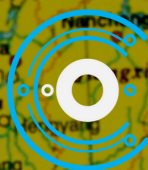


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INDUSTRY FOCUS

SOUTH-EAST ASIA TAKES THE LEAP WITH AI

EDITOR'S NOTE

AI FOR POLITICAL OFFICE HOLDERS

QUOTES FROM TOP LEADERS IN TECH ON AI

WHAT YOU CANNOT MISS AS YOU NAVIGATE YOUR AI JOURNEY

AI FOR POLITICAL OFFICE HOLDERS

AI technology, exemplified by the Social Political Insights Report (SIR) Project, assists political office holders and grassroots leaders in understanding public sentiment, tailoring communication, and conducting effective campaigns.

Through data analysis and machine learning, AI enables personalized strategies that enhance engagement and influence within their constituencies.

CASE STUDIES

: SIR Report Features



AI technology, exemplified by the Social Political Insights Report (SIR) Project, assists political office holders and grassroots leaders in understanding public sentiment, tailoring communication, and conducting effective campaigns.

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The Social Political Insights Report (SIR) Project offers various types of analytics to add value to users:

1. Sentiment Analysis: SIR assesses public sentiment towards social and political topics, providing insights into whether sentiments are positive, negative, or neutral. This helps users gauge public perception.

2. Trend Analysis: SIR identifies trends and shifts in public discourse and interests over time, helping users understand which topics are gaining or losing traction in the public's attention.

3. Media Coverage Analysis: This type of analysis tracks and analyzes media coverage of social and political issues, helping users understand how different media outlets influence public opinion.

4. Top Headlines: SIR highlights the most significant news stories and events related to social and political topics in recent days, offering an overview of current events.

5. Psychographic and Behavioral Profiling: SIR delves into analyzing user profiles, including their unique psychographic traits and behavioral patterns. This information is valuable for segmenting the audience into clusters with similar characteristics and preferences.

These analytics empower users to develop informed communication strategies, craft effective targeted campaigns, and gain a deep understanding of public sentiment and preferences.

Users of the Social Political Insights Report (SIR) Project include:

1. Political Office Holders: Elected officials, representatives, and policymakers seeking insights into public sentiment and preferences.

2. Grassroot Leaders: Local community leaders and organizers aiming to engage effectively with their constituencies.

3. Campaign Managers: Professionals managing political campaigns looking to craft data-driven strategies.



AI FOR POLITICAL OFFICE HOLDERS - CONT'D

4. Public Relations Professionals: PR experts using SIR for reputation management and communication strategy development.

5. Policy Analysts: Professionals analyzing public opinion to shape policies effectively.

6. Media Analysts: Individuals tracking media coverage's impact on public perception.

7. Researchers: Academics and social scientists using SIR data for studies on political and social dynamics.

8. Marketers: Those interested in understanding consumer sentiment for market research and advertising.

9. Public Engagement Teams: Professionals involved in public engagement and outreach initiatives.

The Political Profiles Analysis Project utilizes data-driven analysis to assess public perception and policy reactions concerning government ministers and their ministries. By evaluating sentiment before and after significant events or policy decisions, it offers actionable insights. Ministers benefit by understanding shifts in public sentiment, adapting communication strategies, and evaluating policy effectiveness. Detailed profiling and visualizations aid in strategic decision-making, crisis management, and public engagement. This project empowers ministers to navigate the intricacies of public perception, enhance their policymaking, and effectively engage with citizens.

The Political Profiles Analysis Project is a powerful tool for assessing the impact of government decisions on public perception, and it has tangible benefits for government ministers and their associated ministries. Let's delve into some examples of how this project could be applied within the context of an education ministry or a department of a university:

largely positive as the public acknowledges the improvements. Armed with this data, the ministry can fine-tune its communication strategy, emphasizing the positive aspects of the reform to gain wider public support.

2. Student Protests (University Department): A university department faces a student protest due to a controversial policy decision. Sentiment analysis shows a surge in negative sentiment during the protest, with students expressing frustration. The university's reputation also takes a hit. However, after the department addresses the students' concerns and reaches an agreement, sentiment gradually returns to a more positive tone. This insight allows the department to assess the effectiveness of their response strategies during crises and the subsequent recovery.

3. Teacher Strikes (Education Ministry): In another scenario, an education ministry grapples with a prolonged teacher strike. Sentiment analysis reveals that public sentiment towards the ministry becomes increasingly negative during the strike, with citizens expressing concerns about the impact on students. As the strike concludes, sentiment begins to recover. The ministry uses this information to assess the effectiveness of its communication during the strike, identifying areas for improvement in future labor disputes.

4. Education Policy Announcement (University Department): A university department introduces a significant policy change regarding admissions. Sentiment analysis shows that before the announcement, sentiment is neutral, but after the policy reveal, it turns negative due to concerns about fairness and transparency.

AI FOR POLITICAL OFFICE HOLDERS - CONT'D

Armed with this knowledge, the department adjusts its communication strategy, addressing the concerns, and emphasizing the policy's benefits, ultimately leading to a shift in public sentiment towards a more positive outlook.

5. University Funding Debate (Education Ministry): An education ministry faces a funding debate in the legislature. Sentiment analysis demonstrates that public sentiment towards the ministry becomes polarized during the debate, with both supporters and critics expressing their views passionately. After the debate concludes, sentiment analysis helps the ministry gauge public sentiment and tailor its post-debate communications to address concerns, unify public opinion, and enhance transparency.

In each of these examples, the Political Profiles Analysis Project equips education ministries and university departments with valuable insights into public perception and policy reactions. By analyzing shifts in sentiment and reactions to significant events or decisions, these entities can adapt their strategies, manage crises effectively, engage with the public transparently, and ultimately make informed decisions that benefit both their organizations and the public they serve. This project becomes an invaluable tool in navigating the complexities of public perception and policymaking in the field of education.

Source: CEAI



SOUTH-EAST ASIA TAKES THE LEAP WITH AI

Source: [TheStraitsTimes](#)

At The Medical City (TMC) Hospital in the Philippine capital, radiologist Jose Legarda and his team are using an artificial intelligence (AI) tool to save lives. In use since January, the Lunit Insight CXR helps the team identify critical cases like pneumothorax, or a collapsed lung, at a much faster rate, allowing doctors to begin treating their patients as soon as possible.

“Timing is very crucial in terms of management of diseases. And in this particular case, that is actually life-saving,” said Dr Legarda, 37. “So yes, it’s a real benefit with AI in the practice of radiology.” He described the South Korea-made AI tool, which can detect 10 kinds of radiologic abnormalities in chest X-rays, as “another set of eyes”, as it also confirms the doctor’s diagnosis, which is based on years of practice.

“Sometimes, we second-guess ourselves, or we doubt ourselves. By having another set of eyes that is provided by AI, you’re able to see things you could have missed, or it’s also pointing to what I’m already seeing,” he said. About half a century after cinemas showed how intelligent droids helped human rebel fighters blow up Darth Vader’s Death Star in a galaxy far, far away in the iconic film Star Wars, humans today are racing towards a future where AI will be part and parcel of everyday life. South-east Asia is not far behind in the AI race. Countries in the region, such as the Philippines, have in recent years been integrating AI into key sectors like government, healthcare, agriculture, transport and finance. AI-driven technologies such as automated chatbots have spared workers from repetitive tasks and processes, while generative AI tools like ChatGPT and Midjourney have allowed companies to churn out content at a faster rate but with reduced labour costs.

“AI is already out there, and we see some people really reaping the benefits by enhancing their practice and making AI their assistant or their co-pilot,” said Ms Michelle Alarcon, president of the Analytics and Artificial Intelligence Association of the Philippines (AAP), which is working with the government to harness the potential of AI.

South-east Asian governments have already taken initial steps in advancing AI, with Singapore leading the charge when it launched its National AI Strategy in 2019. Indonesia, Malaysia, the Philippines, Thailand and Vietnam drafted their own national AI strategies and road maps between 2020 and 2022. The region recognises the potential of AI to stimulate economic growth, drive innovation, enhance service delivery and improve customer experience. But the technology comes with challenges – from displacing workers to facilitating scams – that are potentially as huge as its advantages.

The need to balance the perks and challenges of AI has pushed Singapore, as rotating chair of the Asean Digital Ministers’ Meeting and Related Meetings in 2024, to collaborate with partners in the grouping to develop an Asean Guide on AI Governance and Ethics. While details are scant, it is understood that the grouping is looking into how the new technology can be deployed safely. Responding to queries from The Straits Times, a spokesman for Singapore’s Ministry of Communications and Information said the guide will serve as a “practical and implementable step” towards supporting the safe deployment of “responsible and innovative AI” in the region.

Singapore at the forefront

A 2020 study by global management consulting firm Kearney said that while AI use is still in its nascent stage in South-east Asia, AI has the potential to contribute US\$1 trillion (S\$1.36 trillion) to the Asean economy by 2030.

The study cited Singapore as an example, noting how service sectors are predominant contributors to the Republic’s gross domestic product, and how it has a highly digitalised, automated and efficient economy that is well positioned to capture AI’s full potential. The Singapore Government has started to use AI in its processes, in a bid to boost productivity and better benefit citizens.

Continue reading [here](#).

HEADLINE NEWS IN A FLASH

INSIDE NASDAQ'S AI-FUELED PIVOT TO SAAS PROVIDER

The second-largest stock exchange in the world is betting big on becoming a global technology company, with new surveillance and security offerings, a shift to SaaS-based delivery, and further AI infusions into its financial apps, says CIO and CTO Brad Peterson. No doubt, Nasdaq is bullish on generative AI. Brad Peterson, the company's CIO and CTO, has been implementing AI for more than a decade and is all in on the promised innovation afforded by generative AI. "We are committed to enhancing the liquidity, transparency, and integrity of the world's economy and AI will continue to support our ability to deliver on this mission," Peterson said in a recent interview with CIO.com in Boston. *Source: CIO*

'YOU'VE GOT TO BE DATA-DRIVEN': THE FASHION FORECASTERS USING AI TO PREDICT THE NEXT TREND

But as artificial intelligence technologies have become increasingly powerful in the last decade, forecasting agencies are now turning to quantitative results generated by machine learning for help. These AI tools can detect patterns within large datasets of runway show images, social media posts, search data, and online and in-store sales data – which can help forecasters spot emerging trends more accurately and, crucially, more quickly. This is all welcome news for an industry worth about \$2tn (£1.65tn) globally, as being even slightly off the mark in colour palettes or hemline decisions can have significant consequences for a company's bottom line. Forecasts can also have big implications for the fashion industry's carbon footprint, which is estimated by the Global Fashion Agenda and McKinsey & Co to be responsible for at least 4% of all worldwide emissions and which chucks more than 92m tonnes of fabric away every year. *Source: TheGuardian*

APPLE TO BUCK LAYOFF TREND BY HIRING UK AI STAFF

Apple's chief executive Tim Cook said the firm wants to hire more staff in the UK, in contrast to redundancies seen across the tech sector. He said the company wants to take on more staff to work in artificial intelligence (AI). It comes a day after Fortnite-maker, Epic Games, announced it was cutting 16% of its workforce. Big firms including Amazon, Meta, Google and Microsoft have cut tens of thousands of jobs since 2022. Mr Cook has been critical of the trend of tech layoffs and in May, he called it a "last resort". Instead, he told the PA news agency when asked about AI and jobs in the UK: "We're hiring in that area, yes, and so I do expect [investment] to increase."

Source: Edition

AI TECH BOOM: IS THE ARTIFICIAL INTELLIGENCE MARKET ALREADY SATURATED?

From voice assistants to algorithms predicting global market trends, artificial intelligence (AI) is seeing explosive growth. But as with any emerging technology, there comes a point where innovation risks giving way to oversaturation. The rapid proliferation of AI tools and solutions in recent months has ignited discussions among industry experts and investors alike. Are we witnessing the zenith of AI's golden age, or are we on the precipice of a market saturated beyond capacity? The tech landscape has always been dynamic, with innovations often outpacing the market's ability to adapt. **Historical tech boom-and-busts** - The late 1990s saw the dot-com bubble, a period marked by exuberant optimism around internet-based companies. Startups with little more than a web presence achieved staggering valuations, only for many to crash spectacularly when the bubble burst. *Source: CoinTelegraph*

SAM ALTMAN SAYS HE INTENDS TO REPLACE NORMAL PEOPLE WITH AI

That's one way to talk about other human beings. As writer Elizabeth Weil notes in a new profile of OpenAI CEO Sam Altman in New York Magazine, the powerful AI executive has a disconcerting penchant for using the term "median human," a phrase that seemingly equates to a robotic tech bro version of "Average Joe." Altman's hope is that artificial general intelligence (AGI) will have roughly the same intelligence as a "median human that you could hire as a co-worker." It's a disconcerting assertion, considering that it really sounds like Altman is looking to replace the work of normal people with a not-yet-realized AGI. And according to Insider, it's not even the first time he's said as much. In a 2022 interview on the Lex Fridman podcast, Altman explained that this theoretical AI would be able to "do anything that you'd be happy with a remote coworker doing just behind a computer, which includes learning how to go be a doctor, learning how to go be a very competent coder."

Source: Futurism

AI AND THE NEXT GREAT TECH SHIFT

When the South Korean political activist Kim Dae-jung was jailed for two years in the early 1980s, he powered his way through some 600 books in his prison cell, such was his thirst for knowledge. One book that left a lasting impression was *The Third Wave* by the renowned futurist Alvin Toffler, who argued that an imminent information revolution was about to transform the world as profoundly as the preceding agricultural and industrial revolutions. "Yes, this is it!" Kim reportedly exclaimed. When later elected president, Kim referred to the book many times in his drive to turn South Korea into a technological powerhouse. *Source: FinancialTimes*



These quotes highlight the potential dangers and benefits of AI. While some leaders are concerned about the potential for AI to harm humanity, others believe that it has the potential to solve some of the world's biggest problems. It is important to remember that AI is a tool, and like any tool, it can be used for good or for evil. It is up to us to ensure that AI is used for the benefit of humanity.

- "AI is the new electricity. It's going to change everything." – Yann LeCun, Chief AI Scientist at Meta
- "AI is the most important technology of our time, and it has the potential to revolutionize every aspect of our lives." – **Satya Nadella, CEO of Microsoft**
- "AI is a powerful tool that can be used for good or for evil. It's up to us to decide how we use it." – **Elon Musk, CEO of Tesla and SpaceX**
- "AI has the potential to create a more just and sustainable world, not to further exploit and divide us." – **Naomi Klein, author and activist**
- "AI is going to change the world in ways that we can't even imagine. It's important that we start thinking about how we want to use this technology, and how we can ensure that it benefits everyone." – **Sam Altman, CEO of OpenAI**
- "AI is a double-edged sword. It has the potential to do great good, but it also has the potential to do great harm. It's important that we use AI wisely and ethically." – **Ilya Sutskever, co-founder of OpenAI**
- "AI is going to be one of the most important technologies of our time. It has the potential to revolutionize the way we live, work, and learn. We need to make sure that we use AI responsibly and ethically." – **Reed Hastings, CEO of Netflix**
- "AI is the future of our work, and it's important that we prepare our workforce for this new reality. We need to invest in AI education and training, and we need to develop ethical guidelines for the use of AI." – **Marc Zuckerberg, CEO of Meta**
- "AI has the potential to solve some of the world's biggest problems, like climate change and poverty. But it's important that we use AI responsibly and ethically. We need to make sure that AI is not used to discriminate or harm people." – **Jeff Bezos, CEO of Amazon**
- "AI is a powerful tool that can be used to create new jobs and opportunities, but we need to make sure that it does not lead to job losses or social unrest. We need to ensure that AI is used to create a more inclusive and equitable society." – **Justin Trudeau, Prime Minister of Canada**

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AI ADVISOR TO SCALE YOUR BUSINESS



In the post-COVID-19 era, small and medium-sized enterprises (SMEs) face significant challenges in recovering and adapting to the new world order. To navigate these uncertain times, SMEs should consider taking the following steps and pursuing strategies supported by new AI-based digital strategies as part of a Business Model 2.0:

CHART YOUR BUSINESS WITH AI-POWERED TOOLS

THE DELIVERABLES:



Financial
Strategy
Report



3-min
Financial
Review
Podcast



Market
Scanning
Report



1-hour One-
on-One
Discussion x 1



Matrix
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