



AI Maturity & Business Modeling Toolbox

Workshop 04.12.2019



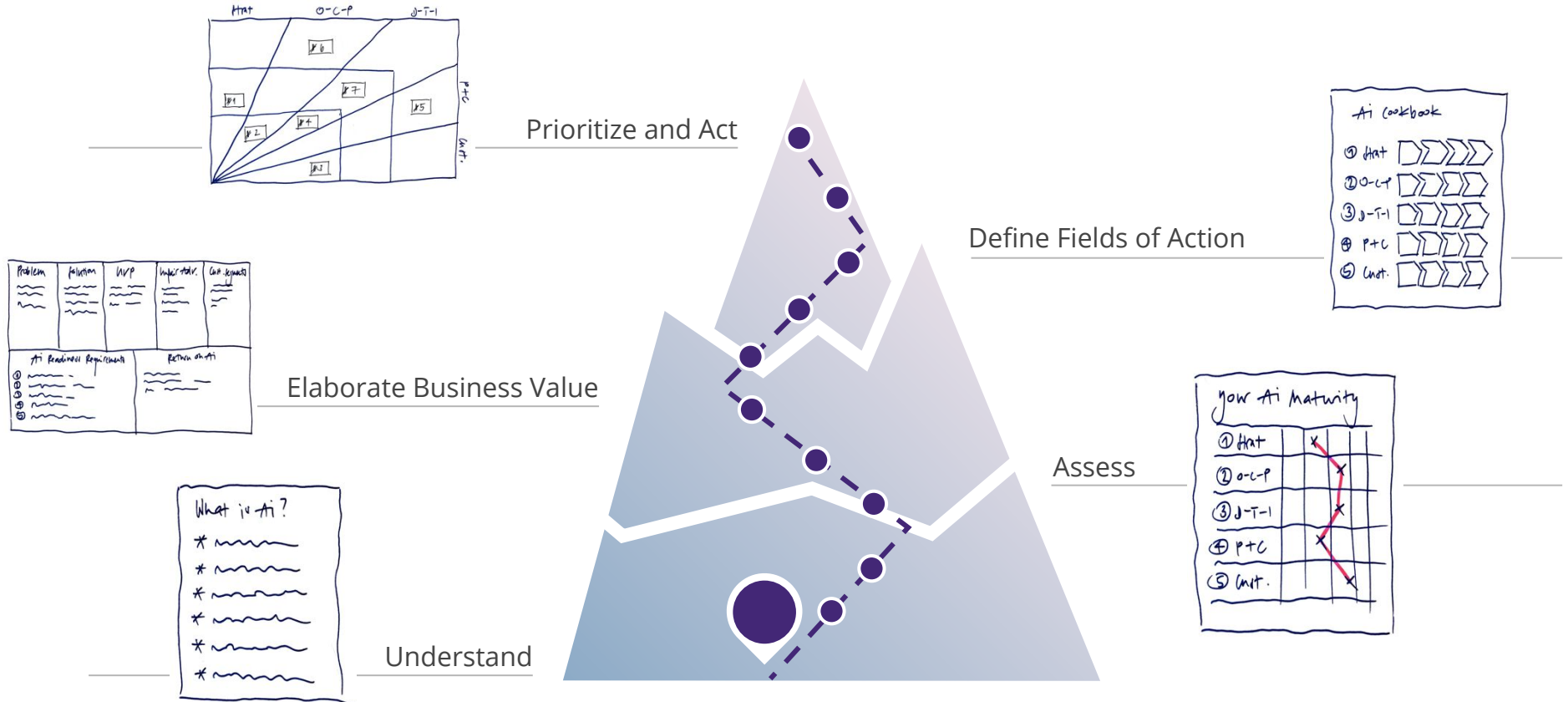
Where We Came From

- The pressure for cost reduction / increased efficiency / development of new business models is growing
- AI is a megatrend and everyone is talking about it
- The C-Level asks for its sense, purpose, and application possibilities
- Most enterprise's competence on AI and the time to establish it is limited

How can we (quickly) **understand** the topic, **assess** our own company, and **develop ideas** to **leverage AI** for our own business?

The Vision

The toolbox helps to **classify** the topic of Artificial Intelligence, to **evaluate** the **AI maturity** of a company and to **derive a concrete benefit definition** (canvas) as well as **prioritized fields of action**.



The Past 9 Months and Status Quo



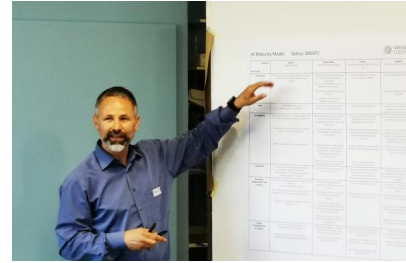
March 2019

First presentation and feedback collected and evaluated at SwissCognitive Tank at Helsana



June 2019

Second round of more intense group discussions and recommendations at SwissCognitive Brain Workshop

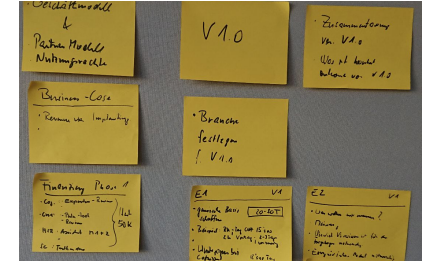


July 2019

Third round of discussion and work at the SwissCognitive Tank at Cognizant.

WS #1: User Experience (Netcentric / Cognizant)

WS #4: Organisation (SwissCognitive / Creaholic)



November 2019

Workshop with Hochschule Rapperswil (Prof. Roman Hänggi) to discuss potential co-operation with HSR and apply for an InnoSwiss project for Version 2.0

The Team



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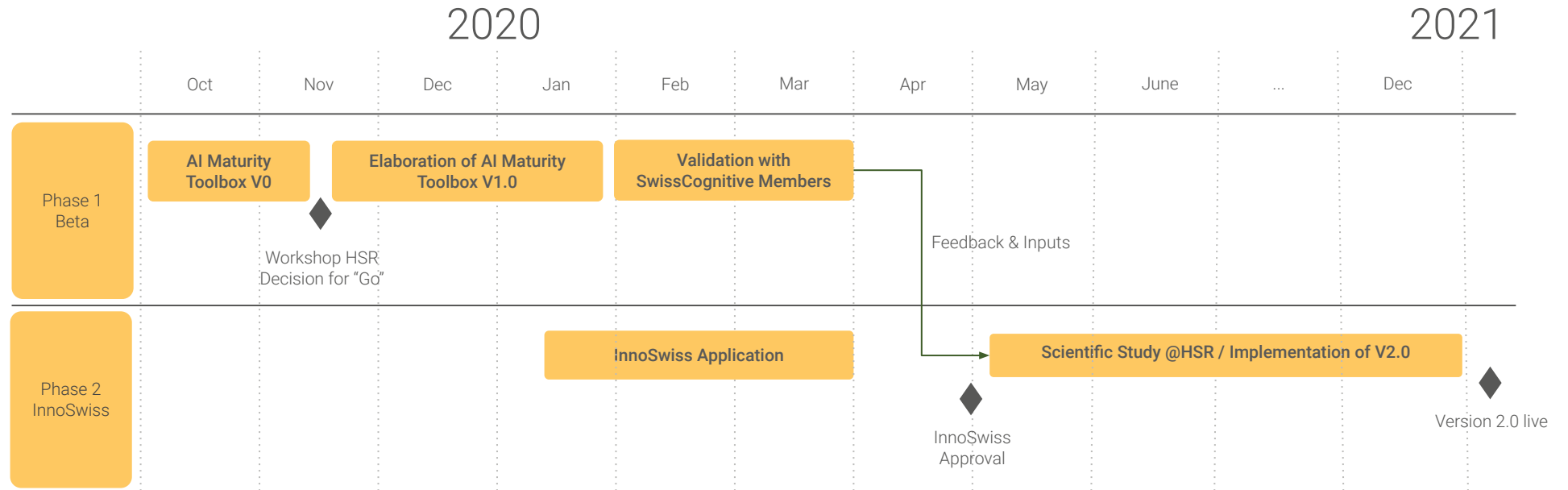
Academia



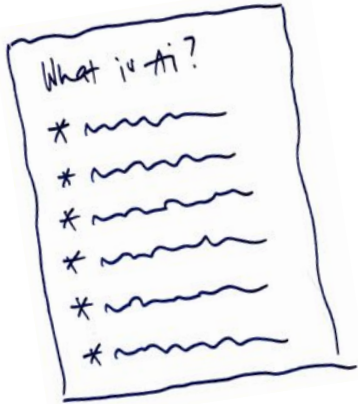
Frank Seifert

Partner bei Creaholic
Innovations Partner
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The Timeline



What We Want to Elaborate Today

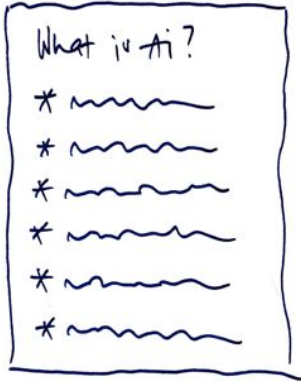


A better understanding of our future “Module 1”

- a) How does our “persona” look like?
- b) Which information does he/she need?
- c) How much content?
- d) Which form would he/she prefer?
- e) How much time would he/she spend consuming it?
- f) ...

Element 1: Understand

Value-Add



Understand

Really understand
AI and detect its
potential

Target maturity level for V 1.0:

Version 1.0 is aimed at middle
management decision makers.

With the new knowledge he is able to...

- a) Promote the topic internally
- b) Perform the assessment
- c) Elaborate a potential business value



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What Do You Need?

What is AI
The Role of Data
What is ML
What is a Neuronal Network
The History of AI
Uses of AI in Society
The Use of Algorithms
Can AI Fail?
AI and Ethics
AI Uses in Computer Applications
What is Deep Learning
The Future of AI