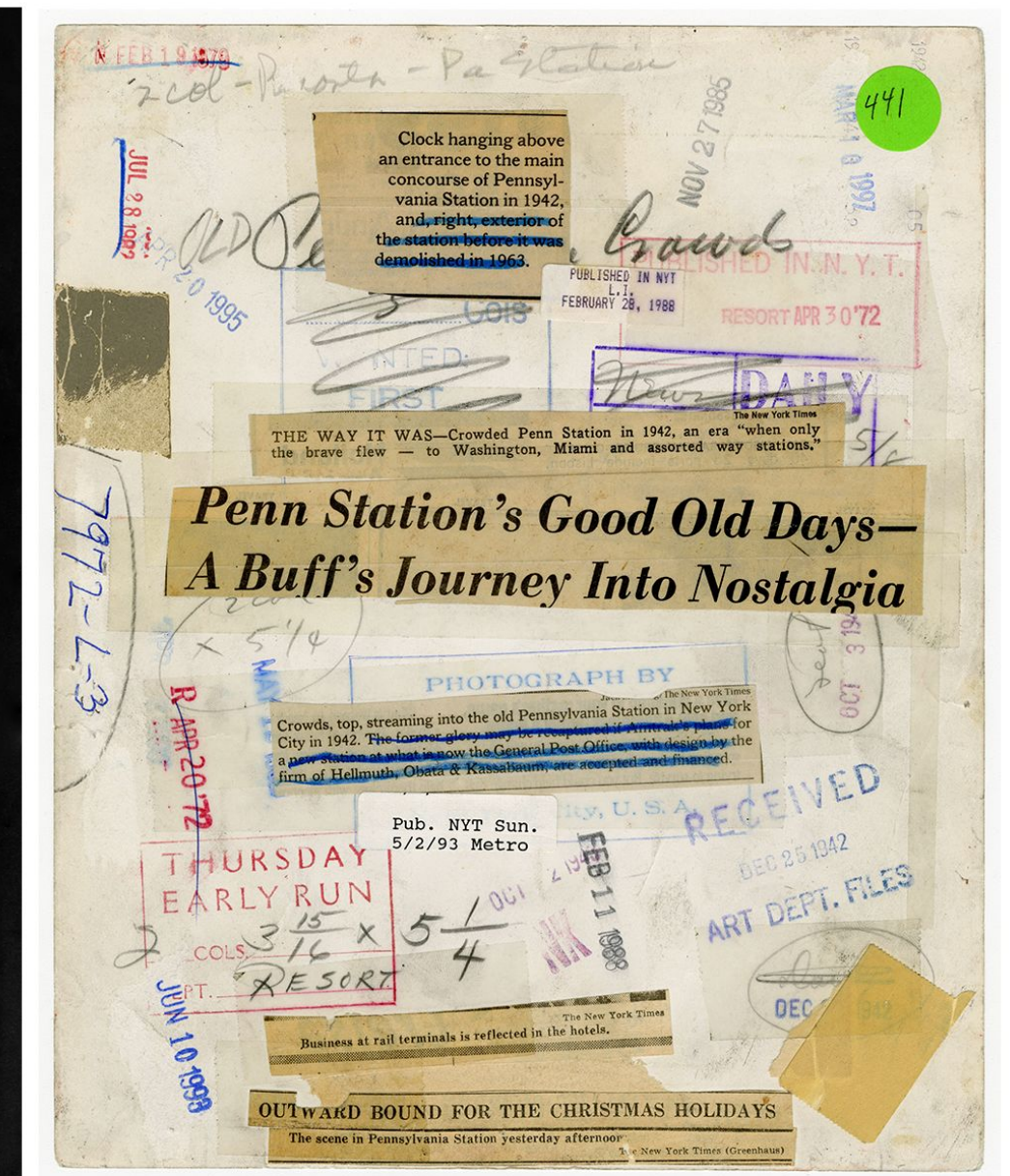
- Startups that are building mobile / web / IoT applications
- Machine Learning as **supplementary**

Application Based

Use Case: New York Times

- Used Google Cloud to digitize their vast photo collection
- Used Cloud Vision API to process, read, and store captured information from the images as metadata information.

<https://cloud.google.com/blog/products/ai-machine-learning/how-the-new-york-times-is-using-google-cloud-to-find-untold-stories-in-millions-of-archived-photos>

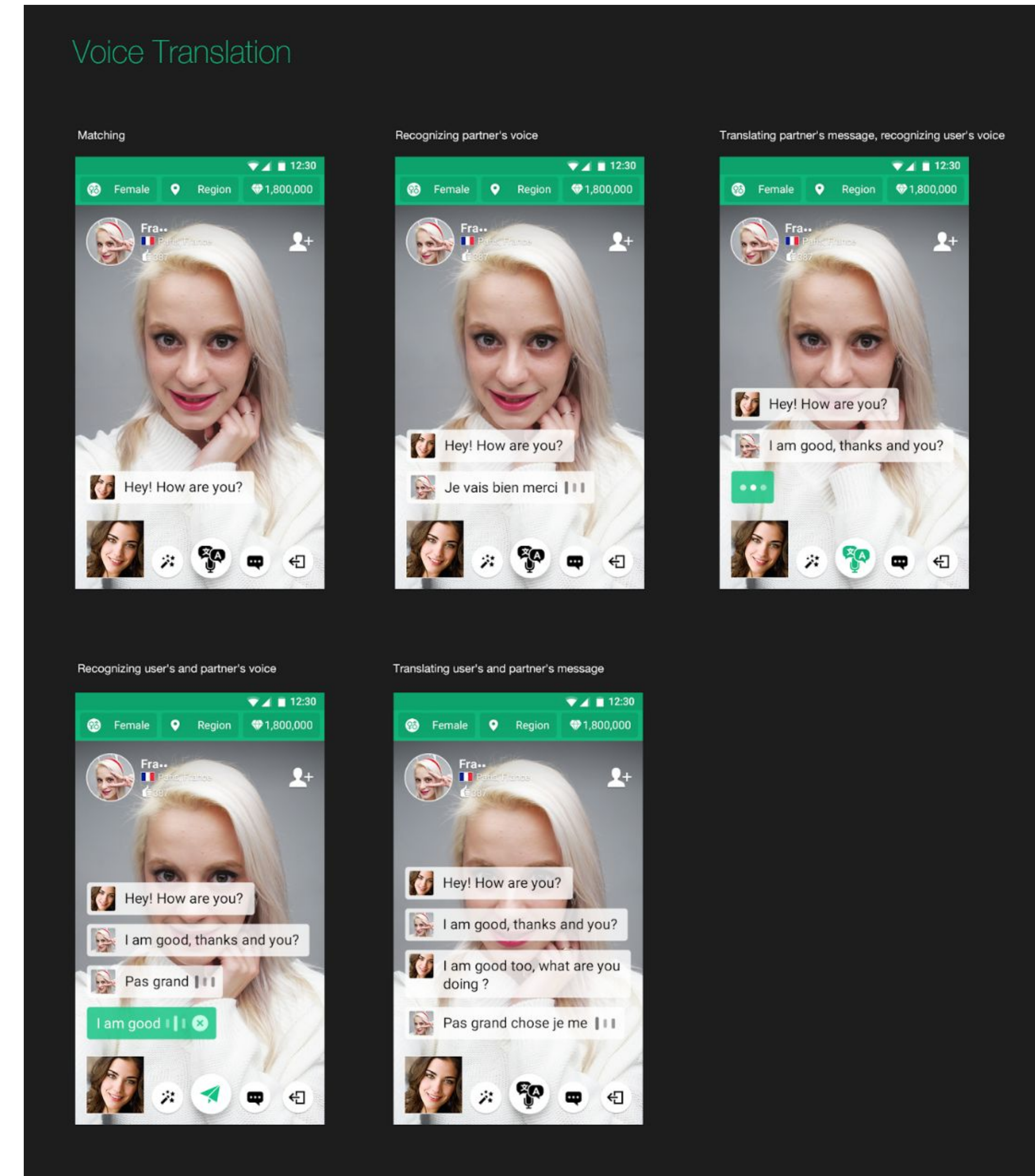


Application Based

Case Study: HyperConnect

- Azar is a mobile app targeted at connecting people through instant video chats
- Used Cloud Speech API and Cloud Translation API to facilitate easier communication across languages.

<https://cloud.google.com/customers/hyperconnect/>



Application Based Technologies

- Cloud Vision API
- Cloud Natural Language API
- Cloud Speech API
- Cloud Translation API

Research Based

- Startups that are building their own Machine Learning models
- Machine Learning as **core**

Research Based

Case Study: American Cancer Society

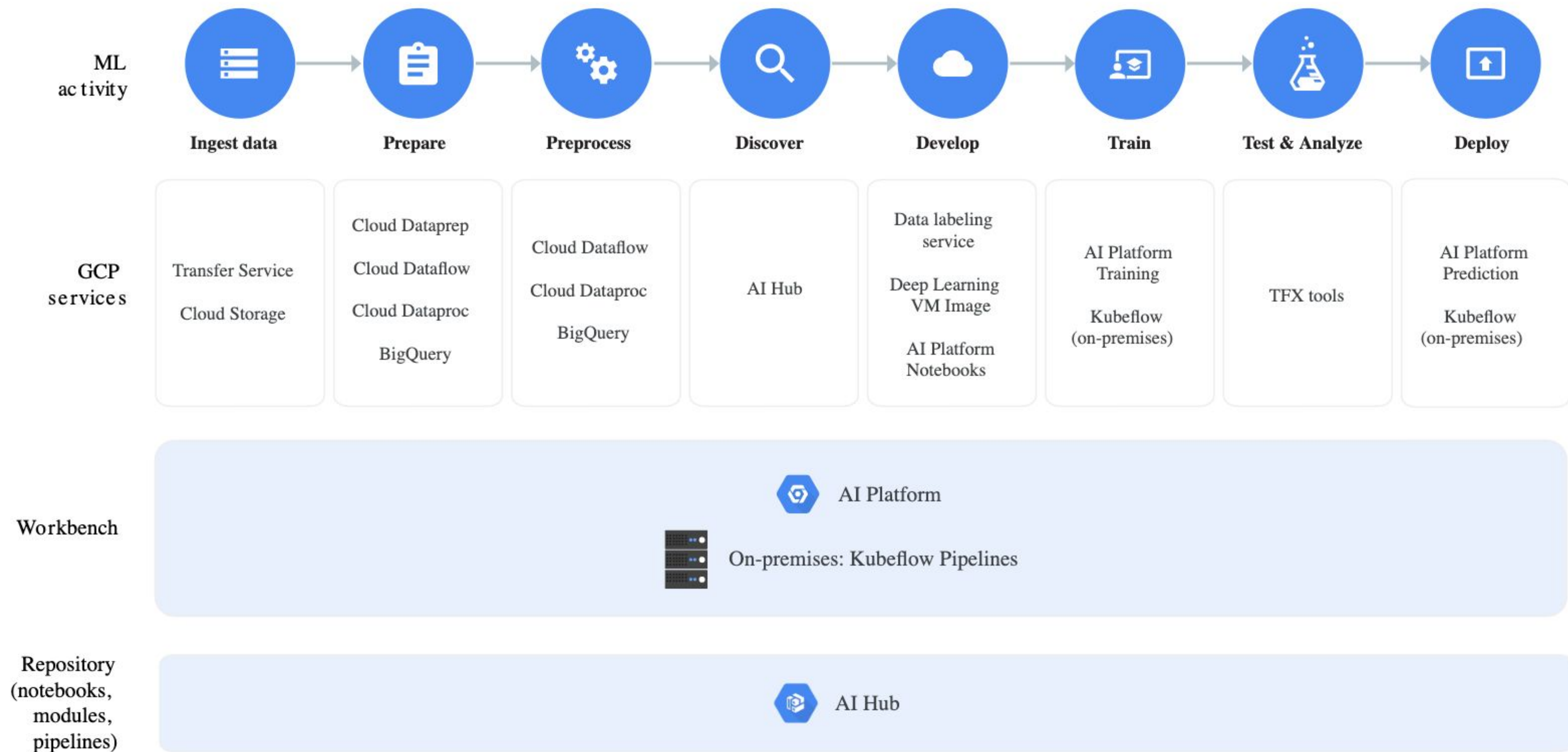
- American Cancer Society has conducted the Cancer Prevention Study-II
- Used AI Platform (previously called Cloud ML Engine) and custom built ML model to help identify patterns digital images breast cancer tissues to improve patient outcomes



slalom

<https://cloud.google.com/customers/american-cancer-society/>

Research Based



Hybrid

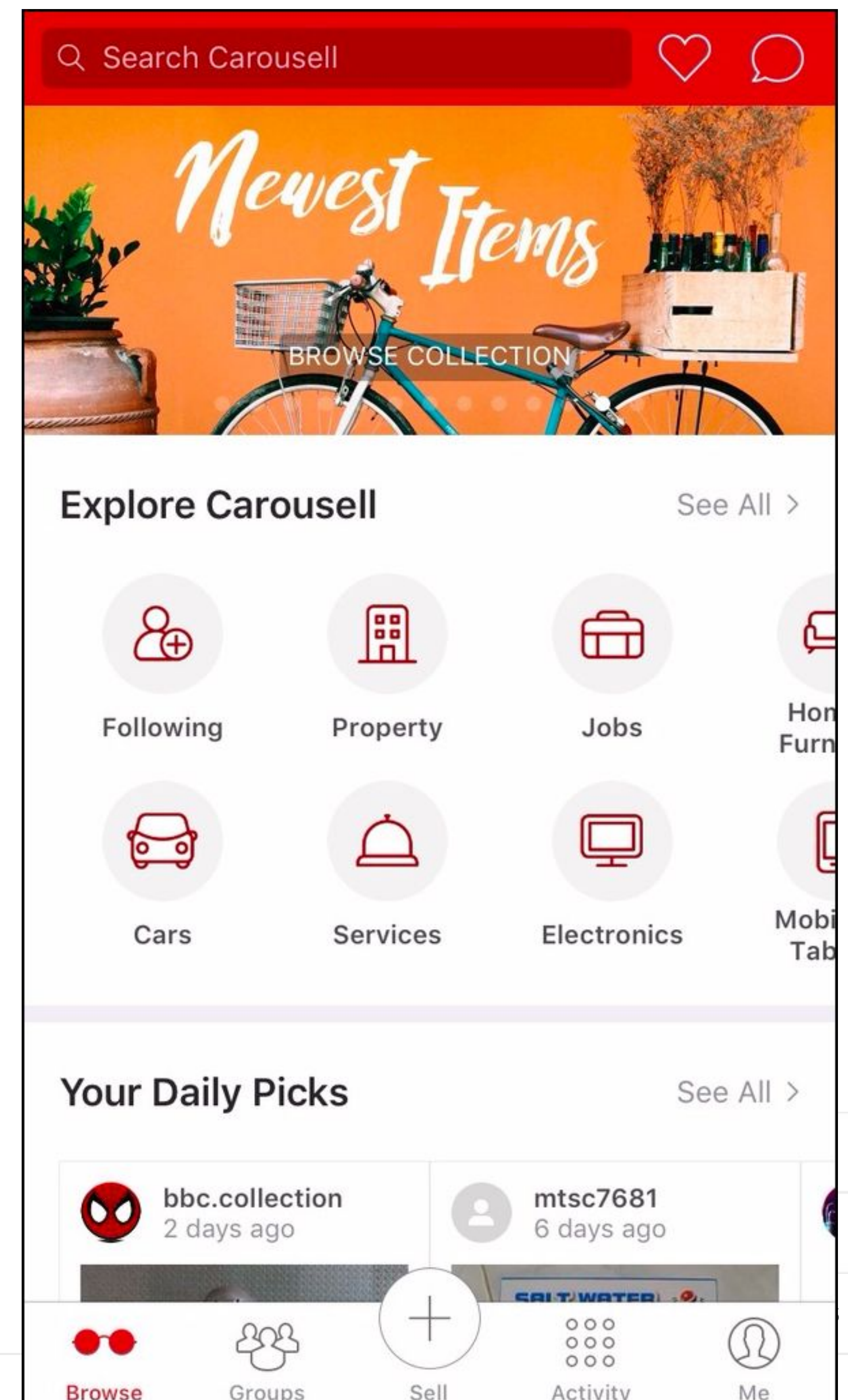
- Startups that want to build their own Machine Learning models and integrate it into their existing applications
- **Making** Machine Learning as **core**

Hybrid

Case Study: Carousell

- Used TensorFlow, AI Hub, and KubeFlow Pipelines to provide customers with easy access to alternative products or recommended add-ons

<https://medium.com/carousell-insider/tagged/data-science>

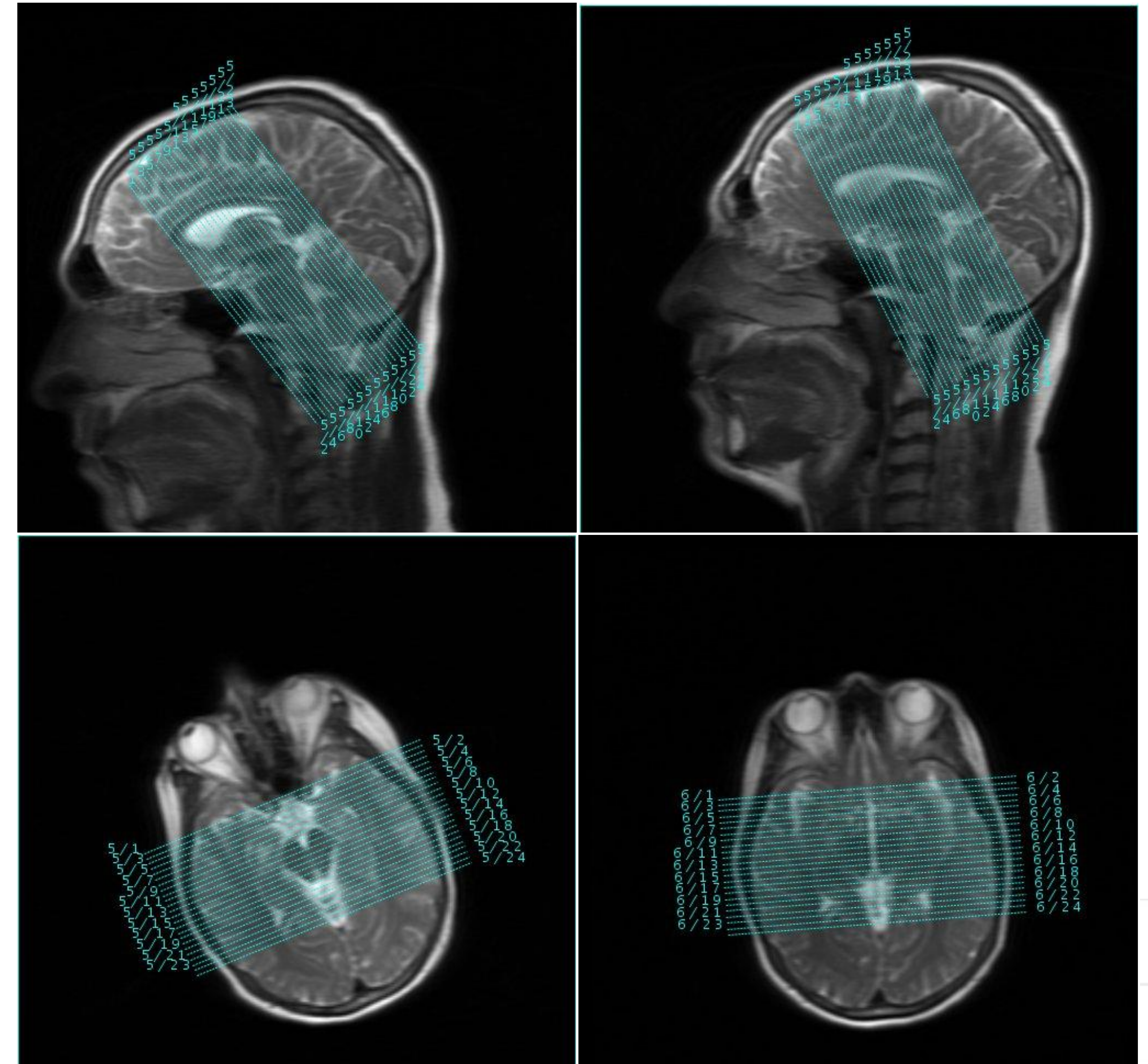


Hybrid

Case Study: GE Healthcare

- Used TensorFlow to develop a deep-learning based framework for intelligent MRI slice placement for several commonly used brain landmarks.
- It's incorporated to their AIRx or Artificial Intelligence Prescription product.

<https://medium.com/tensorflow/intelligent-scanning-using-deep-learning-for-mri-36dd620882c4>



Hybrid

Technologies

- Cloud AutoML (Vision, NLP, Translation)
- TensorFlow (TFLite, TFJS)
- Edge Connect
- Coral Dev Board

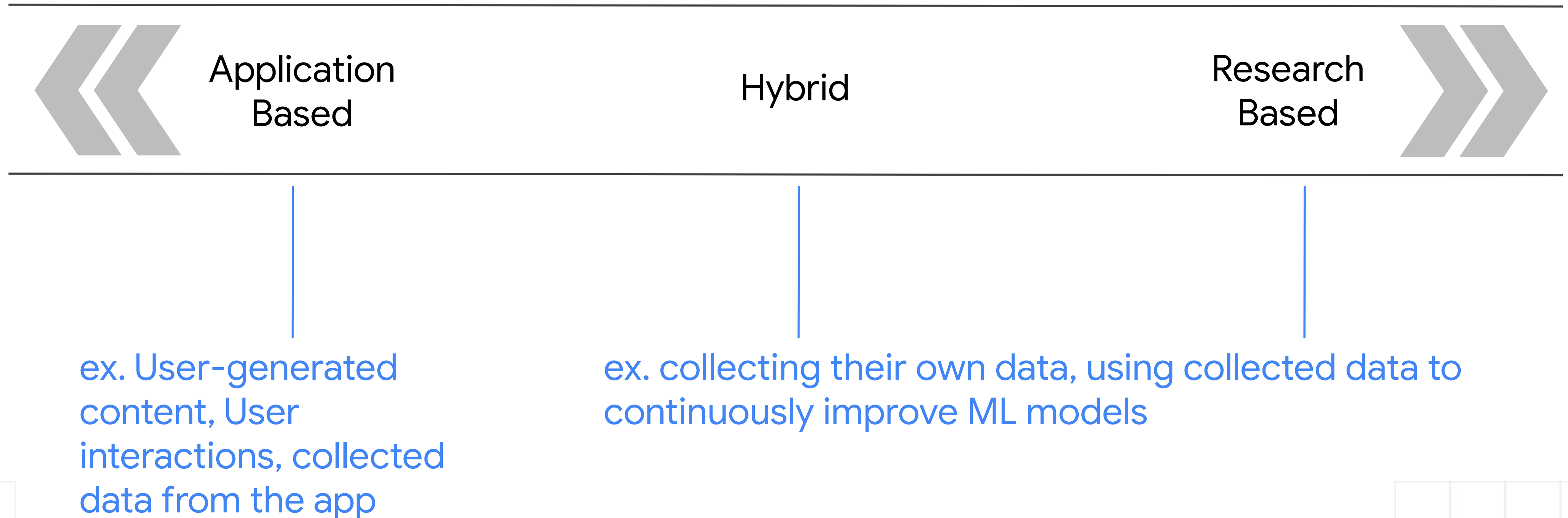
Data and Models

The ML Partnership

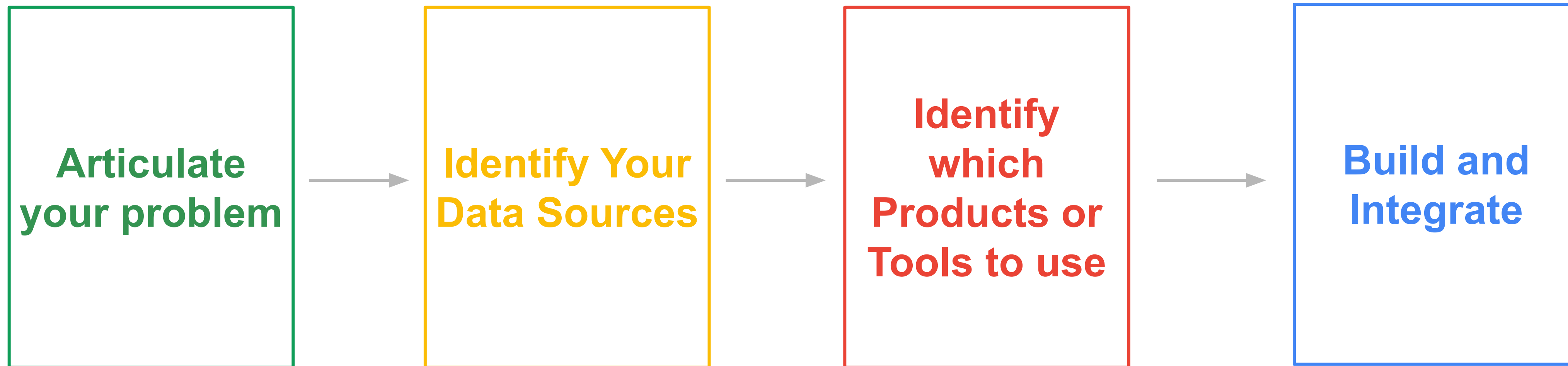


Good together!

Data and Models



ML Integration Workflow



"Machine Learning changes the way you think about a problem. The focus shifts from a mathematical science to a natural science, running experiments and using statistics, not logic, to analyse its results."

- Peter Norvig, Google Research Director

Google Developers



Thank You!



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