AI MEETUPS BRANDBOOK

# Philly AI-ML User Group

Lunar Cloud aims to ta vibrant community where AI and ML enthusiasts in Philadelphia can connect, collaborate, learn, and innovate together.

It is our desire to spearhead the initiation of a community of those interested in AI and ML in the city of Philadelphia.

# TAGLINE

Uniting AI minds. Unleashing potential.

# Mission

We want to build a thriving community of minds dedicated to advancing AI and ML technology and its sophistication of use in and beyond the city of Philadelphia.

# Vision

We want to empower Philadelphia to become the apex of AI thought leadership.

# Core Values

### **Collaboration:** We encourage teamwork, networking and joint problem-solving.

### **Inclusivity:** We welcome individuals from all backgrounds, skill levels, and perspectives.

### **Education:** We are committed to teaching the impacts of AI as well as the latest advancements, and encourage continuous skill development.

### **Ethicality:** We charter and implement transparency in AI & ML practices and uphold ethical standards.

### **Innovation:** We promote cutting-edge ideas and creative approaches in AI practices.

# Value Proposition Statement

We will be fostering an environment for robust freethinking collaboration to sustain and advance the latest developments in and thought leadership concerning AI & ML technology.

# Voice & Tone

## Standard Bearing

We set the tone for integrity and excellence in discussions of AI and ML. Our actions uphold high standards in both content and ethics, guiding members toward the best practices in the use of AI technologies.

*The standards we set here reflect our collaborative efforts and inspire our community to continuously strive for innovation in the field of AI and ML.*

## Authoritative Expertise

Our technological prowess is unmatched as we bring together the brightest minds into a centralized hub of collaborative energy and intellect regarding AI & ML.

*With the “Authoritative” section, instill a sense of expertise and gravitas in establishing an intellectual authoritativeness so that equilibrium may be achieved.*

## Approachable & Friendly

We universally accept one and all to our AI & ML community of enthusiasts, from the novice to the expert. We foster a friendly environment that encourages engagement, making everyone in the community feel comfortable and valued.

*In the "Approachable & Friendly” section, get across with immediacy and affability the idea that everyone coming to the table is of equal worth and that their voice and contributions are welcomed with enthusiasm.*

## Knowledgeable & Open To Learning

Our voice and actions show a deep understanding of AI and ML, yet remain open to new ideas and perspectives from all our members. We understand that technology is ever-evolving and emphasize the importance of continuous learning and adaptation.

*When crafting content related to “Knowledgeable & Open To Learning”, convey a sense of subject-matter expertise while still acknowledging that there is still so much more to learn and to cultivate an intellectual curiosity that sparks and advances all science.*

## Crafting The Future

By actively authoring code in real time, and discussing the underpinnings of AI & ML theory and computer science, we are shaping how the future will ultimately unfold. What’s to come is ours to craft.

*When delving into "Crafting The Future”, we emphasize the collaborative and forward thinking nature of our approach. Our discussions and activities don’t just focus on the current technologies, but also on how these tools and ideas can be innovated and applied to pave the way for new advancements.*

## Building Community

Attracting intellects and personalities interested in AI & ML is an investment into our collective future. Passion of thought and action are what makes a community grow and thrive.

*When discussing “Building Community”, engrain in the minds of the readership and audience an accumulative snowballing effect of community growth; one that gains inertia and momentum. Instill the idea that we are all in it together, and that we have each other’s backs.*