

OCTOBER 2022 | ISSUE # 89

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AI:10

GET INSIGHTS ON AI UNDER 10 MINUTES

WHAT'S HOT

CHANGING THE PHISHING GAME

HEADLINE NEWS IN A FLASH

- How AI predicts hurricanes and answers calls for help in their aftermath
- Driving smarter customer experiences with AI and machine learning
- How AI is changing the world of finance
- How WhiteLab Genomics is using AI to aid gene and cell therapy development
- How AI and machine learning are changing the phishing game

INDUSTRY FOCUS

ENTREPRENEURIAL INTELLIGENCE



HEADLINE NEWS IN A FLASH

HOW AI PREDICTS HURRICANES AND ANSWERS CALLS FOR HELP IN THEIR AFTERMATH

Hurricane Ian wreaked havoc in southwestern Florida yesterday with 150-mile-per-hour winds, knocking out power for millions of residents. The near-category 5 storm is being called one of the most powerful storms to strike the United States in decades. But officials say artificial intelligence (AI) is a new weapon in the fight to keep the lines of communication open during a disaster and also better predict the intensity of hurricanes in the future. With emergency hotlines, hospitals and utility call centers being inundated with calls, speaking with a voicebot during a time fraught with anxiety and fear can help. Voice AI is capable of handling context-specific, effective conversations with customers, with no need for human intervention.

Source: VentureBeat.com

HOW AI IS CHANGING THE WORLD OF FINANCE

The financial sector is well-known for seeking every possible edge to maximize its profits – thus, using machine learning and artificial intelligence was a no-brainer. A plethora of use cases is leveraging the power of artificial intelligence (AI) – from fraud detection, risk assessment, improving customer satisfaction, increasing accounting and transactional automation to algorithmic trading. What was traditionally a people-heavy industry with loads of analysts and money managers, financial services has slowly transformed into a lean technology-heavy behemoth. As a result, we are looking at augmented human intelligence using AI, resulting in greater efficiency, reduced costs for banking institutions and new offerings to consumers.

Source: VentureBeat.com

HOW AI AND MACHINE LEARNING ARE CHANGING THE PHISHING GAME

The AI phishing revolution - Hackers love and hoard data. But the data they value the most is breached data – and not just the information they've personally breached or ransomed. Threat actors love every bit of data that's ever been leaked on the dark web. Data breaches can tell hackers everything from your mother's maiden name to your date of birth to your previous passwords to even your personal interests. While this probably isn't anything you haven't already heard, what has changed is the way scammers are using this information. Bad actors are now combining this data with AI to target users with incredibly sophisticated phishing attacks that are more convincing than ever. And they're doing this with AI that isn't even that smart – yet.

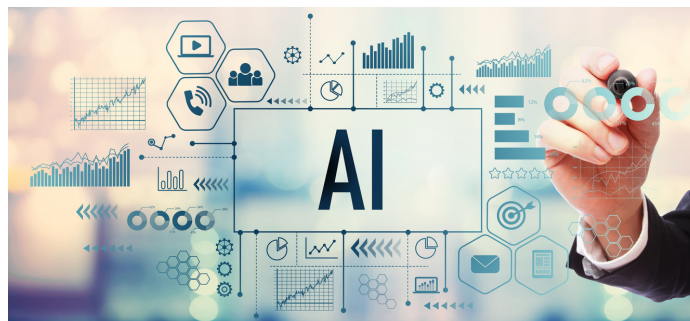
DRIVING SMARTER CUSTOMER EXPERIENCES WITH AI AND MACHINE LEARNING

Artificial intelligence (AI) is demonstrating its ability to stimulate growth in both digital and nondigital native businesses. According to Deloitte, businesses across sectors are using AI to create business value. From streamlining data analytics to improving customer experiences, AI offers several benefits for businesses. When AI is integrated into an organization's core product or service and business processes, it's at its most beneficial. Despite AI's increasing popularity, many businesses still find it difficult to use AI and ML on a larger scale.

Source: Techcrunch.com

HOW WHITELAB GENOMICS IS USING AI TO AID GENE AND CELL THERAPY DEVELOPMENT

French biotech company WhiteLab Genomics has raised \$10 million in funding for an AI platform designed to aid the discovery and development of genomic therapies. Gene therapy, for the uninitiated, is an emerging treatment that involves replacing missing or defective genes in cells to correct genetic disorders, while cell therapy is about altering a cell or sets of cells to trigger an effect throughout the body. Thousands of diseases, including cystic fibrosis, Parkinson's and Alzheimer's stem from flaws in an individual's DNA, and emerging research in gene and cell therapies may eventually cure such conditions at their source, supplanting the need for drugs or surgery.



Source: Venturebeat.com

How AI and Machine Learning Are

CHANGING THE PHISHING GAME

Source: venturebeat.com

The evolution of phishing - At its core, social engineering is about tugging at a user's emotional heartstrings to elicit a response that, ultimately, gets them to fork over personal information like passwords, credit card information and more. Unsophisticated phishing attacks in the form of emails, texts, QR codes, etc. are typically easy to spot if you know what to look for.

Grammatical errors, typos, suspicious links, fake logos, and "from" email addresses that don't match the credible source they're pretending to be are dead giveaways. These attacks were often done in mass, targeting millions of people to see who would bite. But bad actors evolved — and so did their tactics. Hackers started using AI to target individuals in a more intelligent manner.

Messages from your "IT department" that incorporated information about your job or a customized and direct spear phishing attack — which included your actual password — telling you your account had been compromised are perfect examples. Now, once again, bad actors are taking things a step further.

It's nearly impossible to avoid ads these days. They pop up everywhere based on your browsing, search, and social media history. It's gotten to the point where we joke about advertisers knowing what you want before you know you want it.

How long before attackers get this advanced? How long before a market intelligence firm gets breached, and hackers use the same data used by advertisers to phish you? Near real-time targeted phishing campaigns is not some distant concept; it's on the horizon.

Imagine searching for Super Bowl tickets, and within minutes, there are phishing emails in your inbox offering you VIP Super Bowl experiences. This is the real and immediate threat AI poses — and we're inching closer and closer to that reality.



Discover your X-Factor

ENTREPRENEURIAL INTELLIGENCE(1)

Source: CEAI

The fundamental message is that, companies will need to be continually re-inventing themselves – transitioning between optimizing existing business models to inventing and scaling new ones.

The businesses that can stay agile and pivot quickly are the ones who win in the marketplace. This means senior leadership will need to focus on three areas simultaneously:

- 1) Executing against the existing business model by leveraging technology
- 2) Defining and designing the next business model
- 3) Transitioning between different business models over time at speed and at scale

Making decisions on fast integration, scaling up of technologies into the existing business while managing the tension between them, and ultimately making the call on when to flip, will define success in this market.

Tan Sri Dr Mohd Daud Bakar

Chairman
Centre for AI Innovation |
MyFinB | Amanie Advisors
Shariah Advisory Council
@ Bank Negara &
Securities Commission



“

Those who use smart technologies, blended with a good business model that can secure new customers fast and scale new markets.

Discover your X-Factor

ENTREPRENEURIAL INTELLIGENCE (2)

Source: CEAI

To be an entrepreneur who can grow their business in a sustainable way, you need to be able to think in a common sensical manner, creatively and communicating the impact of decisions and possible negative implications before they arise. Thinking like these systemically also means seeing very clearly that you are part of a greater value chain where all stakeholders have to benefit as this is what creates sustainability in the long run.

Simply put but most times forgotten or overlooked as we get busy with our daily activities and fire fighting with some of them.

“ The 3Cs - Common Sense, Creativity and Communication. As an entrepreneur, we need to develop these capabilities.

Once you have used your Common Sense to solve a problem, you need Creativity which begins with good listening.

Communication is also important to convey the intended message.



Jayanth Murthy
Jt. Managing Director,
South Asia and Africa
at Kaizen Institute

DISCOVERING YOUR BUSINESS X-FACTOR

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



“

SMEs can pursue IOT-focused technologies blended with AI, to derive the X-factor element. Linking data from various data sources, analyse them across timelines - and recommend type of customer preferences / needs ie. personalised services.

DR. PETER WONSOK YUN

EXECUTIVE DIRECTOR, GLOBAL CHAMBER SEOUL

“

The entrepreneurs have in common, the ability to forge their own paths with a strong conviction in their idea and strategies. These are needed especially when you navigate through risks and uncertainties.

LYNARE ROBBINS

DIRECTOR, GLOBAL CHAMBER® MIAMI



“

It is key for SMEs to understand the data that they could harvest from different platforms. And start building solutions that talk to industries and solve their pain points.

BUSISIWE MATHE

CHIEF EXECUTIVE OFFICER, ORIRORI CONSULTING,
FORMER DIRECTOR / PARTNER,
PRICEWATERHOUSECOOPERS





Bill Gates, Microsoft



Safra A. Catz, ORACLE
Oracle Corporation



Jeff Bezos, amazon
Amazon



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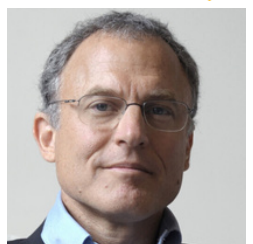
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Corie Barry, BEST BUY
Best Buy



Stephen Kaufer, Tripadvisor
Tripadvisor



Tricia Griffith, PROGRESSIVE
Progressive Corporation



Doug McMillon, Walmart+



Aneel Bhusri, workday
Workday



Kathy Warden, NORTHROP GRUMMAN
Northrop Grumman



Howard Schultz, STARBUCKS COFFEE
Starbucks

Uncover your X-Factor

Identify the factors that make good businesses great, and apply our personalized Applied AI and design thinking approach.

We examined closely the performance of companies, strategies and leadership attributes of 18 business leaders (male and female) and the organizations they lead using our proprietary AI engine - based on 20 years' of data from annual reports, commentaries, management interviews and stock exchanges.

You will gain new insights and knowledge by joining this Certification on X Factor. This is a 4-week programme to uncover your X Factor through these business leaders.

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MORE THAN 10,000 ENTERPRISES ASSISTED
FROM 21 COUNTRIES SINCE 2013.

Helping SMEs Turn Plans Into Reality



Enterprises are hit hard financially due to Covid-19. Their existing business models need an overhaul to deal with the new world order. Access to quality experts may be costly and difficult. As the crisis puts a curb on sales activities, organisations must drive cost optimisation, production capacity and cash conservation to maintain financial health.

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
Business
Strategy





MYFINB.COM



MyFinB is an award-winning tech company that specializes in artificial intelligence. The company developed its own natural language platform with predictive and prescriptive narrative capabilities - a niche area that differentiates itself from any others.

MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.

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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Global Chamber® is a one-of-kind virtual and growing community of CEOs, executives and leaders in 525 regions around the world... everywhere... focused on helping companies grow in more than one metro area.

It is the ONLY organization in the world with hundreds of locations that helps executives grow their company through warm connections and a variety of virtual services.

Global Chamber's vision is a world where doing cross metro and cross border business is as easy as selling across the street. It also provides members with virtual connections, training, and information just right to grow... helping members connect with customers, partners and experts to grow across metros and borders. When members engage with Global Chamber, risk is reduced, and growth accelerates.



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