

AI:10

GET INSIGHTS ON AI UNDER 10 MINUTES

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WHAT'S HOT 4 AREAS OF TECH TO WATCH

HEADLINE NEWS IN A FLASH

- USING AI TO WOO CUSTOMERS: PEPSICO
- AI TO TRACK AGING BRAINS
- FINDING LOST ITEMS IN AIRPORT
- SOLVE SOFT PLASTIC WASTE CRISIS
- AI IN WIND POWER TECHNOLOGY

SECTOR FOCUS

THE FUTURE OF THE AI- BASED ENTERPRISE

WHAT'S HOT

AREAS OF TECH TO WATCH, ACCORDING TO INVESTORS

From remote working solutions to health-tech innovations, here are some areas that could be ripe for investment.

Health

Unsurprisingly, the area of health was one that was brought up by many investors over the past year.

The pandemic has accelerated digital transformation and Beatrice Aliprandi of Talis Capital noted that countries all over the world are now moving towards digital-first health strategies. "The appetite for innovation that can enable this shift has grown exponentially," she added.

"The pandemic has shone a spotlight on health-tech and life sciences, and there are diverse opportunities to innovate there," added Michael Niddam of Kamet Ventures.

Some examples Niddam and Page gave were software to reduce admin or improve communication and collaboration for frontline staff, developments in telehealth and platforms to enable people to access clinicians remotely, and using AI for diagnosis or IoT for monitoring chronic conditions.

Nicola McClafferty, investor at Draper Esprit, said telemedicine in particular is a great example. "We have seen adoption levels in the last few months which otherwise may have taken years to achieve."

Remote working

Another significant impact of the pandemic has been changes to the way we work. Start-ups that enable remote working have seen a boost over the past year, including Dublin-based Boundless, which recently raised €2.5m, and Cork's Workvivo, which secured €14.7m last year.

"The lockdowns around the world have really emphasised the importance and the accessibility of remote and distributed working," McClafferty told us last summer.

"New communications and engagement tools have really come to the fore and I think there are huge opportunities here."



THE CHANGES TO HOW WE LIVE AND WORK OVER THE PAST YEAR ARE "GOING TO HAVE A BIG INFLUENCE ON THE DIRECTION OF INNOVATION AND INVESTMENT" GOING FORWARD.

AI applications

An area of tech we constantly hear about is artificial intelligence (AI). But where are there good opportunities to use this technology now and in the future?

McClafferty said she is "very bullish" on the growth to come in businesses that can leverage machine learning. Moray Wright, CEO and co-founder of Parkwalk Advisors, highlighted the use of AI in drug discovery, and Alan Merriman of Elkstone said voice applications "have the potential to explode".

Sustainability

In a world that is facing a climate crisis, sustainability is a big thing to consider. Gillian Buckley, investment manager at Ireland's Western Development Commission, said we "need to use science and technology to reduce our impact on the planet", highlighting potential areas of innovation such as energy production, transport, food and waste.

"There will be more demand for technology that can help reduce climate impact," SFC Capital's Page added. "Whether by creating new materials, producing food substitutes, improving energy efficiency, or better managing pollution."

HOW PEPSICO USES AI TO CREATE PRODUCTS CONSUMERS DON'T KNOW THEY WANT

To uncover more telling insights PepsiCo can channel into product roadmaps, the company uses a tool called Tastewise, which deploys algorithms to uncover what people are eating and why. Also used by Nestlé, General Mills, Dole, and other major consumer packaged goods companies (CPGs), the AI-driven tool analyzes massive quantities of food data online. Specifically, Tastewise says its tool has monitored more than 95 million menu items, 226 billion recipe interactions, and 22.5 billion social posts, among other consumer touchpoints.

RESEARCHERS USE AI TO TRACK COGNITIVE DEVIATION IN AGING BRAINS

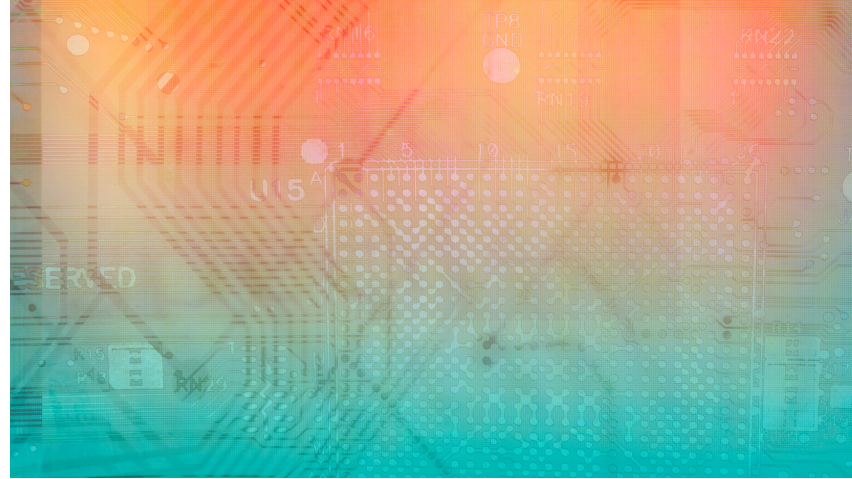
Researchers have developed an artificial intelligence (AI)-based brain age prediction model to quantify deviations from a healthy brain-aging trajectory in patients with mild cognitive impairment, according to a study published in *Radiology: Artificial Intelligence*. The model has the potential to aid in early detection of cognitive impairment at an individual level.

The researchers also examined the associations between the predicted age difference and cognitive impairment, genetic risk factors, pathological biomarkers of AD, and clinical progression in aMCI patients.

ARTIFICIAL INTELLIGENCE ALGORITHMS IN WIND POWER TECHNOLOGY

This study shows evidence of the evolution of wind technology innovation following the advancement in AI algorithms using the patents data issued in four intellectual property (IP) offices from 1980 through 2017. Artificial intelligence and more advanced data analytics can be effectively applied to increase the efficiency of wind power systems and to optimize wind farm operations."

According to the news editors, the research concluded: "This study empirically analyzes the evolution of applications of AI algorithms in wind power technology by employing machine learning-based text mining and network analysis, demonstrating the dynamic changing pattern of applications of AI algorithms in wind power technology innovation."



AI WILL MAKE IT EASIER TO FIND ITEMS LOST IN AIRPORTS AND ON AIRPLANES

The WorldTracer solution is already utilized in 2,200 airports by the majority of the major airlines across the globe. It's the only fully global baggage tracing and matching system in the world, offering a standardized solution for reporting and repatriating lost luggage.

The system has now been scaled up to help travelers take control of their lost property. The WorldTracer Lost and Found Property is an ATI-specific, cloud-based program. Using modern tech, the system enables carriers to handle lost and found problems swiftly and correctly. Importantly, it allows items to find their way to their rightful owner while adhering to data protection policies.

With WorldTracer, users can register a claim using their mobile devices and then keep on track with the journey of their item at different stages, no matter where it is in the world. Machine learning, computer vision, and natural language processing all combine to offer a well-rounded solution. Image recognition also helps to identify key details such as color, materials, and brand.

RECYCLING ROBOT COULD HELP SOLVE SOFT PLASTIC WASTE CRISIS

Despite an improvement in plastic recycling in recent years, landfill is a growing issue. Soft plastics like cling wrap and plastic bags are a major contributor to the problem, with 94 percent going to landfill in 2016-17.

Soft plastics lack adequate recycling methods as they easily entangle in waste separation machinery, leading to mechanical failure and contamination of other recyclable materials such as paper. Because of this problem, current recycling methods rely on the manual sorting of soft plastics, an often repetitive and unsafe task.

Working alongside industry partners as part of a federal government Cooperative Research Centre Project grant, researchers from the Centre for Internet of Things (IoT) and Telecommunications at the University of Sydney are developing a unique method to increase recycling of soft plastics - by creating a smart, automated robotic system that uses robotics and AI to sort recyclable waste.



SECTOR FOCUS

THE FUTURE OF THE AI-BASED ENTERPRISE

Imagine an enterprise like a living organism that will naturally adapt based on the environment. Its products and services, will grow, shrink, defend, and heal themselves as needed. This is the future of the AI-based enterprise. We are living in an unprecedented time. Technology innovations disrupt existing industry business models, in some cases completely replace existing industries, and continuously and fundamentally changes the way we live and interact with each other.

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AI, IN THE FUTURE, WILL BE THE
NEW ELECTRICITY FOR THE
ENTERPRISE, POWERING A NEW
ERA OF INNOVATION AND
CREATING OPPORTUNITIES FOR
EVERY INDUSTRY.

Compared with the industrial revolution and the Internet revolution, the AI revolution is proceeding at an even faster pace. In the coming decades, AI will profoundly impact every aspect of our daily life, from home, to work, to our society

Broadly speaking, we see three major areas for near to mid-term AI opportunities in the enterprise.

#1: Customer engagement

The first is customer engagement, the focus being to help improve customer experience, to deliver personalized products and services, and to automate mundane customer service tasks such as call center support.

According to a recent survey of 200 marketing leaders by Forbes Insights and Arm Treasure Data found that 40% of executives reported that their customer personalization efforts have had a direct impact on maximizing sales, basket size and profits in direct-to-consumer channels, such as e-commerce. Another 37% said they experienced increased sales and customer lifetime value through product or content recommendations.

More than one-third of respondents saw increases in their transaction frequency as a result of personalization strategies. For example, a U.S. bank recently reported that it handles over 1 million calls per month via chatbots. That helps them to save tens of millions of dollars per year. It is estimated that chatbots will be responsible for over \$8 billion in annual cost savings in banking alone by 2022.

Overall, consumers are also becoming much more aware of both the existing and potential benefits AI brings to their online experiences.

#2: Cybersecurity

The next opportunity is cybersecurity. As the volume and complexity of cyberattacks have increased tremendously, the efforts to identify and contain cyber threats have reached beyond human scale. Combining AI with cybersecurity, gives security professionals additional resources to defend against cyber attackers. Opportunities with AI in cybersecurity include the following areas:

- Automating mundane security tasks such as vulnerability management, antivirus, identity management, and mail hygiene. Google increased mail hygiene by employing AI to block an additional 100 million spam messages per day.
- Performing behavior analysis of vast amounts of signals to identify and block seemingly legitimate transactions generated by bots.
- The offense vs. defense strategies and innovations in cybersecurity form a never-ending game. As security professionals increasingly adopt AI technologies to fight automated attacks, criminals, too, catch up on AI and will use it to launch more sophisticated attacks.

#3: Business operations

The third area is enterprise business operations. This applies to the areas of IT operations, employee operations, sales operations, and financial operations, among others. In this area, automating the business processes to remove intermediate human actions is the main goal. AIOps and Robotic Process Automation (RPA) are the major subareas.

The main areas of opportunity for AI in business operations are in:

- IT operations. With digital transformation, every company is now becoming a data company and an application company. As such, managing the portfolio of IT assets is a major task that requires automation and AI technologies.
- Robotic process automation. This is for generic process automation. Low code environment, process bot, and OCR-based document processing are some of the immediate impact areas. Deloitte's Global Robotic process automation (RPA) reported that RPA continues to meet and exceed expectations across multiple dimensions including improved compliance (92%), improved quality / accuracy (90%), improved productivity (86%), cost reduction (59%). It also noted that payback was reported at less than 12 months when an average 20% of full-time equivalent (FTE) capacity was provided by robots.

Challenges remain

While AI for the enterprise has great potential, there are a few bumps in the road. In addition to the relative technical difficulty of implementing and scaling AI, organizations face business and cultural challenges:

- To identify the right business use cases.
- To provide strong data governance.
- To recruit AI talent and develop skillsets.
- To follow AI ethics and do the right thing.
- Finally, to understand the social impact of AI on the enterprise.

To attain success, AI efforts must span far beyond any individual enterprise and will require the industry to work together.

Despite these challenges, we believe that AI will fundamentally change the enterprise business landscape, across every vertical and sector.



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This is a must-attend especially for those **without coding, programming or technical knowledge**.

3 LEVELS

FOUNDATION

Learn key concepts, understanding various AI models, case studies, assignments.

INTERMEDIATE

Design applications with project assignments linked to industry pain points; develop blueprint design and solutions

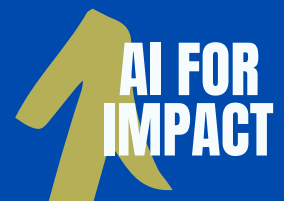
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TO FIND OUT MORE, PLEASE EMAIL: CEAI@MYFINB.COM



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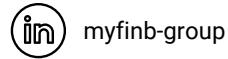


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We specialise in Artificial Intelligence and Natural Language Generation & Understanding (NLGU). Our AI-powered solutions translates structured data (financial statements, bank statements, incorporation info) and unstructured data (publications, social media, journals and video images) into decisioning reports.

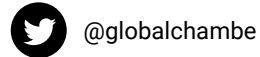
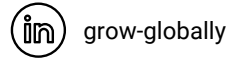
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