

DATE: November 26, 2019

VENUE: CBCK, Kuwait

www.ai4da.com

**ARTIFICIAL INTELLIGENCE (AI) –
CHANGING OUR BUSINESS LANDSCAPE**

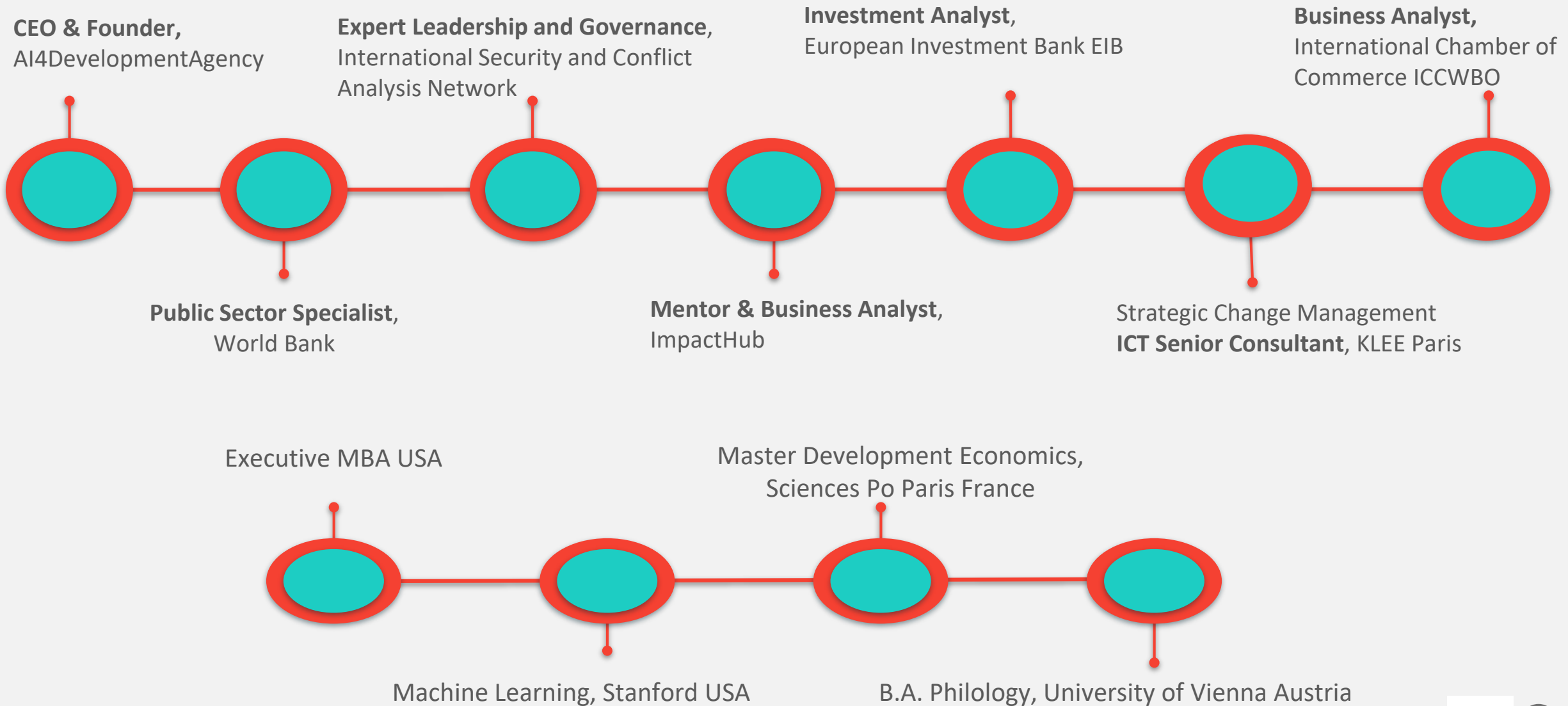




AGENDA

- 01 AIDA - Who we are & What we do
- 02 Why is AI so important today?
- 03 What can AI do for business?
How to define a good AI strategy for your company?

Elena Ardelean – AI Visionary and Rule Changer



About Us

- Local presence on **3 continents, over 8 countries**
- **We offer advisory services, skills development programs and knowledge products.**

AI4Development Agency (AIDA) is a social enterprise which supports businesses and communities in understanding and using Artificial Intelligence.

Our vision is to create A Better Tomorrow in which trust is re-established, opportunities are equally distributed, and citizens are empowered for the Future of Work.

Our Team

Local presence on 3 continents, 8 countries and growing

Ana-Maria Simerea
Campaign Manager



Elena Gabriela Ardelean
CEO & Founder



Shah Faisal
Fundraising Coordinator



Matthias Brandner
Vice President



Olive Raissa Tsafack Foguim
Community Development Manager



Norman Angel Agong
Social Media Manager



Shafina Alam
Communications Manager



Thao Ngoc Do
R&D Manager



Why We Care



**Difficult to
navigate the AI
Galaxy**

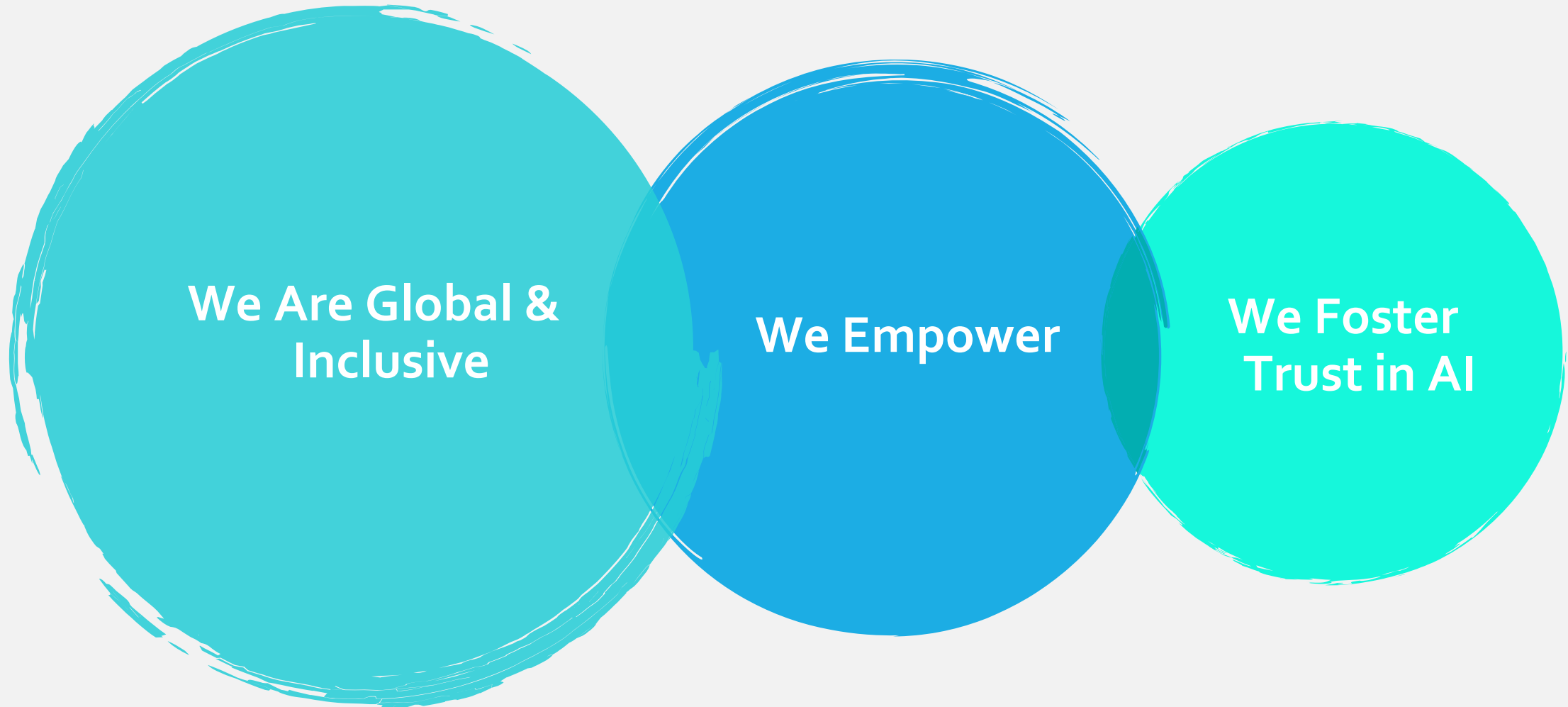


**AI is supporting
the Sustainable
Development Agenda**



**The future of life is
shaped by AI**

Three Spheres. One Mission.



Our Slogan – *Together for an Informed Society*

AI Family Challenge Kuwait



French Business Council



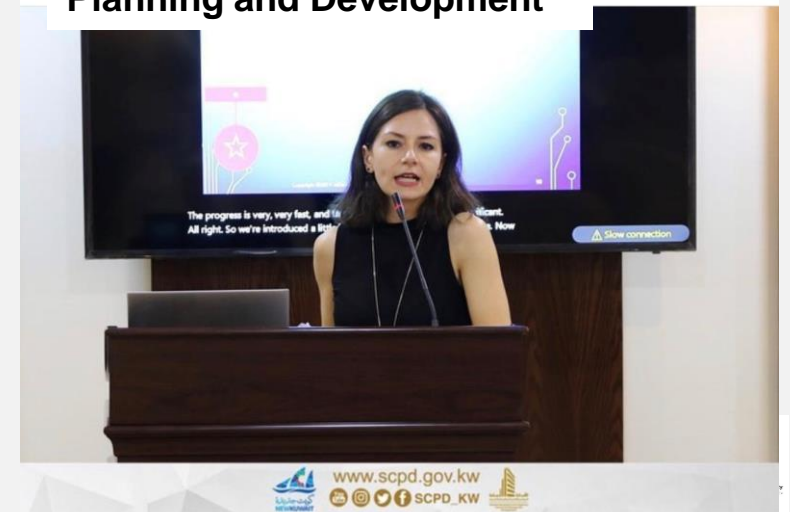
Meetups Kuwait



AI Conference Vienna, Austria



Supreme Council for Planning and Development



Why is AI so important today?



Autonomous driving - Fiction



Autonomous driving - Reality

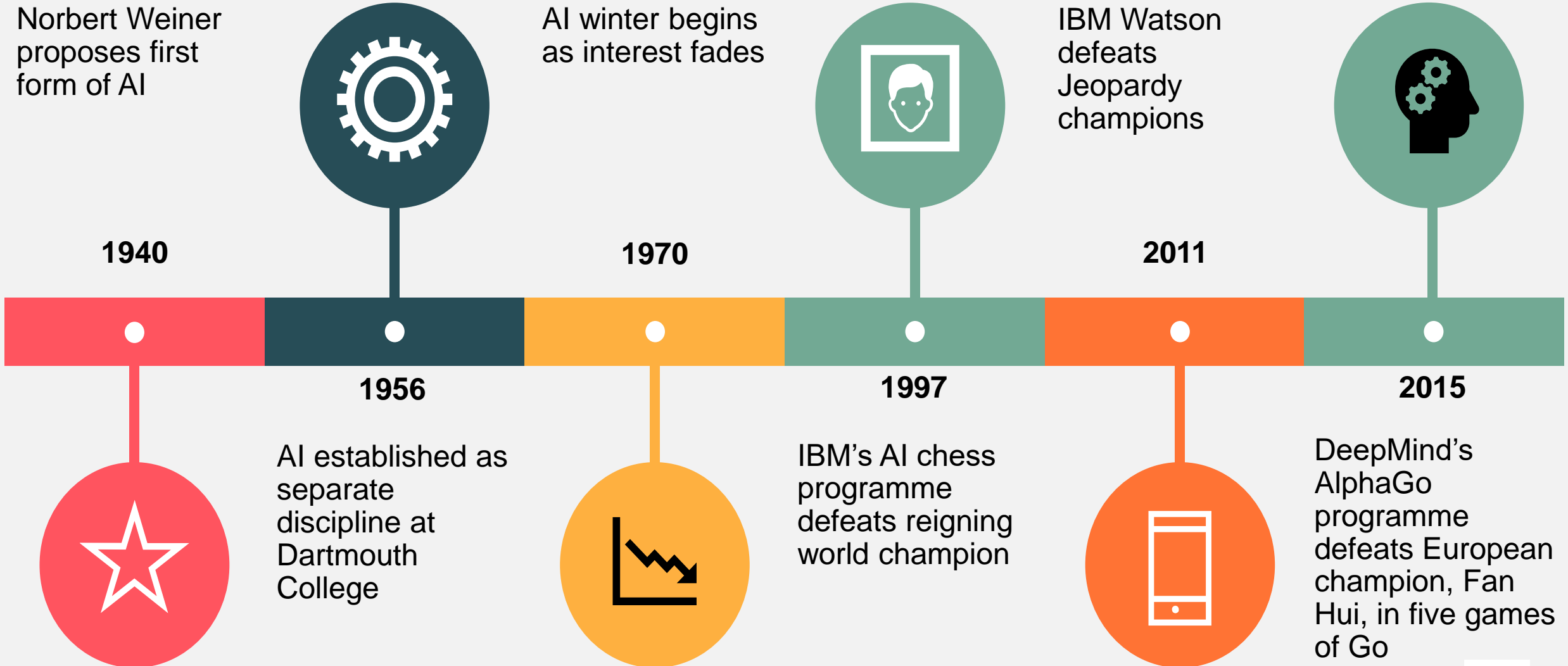


Farming- Fiction



Farming- Reality

AI is nothing new



There are many ways AI can be defined

“AI describes software that mimic human cognition or perception”.

“AI: is the science of training systems to emulate human tasks through Learning and Automation”.

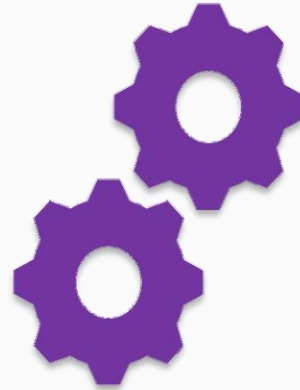
What makes AI so special Today?

Data availability

(internet receives 3,130,420 GB of data every minute
(13m text messages, 400h videos, 7 new articles to Wikipedia)



New business models



Productivity



What can AI do for business?

Decision
Support



Data Management



Deployment



Forecasting and
Optimization



Natural Language



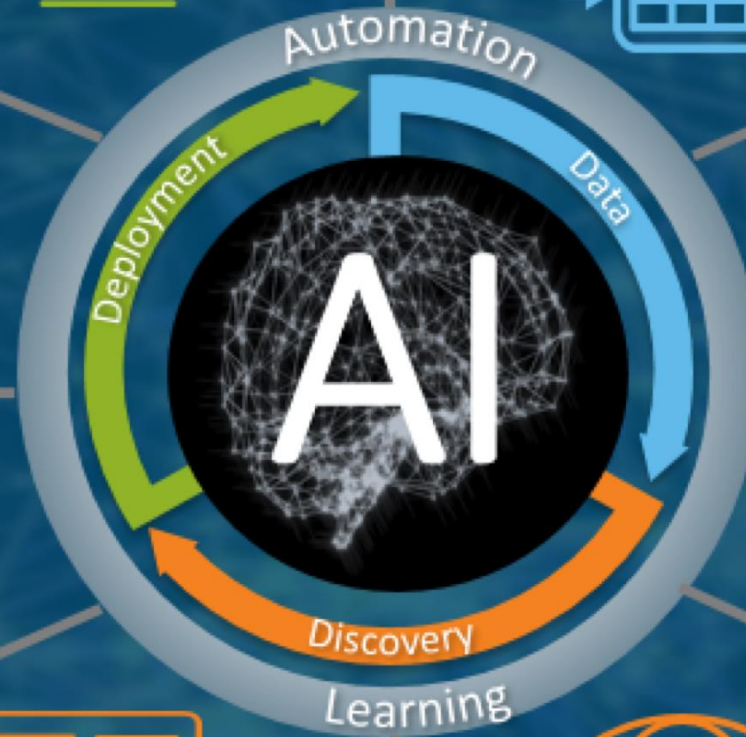
Computer Vision



Machine Learning



Visualization



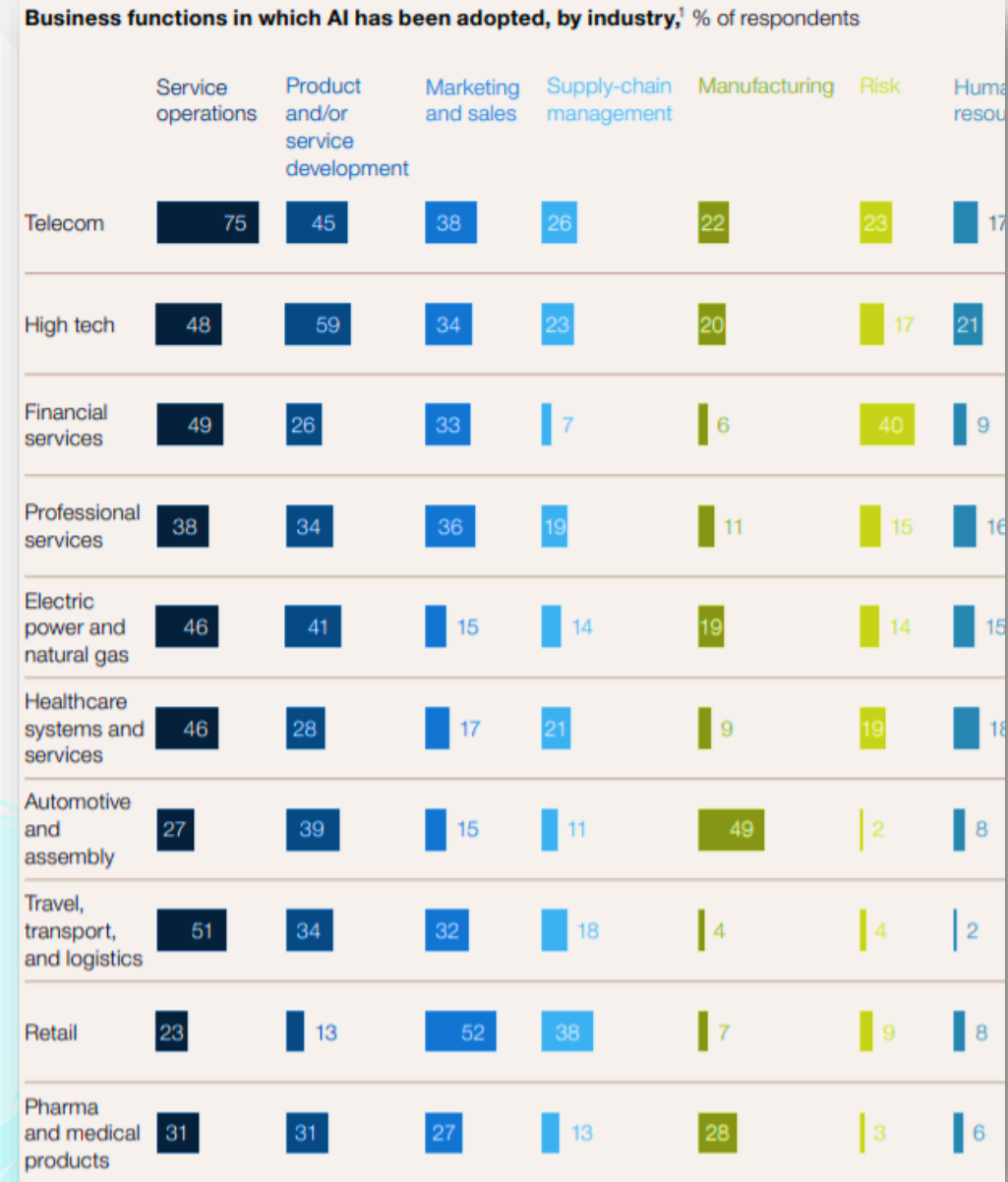
Q1 ...Which sectors apply most of the AI technology today worldwide?

- Transport
- Health care
- Manufacturing

Q2 ... Who are the Top 3 Global Giants investing in AI?

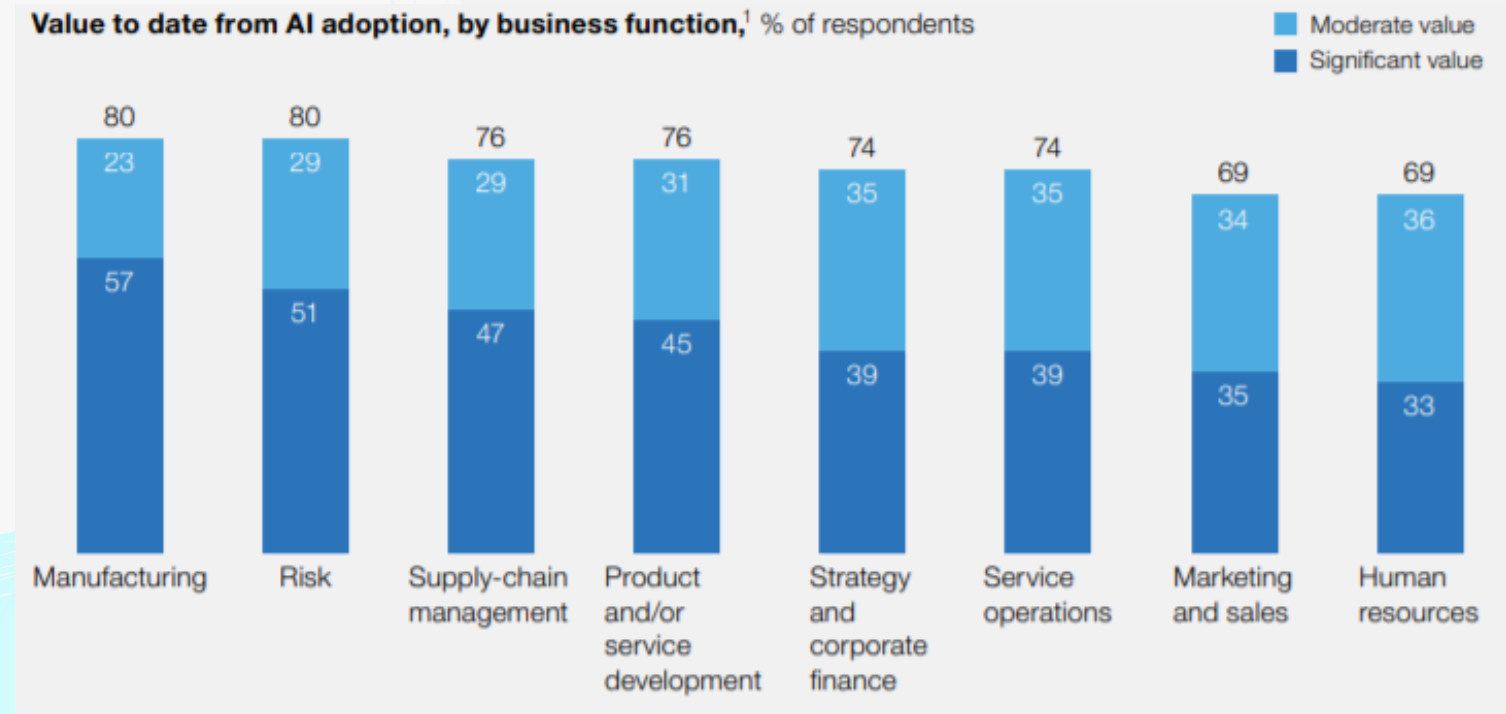
- Google - \$3.9 billion
- Amazon - \$871 million
- Apple - \$786 million

AI seems to be gaining the most traction in the areas of the business that create the most value within a given industry



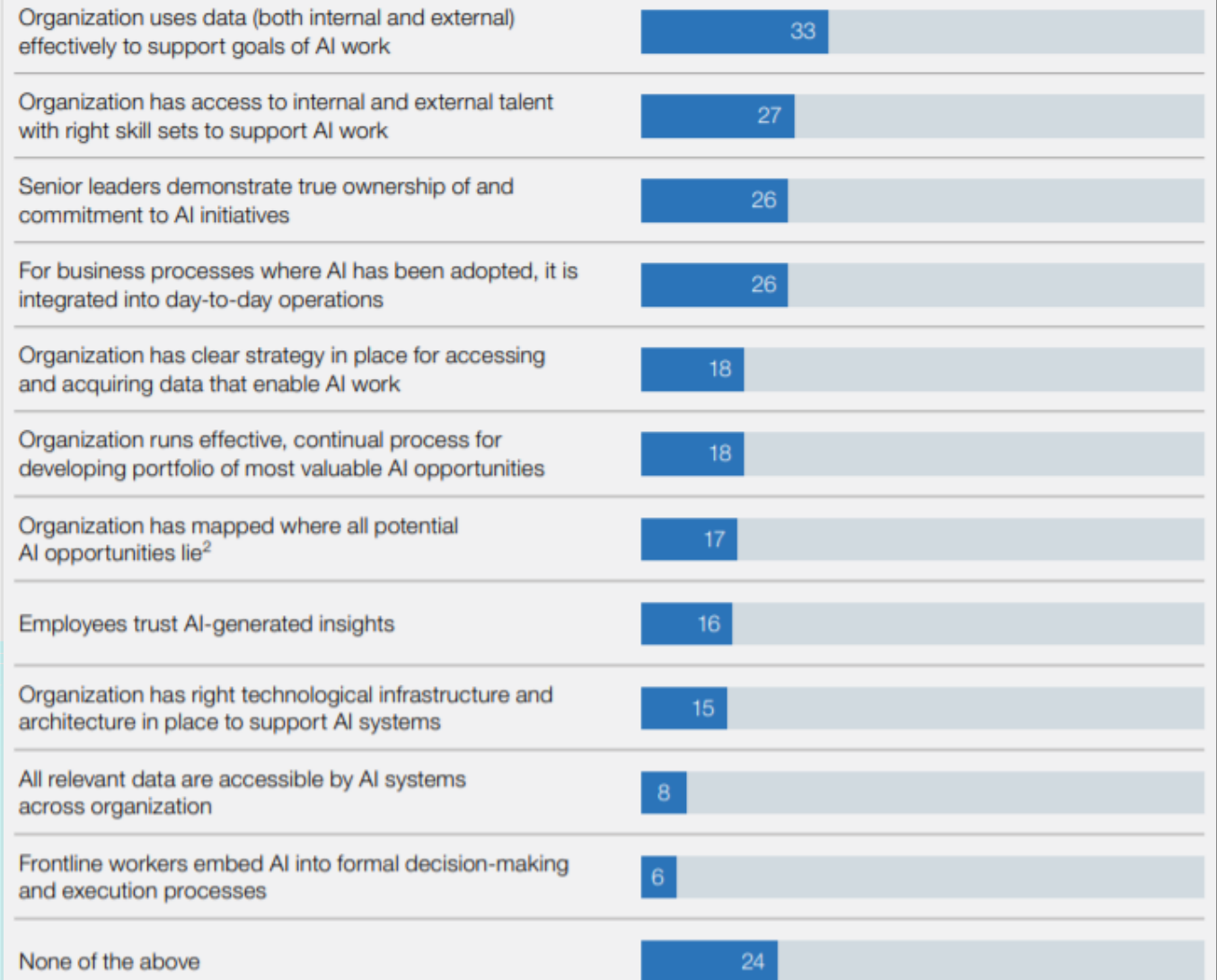
Across functions,
respondents report
that the most
significant benefits
come from adopting AI
in manufacturing and
in risk

McKinsey 2018, Online Survey



Few organizations have adopted the core AI practices that would enable them to realize AI's potential value

Core AI practices in place at organizations,¹ % of respondents



The most frequently cited barriers to AI adoption are a lack of a clear strategy, a lack of talent, and functional silos

Most significant barriers organizations face in adopting AI,¹ % of respondents



Who is ready for the revolution?

AI Readiness Index McKinsey

Above threshold¹

Within threshold¹

Below threshold¹

	AI-related			Enablers					
Readiness areas	AI investment	AI research activities	Productivity boost from automation	Digital absorption	Innovation foundation	Human capital	Connect-edness	Labor-market structure	
Examples of indicators included	VC, PE, M&A, seed, grant ²	Patents, publications, citations	Automation potential of activities	Technology utilization	R&D investment, business-model creation	PISA score, STEM graduates, GHCI ³	MGI Connect-edness Index	Redundancy costs, indexes on worker-employer collaboration	
Data sources	Dealogic, S&P, Capital IQ	WIPO, Scimago Journal Rank	MGI	GTCI ⁴ (INSEAD)	OECD, INSEAD, WIPO	INSEAD, WEF, UNESCO, Eurostat	MGI	World Bank, INSEAD	Total score ⁵
1	China								
	United States								
2	Australia	n/a							
	Belgium	n/a							
	Canada								
	Estonia	n/a							
	Finland	n/a							
	France								
	Germany								
	Iceland	n/a							
	Israel	n/a							
	Japan								
	Netherlands	n/a							
	New Zealand	n/a							
	Norway	n/a							
	Singapore	n/a							
	South Korea								
	Sweden								
	United Kingdom								

Above threshold¹

Within threshold¹

Below threshold¹

Group	AI-related			Enablers					Total score ⁵	
	Readiness areas	AI investment	AI research activities	Productivity boost from automation	Digital absorption	Innovation foundation	Human capital	Connect-edness		Labor-market structure
	Examples of indicators included	VC, PE, M&A, seed, grant ²	Patents, publications, citations	Automation potential of activities	Technology utilization	R&D investment, business-model creation	PISA score, STEM graduates, GHCI ³	MGI Connect-edness Index		Redundancy costs, indexes on worker-employer collaboration
	Data sources	Dealogic, S&P, Capital IQ	WIPO, Scimago Journal Rank	MGI	GTCI ⁴ (INSEAD)	OECD, INSEAD, WIPO	INSEAD, WEF, UNESCO, Eurostat	MGI		World Bank, INSEAD
3	Chile	n/a								
	Costa Rica	n/a								
	Czech Republic	n/a								
	India	n/a								
	Italy	n/a								
	Lithuania	n/a								
	Malaysia	n/a								
	South Africa	n/a								
	Spain									
	Thailand	n/a								
	Turkey	n/a								
4	Brazil	n/a								
	Bulgaria	n/a								
	Cambodia	n/a								
	Colombia	n/a								
	Greece	n/a								
	Indonesia	n/a								
	Pakistan	n/a								
	Peru	n/a								
	Tunisia	n/a								
	Uruguay	n/a								
	Zambia	n/a								

Source: McKinsey. For the threshold, we calculated a global average and then measured standard deviation. If countries are generally one standard deviation above the average, we categorized them as "above" and one standard deviation below average as "below"; we categorized the rest as being "within." For certain dimensions where values for leading countries are far higher than the average, we lowered the threshold to show relative differences clearly. 2 VC = venture capital; PE = private equity; M&A = mergers and acquisitions. 3 PISA = Programme for International Student Assessment, OECD; STEM = science, technology, engineering, and math; GHCI = Global Human Capital Index; WEF = World Economic Forum. 4 GTCI = Global Talent Competitiveness Index. 5 The score is calculated based on a weighted average of each area that can have a different degree of impact on GDP growth per their elasticity.

For the region and Kuwait, the **challenges** are multiple

Ensuring competitiveness and efficiency through innovation

Access and Quality of Data

Achieving a successful balance between innovations that replace human workers and those enhancing human capabilities

Ensuring gender equal opportunities

Ensuring stability and security in the region

Fostering trust in AI

Ensure development of AI responsible and ethical innovations

Lack of governance around AI

For the region and Kuwait, the **opportunities** are striking

New nature of work
with a new source
of decision-making

A new „method of
innovation“ – a shift
in the innovation
process itself

Be an early mover
in the field of AI –
„race to become a
global leader“

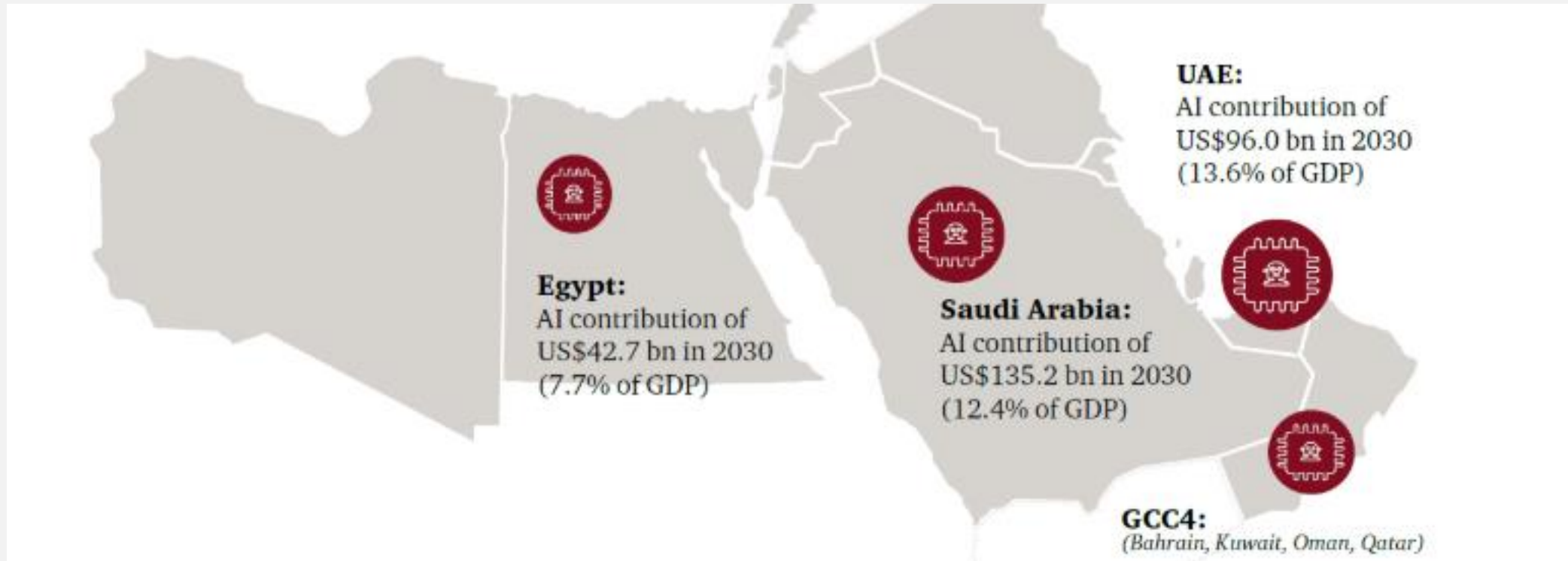
Progress on
Sustainable
Development Goals
(SGDs)

Efficiency in
process

Improved
performance

Customer centricity

Regions which will gain the most from AI



Contribution of AI to industry in the region in 2030

	Absolute contribution in 2030 (US\$ billions)	Contribution of AI to Middle East GDP by industry
Construction and Manufacturing	\$99	12.4%
Energy, Utilities & Resources	\$78	6.3%
Public sector, including health and education	\$59	18.6%
Financial, Professional, Administrative Services	\$38	13.6%
Retail, Wholesale Trade, Consumer Goods, Accommodation and Food Services	\$23	19%
Transport and Logistics	\$12	15.2%
Technology, Media, Telecommunications	\$10	14%

The impact could be even larger if governments continue to push the boundaries of innovation and implementation of AI across businesses and sectors




Source: PwC, *The potential impact of AI in the Middle East*

How to define a good AI strategy for your company?

SUGGESTED FOCUS AREAS FOR EXECUTIVES

- I. Structure: Organize for ROI and momentum
- II. Workforce: Teach AI users and specialists to work together
- III. Trust: Make AI responsible in all its dimensions
- IV. Data: Locate and label to teach the machines
- V. Reinvention: Monetize AI through personalization and higher quality
- VI. Convergence: Combine AI with analytics, the IoT, and more

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