



Data Ignite: Design Thinking for AI

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01 About me & NILG.AI



About me



Kelwin Fernandes

- Education:

- PhD in Machine Learning
 - Universidade do Porto
- BSc in Computer Engineering
 - Universidad Simón Bolívar

- Professional Experience

- NILG.AI
 - Co-founder and CEO
- INESC TEC
 - Researcher in CV and ML
- Predictvia
 - Co-founder and Head of AI
- Independent consultant and advisor for Startups



VENTURE HIVE



SONOS PARTES DE
Telefónica OPEN FUTURE.

Unlocking business capabilities

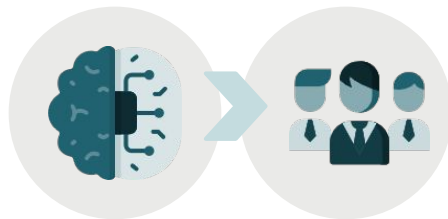
using data intelligence



Consulting company
in **Artificial Intelligence**



We help small-to-large companies
to make informed decisions
promoting
efficient opportunity handling.



We **adapt the technology** to your
business, so you can seamlessly
integrate data in your daily
decisions.

Why NILG.AI?

We have worked with clients on **multiple industries**, with clients ranging from startups to **large corporations**



Financial
services



Healthcare



Marketing



Car
Dealership



Telco



Real
Estate



Travel



Security

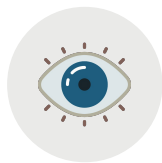


Food

We have proven experience in the **core areas of AI**, so we can work on complex projects with diverse requirements



Machine
Learning



Computer
Vision



Natural
Language
Processing



Recommender
Systems

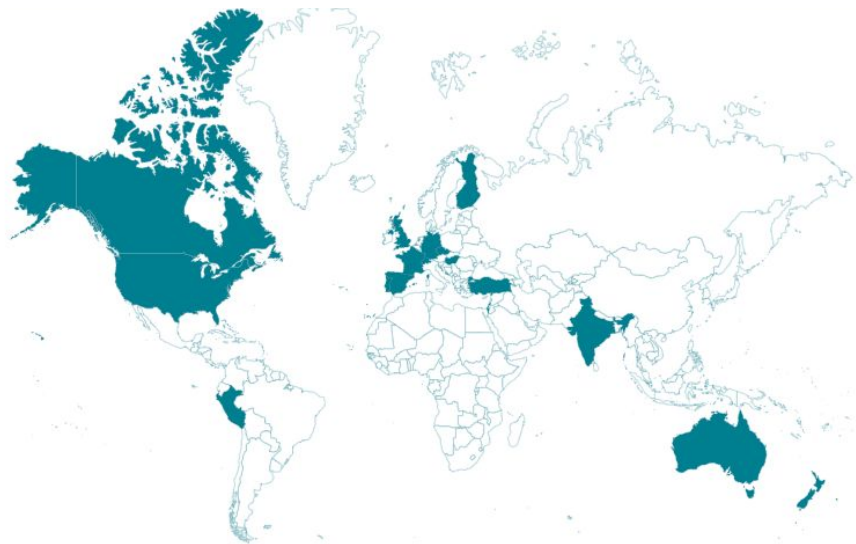


Operational
Research



Time Series
Analysis

Flagship Clients



+40 clients

+20 industries

+15 countries

The Machine Learning Spectrum

Online Course

Course curriculum

The Machine Learning Spectrum ▼

Supervised Learning ▼

Unsupervised Learning ▼

Semi Supervised Learning ▼

Weakly Supervised Learning ▼

More than Supervised Learning ▼

Conclusions and Final Remarks ▼

Show less



Supervised Learning

?

?

Unsupervised Learning

About this course

- \$ €47,00
- 46 lessons
- 5.5 hours of video content
- +25 ML techniques
- </> 5 code tutorials

50% off using code:
VISUM22

<https://learn.nilg.ai/>

04 Data Ignite: Design Thinking for AI



Data Ignite: Design Thinking for AI

Mitigating risk in AI projects



Ideation

- Identify and prioritize **business cases** to apply AI in your company.



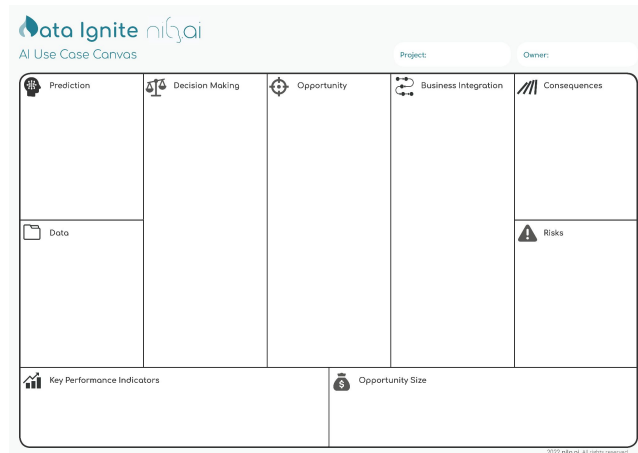
Roadmap Definition

- Identify key aspects of the project roadmap both from a technical and business perspective.
- Anticipate common **mistakes and bottlenecks**.



Make it happen

- Methodology for successful **execution and validation** of AI-driven projects.

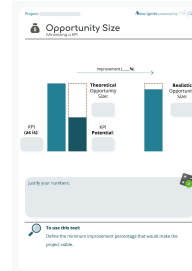
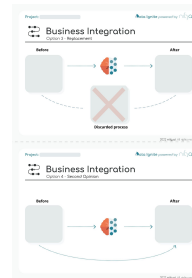
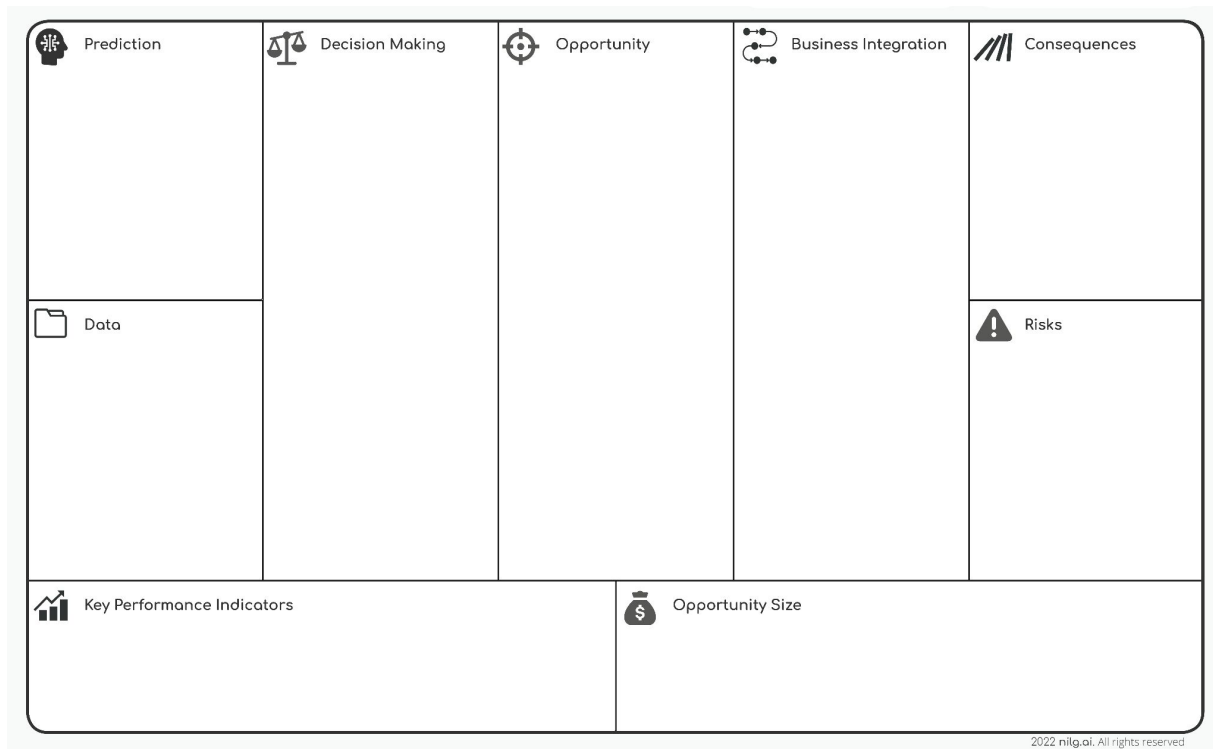
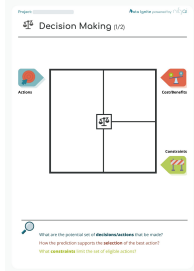
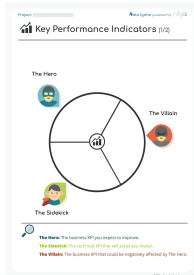
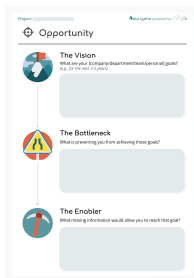


A discovery process to question yourself on how to approach your AI project

Why Design Thinking for AI?

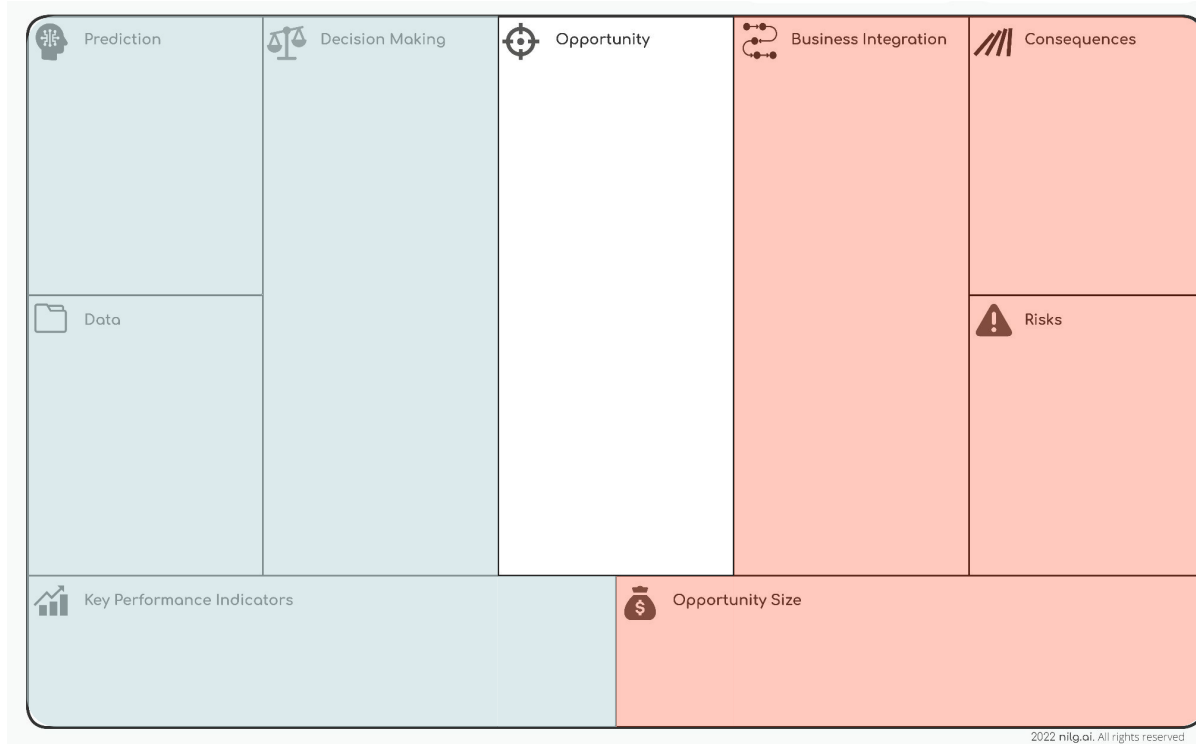
- **Stimulates the ideation process**, challenging the main priors of each project.
 - Common ground for ideation of AI use cases.
 - Promotes divergent+convergent thinking.
- **Empathy-driven:**
 - What are my colleague's concerns and priorities?
 - Facilitates the interaction between business and technical stakeholders.
- **Mitigates risks** ensuring the AI optimization is supporting the business and the business is adapted to fit the AI.
- Facilitates the identification of **common patterns** by structuring the ideation process.

Dozens of templates to brainstorm core components of an AI project



Lingua franca between business and data scientists

Internal side:
Technical aspects of the AI model



External side:
How the AI interacts with the business

04

Data Ignite: Hands-on





Go to whiteboard



Thanks &
Stay tuned!



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