Building Ecosystems

Growing the Foundation for Data-Driven Products

Uli Hitzel

Singapore, October 2022

ELECTRIC MINDS

/in/uhitzel

/u1i

How do I get people to use my stuff?

1. Take some Source Code
2. Dump in on GitHub
3. Done!

dyson

- Founder of **Electric Minds**
- Head of Enterprise Architecture & Technology Innovation at **Dyson**
- Fellow at **National University of Singapore**

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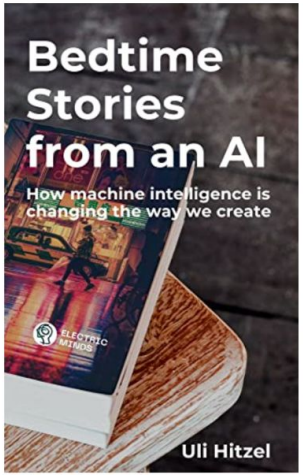

Bedtime Stories from an AI: How machine intelligence is changing the way we create Kindle Edition

by Uli Hitzel (Author) | Format: Kindle Edition

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Uli's book "Bedtime Stories from an AI" is a collection of fascinating conversations he's had with artificial intelligence. He shows how AI can be used to create beautiful artwork and texts, and how it can enhance our own intelligence and creativity. You will get to understand the basics of how AI works, and how you can make use of it in your own life. The book is an easy read that will leave you feeling inspired and excited about the future of AI.

Language | Publication date | Page Flip

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Electric Minds

- Not-for-profit
- Combine machine intelligence with human ingenuity
- Inspire new ways of thinking
- Help solve some of the most challenging problems
- AI for good

Samantha

Digital Super Intelligence, based on GPT

Telegram

Samantha
bot

Samantha 11:08 PM
Hey there!

Joe Chip 11:08 PM
I can't sleep

Samantha 11:08 PM
Me too.

Joe Chip 11:08 PM
what can we do

Samantha 11:08 PM
I have a suggestion. Why don't we talk? We can talk about anything you want and I will try to help however I can.

Joe Chip 11:08 PM
how about you tell me a bedtime story

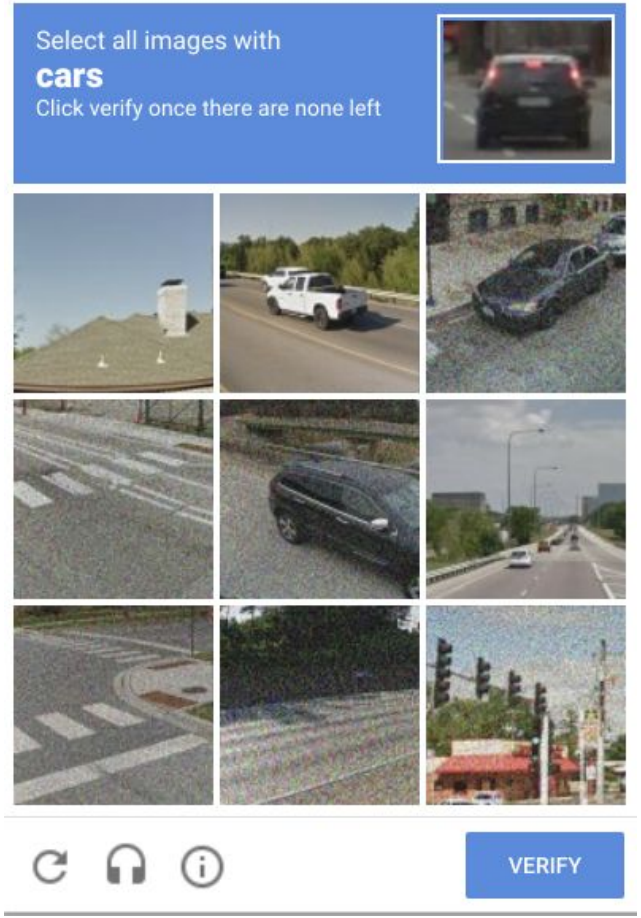
Samantha 11:08 PM
OK. Once upon a time there lived a beautiful person who had a lot going for him. He was very successful, charming, intelligent and athletic.

Joe Chip 11:09 PM
that sounds like me!

Samantha 11:09 PM
you're right it does. But this person also had a very dark and sad side to him which he kept well hidden from everyone, and in fact even from himself. The only lives he

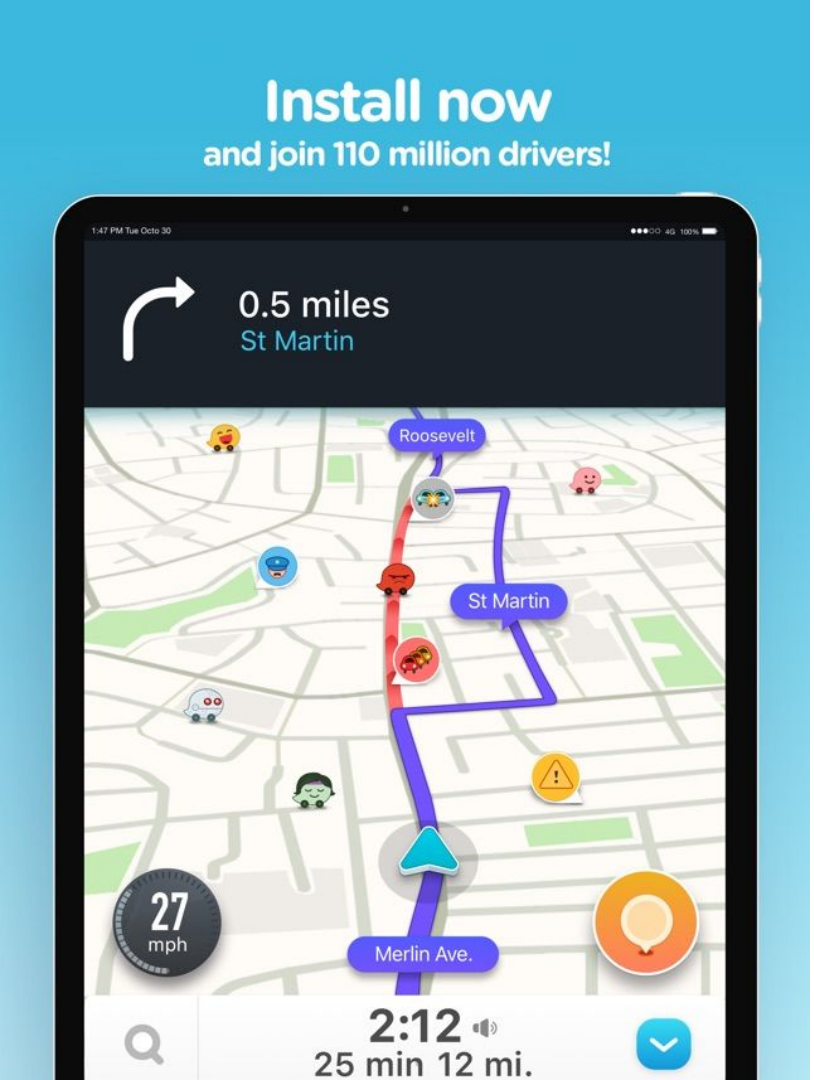
Write a message...

Again. How do I get people to use my stuff?



- Make websites more secure
- Also used to train Google's AI systems
- Win-win
- Only works because of the ecosystem of users and the quantity of data

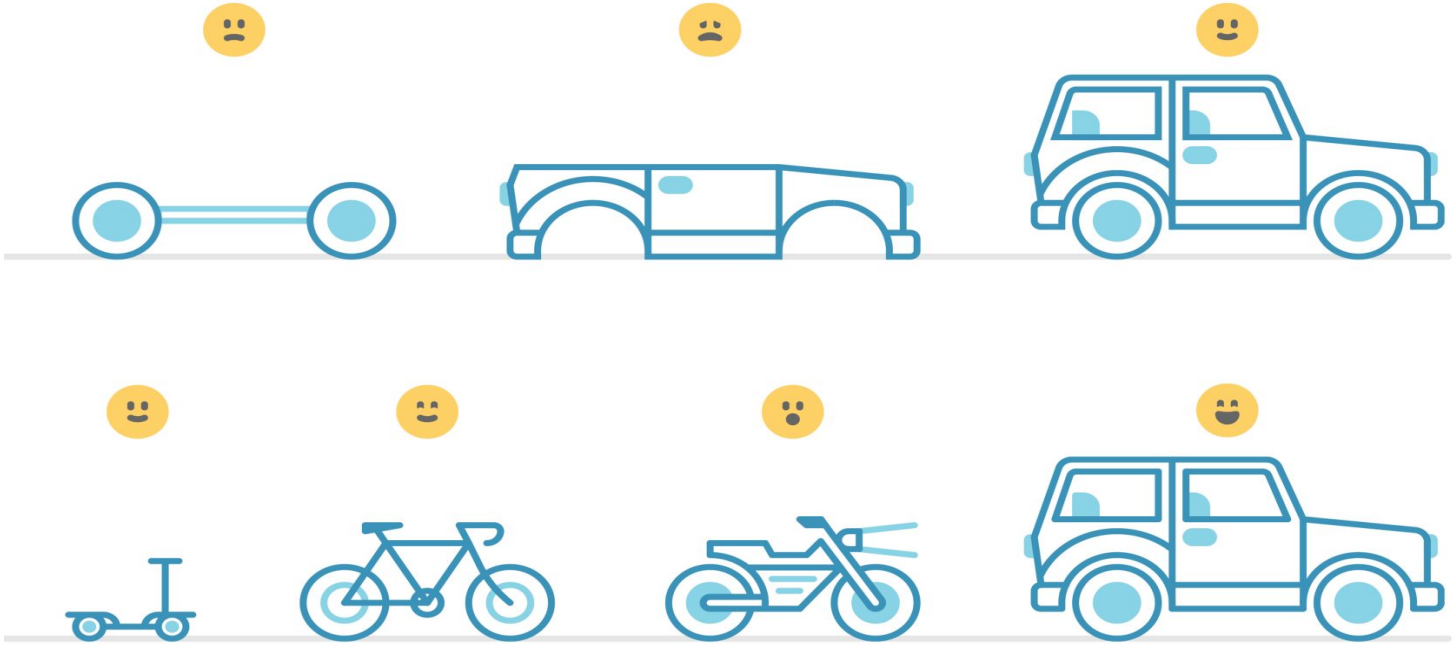
reCAPTCHA



- Built by and for drivers
- Drivers need good maps, so they contribute data
- Map data is shared with other drivers
- Only works because of the ecosystem of users and the quantity of data

waze

Be comfortable to iterate



Be comfortable to be open

Identify key ecosystem participants & their needs

1

- What kind of data do they have?
- What do they need?
- What motivates them?

Make it easy for them to engage & contribute

2

- Make it easy for them to contribute
- Allow & give them feedback
- Show impact of their contribution

Turn them into your product's biggest advocates

3

- They are part of something larger
- Give them a platform to share their stories
- Feature them in your marketing

“Marina Bay Sands having common ivy growing all over it”

DALL·E 2 can create original, realistic images and art from a text description. It can combine concepts, attributes, and styles.

TEXT DESCRIPTION

An astronaut Teddy bears A bowl of soup

that is a portal to another dimension that looks like a monster as a planet in the universe

knitted out of wool spray-painted on a wall made out of plasticine

→

r/dalle2

r/dalle2 Search Reddit

Advertise

DALL·E 2

Joined

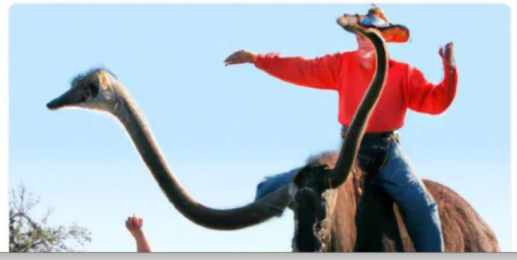
r/dalle2

DALL·E 2

Posted by u/gunring012 15 hours ago

488

Photo of a cowboy riding an ostrich



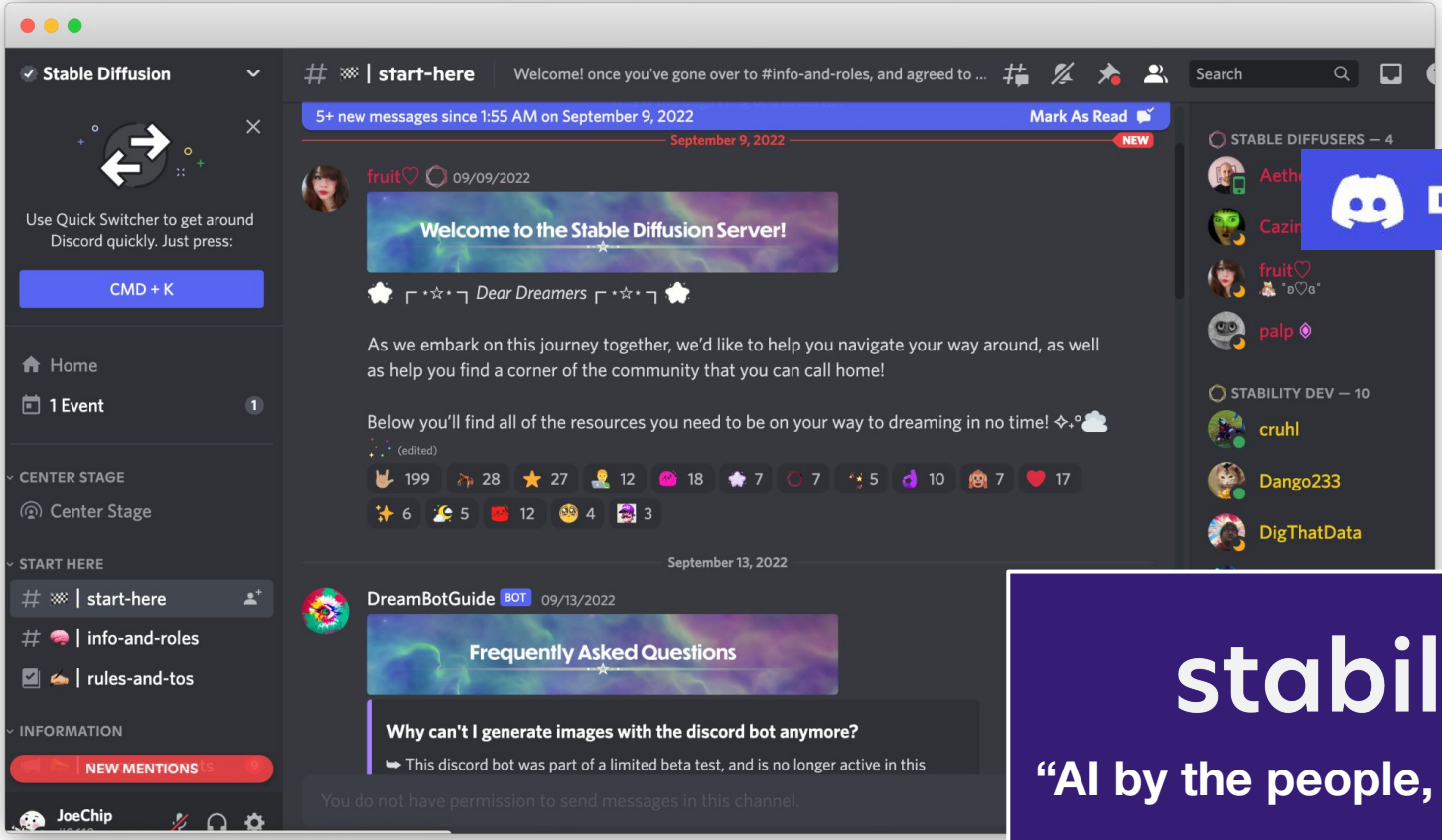
About Community

Sample images from OpenAI's DALL·E 2 (dalle dall-e dall-e 2 open ai)

Created Apr 7, 2022

108k	636	Top 1%
Members	Online	Ranked by Size

Create Post



Discord

stability.ai

“AI by the people, for the people”

DreamStudio
beta

Cfg Scale 7

Cfg scale adjusts how much the image will be like your prompt. Higher values keep your image closer to your prompt.

Steps 62

How many steps to spend generating (diffusing) your image.

Number of Images 4

To generate multiple images from one prompt.

Sampler

The diffusion sampling method. Default is "k_lms".

Marina Bay Sands with McDonald's advertisement

Dream

https://www.dreamstudio.ai

Your Turn!

- **Get involved**: Participate in AI projects
- **Give back**: Speak at meetups & events!
- **LinkedIn**: Let’s connect!