

ISY115 - IS3A BUSINESS INTELLIGENCE
GIST TechConnect: Utilizing Artificial Intelligence to Advance Your Startup

1. What is AI according to Bavasso?

According to Mr. Bavasso, Artificial Intelligence is the ability of digital technology to perform tasks commonly associated with intelligent beings such as rational ability to reason, discover meaning, learn from previous experiences, etc. AI also includes terms such as machine learning, deep learning or big data.

2-4. Give a brief background of each panel of experts.

There are three panel of experts during the event, first is Ms. Lakisha Hall, according to the website¹, she is currently the Director of the Transformation and Strategy for IBM's Financial Services Sector (FSS), Global Markets team. Her team is responsible for the transformation, integration and management of a multi-billion dollar portfolio that includes IBM's Integrated Accounts for FSS. Formerly, Lakisha was the Director of Delivery in North America for the newly-formed Data and AI Expert Labs and Learning organization. Her team was responsible for the execution and implementation of solutions and services for a combined Data and AI portfolio.

Next Mr. Fraser Kitchell, according to the website¹, he serves as the CEO of KEF Robotics where he leads the company's corporate strategy and business development. KEF develops autonomy for aerial platforms for applications in defense and commercial aerospace. The company qualified in first place in the Lockheed Martin AlphaPilot competition in 2019, and is developing technologies with NASA and numerous DOD groups, including DTRA, Air Force, SOCOM and the Army. In his prior role at Astrobotic Technology, Inc. Mr. Fraser founded and led the company's Research and Development group to notable successes including a \$10M NASA Tipping Point award and commercial contracts with Bosch Research and Moog Space and Defense.

And lastly, Mr. Vishal Kapur, according to the website¹, he is a principal in Deloitte's Strategy and Analytics practice and has consulted with several large public sector agencies and commercial organizations for more than 20 years. He has extensive experience in leading large-scale business transformations using information-driven solutions that span advanced analytics, cognitive computing, text mining, applied data science, and large-scale data management disciplines. Kapur received a master's degree in mathematics and computer science from the Indian Institute of Technology.

5-7. For each panel of experts, summarize their perspective and thoughts on the future of AI.

According to Mr. Fraser Kitchell, AI has become more attainable than ever before and at the same time becoming more complex since in his field about aviation technology, he stated three key points like one example is that flying an aircraft takes a ton of data sets or variables to consider since it is in the air, this implies that there are assets available and you don't need to gather data manually, another point he stated is that you can learn continuously on the job and in-house development of talent then his last point was about encouraging entrepreneurs to not being overwhelmed and intimidated when introduced to AI/ML that they may think that they cannot or unable to do it their self. He recommends diving into AI/ML in implementing it and finding partners and mentors to guide startups.

Ms. Lakisha Hall have discussed their company on delivering value to their customers by providing automations like chat bots and similar technologies since they want to have a much more available engagement to the journey of their clients and at the same time ensuring that their company is leveraging AI for good. She also mentioned technologies like facial recognition and their company is leading the industry to leveraging innovation through AI and for her this is a game changer both from a small company and a large one that is using AI innovations.

Mr. Vishal Kapur said that AI is competitive in terms of “first to market” and as a differentiator but the window of opportunity is closing in as more and more organizations started opting to it as it becomes almost like a big factor or becoming a way of business and also for him AI is less becoming cutting edge but more into a mainstream. He also stated that AI can do as much as what humans can in terms of seeing patterns, understanding language, and recognizing objects in videos and he concluded that AI is a game changer similar to what Ms. Lakisha also discussed. It essentially changes the way we do work.

8. What words of wisdom did you get from the moderator about convincing customers on the AI solution that you might have?

According to Mr. Bavasso, first, no one cares about your technology because they want to know what problem you solve. And second, never expect a customer to get there on their own. You almost have to treat them as a kindergartener and specifically explain to them the value you deliver to them. The specific problem that will be addressed and how the AI solutions can address it. I agree to this because companies should never waste resources, especially time on dealing with irrelevant information and should focus more on the problem that will be solved by AI technologies.

9-10. What are the panellists’ insights on data security in the implementation of AI/ML. Who said what?

According to Ms. Lakisha Hall, their company is not using data from clients and data security could be a range of topics on keeping the data secure on different locations like physical location or on the cloud and they are ensuring that the clients understand how to access, manage and control the data. She also added that amidst the wealth of having data

and information, finding the right one to solve the specific problem can be a challenge where you need it most..

Mr. Vishal Kapur discussed that organizations are collaborating with certain data assets to create matured solutions that inherit and challenge the roadblocks like how it can be more secure. How can it be useful, for what purpose and specially to AI technologies to mask and scramble data sets and being able to learn from it.

11-14. Select four questions that you like that Dr. Brizan answered in the live consultation during the Rebroadcast. Give your thoughts on each of the four questions assuming you are Dr. Brizan.

Q: What is the future of AI in social enterprises?

A: In my own opinion, It actually depends on how the social enterprise started in the first place. This can have a significant impact on the outcome on the business and to what AI they are implemented because AI/ML systems can have a ripple effect to not only the company but to the customers and stakeholders as well.

Q: What are the common advantages and disadvantages, if a small business or social enterprise will use an AI?

A: For me, the common advantages utilizing AI/ML systems in a startup company includes, but not limited to, efficiency of business process specially in delivery of information, startups can easily take advantage of the automation capabilities and complexity features that an AI can do. But this comes with a risk and some systems are hard and costly to implement specially on startup business.

Q: My question is how will AI affect application development?

A: AI does have implications on application development. Nowadays, developers are starting to use drag and drop programming languages, automated systems and programs that are easy to develop and implement which can help business specially start ups and social enterprises as well.

Q: Why do we need AI? And does having AI in an enterprise worthwhile?

A: AI/ML already gives us an insight into what it can do like beat human players in games like chess/go, provide a very precise and accurate search results and automate certain manual processes like enrollment systems, query systems, POS machines and etc. I believe these technologies help ease our life and that is why enterprises need to utilize AI/ML technologies as well to gain leverage and competitive edge in the marketplace.

15. How do you think the topic “Utilizing Artificial Intelligence to Advance Your Startup” relates to our subject.

For me, AI/ML is the epicenter of technological innovation and this subject has a lot of related topics since business intelligence comprises the strategies and technologies used by enterprises for the data analysis of business information. And one of the strategies is the implementation and utilization of AI/ML systems like providing complete, concise and accurate information processing for business use. That is why I think this topic is directly related to business intelligence especially in the field of deep analytics and big data.

References:

1. <https://www.gistnetwork.org/gist-techconnect-utilizing-artificial-intelligence-for-startups>