

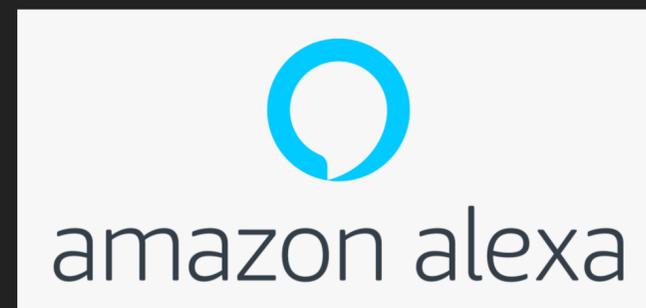
IPV EXPERT PANEL

AI FOR STARTUPS

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BANGALORE



SEATTLE



LONDON



OXFORD

ARTIFICIAL INTELLIGENCE

- ▶ Startups
- ▶ Data
- ▶ Trends
- ▶ Strategy
- ▶ Investments
- ▶ Consulting

ARTIFICIAL INTELLIGENCE: STARTUPS

▶ AI-First

- ▶ AI serves as the foundation of the core Product / Service that drives business revenue
 - ▶ E.g. Toch, Niki (IPV); Alexa Echo, Self-driving cars

▶ AI-Enabled

- ▶ AI is used to automate and scale business use cases and enhance productivity
 - ▶ E.g. use of chat bots to automate repetitive customer messages and issues

▶ AI-Infant

- ▶ In early stages of understanding and reviewing the potential of AI mainly to save costs
 - ▶ E.g. large enterprises that are traditionally slow to adopt new tech

ARTIFICIAL INTELLIGENCE: DATA

- ▶ **Structured** - can be solved using simpler ML models via supervised learning
 - ▶ Numerical data, e.g. transactions, clicks, views
 - ▶ Categorical data, e.g. data across different customer cohorts, locations, time periods
 - ▶ Time-series data, e.g. financial data (stock price), health (ECG)
- ▶ **Unstructured** - best results derived using Deep learning models via unsupervised learning; rapid growth of UGC
 - ▶ Images -> Computer Vision, e.g. product images, ID cards, facial recognition, satellite imagery
 - ▶ Text -> NLP/NLU, e.g. customer reviews, chatbot messages, legal and financial reports
 - ▶ Audio -> Speech Recognition, e.g. customer centre calls, sales calls, voice shopping (Alexa)
 - ▶ Video -> Video analytics, e.g. user-generated videos (TikTok), security (CCTV), delivery (drones)

ARTIFICIAL INTELLIGENCE: STRATEGY

▶ Digital transformation

- ▶ Data warehousing (AWS, GCP, Azure, Snowflake)
- ▶ Descriptive Analytics (and Dashboarding)
- ▶ Predictive & Prescriptive Analytics
 - ▶ Business Rules to capture majority of the distribution
 - ▶ ML/DL models to capture the long-tail (AI is not necessary for every use case)
- ▶ Start with simpler use cases to prove value of AI and build trust across stakeholders and teams
- ▶ Leverage Data and AI to provide Personalization for each customer to gain competitive edge
- ▶ Focus on developing a simple MVP that customers are willing to pay for; can enhance it further with more data

▶ Cultural transformation

- ▶ Important to emphasise that AI is a tool to assist rather than replace people (HBR, 2020)
- ▶ Drive focus on 'AI helping people, and people helping AI' to unlock greater value (HBR, 2018)
- ▶ Without cultural transformation, digital transformation is bound to *fail*

ARTIFICIAL INTELLIGENCE: TRENDS

▶ Macro Trends

- ▶ Easier and cheaper for startups to deploy scalable AI using Cloud APIs
- ▶ Build in-house AI teams and models to achieve a differentiated right to win
- ▶ AI services presently more lucrative than AI products (e.g. AWS vs. Alexa)
- ▶ New business models based on AI still being validated across markets

▶ Trends in India

- ▶ China and USA are leaders in deploying AI at scale; M&A; testing new business models; establishing Policy measures
- ▶ Now, build AI in India for the world; Tech teams based in BLR and Sales teams based in US; VCs endorse this setup
- ▶ Cheapest data costs in the world; growing digitization and 'Bharat' market generating huge untapped data and value
- ▶ Growing Tech talent base in India; but generally without a product mindset; need senior leadership to train them
- ▶ Government of India: drafting AI Policy framework; new Data localisation laws will favour Indian companies

ARTIFICIAL INTELLIGENCE: INVESTMENTS

- ▶ What do VCs look for in AI startups?
 - ▶ Data as a moat: strategy to acquire data at low costs to act as a differentiator
 - ▶ IP as a moat: develop custom algorithms/models and innovate beyond public Cloud APIs
 - ▶ Technically strong founders who can envision tech/product roadmap, attract top talent
 - ▶ Clear set of use cases that solve a real problem that customers are willing to pay for
 - ▶ Ability to handhold the client during testing, integration and adoption of AI models
 - ▶ Focus on a scalable model for all clients; do not build 1 model for each client
 - ▶ As Founders, work with VCs who truly understand power of Data and AI and its applications

ARTIFICIAL INTELLIGENCE: CONSULTING

- ▶ Decoding memory from human brain activity patterns (**UCL**)
- ▶ Segmentation of top traders' on an online trading platform (**CMC Markets**)
- ▶ English Speech recognition Deep learning models for Alexa (**Amazon Alexa AI**)
- ▶ Offensive content detection in user interactions with Alexa (**Amazon Alexa AI**)
- ▶ Conversational AI, NLP, Speech use cases (**Swiggy**)
- ▶ Covid-19 Fake News Detection and Claim Verification (**independent**)

FOR AI STRATEGY | CONSULTING | ADVISORY:

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