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AI:10

GET INSIGHTS ON AI UNDER 10 MINUTES

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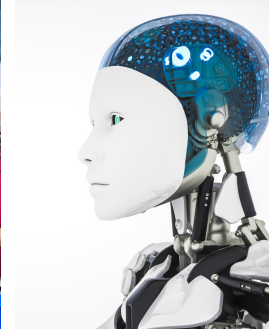
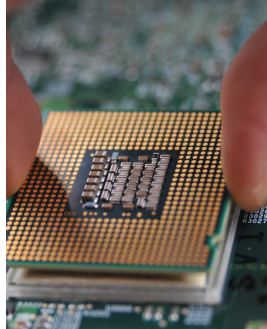
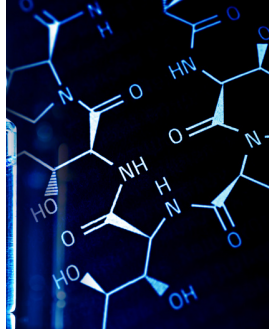
REPORT: 84% OF MARKETING LEADERS STRUGGLE WITH DATA-DRIVEN DECISIONS

HEADLINE NEWS IN A FLASH

- Omneky uses AI to generate social media ads
- Meet E-liza Dolls, the startup that's building dolls to help young girls learn to code
- Artificial intelligence and molecule machine join forces to generalize automated chemistry
- AI is running out of computing power. IBM says the answer is this new chip
- Computer vision brings intelligence to retail tech

INDUSTRY FOCUS

THE TOP 5 TECHNOLOGY CHALLENGES IN 2023



HEADLINE NEWS IN A FLASH

OMNEKY USES AI TO GENERATE SOCIAL MEDIA ADS

Meet Omneky, a startup that leverages OpenAI's DALL-E-2 and GPT-3 models to generate visuals and text that can be used in ads for social platforms. The company wants to make online ads both cheaper and more effective thanks to recent innovations in artificial intelligence and computer vision. Omneky is participating in Startup Battlefield at TechCrunch Disrupt 2022. While many fields have been automated in one way or another, creating ads is still mostly a manual process. It takes a lot of back and forth between a creative team and the person in charge of running online ad campaigns. Even when you manage to reach a final design, the new ads might not perform as well as expected. You often have to go back to the drawing board to iterate and create more ads. Omneky aims to simplify all those steps. It starts with a nice software-as-a-service platform that centralizes all things related to your online advertising strategy. After connecting Omneky with your accounts on Facebook, Google, LinkedIn and Snapchat, the platform pulls performance data from your past advertising campaigns.

Source: [Techcrunch.com](#)

ARTIFICIAL INTELLIGENCE AND MOLECULE MACHINE JOIN FORCES TO GENERALIZE AUTOMATED CHEMISTRY

Artificial intelligence, "building-block" chemistry and a molecule-making machine teamed up to find the best general reaction conditions for synthesizing chemicals important to biomedical and materials research – a finding that could speed innovation and drug discovery as well as make complex chemistry automated and accessible. With the machine-generated optimized conditions, researchers at the University of Illinois Urbana-Champaign and collaborators in Poland and Canada doubled the average yield of a special, hard-to-optimize type of reaction linking carbon atoms together in pharmaceutically important molecules. The researchers say their system provides a platform that also could be used to find general conditions for other classes of reactions and solutions for similarly complex problems.

Source: [phys.org](#)

COMPUTER VISION BRINGS INTELLIGENCE TO RETAIL TECH

From entry to exit, the average time a consumer spends in a grocery store is about 41 minutes for one trip. But when checkout lines are long and shoppers spend time scouring shelves for out-of-stock items, that trip quickly gets much longer. Neither consumers, who may quickly lose patience – nor retailers, who are already dealing with post-pandemic staffing shortages, supply chain disruptions and reduced foot traffic, want that. That is where cashierless checkout and inventory management comes in, powered by artificial intelligence (AI) and computer vision. A variety of companies, both big tech and startups, have taken different approaches over the past few years, using cameras and sensors to identify items and ringing them up – allowing the customer to quickly grab items off the shelf and leave without standing in line. These days, even as the economy slows, investors show no signs of pulling back on investments in this sector. Big funding rounds are still making news, including the Tel Aviv-based Trigo, which last week announced a \$100 million series C investment, bringing its total funding to around \$199 million, according to Crunchbase.

Source: [VentureBeat](#)

MEET E-LIZA DOLLS, THE STARTUP THAT'S BUILDING DOLLS TO HELP YOUNG GIRLS LEARN TO CODE

E-liza Dolls, a Berkeley-based startup, is aiming to challenge the gender gap in STEM by helping young girls learn to code using dolls. The company, which exhibited as part of the Battlefield 200 at TechCrunch Disrupt, builds dolls that include programmable computers that girls can code through an app. The startup was founded in 2021 by Eliza Kosoy, a Ph.D. student at UC Berkeley, who is focused on the intersection of child development and artificial intelligence. Kosoy originally came up with the idea for the dolls in 2017 while she was working at MIT in an AI lab that was mostly made up of men. Kosoy says she realized that if only a certain group of people were designing the future of AI and technology, it would only benefit that group, which is when she had the idea to come up with a way for young girls to learn to code. Kosoy wanted to find a way for girls to learn about coding without having to give up their interests, which is why she decided to combine dolls and technology.

Source: [Techcrunch.com](#)

AI IS RUNNING OUT OF COMPUTING POWER. IBM SAYS THE ANSWER IS THIS NEW CHIP

The hype suggests that artificial intelligence (AI) is already everywhere, but in reality the technology that drives it is still developing. Many AI applications are powered with chips that weren't designed for AI – instead, they rely on general-purpose CPUs and GPUs created for video games. That mismatch has led to a flurry of investment – from tech giants such as IBM, Intel and Google, as well as from startups and VCs – into the design of new chips expressly designed for AI workloads. As the technology improves, enterprise investment will surely follow. According to Gartner, AI chip revenue totaled more than \$34 billion in 2021 and is expected to grow to \$86 billion by 2026. Additionally, the research firm said, less than 3% of data center servers in 2020 included workload accelerators, while more than 15% are expected to by 2026. IBM Research, for its part, just unveiled the Artificial Intelligence Unit (AIU), a prototype chip specialized for AI. "We're running out of computing power. AI models are growing exponentially, but the hardware to train these behemoths and run them on servers in the cloud or on edge devices like smartphones and sensors hasn't advanced as quickly," said IBM.

Source: [ZDNet.com](#)



Report: 84% of marketing leaders use predictive analytics,

BUT STRUGGLE WITH DATA-DRIVEN DECISIONS

Source: VentureBeat

Artificial intelligence (AI) holds great promise for businesses today, especially for marketing teams who must anticipate customers' interests and behavior to achieve their goals. Despite the growing availability of AI-powered technologies, many marketers are still in the early days of formulating their AI strategies.

There is strong interest in the potential of AI-based predictive analytics, but marketing teams face various challenges in fully adopting this technology. With no universal playbook available for integrating data science into marketing, various approaches have evolved, with varying success levels. Pecan AI's Predictive Analytics in Marketing Survey report reflects this complex situation and provides key insight for marketing teams and business leaders tackling challenges with AI, regardless of where they might be on the adoption curve.

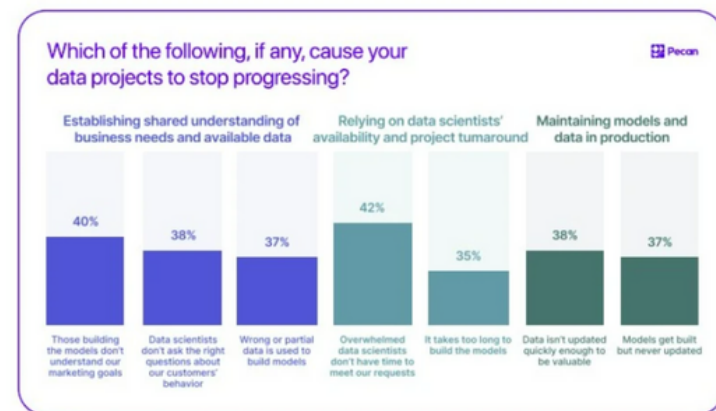
Key findings — integrating AI predictive analytics

While many companies tout the criticality of consumer data across areas, from predicting future purchases to customer churn, the reality is that more than 4 out of 5 marketing executives report difficulty in making data-driven decisions despite all of the consumer data at their disposal. The same number of respondents (84%) say their ability to predict consumer behavior feels like guesswork.

An overwhelming majority (95%) of companies now integrate AI-powered predictive analytics into their marketing strategy, including 44% who have indicated that they've integrated it into their strategy completely. Among companies that have completely integrated AI predictive analytics into their marketing strategy, 90% report that it is difficult for them to make day-to-day data-driven decisions.

Marketing and data science face unique challenges when trying to collaborate. As a result, data projects stall. The study provides insight into their struggles including:

- 38% of respondents say data isn't updated quickly enough to be valuable.
- 35% say it takes too long to build the models.
- 42% say data scientists are overwhelmed and don't have the time to meet requests.
- 40% say those building the models don't understand marketing goals.
- 37% of respondents indicate that wrong or partial data is used to build models.

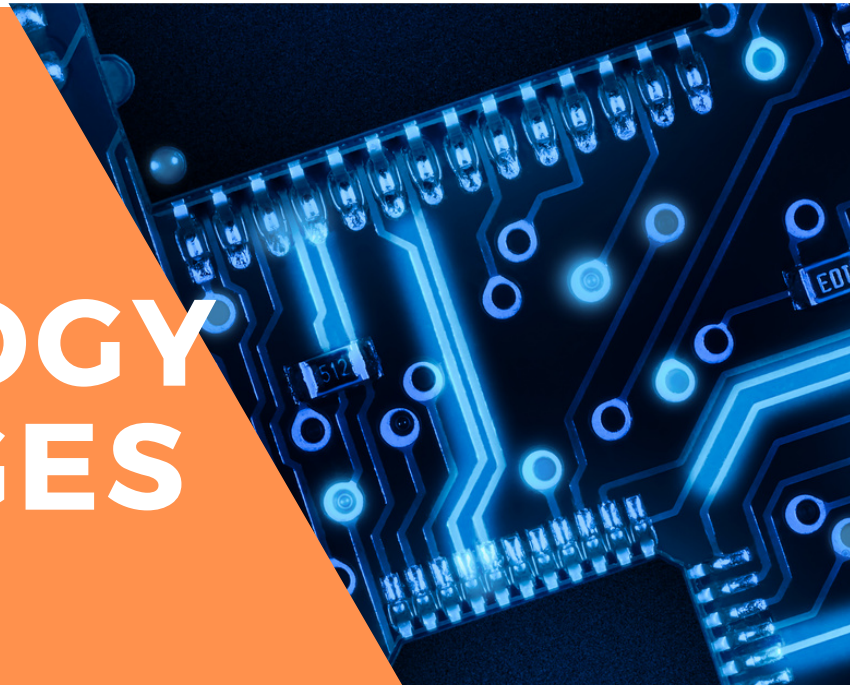


Methodology

The Pecan Predictive Analytics in Marketing Survey was conducted by Wakefield Research among 250 U.S. marketing executives with a minimum seniority of director. These executives work at B2C companies that use predictive analytics and have a minimum annual revenue of \$100M. Participants responded to an email invitation and an online survey between September 13-21, 2022.

THE TOP 5 TECHNOLOGY CHALLENGES IN 2023

Source: Forbes



As 2022 draws to a close, companies must forge a path in a market characterized by unprecedented challenges and unbridled opportunities brought about by technology. The Covid-19 pandemic has changed the landscape of the technological market, accelerating demand for digital innovation and challenging even the most advanced manufacturing facilities. 2023 brings a unique set of challenges to companies. Addressing these five key tech challenges will distinguish the companies that survive - and thrive - from those that fall by the wayside.

1. Supply Chain Challenges

The Covid-19 pandemic continues to challenge global supply chains with bottlenecks, delays, and disruptions; manufacturers and tech companies worldwide face a constant struggle to source necessary parts and supplies. One of the most severe challenges is the unprecedented shortage of semiconductors (chips) and the resulting production delays across a swath of industries. As demand for automotive chips has resurged, semiconductor manufacturers have struggled to meet demand due to capacity issues as well as supply chain shortages and restrictions. Solutions are in progress, but implementation will be slow: Texas Instruments, Samsung, Intel, and TSMC are constructing new semiconductor fabrication plants in the U.S. that will begin production in 2024/2025.

2. Increased Security Threat

Cyber-attacks are on the rise, and as more businesses become digital, they inherently accumulate more data — which in turn becomes attractive to cyber criminals looking to steal data or hold data for ransom. In addition to those risks, the emergence of quantum computing could render existing security systems obsolete. Quantum computing speeds up prime number factorization, thus making attacks against cryptography much more efficient. Any organization holding sensitive digital data must invest in cybersecurity solutions that address the quantum computing threat, either through risk management plans or utilizing quantum computing to reduce the risk.

3. Accelerated Technological Innovation

The spike in digital transformation during the pandemic shows no signs of slowing down, and this rate of technological innovation presents yet another challenge. Technologies such as cloud, edge computing, machine learning, metaverse, web3, non-fungible tokens (NFTs), robotics, Internet of Things (IoT), 5G, and more are all advancing at an incredible speed that is very hard to keep up with. If companies want to maintain their competitive edge, they need to stay at the forefront of technological innovation or be left in the "digital dust" of their competition.

4. Talent Shortage

The increased pace of technological innovation has created a need for talent that can build and maintain emerging digital technologies. In this Gartner survey, IT executives cited lack of talent as the biggest barrier to the adoption of emerging technologies, ahead of implementation, cost, and security risks. In the face of this qualified talent shortage, companies are adopting new and innovative internal training programs such as coding boot camps and training "universities." This enables them to hire and train prospects and internal workers desiring career growth.

5. Demand For More Sustainable Technology

Sustainability is rapidly transitioning from the exception to the rule: consumer expectation is rising, and sustainability is becoming a must-have in all aspects of business. In 2023, consumers, business customers, and investors will increasingly demand sustainable technology along with transparency. In 2023, any negative environmental impact can no longer be 'hidden in the cloud.' Companies need to use clean and sustainable technology at all levels, particularly in areas with high resource usage, such as data centers and blockchains. Companies that want to survive this new and challenging market must proactively address and prepare for the above challenges, monitor the industry to stay abreast of future challenges and opportunities and continue to think outside the box to stay one step ahead of the competition.

HOW TO BUILD AN AI ECOSYSTEM FOR THE PUBLIC INTEREST?



One central piece of the puzzle is capacity building for public officials. Through advice for better policies and digital capacity-building initiatives, UNESCO seeks to support an inclusive, green and just digital transformation ecosystem, which harnesses digital opportunities and addresses its potential risks.

At the second edition launch of the European Union-financed AI4Gov Master's Programme on "Building a European AI Ecosystem for the public interest", Dr. Marielza Oliveira, Director for Partnerships and Operational Programme Monitoring of UNESCO's Communications and Information Sector, presented its global [framework on capacity building for policymakers and civil servants](#) on digital transformation and artificial intelligence (AI).

Public services are the heart of national digitalization efforts, said Ms Rehana Schwinninger-Ladak, Head of Unit of Interactive technologies, Digital for Culture and Education, European Commission (DG CONNECT).

The policymakers and civil servants in charge of national digital transformation need to know how to harness AI to make good decisions for the public, which empower their citizens. To do so, policymakers and civil servants are keen to strengthen their digital capacities and know more about the impact of their choices in terms of digital infrastructure, digital transformation and digital governance.

Marielza Oliveira from UNESCO, emphasized that governments often face interconnected challenges that require solutions fit for their specific context. For this, policymakers and civil servants need to develop skills in systems thinking, strategic foresight, and data-driven

decision-making, among others, to tackle complex and interconnected digital governance and digital transformation challenges and take full advantage of the opportunities they unlock for improving the quality of public services at scale.

UNESCO is now partnering with UN entities, academia, civil society and other partners to develop capacity assessment and capacity-building tools. These tools will be used to create and support a dynamic capacity-building ecosystem that enables acquisition of these competences by individuals and institutions based on the AI and Digital Transformation Competency Framework for Civil Servants.

DISCOVERING YOUR BUSINESS X-FACTOR

: A special coverage by the Centre for AI Innovation (CEAI) Global



“

Technology & data are important to create, innovate, establish and perform what the team has planned. Npw, values should also be linked to SDGs. How you capture value for business & everything.

NORIS STEENSTRUP

CEO / FOUNDER, B20 SUSTAINABLE PROSPERITY,
SUSTAINABLE GROWTH AGENCY

“

Always listen to customers' feedback - otherwise your product operates in a silo which causes a failed product-market fit with no users.

DAVID BERGENDAHL

REGIONAL COMMERCIAL DIRECTOR
- DATA & AI, CRAYON



“

What makes an SME successful is the product- that is sustainable in the long term to bring in the funds. Along with getting the finance the ability to get into production and delivery is the key. All phases need to be planned out.

MEENA KAVIYA

PRESIDENT, GUJARAT CHAPTER,
CONFEDERATION OF WOMEN ENTREPRENEURS (COWE)



Bill Gates, Microsoft



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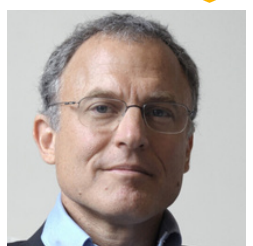
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1-hour One-
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The Centre for AI Innovation (CEAI) forms part of MyFinB Venture's portfolio of innovative, disruptive projects to guide and support the digital transformation initiatives by organisations and business innovators.



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