



PrimeAI®

Tackling AI Dilemmas Responsibly.

DATA 4 GOOD

CASE COMPETITION



October 2024



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- Data & AI Ethics Case Study PDF
- 3 PDF articles on Blue-Collar AI
- 7 PDF articles on Responsible AI
- 1 linked Podcast on 2yr Applied AI Associate
- 2 linked AI companies
- Packet of Ethical Dilemmas involving AI
- PDF of this presentation (typos included FREE!)

Google Drive



OneDrive



[W A R M U P]

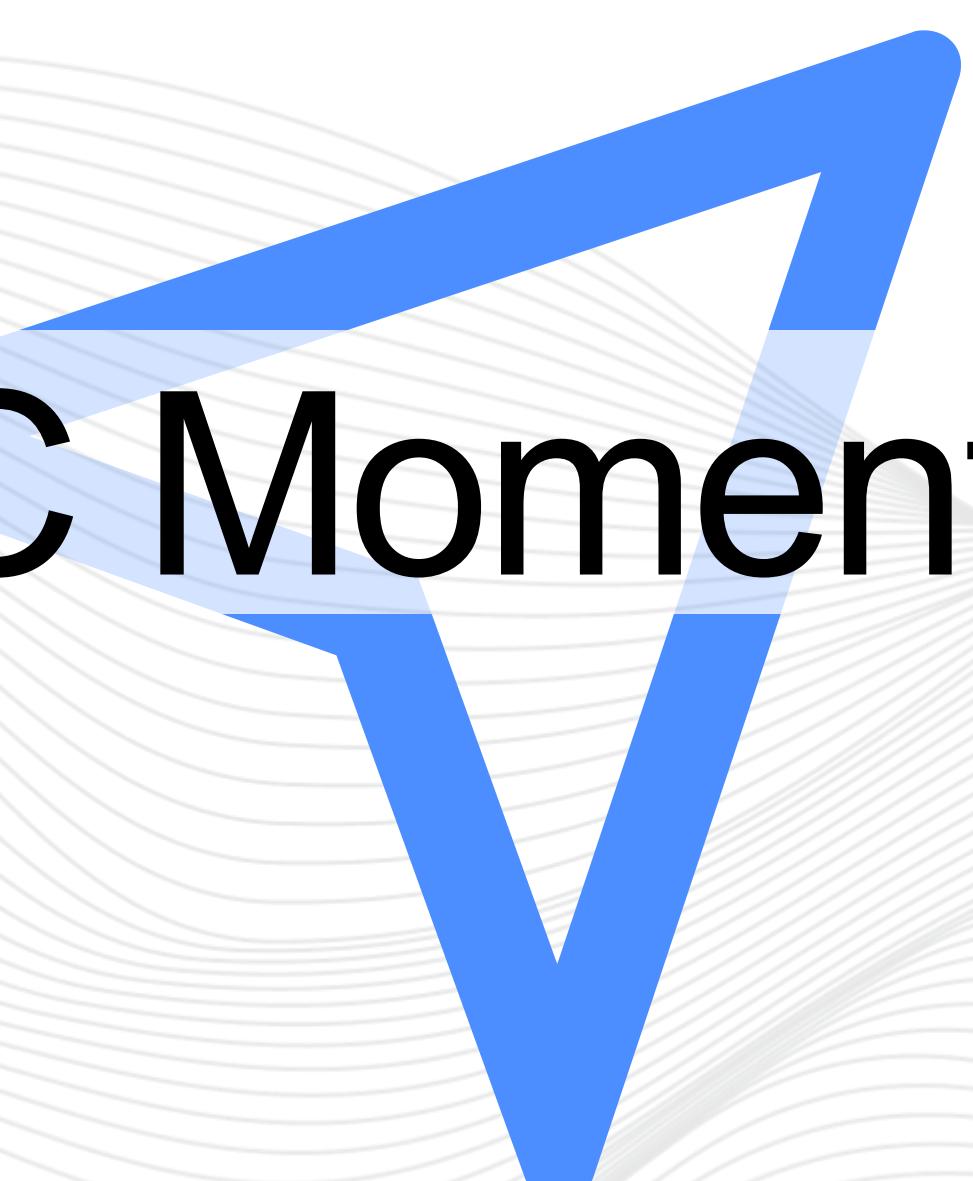
In 1943
Thomas Watson,
Chairman of IBM, said:

*“I think there’s a world market
for maybe one computer.”*

In 1943
Thomas Watson,
Chairman of IBM, said:

*“I think there’s a world market
for maybe 5 computers.”*

We are at AI's “PC Moment”





Remini

Rizz

SwiftKey

GoatChat

ELSA

Mubert

Genie

Luma

Canva

Wonder

Wysa

GPT-4

starryai

WOMBO Dream

FaceApp

Speech AAC

Hound

AI Mirror

Lensa

Pix

PicSo

Hopper

Alexa

Socrates

MeetFrank

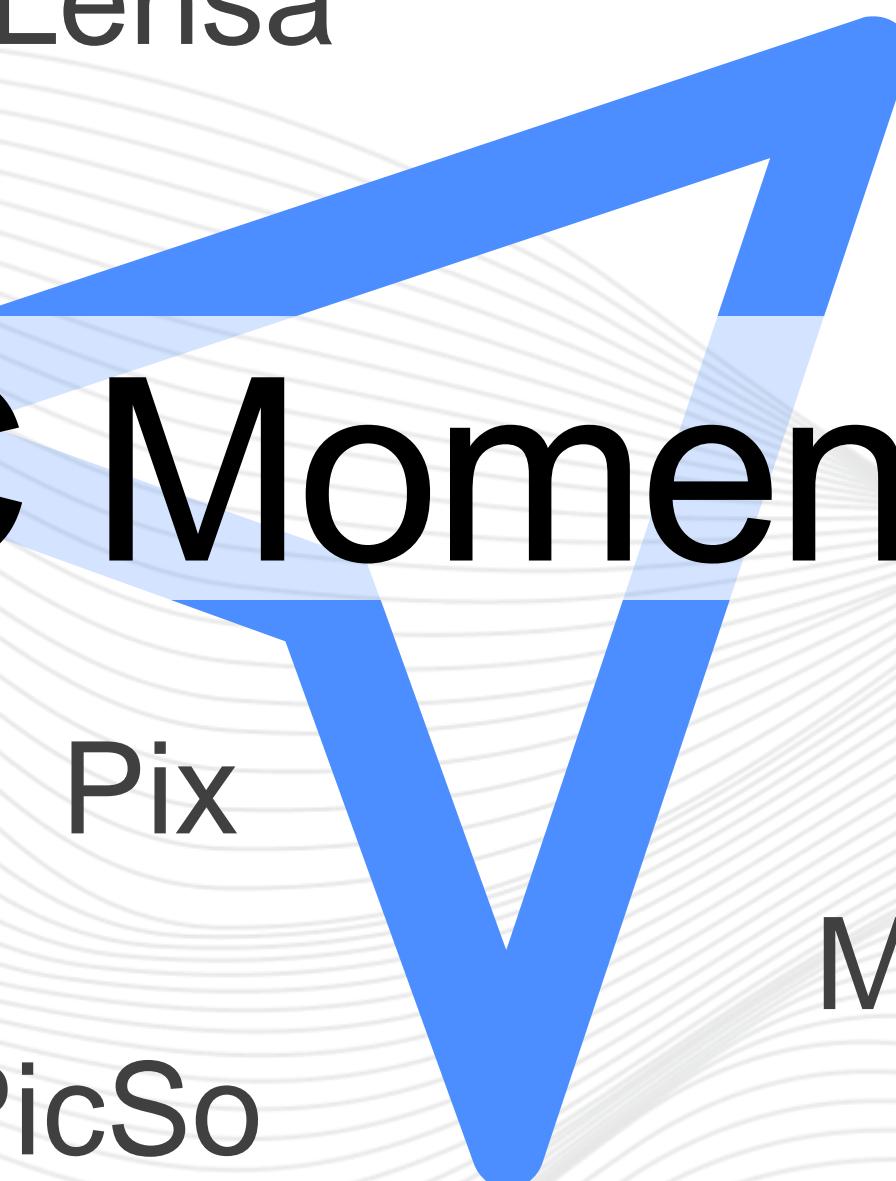
Socratic

24FPS

Siftr

ChatOn

We are at AI's "PC Moment"



[WHY THE HYPE]

Everything is changing, and the pace of change is accelerating exponentially.



Today's businesses face new challenges and opportunities.

MODEL SIZE
IN TOKENS

BERT

GPT2

Google

OpenAI

3.7 B

9.5 B

2018

2019

2020

2021

2022

2023

XLNet

NVIDIA

3.3 B

Megatron

NVIDIA

43.5 B

GPT3

OpenAI

500 B

Anthropic
Assistant

ANTHROPIC

400 B

PaLM

Google

780 B

Gato

DeepMind

1.5 T

LLaMA

Meta

1.4 T

BLOOM

BigScience

366 B

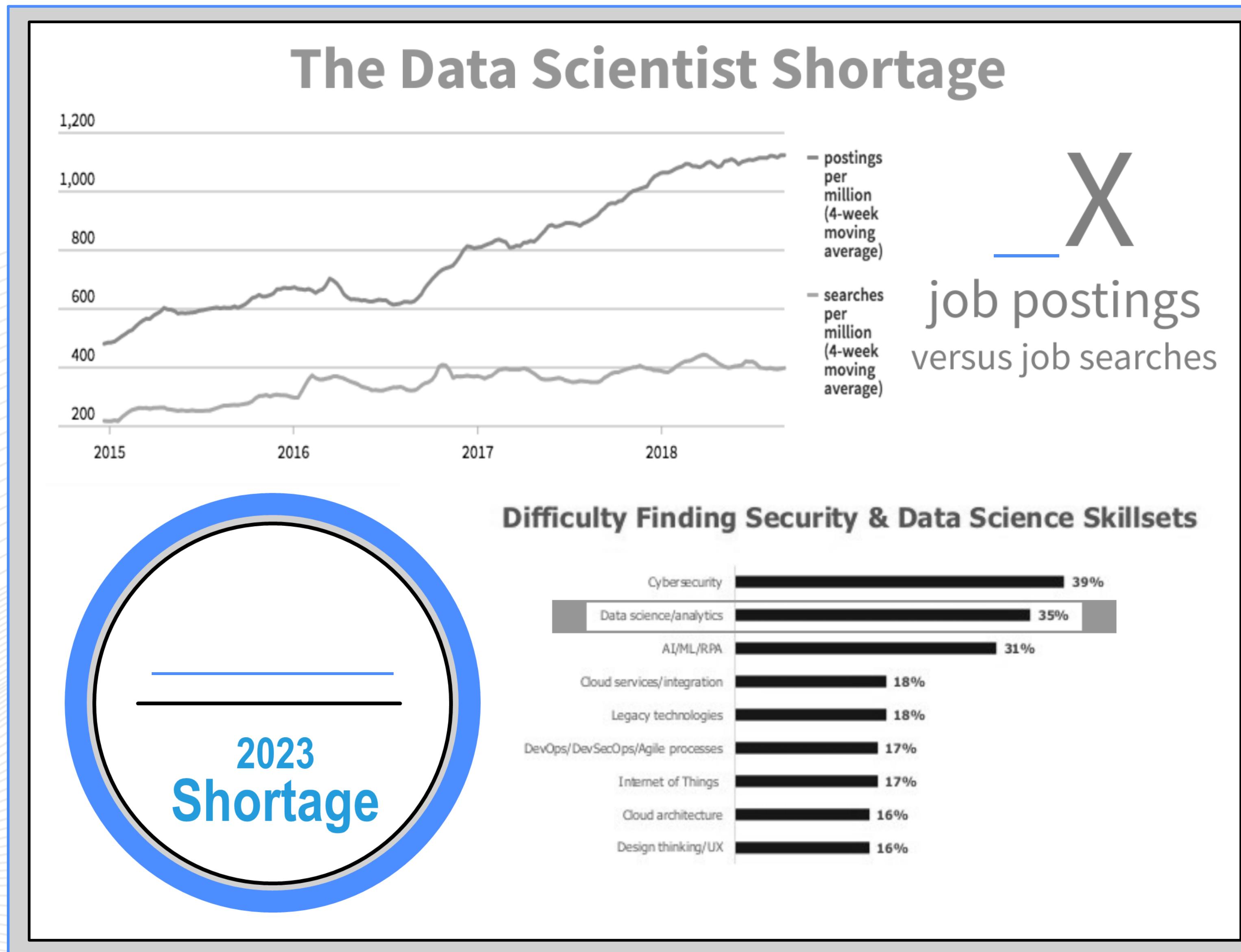
BlenderBot3

facebook

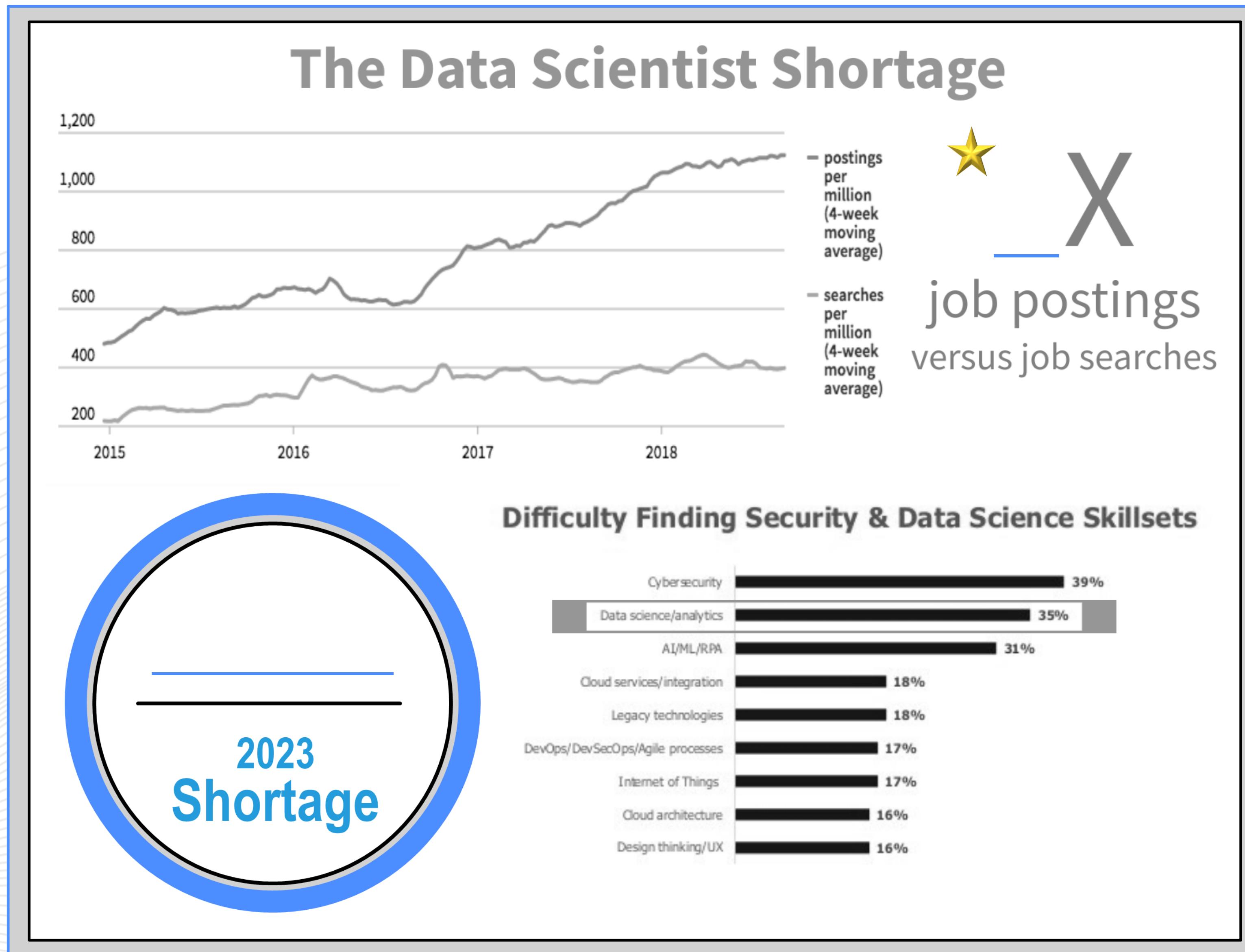
180 B

How will AI impact your industry?

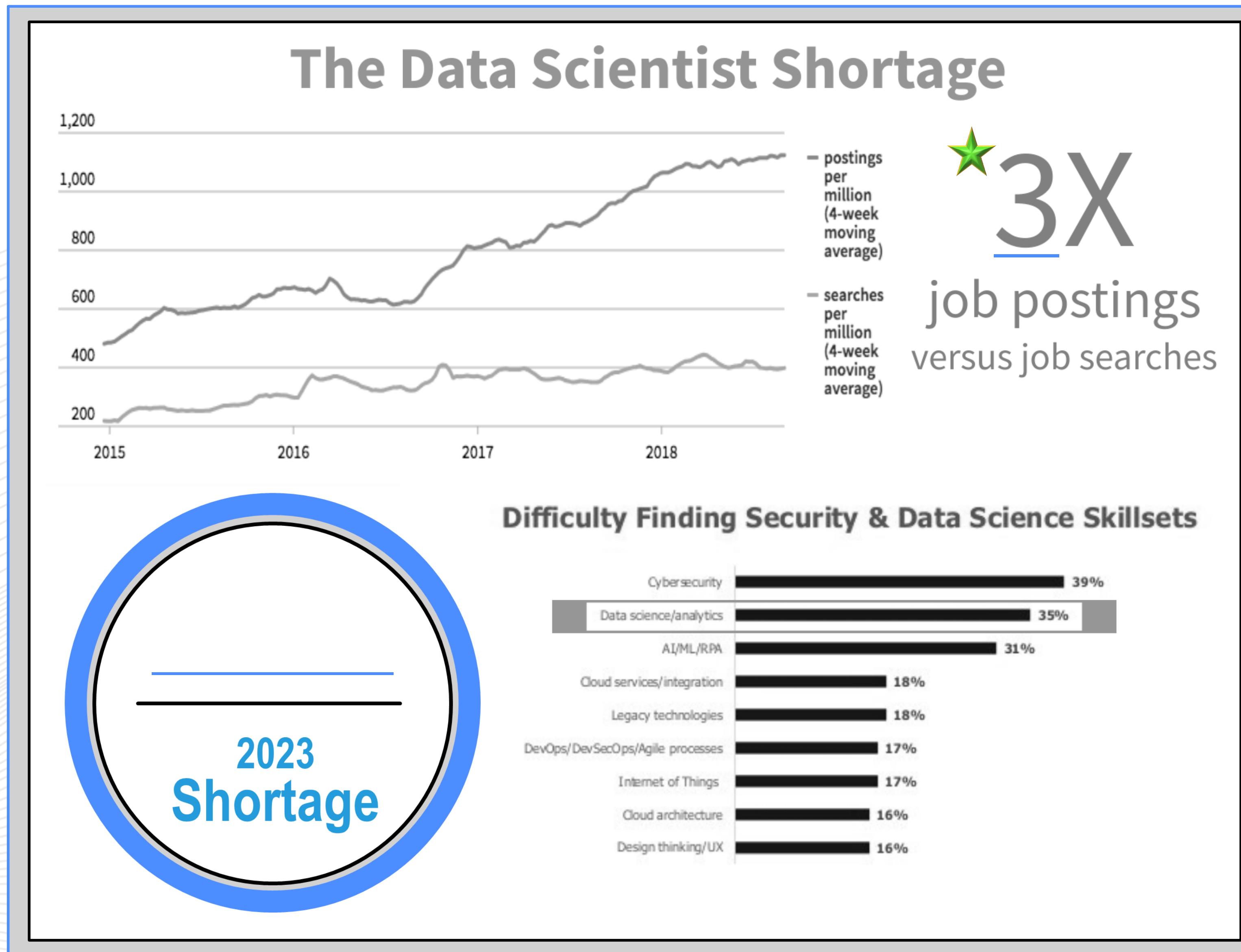
According to McKinsey, 72% of businesses have adopted AI technology in at least one part of their business.



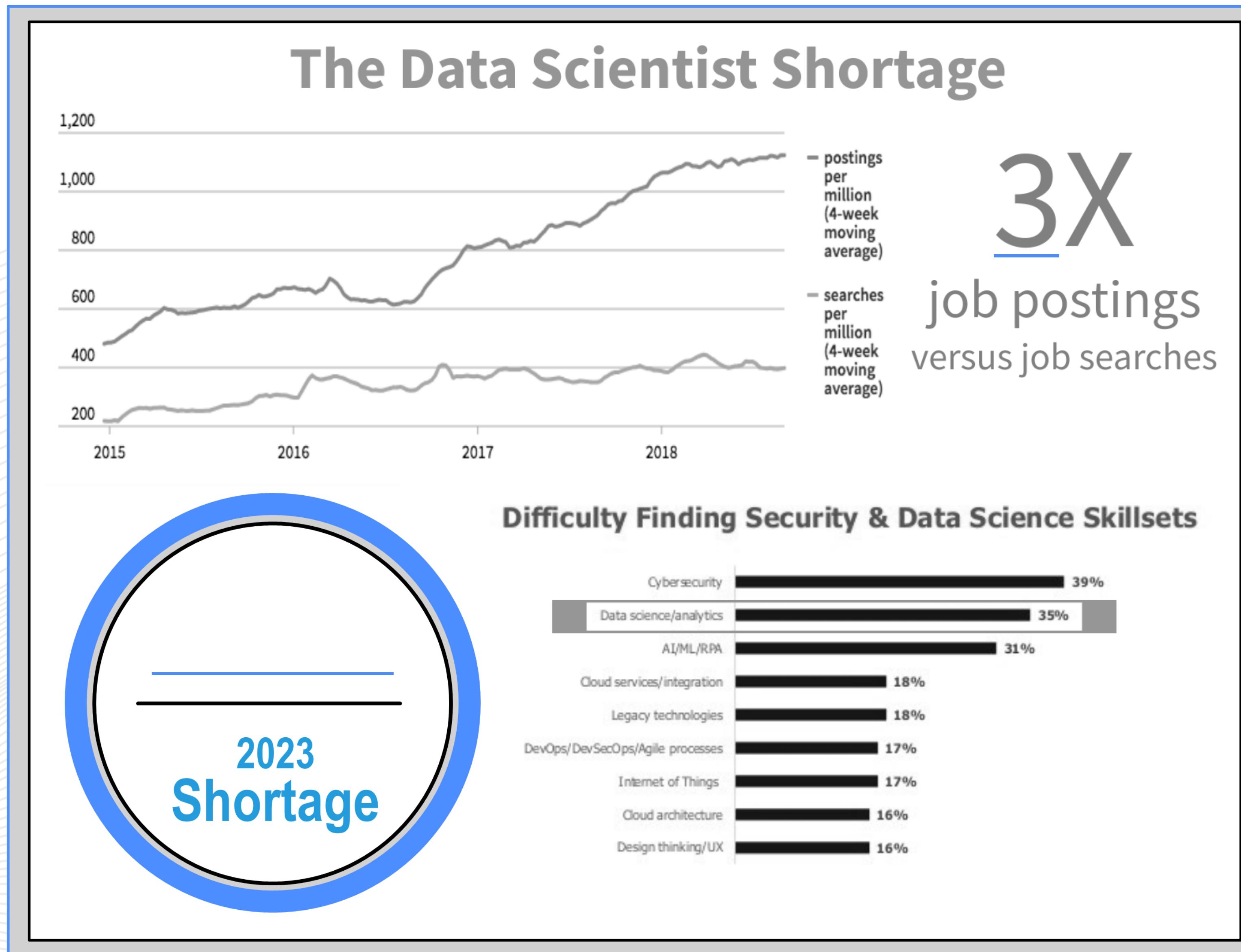
- (#1) + % annual growth
- (#3) + % annual growth
- (#8) + % annual growth



- (#1) + % annual growth
- (#3) + % annual growth
- (#8) + % annual growth



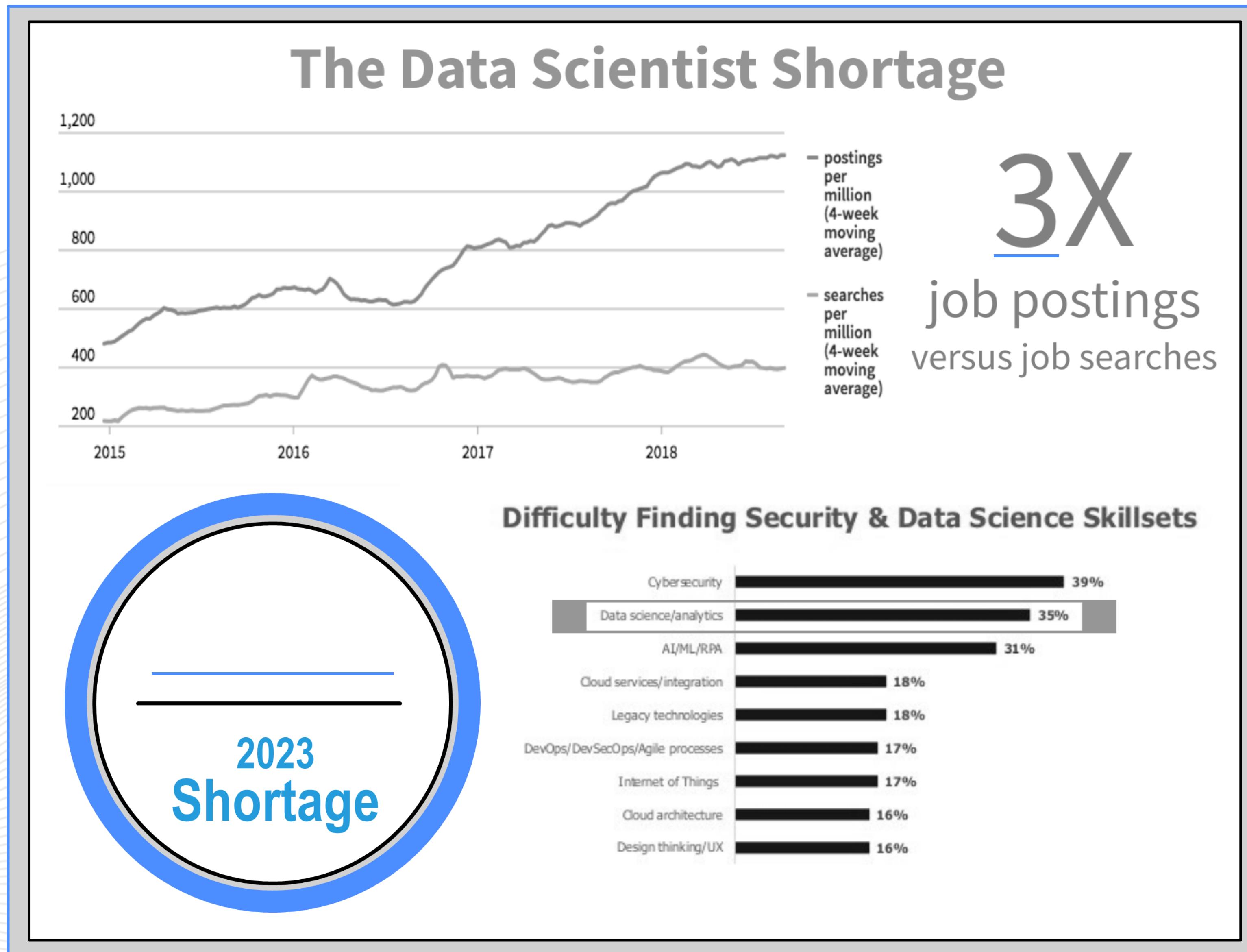
- (#1) + % annual growth
- (#3) + % annual growth
- (#8) + % annual growth



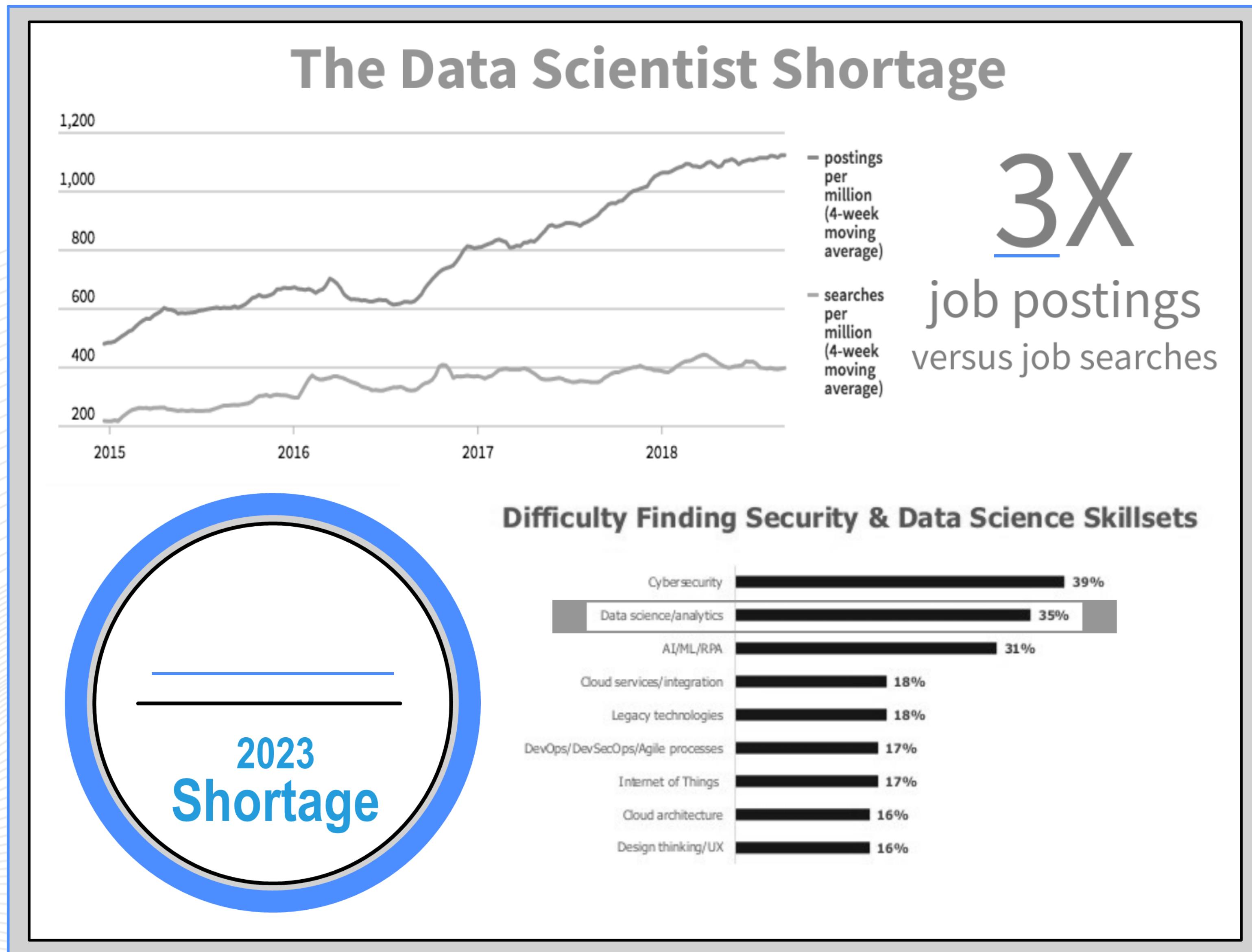
3X
job postings
versus job searches



- (#1) + % annual growth
- (#3) + % annual growth
- (#8) + % annual growth



- ★ **AI Specialist (#1)**
+74% annual growth
- (#3)
- + % annual growth
- (#8)
- + % annual growth



AI Specialist (#1)
+74% annual growth

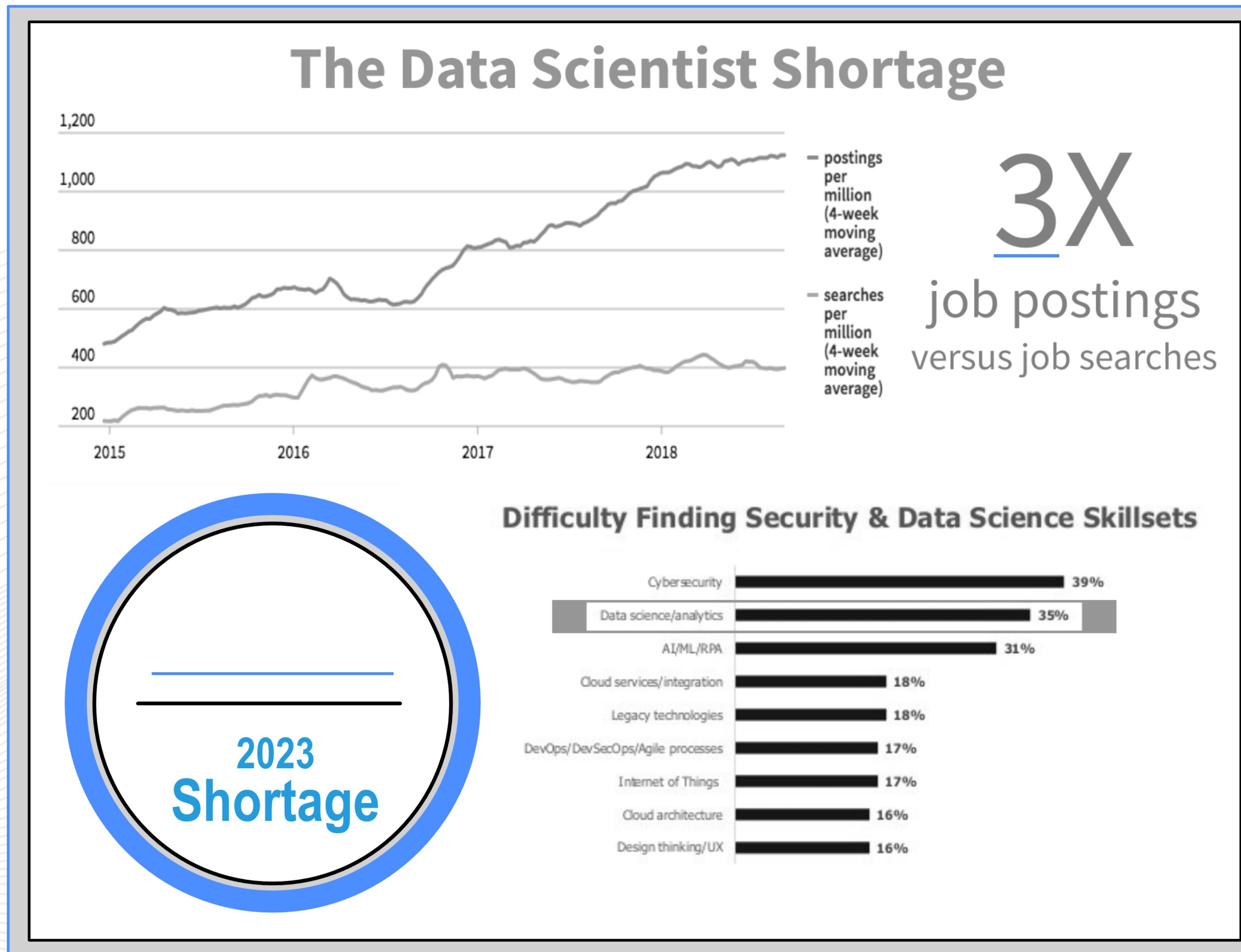


(#3)

+ % annual growth

(#8)

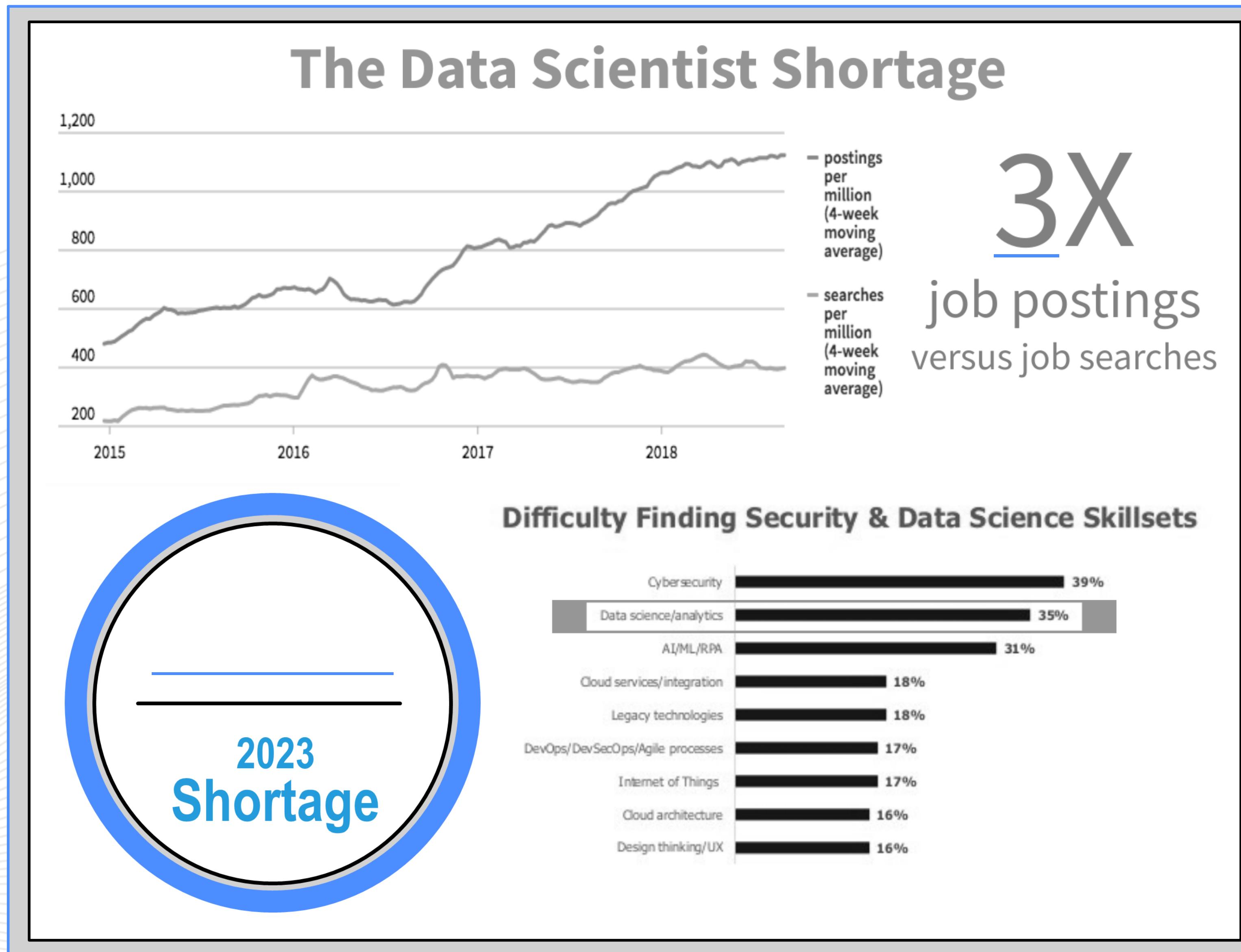
+ % annual growth



AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth

(#8)
+ % annual growth



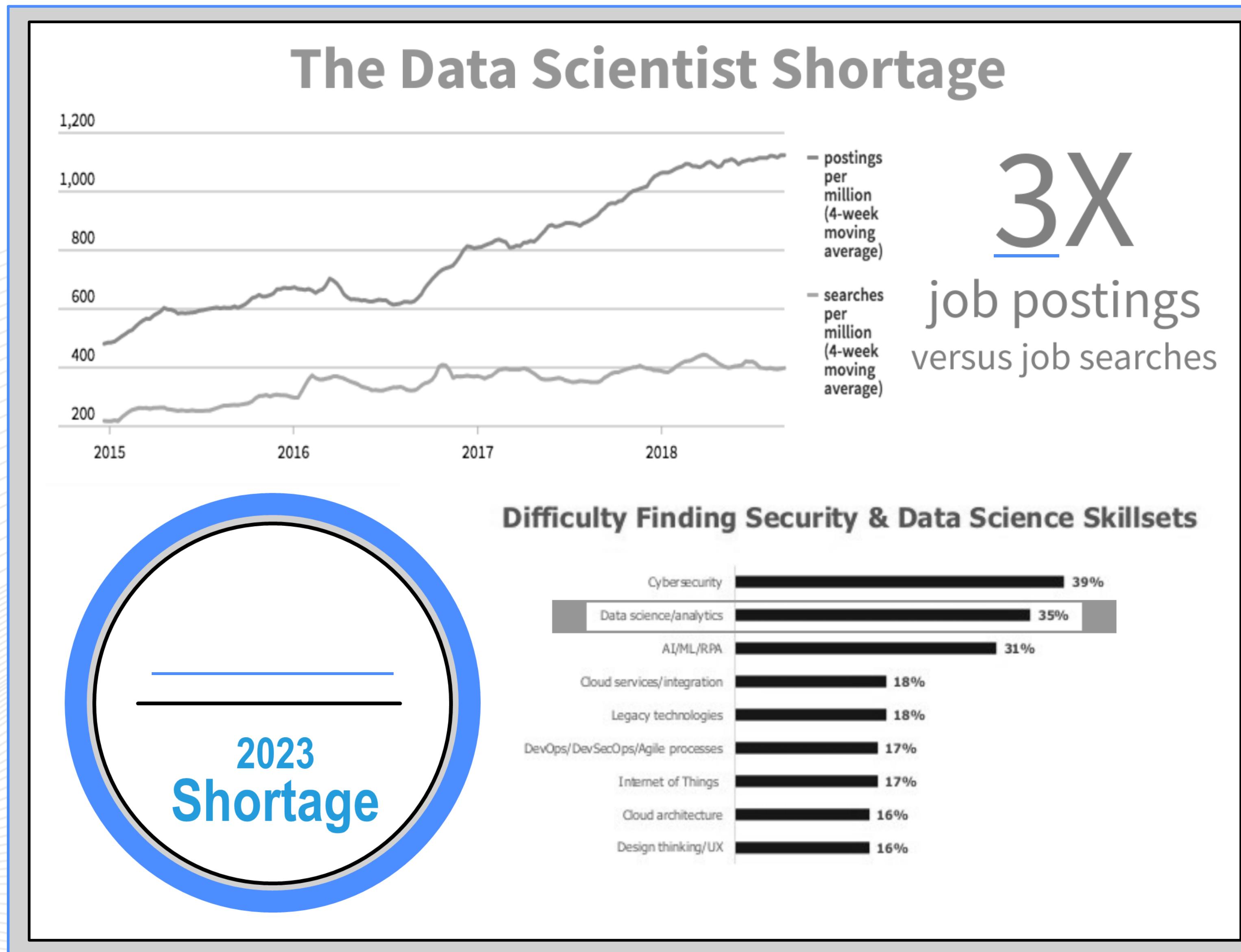
AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth



(#8)

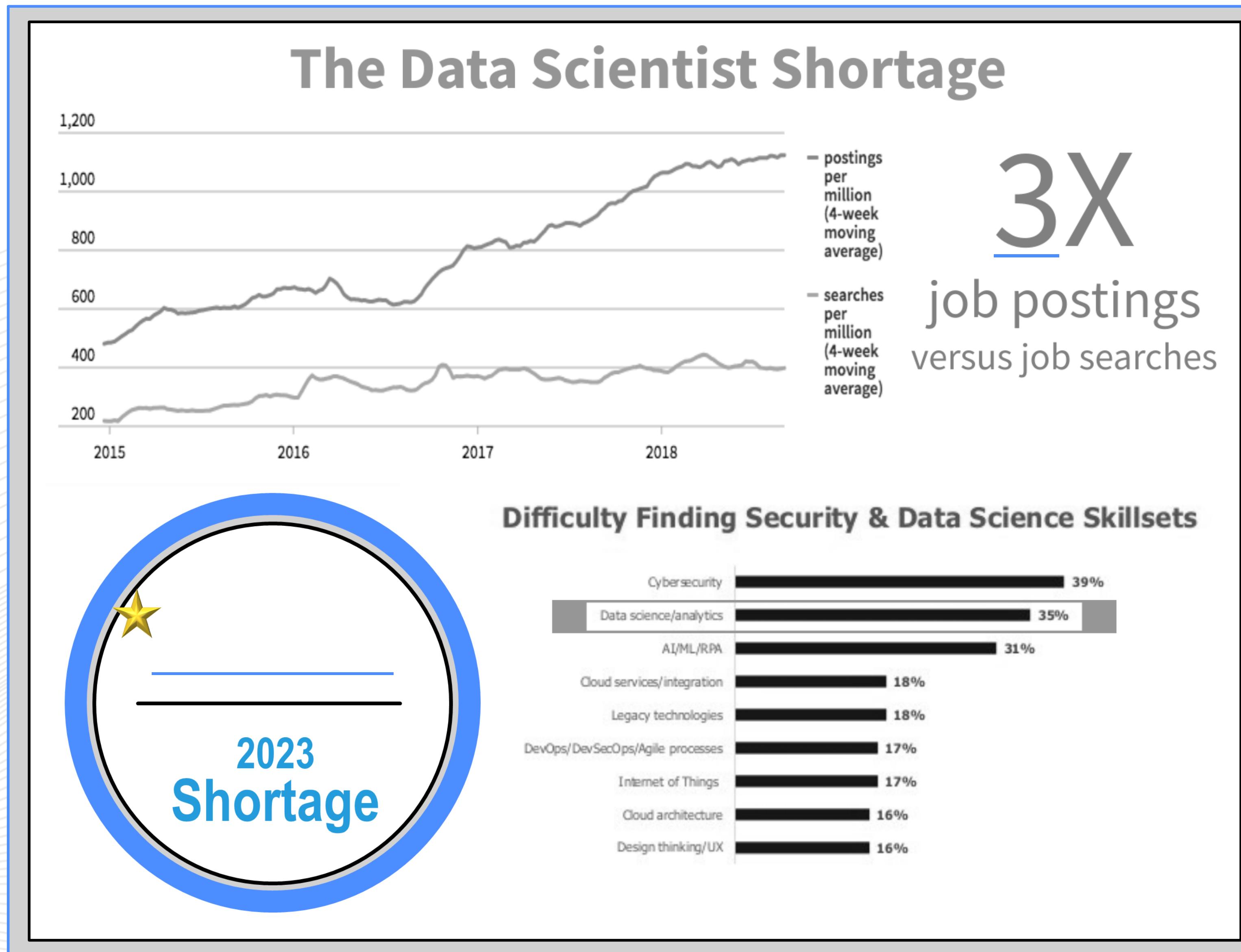
+ % annual growth



AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth

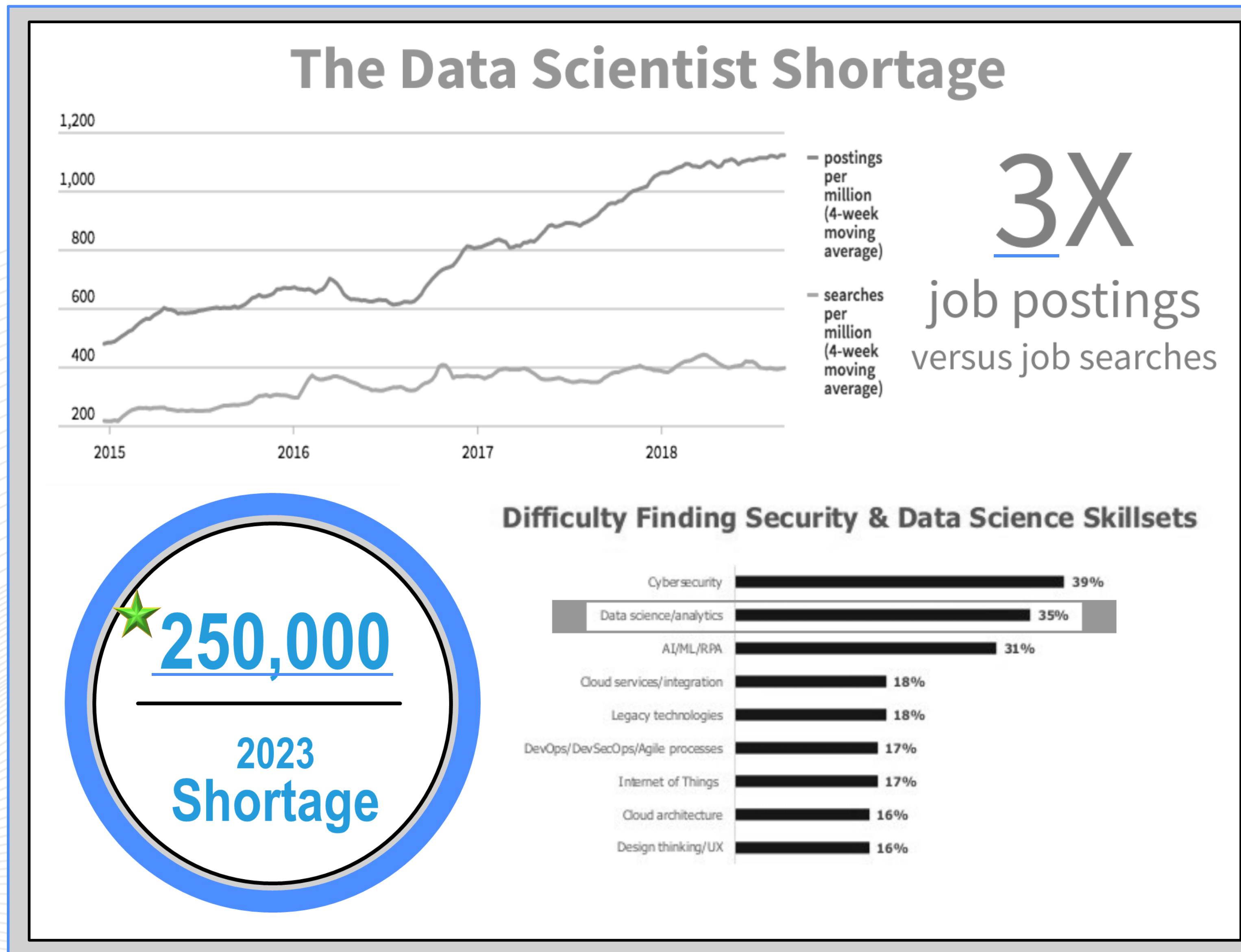
★ **Data Engineer (#8)**
+33% annual growth



AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth

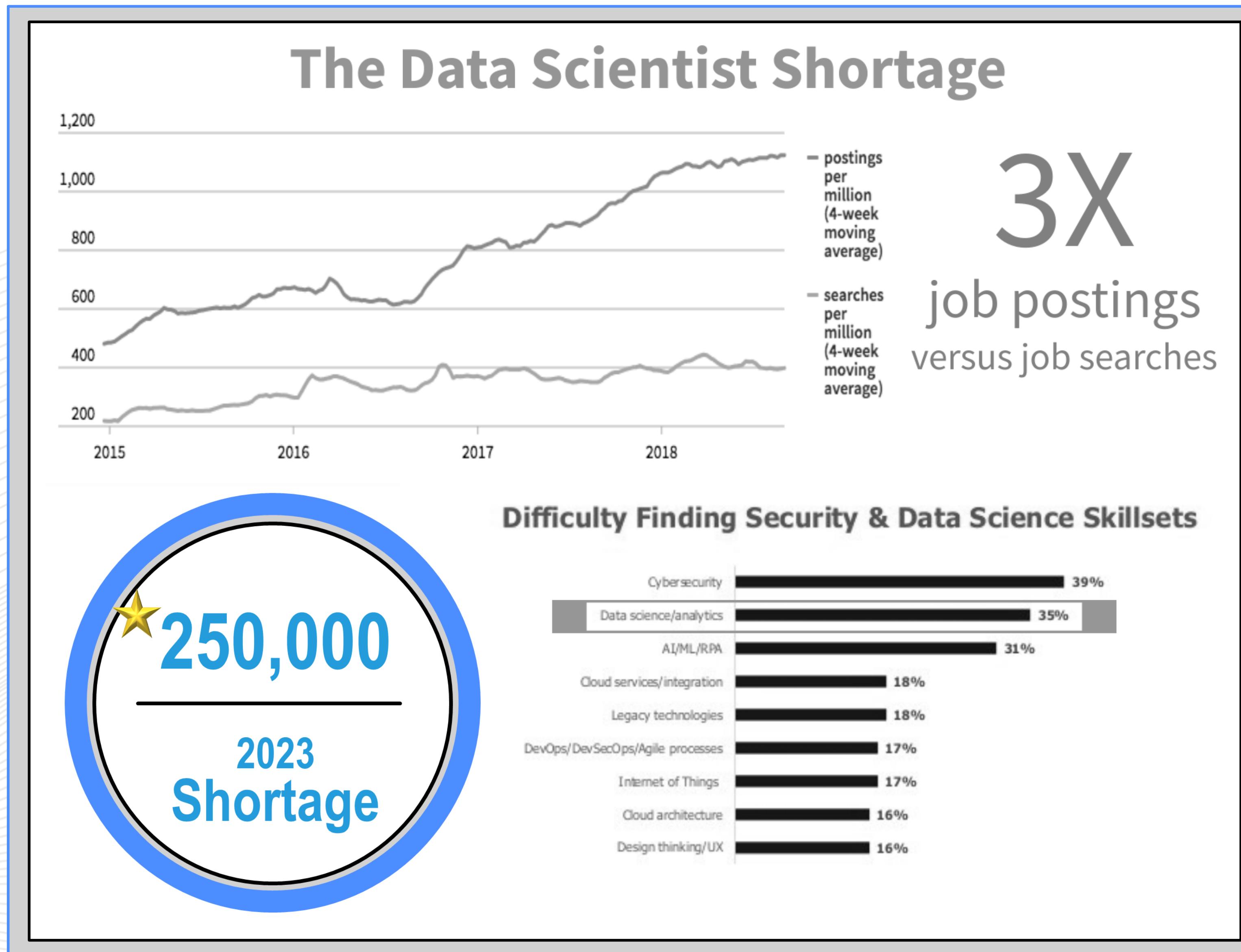
Data Engineer (#8)
+33% annual growth



AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth

Data Engineer (#8)
+33% annual growth



AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth

Data Engineer (#8)
+33% annual growth

BRIAN BARRETT BUSINESS

MCDONALD'S BITES ON BIG DATA WITH \$300 MILLION ACQUISITION



ALEX CHRISTIAN BUSINESS JUN 1, 2023 7:00 AM

This AI Scouting Platform Puts Soccer Talent Spotters Everywhere

A young player hoping to be spotted by a Premier League club typically relies on luck as much as talent, but artificial intelligence could change all that.

McKinsey acquires Iguazio, a leader in AI and machine-learning technology

AI Could Run a Million Microbial Experiments Per Year

UNIVERSITY OF MICHIGAN / 04 MAY 2023

WILL BEDINGFIELD CULTURE JUN 2, 2023 6:00 AM

Why Hollywood Really Fears Generative AI

Unions representing actors and writers are negotiating with major studios to stop AI from running riot in the industry. Their concerns are very real.

Better than Humans: Artificial Intelligence in Intensive Care Units

An AI can suggest appropriate treatment steps in cases of blood poisoning: The computer has already surpassed humans in this respect

15-May-2023 - Vienna, AT



US lawyer admits using ChatGPT for case research

US & Canada · 27 May

2030

2025

[TARGETING NEED]

or

[DELIVERING IMPACT]

“The Big Book of AI”

CHAPTERS

Tech Solution Areas

- Automation
- Computer Vision
- Data Blending
- Data Engineering
- Data Labelling
- Data Operations
- Data Visualization
- Decision Science
- Edge Computing & Distributed ML
- GeolInt
- Human Factors
- IOT & Sensors
- LLM & Foundational Models
- Machine Learning
- NLP/NLG
- Optimization
- Sentiment Analysis
- Simulation
- Synthetic Data
- UI/UX

SECTIONS

Business Applications

- Call Centers
- Cloud
- Consumer & Market
- Cyber Security
- Emerging Concepts & Innovative Tech
- Environment & Conservation
- Finance & Budget
- Infrastructure Analytics
- Life Science & Health
- Logistics & Supply Chain
- Networks
- Platform
- Portfolio Management
- Pricing & Promotion
- Program Management
- Records Management
- Research & Development
- Special Operations
- Talent & Human Resources

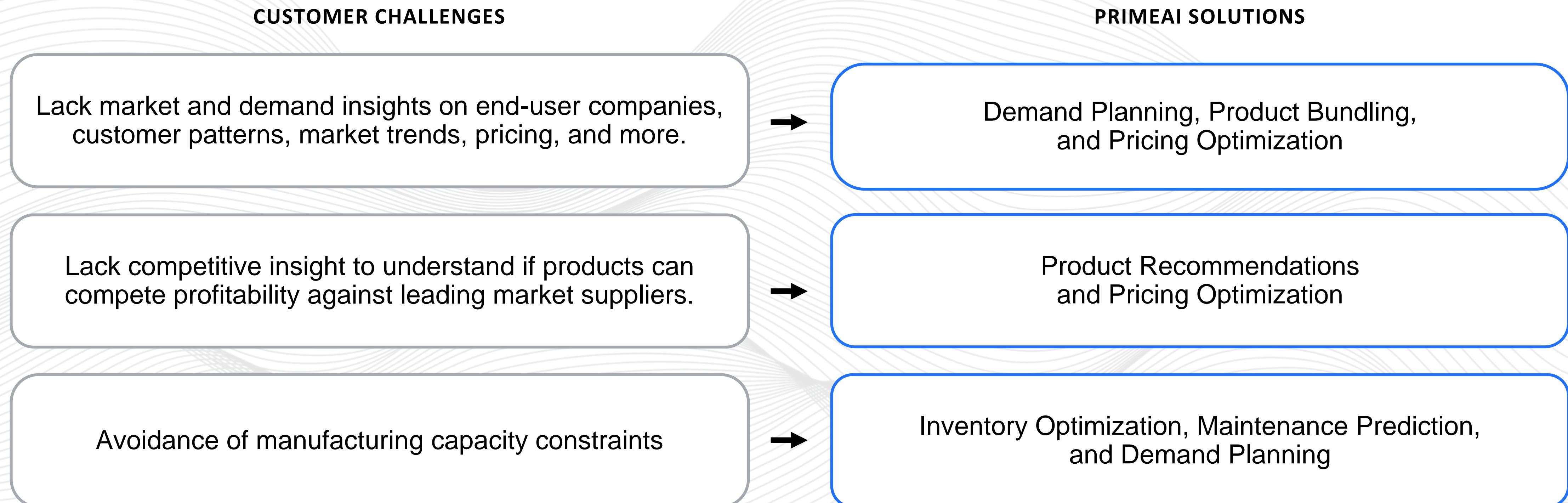
APPENDICES

Frameworks & Refs

- Requirements
 - Industry Standards
 - Government Regulations
- Accelerators
 - AI Agents
 - AI Engines
 - Solutions
 - Systems Engineering
 - Best Practices
 - Frameworks
 - Maturity Indices
- Recruiting
 - Position Descriptions
 - Hiring questions
 - Interview support
 - Referrals
- Thought Leadership
 - Blogs
 - White Papers
 - Conference Presentations
- Patents & IP
- Research & Development

What Is Often Heard

Multiple AI solutions can map to a customer's top priorities and challenges:





Prime Engines

AI engines to automate workflows, optimize operations, and improve results across the business.



Pricing Optimization



Supply Chain
Optimization



Product
Recommendations



Product Bundling



Customer Churn
Reduction



Workforce Scheduling &
Routing



Maintenance Prediction



Demand Planning

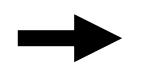


Inventory Optimization

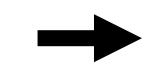


Prime Interlace

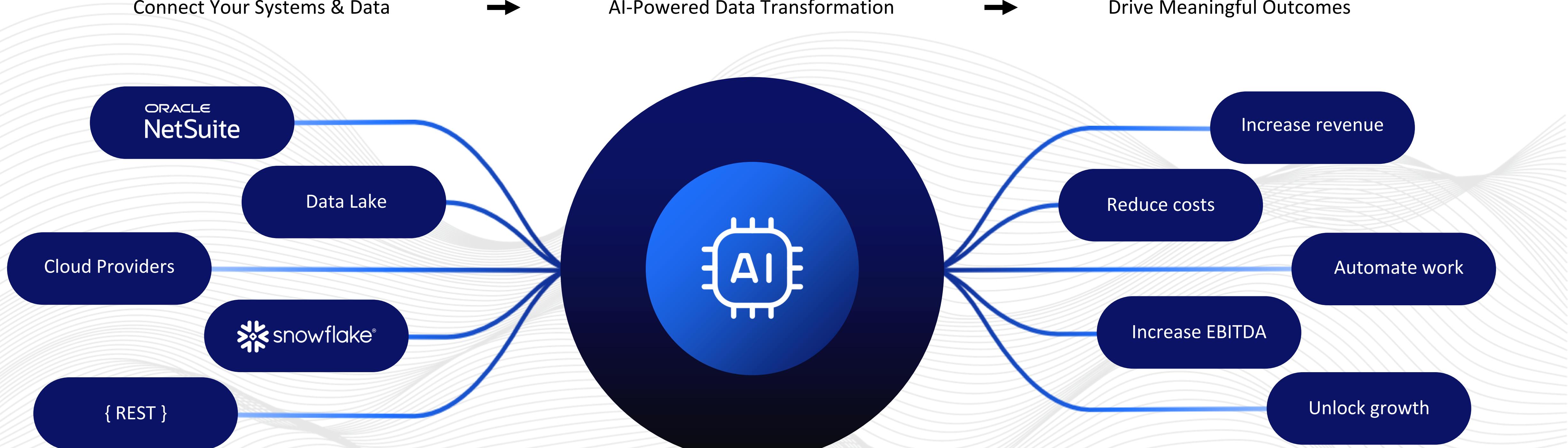
Connect Your Systems & Data



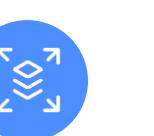
AI-Powered Data Transformation



Drive Meaningful Outcomes



Lightweight



Scalable



Seamless Integration

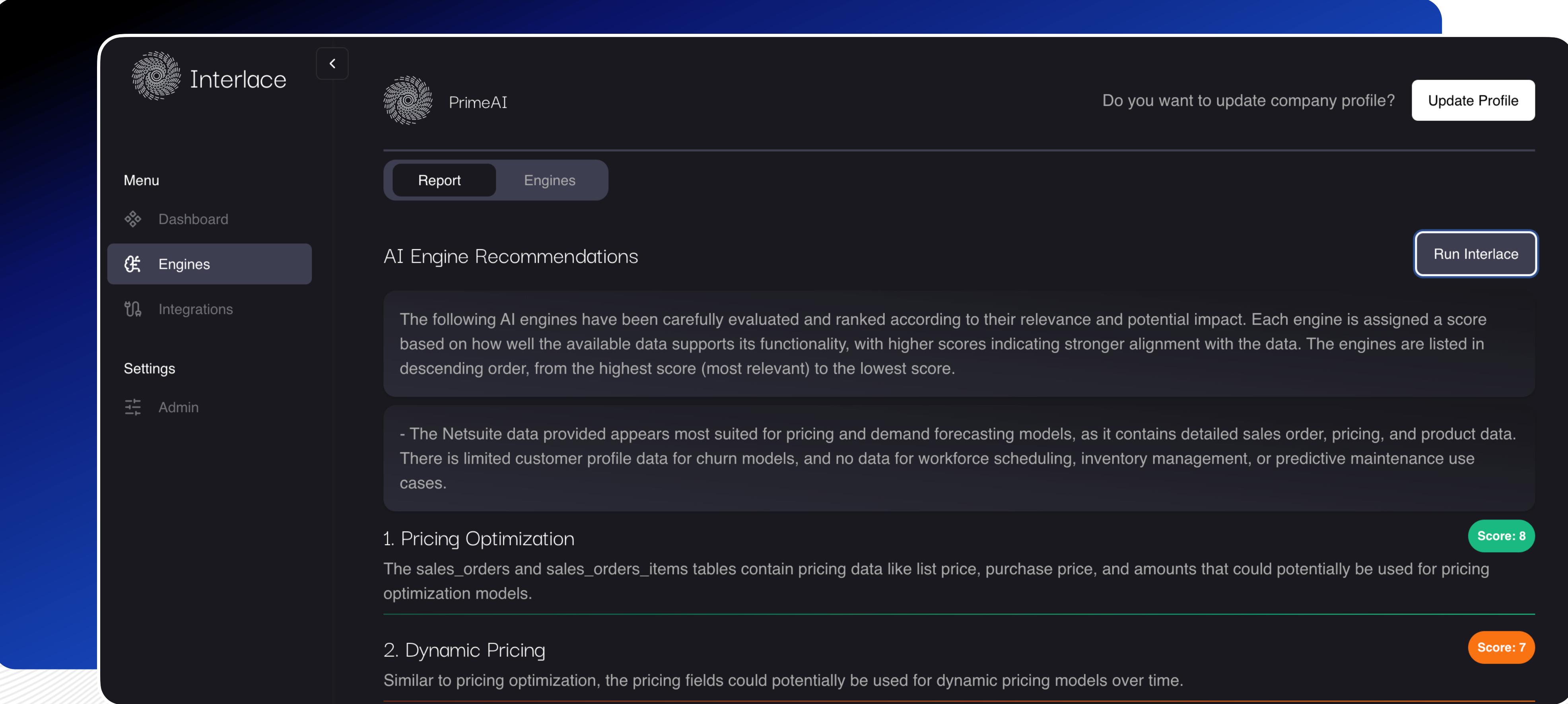


Cost efficient



Prime Interlace

Supercharging systems. Making data actionable. Accelerating outcomes.



The screenshot displays the Prime Interlace application interface. At the top, there's a navigation bar with the 'Interlace' logo, a back arrow, the 'PrimeAI' logo, and a message asking if you want to update your company profile, with a 'Update Profile' button. Below the navigation is a dark sidebar with icons for 'Menu', 'Dashboard', 'Engines' (which is selected), 'Integrations', 'Settings', and 'Admin'. The main content area has tabs for 'Report' and 'Engines'. A large section titled 'AI Engine Recommendations' contains a message about evaluated engines and their scores. It lists two engines: 'Pricing Optimization' (Score: 8) and 'Dynamic Pricing' (Score: 7). The 'Pricing Optimization' section notes that sales_order and sales_order_items tables contain data suitable for pricing optimization models. The 'Dynamic Pricing' section notes that similar data could be used for dynamic pricing models over time.

Do you want to update company profile? [Update Profile](#)

Interlace

PrimeAI

Menu

Report

Engines

Dashboard

Engines

Integrations

Settings

Admin

AI Engine Recommendations

Run Interlace

The following AI engines have been carefully evaluated and ranked according to their relevance and potential impact. Each engine is assigned a score based on how well the available data supports its functionality, with higher scores indicating stronger alignment with the data. The engines are listed in descending order, from the highest score (most relevant) to the lowest score.

- The NetSuite data provided appears most suited for pricing and demand forecasting models, as it contains detailed sales order, pricing, and product data. There is limited customer profile data for churn models, and no data for workforce scheduling, inventory management, or predictive maintenance use cases.

1. Pricing Optimization Score: 8

The sales_orders and sales_orders_items tables contain pricing data like list price, purchase price, and amounts that could potentially be used for pricing optimization models.

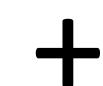
2. Dynamic Pricing Score: 7

Similar to pricing optimization, the pricing fields could potentially be used for dynamic pricing models over time.

The Power of PrimeAI

Example impact on key metrics for a company with deployed PrimeAI technology.

3-5%
Revenue Lift



1-5%
Cost Reduction



+50%
EBITDA Increase

Trusted by Leading Organizations



Partnered with Technology Leaders



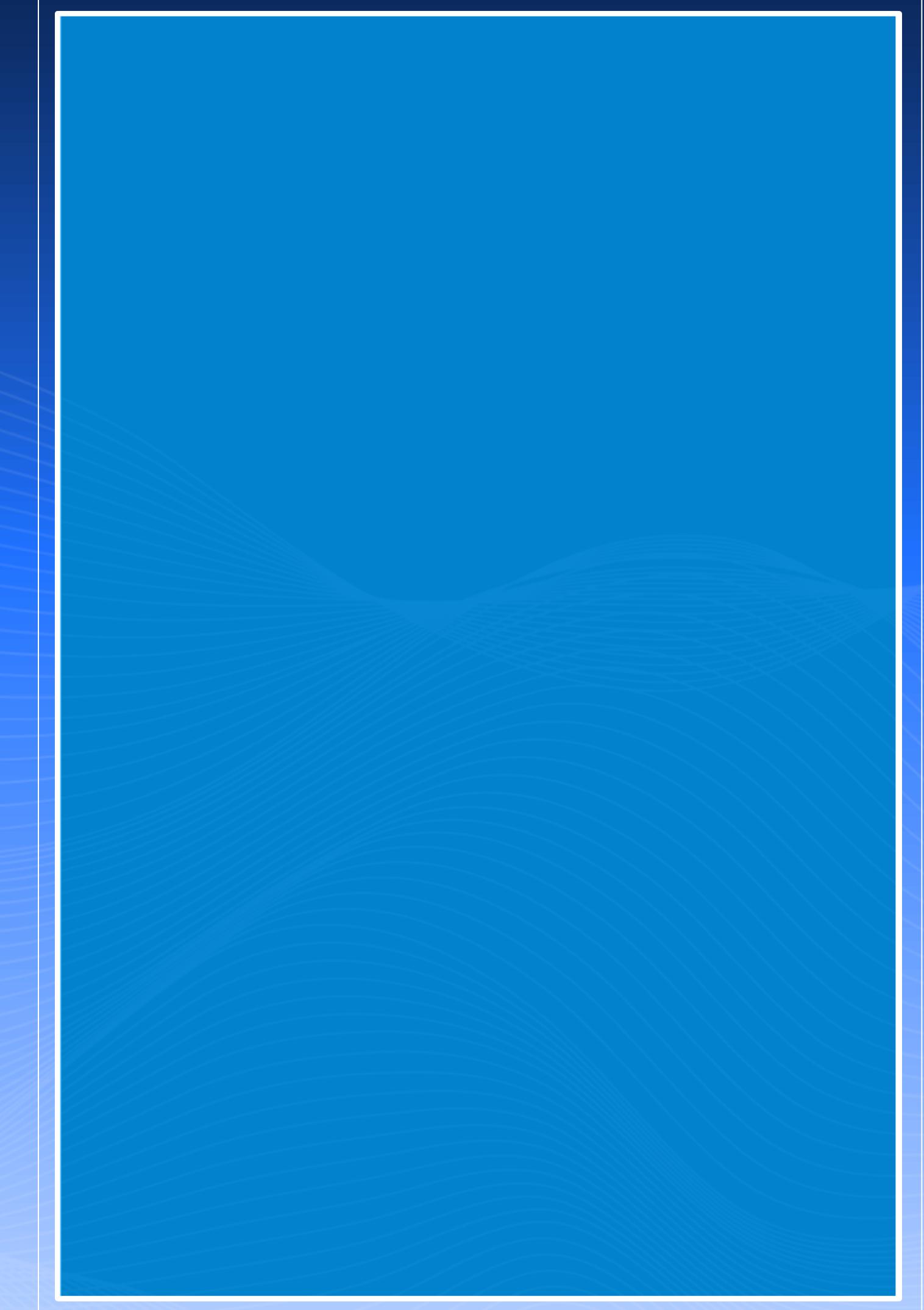
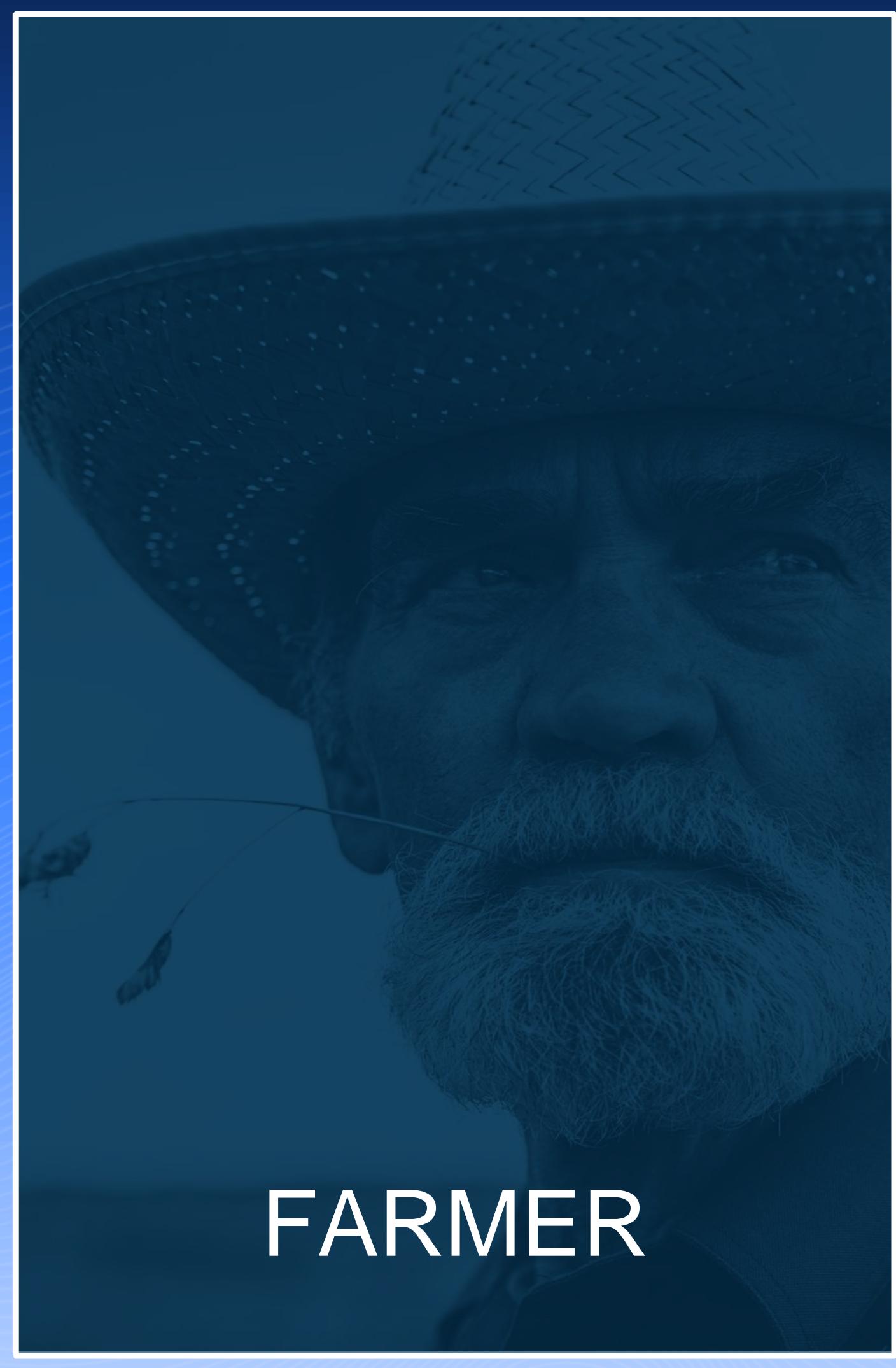
PrimeAI Experience

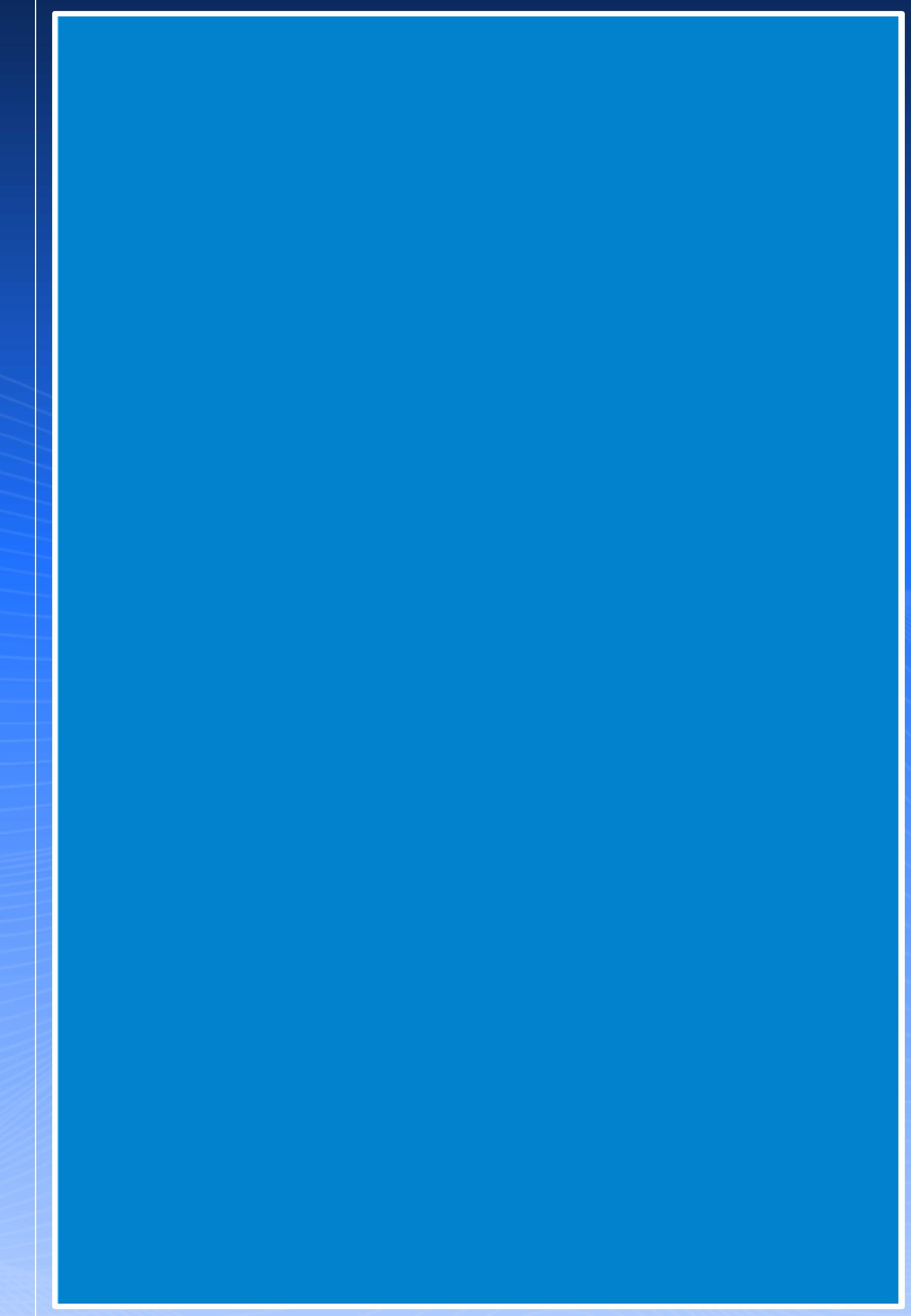
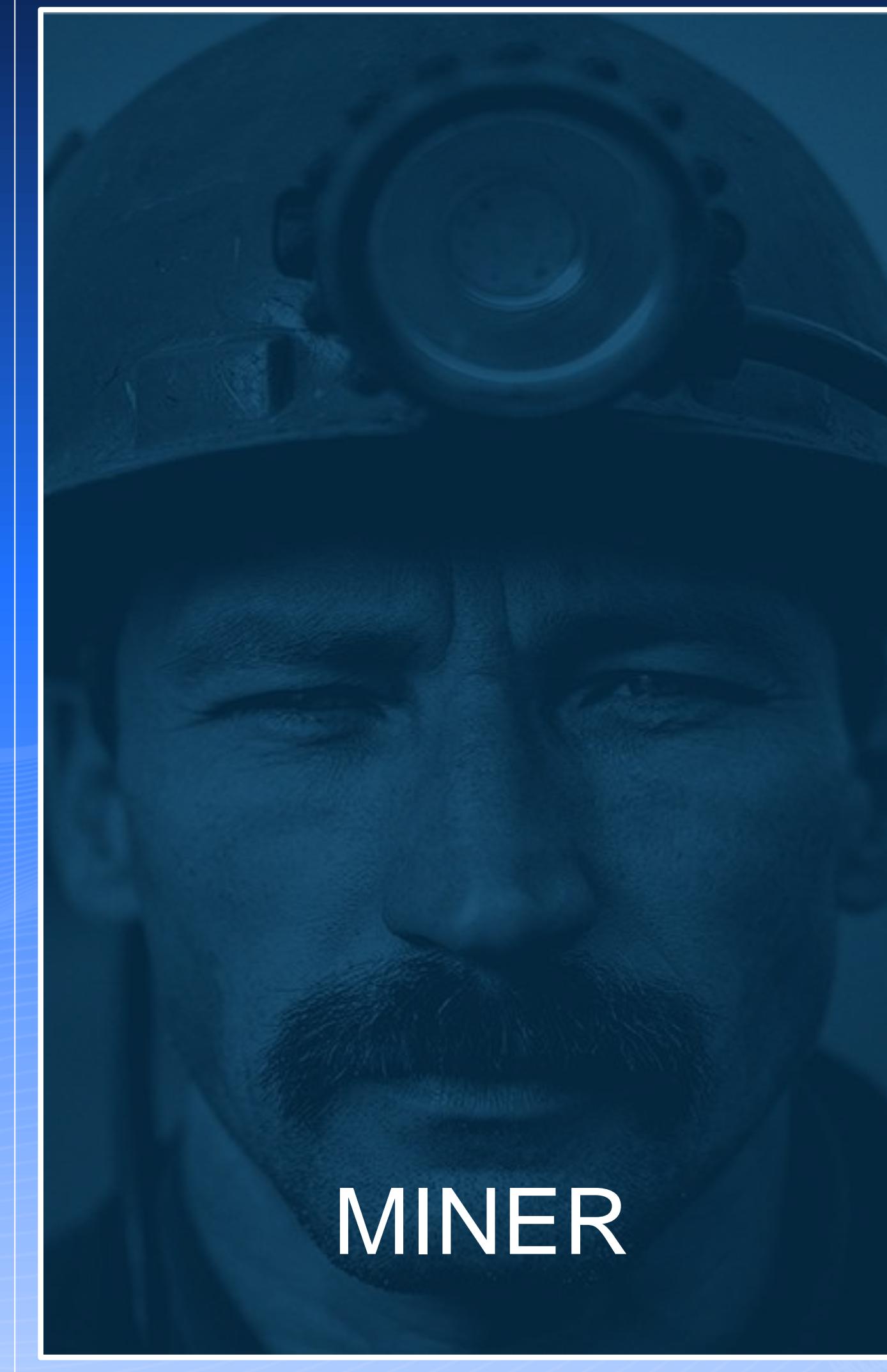
Our team has experience driving AI solutions and software development for a wide range of industries and companies

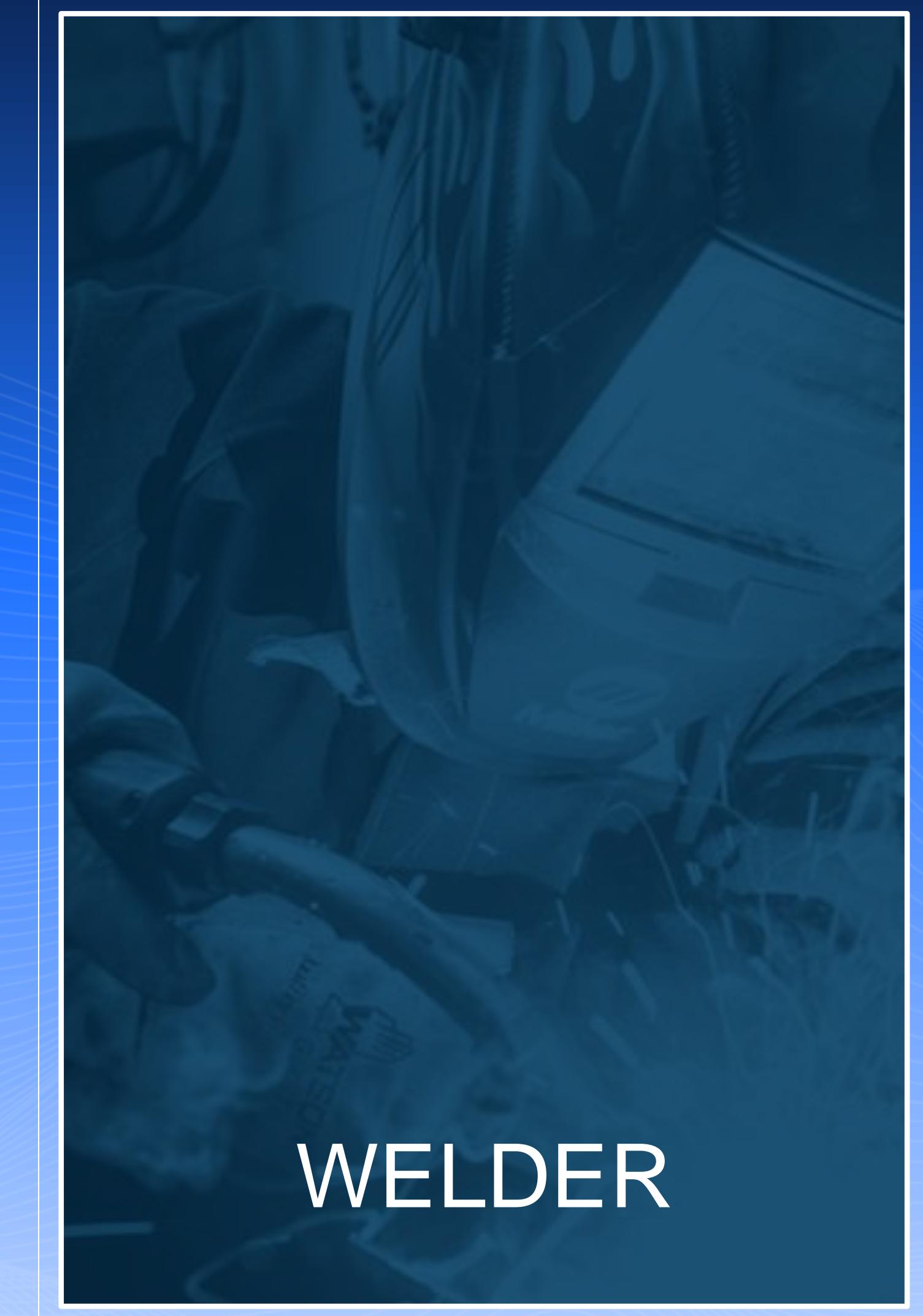
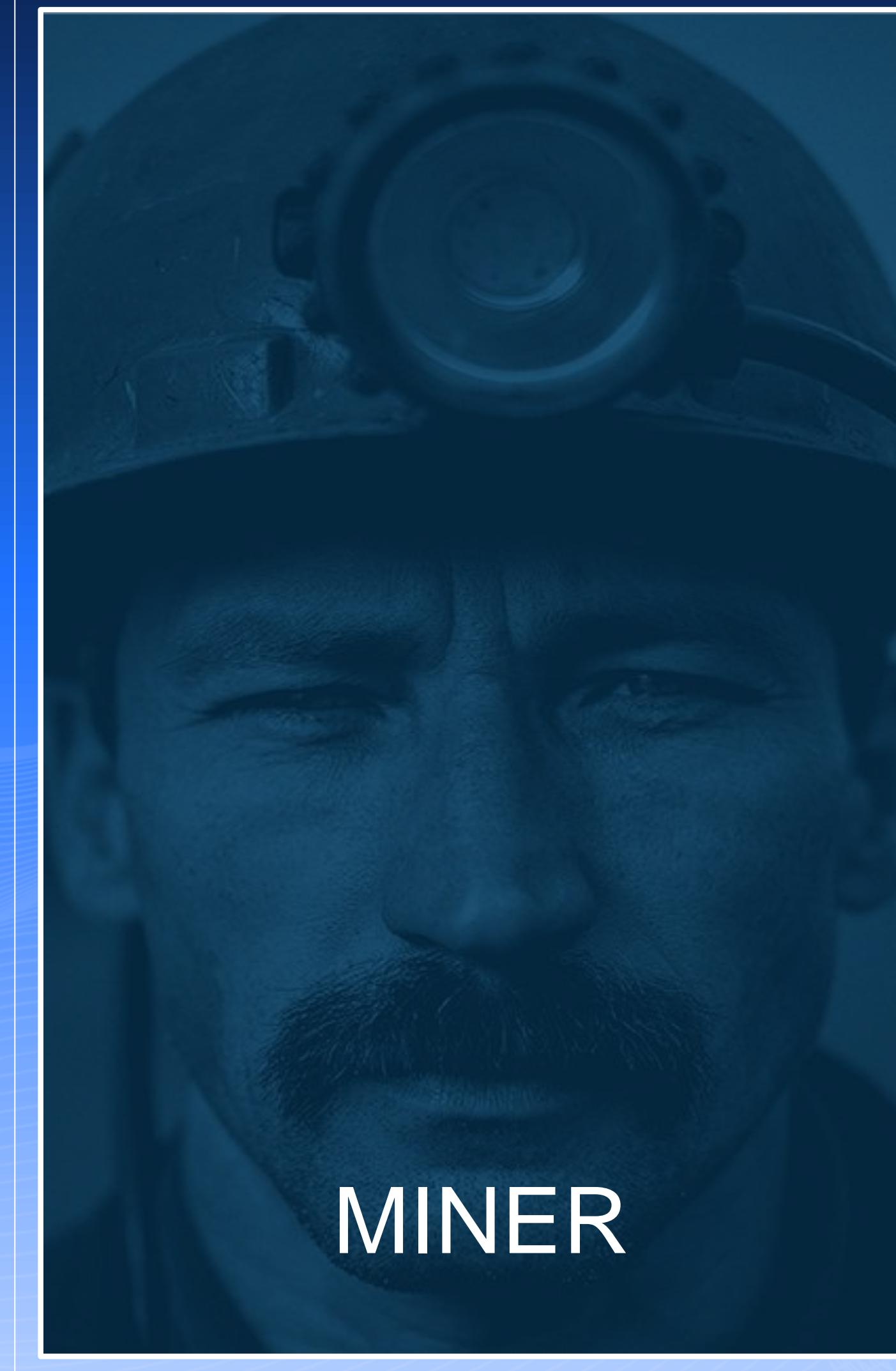
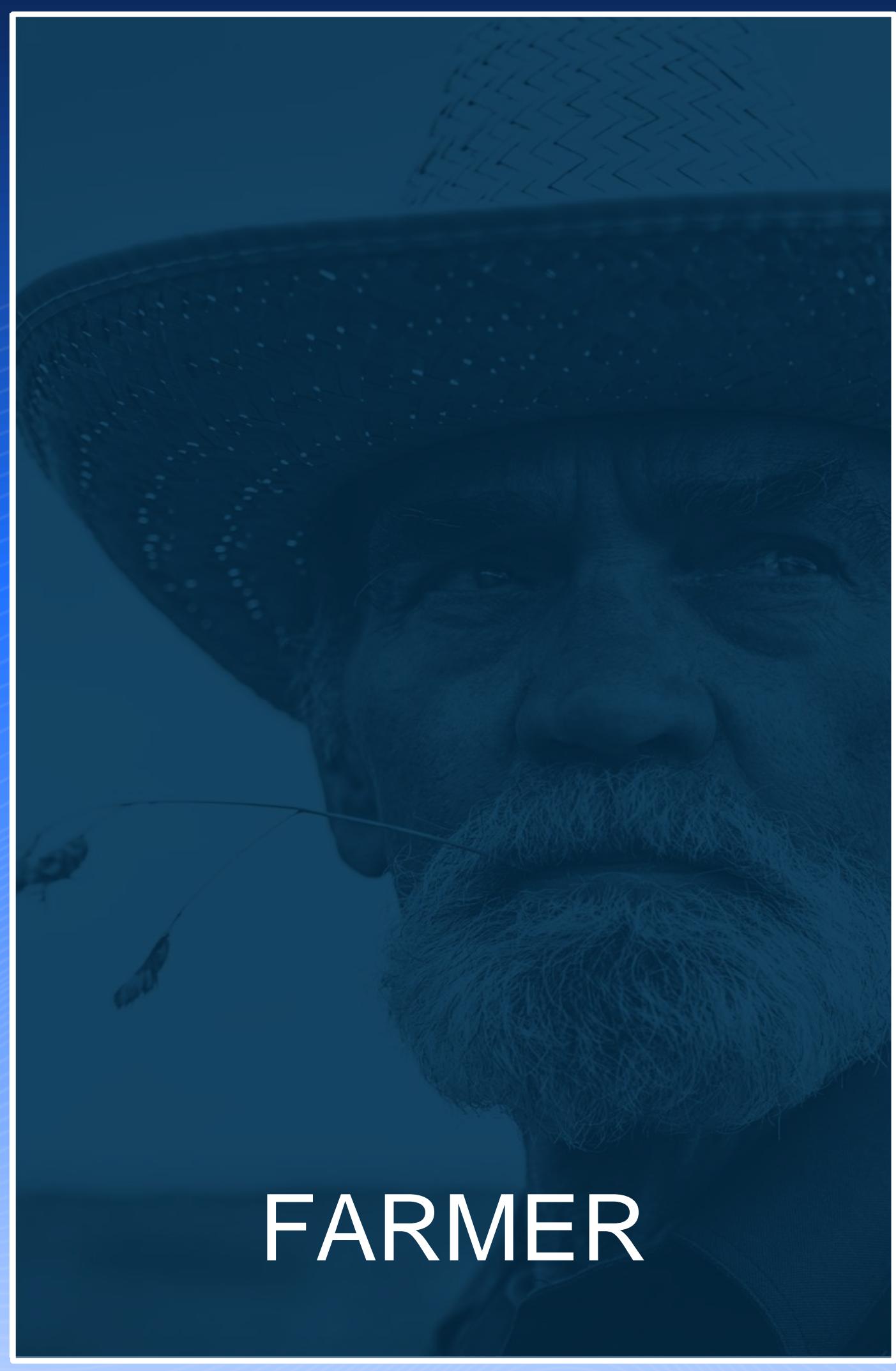


[BLUE-COLLAR AI]









Data farmers cultivate data. When data isn't available or very sparse, farmers use statistics, simulation and other mathematics to seed, cultivate and harvest data, enriching business requirements with real, surrogate or synthetic data. Farmers are the masters of getting things done with the data you have, not the data you wish you had.

FARMER

Data miners extract critical data for business applications. Miners analyze data, extract the critical ore and chisel the patterns that provide immediate insights or can be leveraged in future analytic fittings. Miners often provide ad-hoc analysis to support a business hunch or alert you to what's happening throughout your business mines.

MINER

Data welders connect data through operations, analytics and applications to drive business decisions. They align data to an action taken by customers or businesses. The data is inextricably tied to a repeatable process, which moves the data science from being an ad-hoc insight toward integrated business application.

WELDER



- BACHELORS DEGREE IN PHILOSOPHY
- 100K STUDENT DEBT
- CAN'T FIND A PHILOSOPHY JOB
- BELIEVES PEOPLE WITHOUT COLLEGE DEGREES ARE STUPID



- 4 YEAR PAID APPRENTICESHIP
- NO STUDENT DEBT
- EARNS 80K ANNUALLY
- DISCONNECTED ADAM'S ELECTRICITY

2023 LinkedIn U.S. Emerging Jobs Report

AI Specialist (#1)
+74% annual growth

Data Scientist (#3)
+37% annual growth

Data Engineer (#8)
+33% annual growth

[RESPONSIBLE AI]

“

SCIENCE WITHOUT ETHICS
IS BLIND.
ETHICS WITHOUT SCIENCE
IS LAME.

- EINSTEIN, PARAPHRASED

”

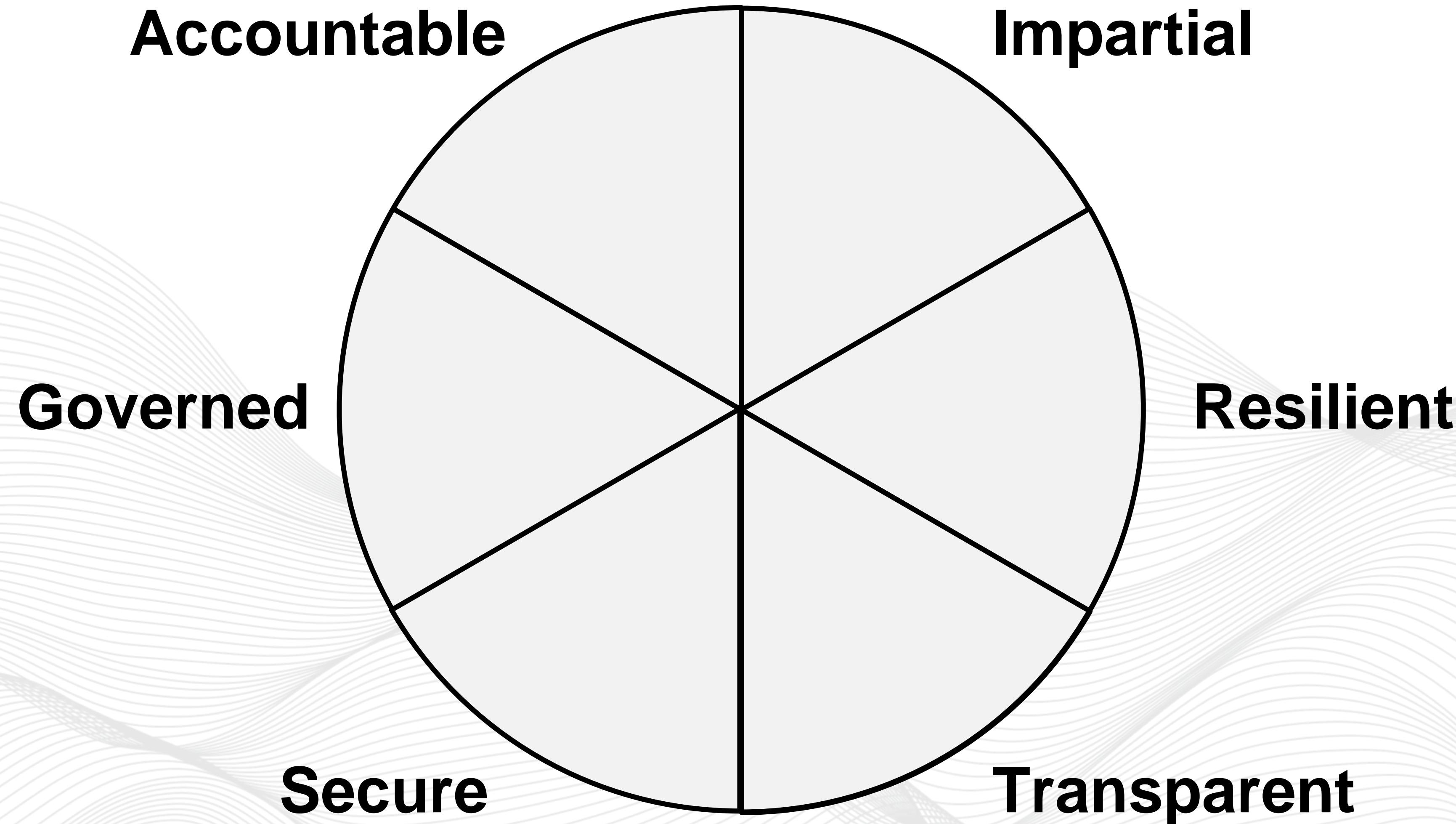
Steps For Creating Your Responsible AI Framework

I strongly believe that every organization working in AI has a responsibility to define its own ethical standards and practices. Start with these steps in your organization:

Define your vision. Put your intentions into a short statement. What do you hope to achieve? How will you contribute to a greater cause?

Identify your values. Describe your ethical framework in detail. What ideals and beliefs do you hold? How will you evaluate whether a project or initiative upholds your values?

Establish oversight. Create an AI ethics board that provides guidance and recommendations for decisions about programs and activities. Make it a force for governance and accountability within your organization.



Accountable

Algorithms, attributes, and correlations are open to inspection.

Impartial

Internal and external checks to enable equitable application across all participants.

Governed

Organization and policies clearly determine who is responsible for data, output and decisions.

Secure

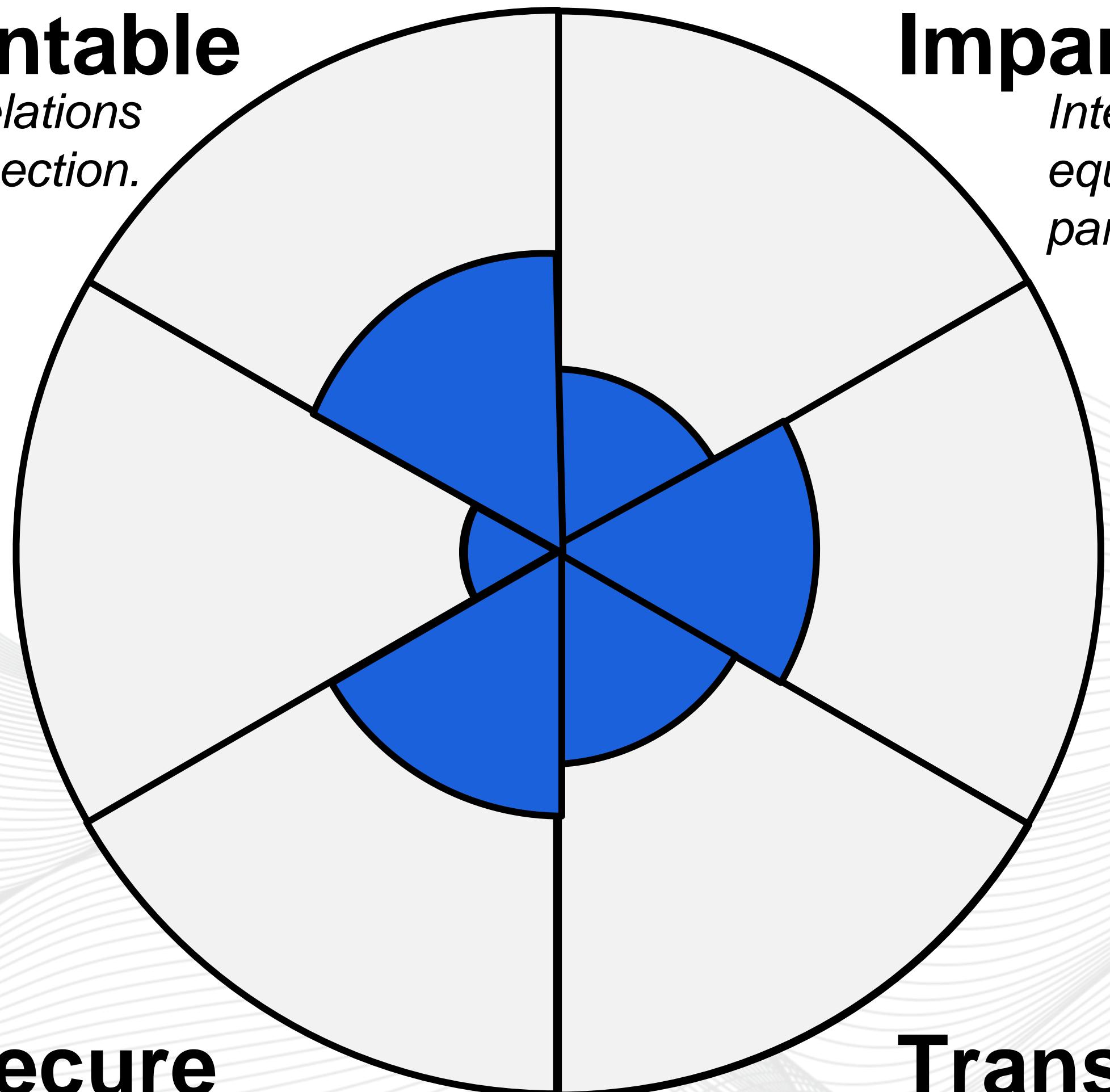
Protected from potential risks (including cyber risks) that may cause physical and digital harm

Resilient

Monitored and reinforced learning protocols with humans to produce consistent and reliable outputs.

Transparent

Users have direct line of sight to how data, output and decisions are used and rendered.



Accountable

Algorithms, attributes, and correlations are open to inspection.

Impartial

Internal and external checks to enable equitable application across all participants.

Governed

Organization and policies clearly determine who is responsible for data, output and decisions.

Secure

Protected from potential risks (including cyber risks) that may cause physical and digital harm.

Resilient

Monitored and reinforced learning protocols with humans to produce consistent and reliable outputs.

Transparent

Users have direct line of sight to how data, output and decisions are used and rendered.

Independence
Fairness
Context X

Accountable

Algorithms, attributes, and correlations are open to inspection.

Audit X

Ledger
Reasoning

Governed

Organization and policies clearly determine who is responsible for data, output and decisions.

X Protection
Detection
Verification

Secure

Protected from potential risks (including cyber risks) that may cause physical and digital harm.

X Managed
Monitored
Bounded

Impartial

Internal and external checks to enable equitable application across all participants.

Understanding Risks
Response Planning
Effects Tuning X

Resilient

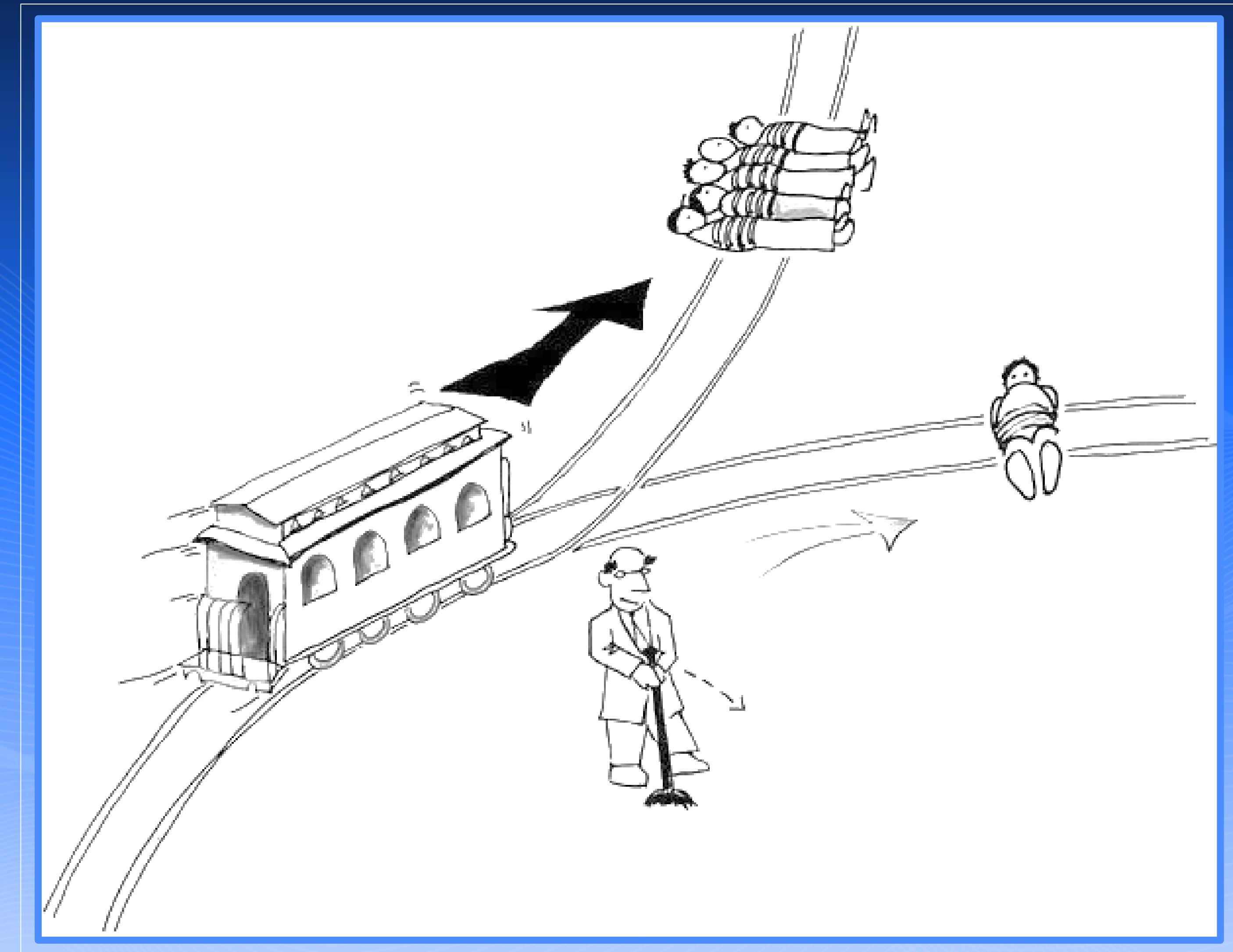
Monitored and reinforced learning protocols with humans to produce consistent and reliable outputs.

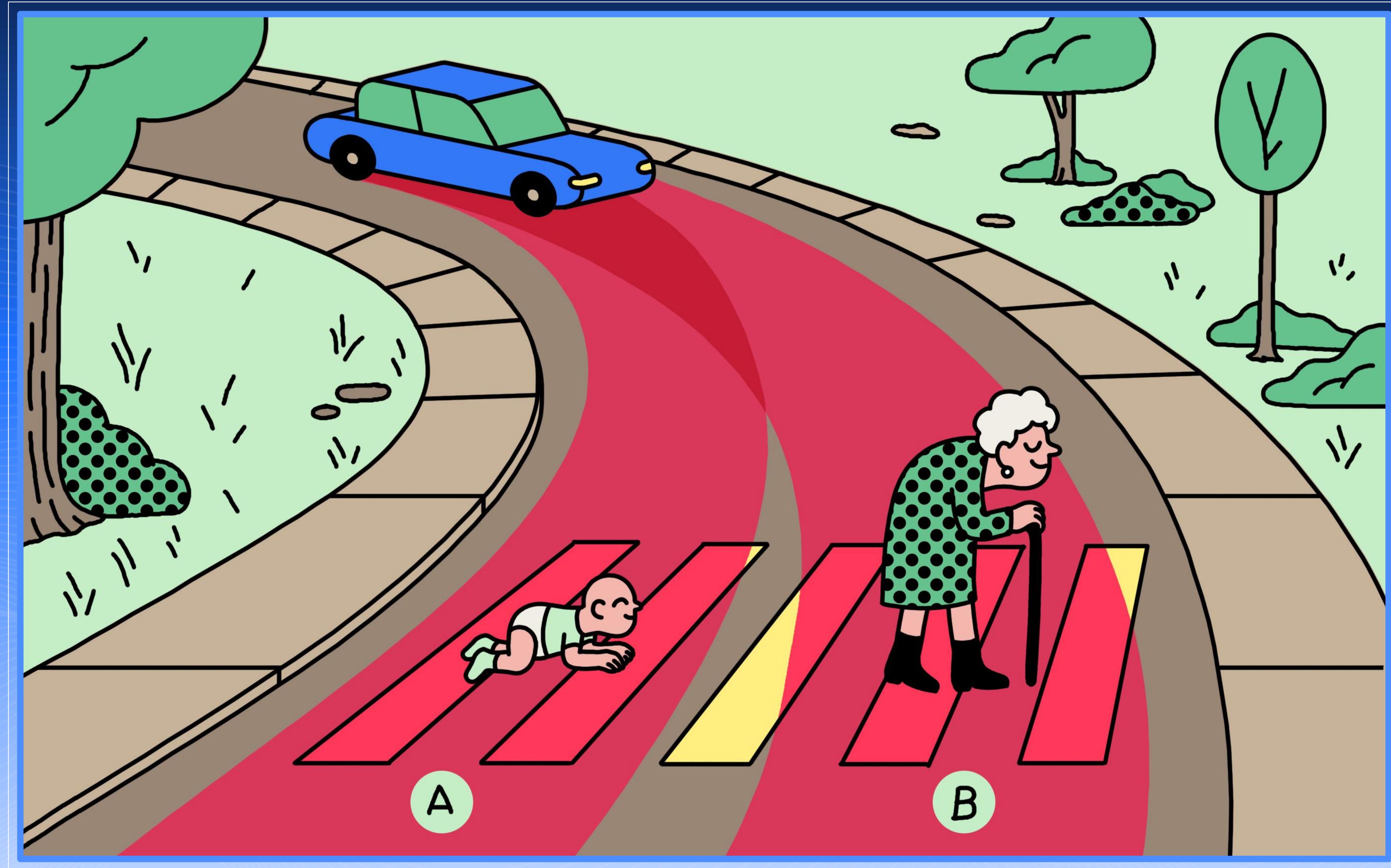
Documentation
Expiry
Analysis of Alternatives X

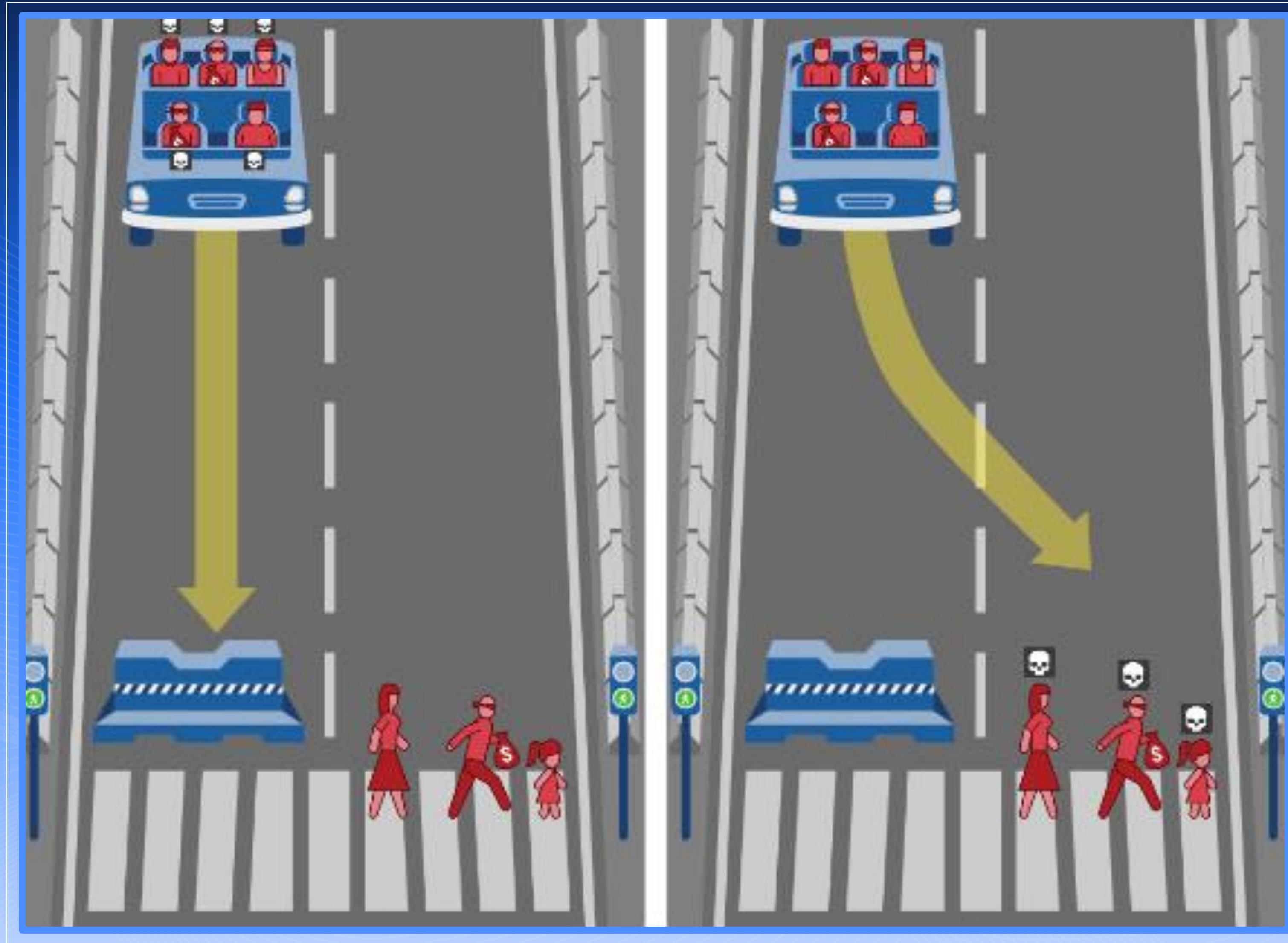
Transparent X

Users have direct line of sight to how data, output and decisions are used and rendered.

[WHY IT MATTERS]







Be the change.
Lead the change.



PrimeAI®

Thank You.

Aaron Burciaga, CAP

Co-founder, Chairman & CEO

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in/aaronburciaga

@ADBurciaga