

Who's Going to Make Money in AI?

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Artificial
Intelligence

OREILLY



Agenda - understanding how AI creates value

- Look at questions including:
 - How can the landscape and dynamics of AI activity be better understood?
 - Who is making money and winning with AI today and tomorrow?
 - What does this mean for key players:
 - What are the strategies and use cases to help me successful deploy AI in my **business**?
 - What are the use case opportunities and best practice for AI **startups**?
 - What should **investors** be thinking about in their AI investments?

Simon Greenman

Co-Founder and Partner BestPractice.ai

AI & SOFTWARE ENGINEERING

- Started out on the engineering track with a BA in Computer Science & AI
- Co-founded the MapQuest.com service in 1996 - early internet mapping brand and unicorn



COMMERCIAL & DIGITAL

- Switched to the commercial track with a MBA from Harvard Business School
- 20 years as CEO, GM and CDO driving growth, innovation and transformation with advanced technology, data science and artificial intelligence internationally



STARTUP

- Former Venture Partner and now Advisor at DN Capital
- Co-President of Harvard Business School Alumni Angels of London



- Founder & Partner, Best Practice AI - executive advisory services to help corporates and startups accelerate their adoption of practical and ROI driven AI.



BestPractice.ai - executive AI advisory

Who we are?

- Boutique advisory firm that helps corporates, startups and private equity accelerate their adoption of practical and ROI driven AI
- Bridge the gap between AI practitioners and the business world
 - Experienced C-level perspective
 - Based in Shoreditch, London
- Publisher of the world's leading library of AI use cases and case studies:
 - 600 use cases
 - 850 case studies from 60+ countries
 - Covering 45 industries and 65 functions
 - Significant comparable detailed data
- International track record of clients served at start-up, corporate and investor level.

What our clients say?

“The guys at Best Practice AI really understood the challenges that AI start-ups face and helped us think through the commercial, strategic and management options that we faced in the run up to our very successful exit this year.”

CEO at Bloomsbury AI

“It’s always a pleasure to work with the Bestpractice.ai team - they helped us to break into a new sector and raise funding.”

CEO at Seldon

“Best Practice AI ... enabled us to make a better investment decision.”

Partner, Verdane - Leading Investor

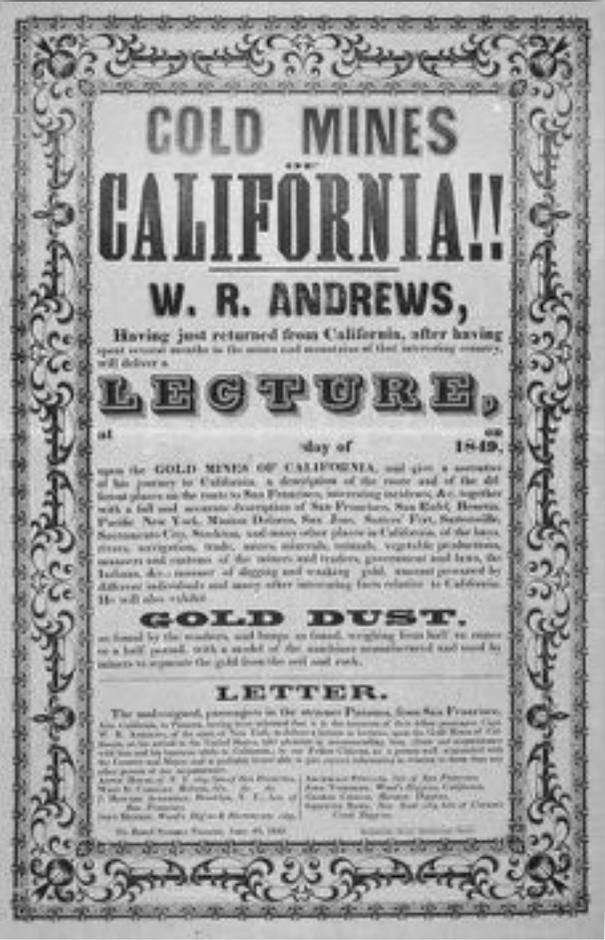
AI is a story of many boom and busts

<p>“</p> <p>Within ten years a digital computer will win the world's chess champion.</p>  <p>Allen Newell C M U 1958</p>	<p>“</p> <p>Machines will be capable within twenty years of doing any work a man can do.</p>  <p>Herbert Simon C M U 1961</p>	<p>“</p> <p>Within our lifetime machines may surpass humans in general intelligence</p>  <p>Marvin Minsky M I T 1961</p>	<p>“</p> <p>Within a generation...I am convinced...the problems of creating artificial intelligence will be substantially solved.</p> <p>1967</p>
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- 1960s **mathematical** symbolic AI hype followed by 1970s bust
- 1980s **expert** systems hype followed by 1990s and 2000s bust
- 2010s AI is back!

I graduated with a degree in AI

Ready for another AI gold rush?



But is it different now? The power of exponential!

28,450x

CHEAPER STORAGE (\$ / GIGABYTE) TODAY THAN 1993

1,700,000 BYTES

ESTIMATE OF AMOUNT OF DATA BYTES THAT WILL BE CREATED EVERY SECOND BY EVERY PERSON ON THE PLANET IN 2020

\$0

THE COST OF MANY OF THE AI FRAMEWORKS, LIBRARY AND TOOLS

\$50,000,000+

THE 1990 COST OF THE COMPUTER POWER OF A DEVICE EQUIVALENT TO AN IPHONE

420,000,000 MPH

THE SPEED OF A CAR TODAY IF ITS SPEED HAD IMPROVED AT THE SAME RATE AS COMPUTATIONAL CHIPS SINCE 1971

 TensorFlow

 Keras

Caffe

theano

 APACHE mxnet

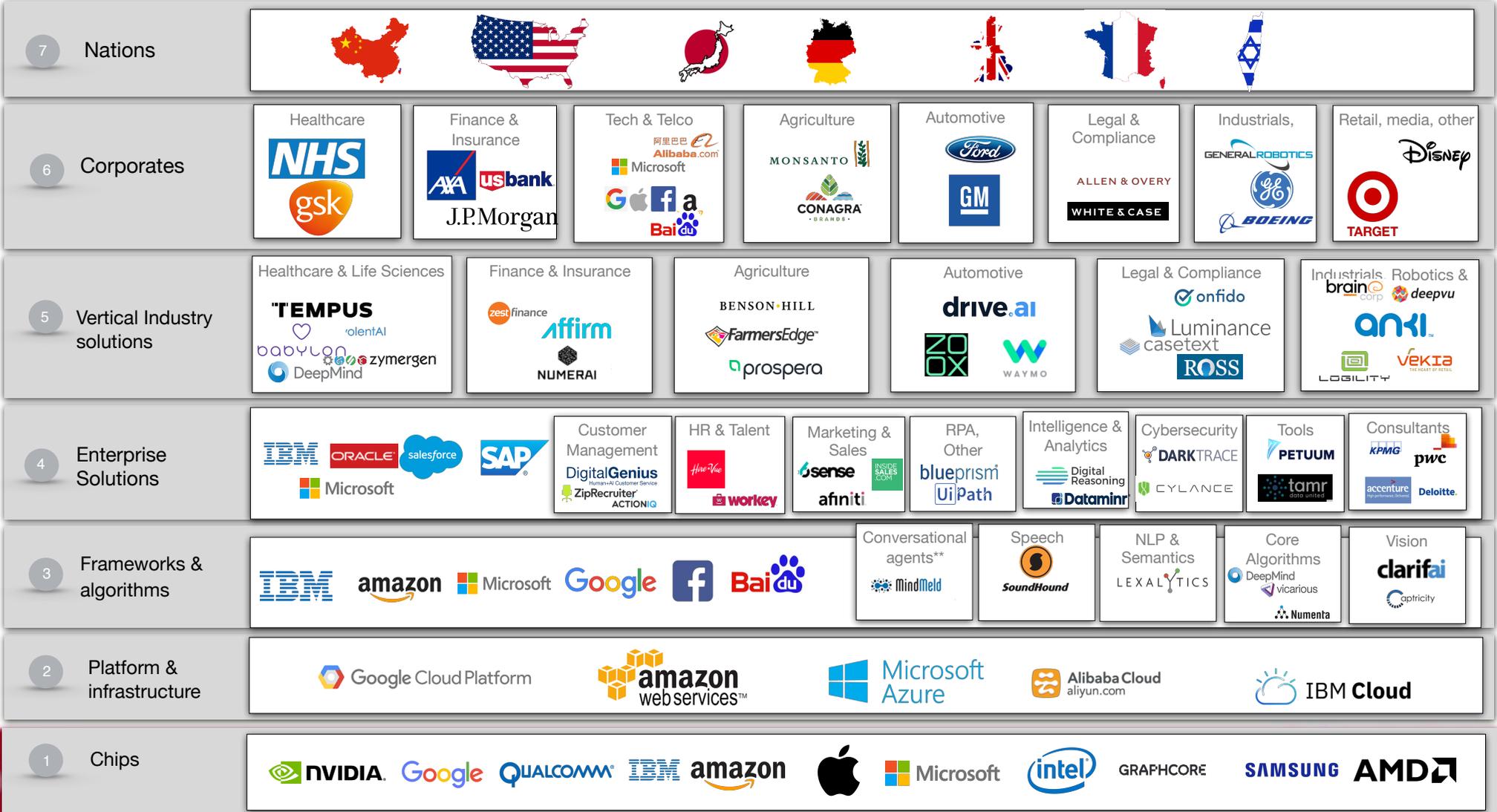
 Microsoft CNTK

 PyTorch

 infer.net

The industry map of AI

Who will capture the value in AI? An AI industry map



* Excludes SMB sectors. The companies noted are representative of larger players in each category but in no way is this list intended to be comprehensive or predictive.

** Acquired by Cisco and Google respectively.

Sources: CBInsights, Crunch Base, and misc. others

Who's got the best chips?

- Deep learning requires trillions of tensor calculations
- The demand is increasing faster than the price has fallen exponentially
- Incumbent chip manufactures, such as Intel, want to stay relevant to AI
- Nvidia's stock price is up 1500% in just the past three years
- Google offers TPU and Microsoft its Brainwave AI. And Facebook?
- Startups such as Graphcore have raised over \$110M
- China has developed the really 'Big Fund' (rumoured \$140B) to grow their semiconductor industry - leaders include Cambricon Technology

"This Tech Company May Be Near a 'Tipping Point' in Dominating Artificial Intelligence."

Barron's on **Nvidia** Sep 30th 2018

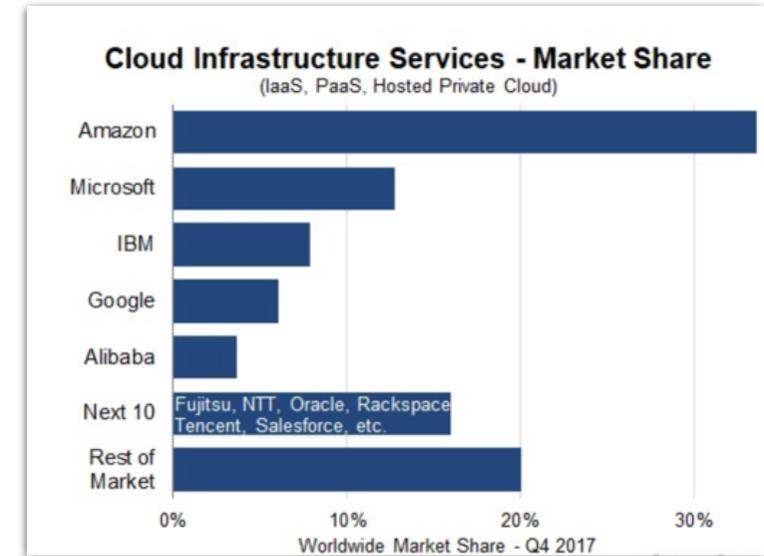


- The winners will be the few and the massive:
 - Owning the best AI chips requires big \$\$\$ and expertise
 - Semiconductors will be the "picks and shovels" of AI.



Who's got the best cloud services? IaaS and PaaS

- Amazon Web Services (**AWS**) scaled the cloud category in 2006
- Microsoft is successfully growing their cloud business:
 - Azure is their hybrid public and private cloud offering
 - Rumoured to have over 1m computers in their service
- Google Cloud is attempting to play catch up
- And IBM continues to offers its corporate customers cloud services
- Alibaba is starting to become a major cloud payer



- The winners will be the few and the massive:
 - Organisations globally will increasingly “rent” Vs “buy” comp services
 - Owning the best AI clouds requires big \$\$\$ and expertise
 - Cloud providers will again be the “picks and shovels” of AI.

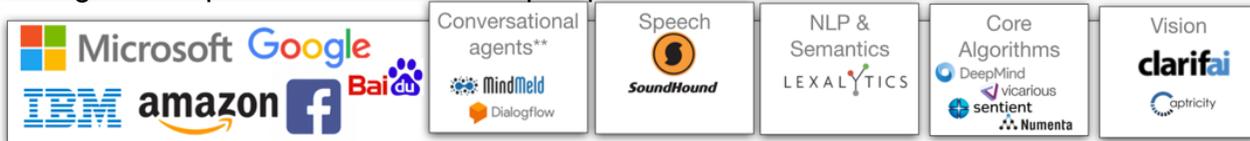


Who's got the best frameworks and algorithms? The rise of AI as a Service (AlaaS)

- Powering most AI solutions will be machine learning frameworks and algorithms for NLP, conversational agents, speech and vision
- Much will be provided in form of AI as a Service (AlaaS) and tied closely to their clouds
- Tech giants are duking it out to offer the best frameworks and algorithms
- Microsoft's GM of AI, David Carmona, says there are "1.2 million developers using our cognitive services while 300,000 use conversational AI
- And the giants are hiring the best AI researchers for \$1,000,000+ annual salaries
- Acquihires abound including our client Bloomsbury AI (right)

And the winners will be the massive:

- Tech giants with their massive datasets, big fat cheque books, interesting problem spaces and openness to research publishing
- Startups who can get capital, data and deployment scale avoiding the direct cross hairs of the giants or be acquihires
- Again the "picks and shovels" will prosper.



*"Facebook confirms that it is acquiring [London based] **Bloomsbury AI**", TechCrunch, 3rd July 2018.*

*The team's "expertise will strengthen **Facebook's** efforts in natural language processing research, and help us further understand natural language and its applications," Facebook, 3rd July 2018.*

*While financial terms were not disclosed, we reported that Facebook is paying between **\$23 and \$30 million**," TechCrunch, 3rd July 2018.*

Who's got the best AI enterprise solutions?

- Enterprise software has traditionally been dominated by the likes of IBM, Salesforce, Oracle, SAP and Microsoft



- The enterprise field for AI is much more wide open as start-ups raise capital to compete with incumbents:

- DigitalGenius raised **\$25M** including from Salesforce
- Ziprecruiters raises **\$156M to build AI and ML tools** for recruitment
- HireVue raised **\$93M** to accelerate video interviewing of candidates
- UiPath, a RPA, has raised **\$400M** to automate many data entry tasks
- DigitalReasoning has raised **\$104M** to provide corporate intelligence
- DarkTrace has raised **\$230M** to help guard against cyber threats
- Tools company Petuum has raised **\$100M** to accelerate enterprise AI
- And consultancies proliferate

- But the incumbents are not standing still as they look to get AI powered (right)

- Winners will be the incumbents and those who gain category leadership with scale of customers, data, capital and talent.

- “Announcing new AI and mixed reality business applications for **Microsoft Dynamics [Sales and Customer Service]**”, Microsoft Sep 18th, 2018*
- “**Salesforce Strengthens Its AI Capabilities With an \$800 Million Purchase [of Datorama]**,” July 16th 2018*
- “**SAP Acquires Recast.AI to Accelerate Natural Language Processing Capabilities**,” 22nd Jan 2018.*
- “**Google announces a suite of updates to its contact center tools**,” July 2018.*
- “**Google acquires AI customer service startup Onward**,” October 2nd 2018.*

<https://blogs.microsoft.com/blog/2018/09/18/announcing-new-ai-and-mixed-reality-business-applications-for-microsoft-dynamics/>
<https://www.salesforce.com/company/news-press-releases/2018/07/16/18/>
<https://recast.ai/blog/sap-acquires-recast-ai-accelerate-natural-language-processing-capabilities/>
<https://techcrunch.com/2018/07/24/google-announces-a-suite-of-updates-to-its-contact-center-tools/>
<https://venturebeat.com/2018/10/02/google-acquires-onward-ai-customer-service-startup/>
<https://www.bloomberg.com/news/articles/2018-10-02/salesforce-acquires-101-million-to-make-customer-service-less-terrible>

Who's got the best vertical AI solutions?

- There are loads of new AI powered industry specific vertical companies looking to work with or disrupt corporates:



- They are all raising tons of cash:
 - ZestFinance has raised nearly **\$217M** to help improve credit decision making that will provide fair and transparent credit to everyone
 - Affirm, offers loans to consumers at the point of sale, and has raised **\$720M**
 - Babylon health has raised over **\$57M**
 - Drive.ai has raised over **\$77M**
 - Benson-Hill has raised over **\$95M**
 - Anki has raised over **\$182M**
 - And the cheque books go on and on...
- Winners will be those who can gain scale in terms of data, capital, talent along with leadership in their category.

How will corporates benefit from AI?

- Gartner Research predicts AI-derived business value will reach up to \$3.9 trillion by 2022
- The corporates with their deep pockets, customers, brands, global reach and massive historical data sets are not standing still as these upstarts try to muscle in on their territories



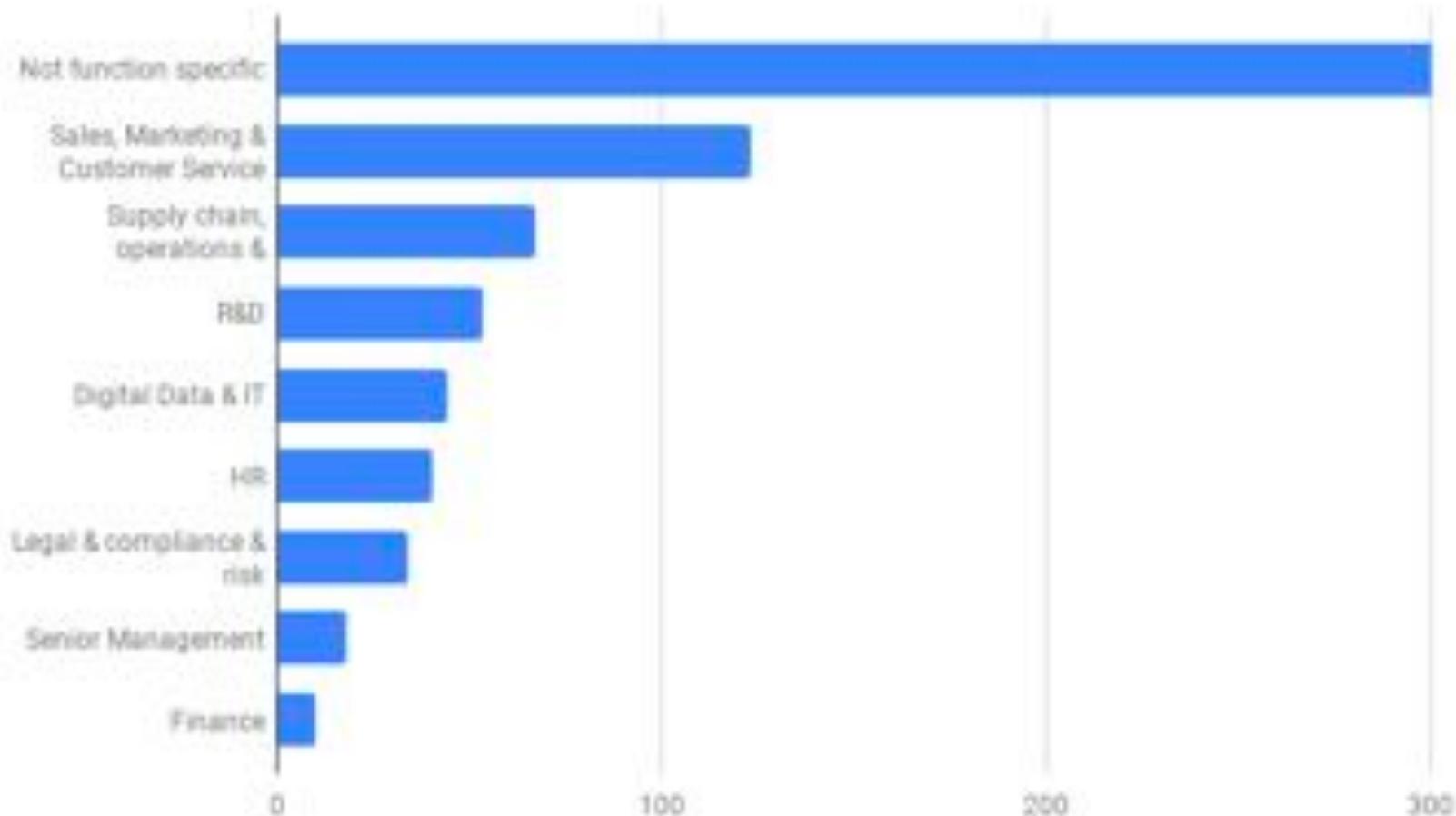
- We read everywhere that corporates are using chatbots for customer service, AI diagnostics in healthcare, predictive modelling for marketing and sales, and a myriad of other use cases
- But the headlines are creating confusion and fear of massive job automation, transformation of complete industries, a surveillance society, and rumours of a lack of ethical and transparent automated decision making
- But what is actually happening in corporates?

Analysing the value of AI - introducing the Best Practice.AI Library

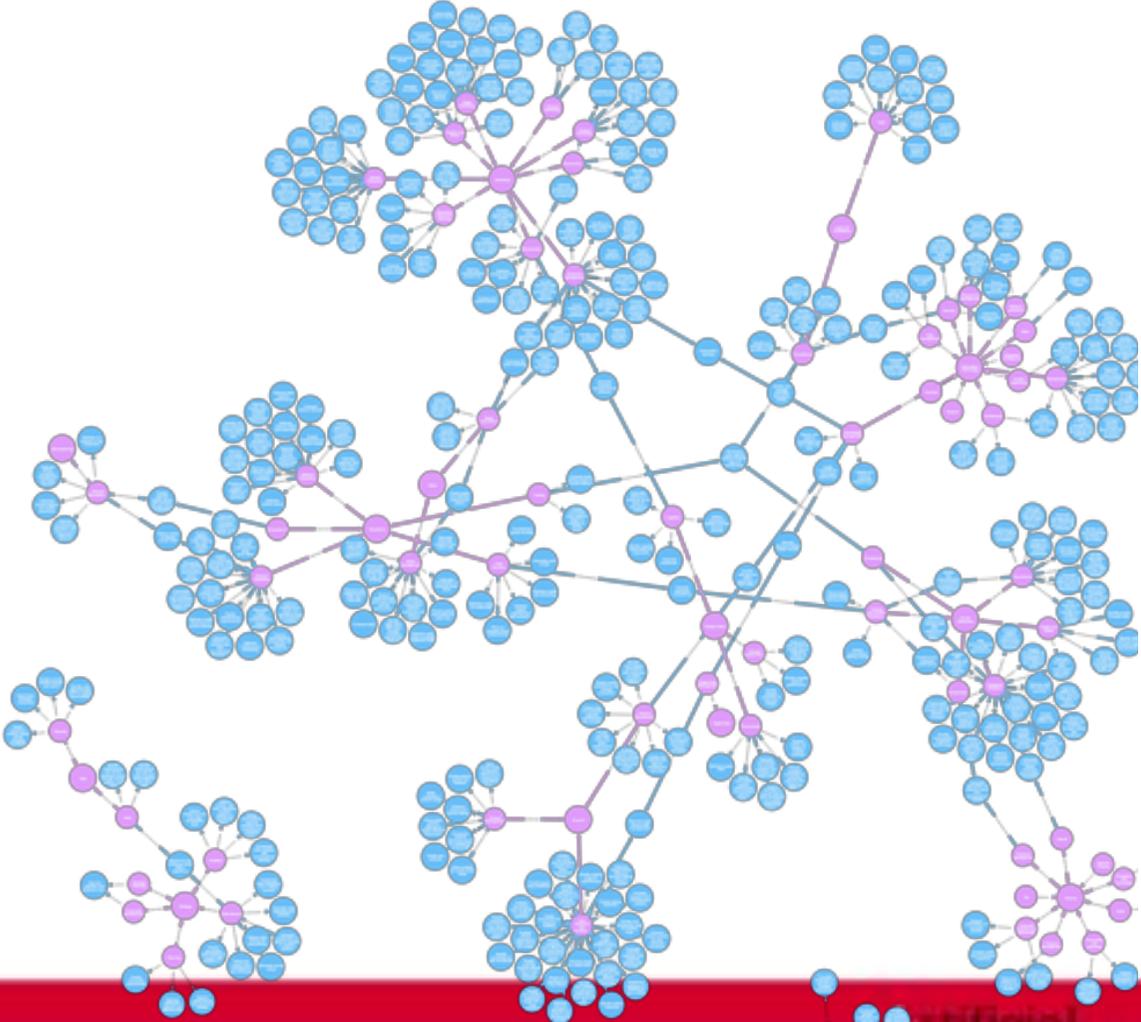
- We analysed over 10,000 articles and curated or created:
 - 600+ use cases
 - 850+ case studies
- We looked across:
 - 45+ industries
 - 65+ functions
 - 60+ countries
 - 50+ business benefit types
 - 120 AI products and types
 - 2000+ AI vendors.
- And voila the Best Practice AI map (right)



Many of the functional use cases are in sales-marketing - customer service, supply chain - ops, and R&D



Map of functional use cases



Map of functional use cases > marketing

AI Use Case > Personalise product recommendations and advertising to target individual consumers

Summary
Personalise product recommendations and advertising to target individual consumers

Function
MARKET RESEARCH

Industry
No industries

Vendors
No vendors listed. Are you a vendor for this use case? **Contact Us**

Technology
MACHINE LEARNING (ML)
ML TASK GROUPING - CLUSTERING
ML TASK PREDICTION - REGRESSION
ML TASK ACTION SELECTION - REINFORCEMENT LEARNING

Data
STRUCTURED / SEMI-STRUCTURED

Benefits
REVENUE - PERSONALISATION
REVENUE - SALES EFFECTIVENESS IMPROVEMENT

Case Studies

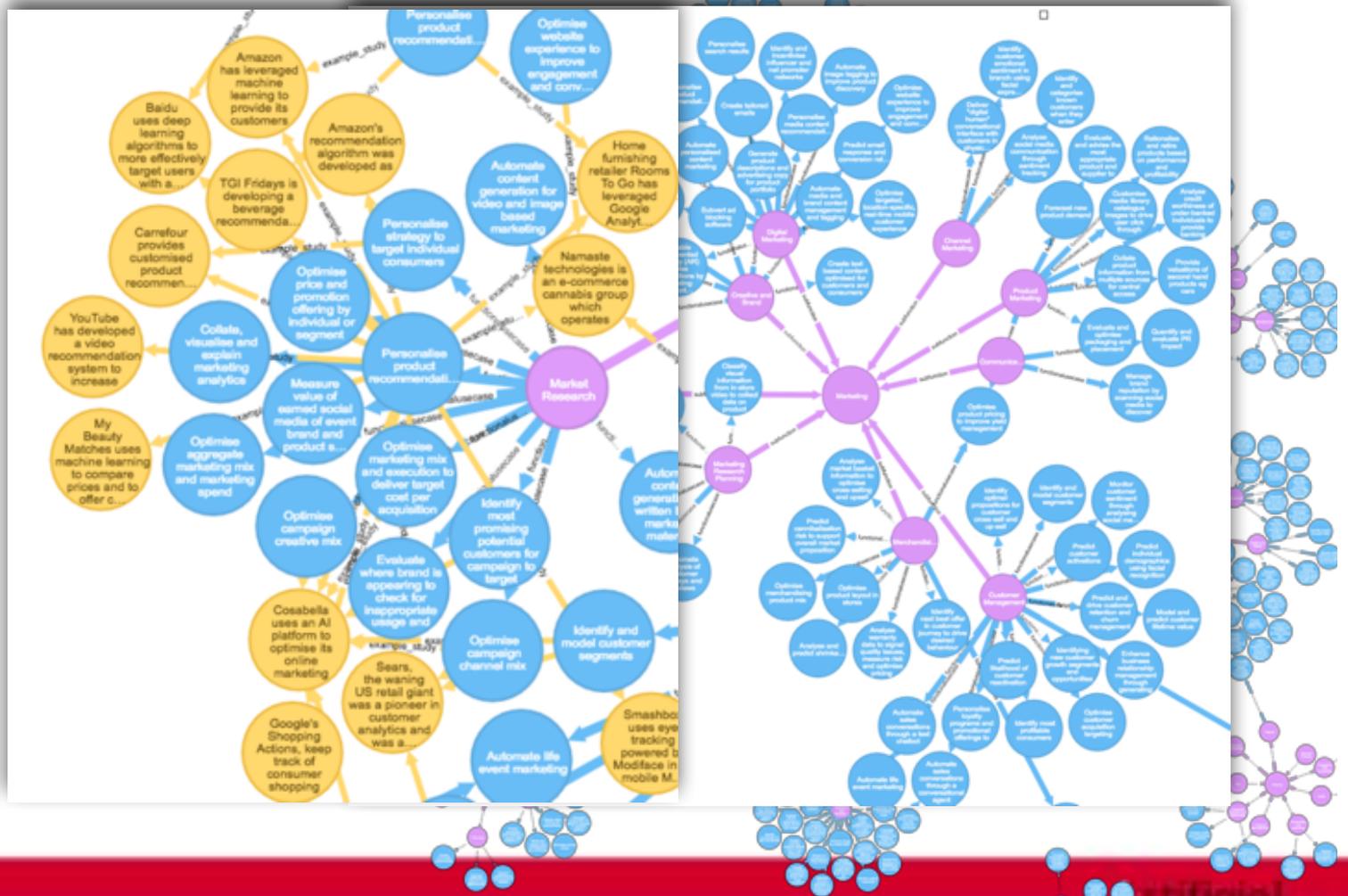
My Beauty Matches
My Beauty Matches drives higher conversion rates and life time value for retail partners using machine learning to personalise customer recommendations

Rooms To Go
Rooms to go uses Machine Learning to offer tailored add-on options to customers

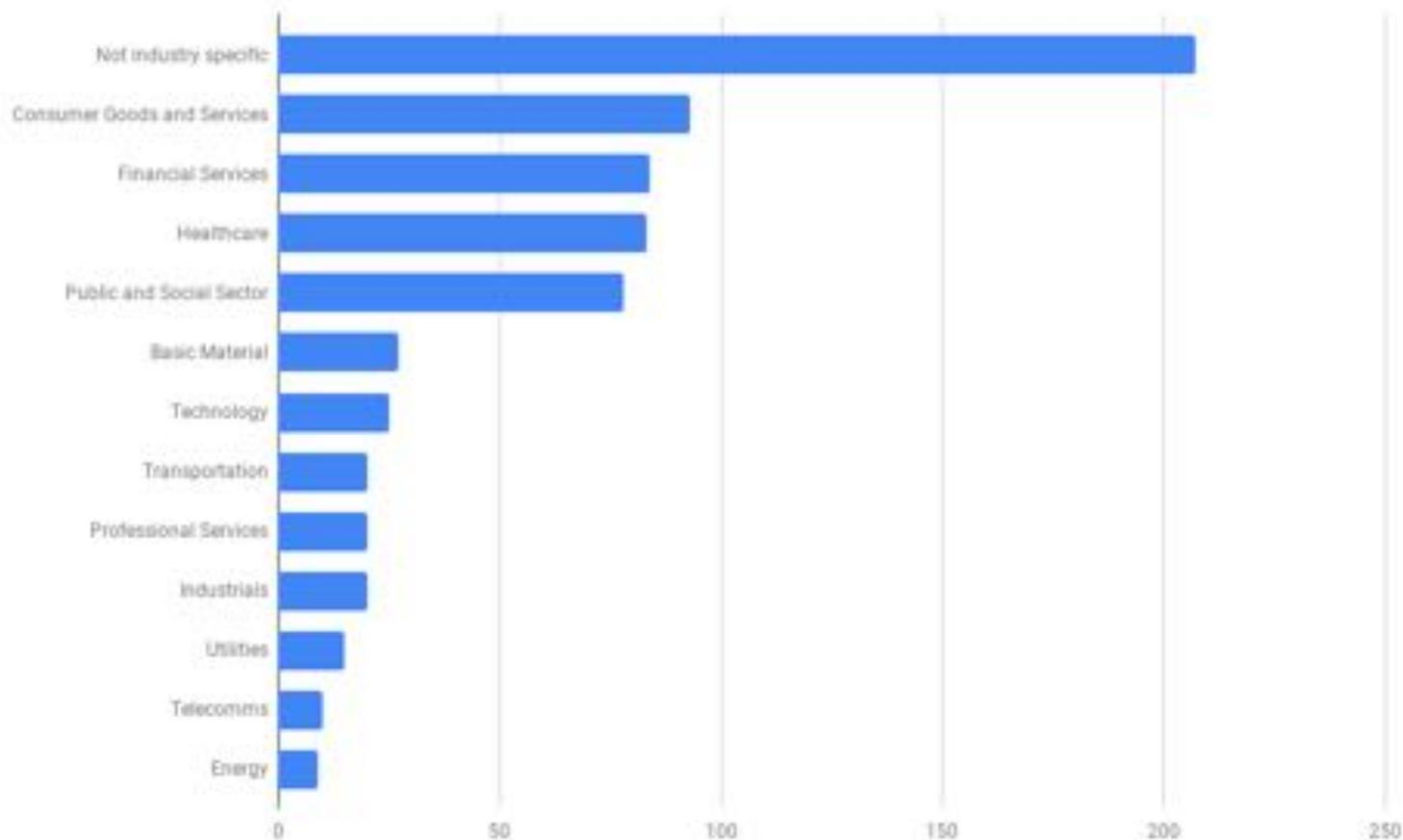
Sears
Sears exceeded the target customer numbers in 50% less time by better segmenting customers to improve loyalty programme and marketing campaign effectiveness with machine learning

Target
Target increases express shipping via Google by 20% with personalised recommendations using machine learning

Amazon
Amazon provides customers with product suggestions according to its recommendation algorithm which improves upon machine learning techniques to scale with its large product catalogue

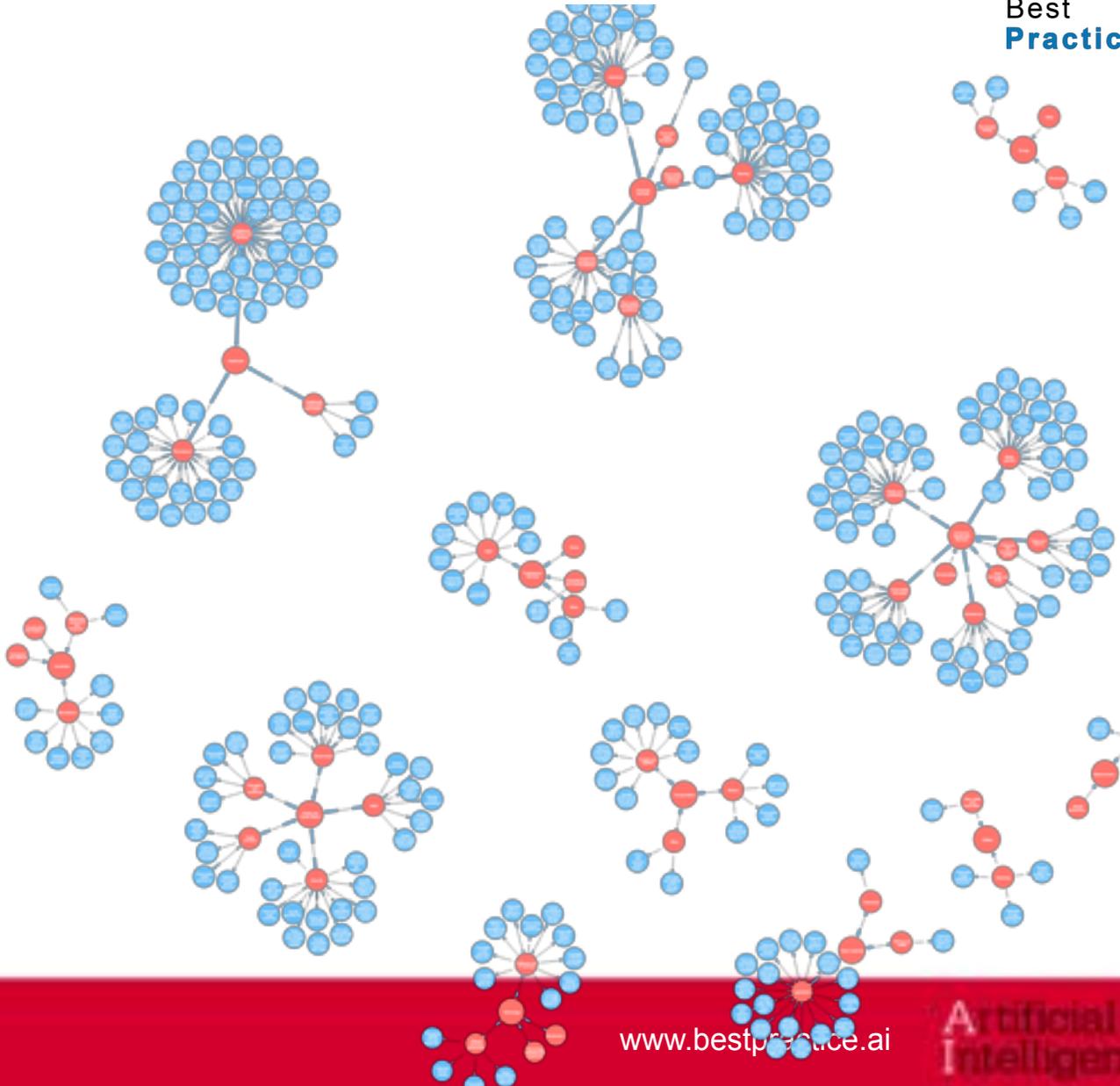


Many of the 600 AI use cases are in the consumer goods and services, financial services and healthcare industries



Map of industry use cases

Best Practice **AI**



A white humanoid robot is shown from the waist up, facing right. Its right arm is extended, holding a bar chart with several yellow bars of varying heights. The robot's head is slightly tilted, and its facial features are minimalist. The background is a plain, light blue-grey color.

So where's the value in corporate?

ALERT! ALERT! ALERT!

ROBOT AI SHOT

Let's stop the gratuitous and
sensationalist robots are
coming alive imagery

Well you might think chips. But think more like potato chips...

Kewpie
 Kewpie, a Japanese food manufacturing company, used deep machine vision that identified defective potato cubes on the production line with the same level as accuracy as humans
 Stage: PRODUCTION
 Geography: JAPAN

University of Lincoln
 Researchers from the University of Lincoln have built a learning computer system to early detect potentially harmful flaws in production and packaging of potatoes
 Stage: POC
 Geography: UNITED KINGDOM

McCain Foods
 McCain will test Resson's image recognition algorithms for crop condition monitoring to optimise potato yields and reduce costs
 Stage: PLANNED
 Geography: CANADA

Summary
 McCain Foods has planned to test Resson's image recognition system to assess potato crop health using ground sensors and a variety of imagery, including that taken from satellites, drones and tractor cameras. Resson claims its pest and disease detection and classification is more accurate than a human's.

- AI Use Case > Detect defects and quality issues during production using visual and other data

Or you might ask where's the meat in AI? And we see meat and veg...



Makoto Cucumber Farm
Makoto Cucumber Farm automatically sorts cucumbers based on shape, length and distortion using deep machine vision

Stage: PILOT
Geography: JAPAN

Summary
Cucumbers and their market price vary according to... family farm, Makoto, spent months training staff to class... deep neural network on TensorFlow to identify and sort... manual labelling of 7,000 images of cucumbers. It re... colour, texture, scratches and prickles.



Connecterra
Connecterra increases dairy production by as much as 30% by tracking and analysing the health of cows with machine learning

Stage: PRODUCTION
Geography: UNITED STATES, NETHERLANDS

Summary
The health of cows can dramatically impact their ability to produce milk. A healthy cow can produce 30 litres of milk a day versus 10 for a cow in poorer health. Connecterra launched the Intelligent Dairy Farmer's Assistant (IDA) to help track and monitor the movement and activity of cows - a "fitbit" for cows. Analysing the data with TensorFlow they were able to identify individual cows and tell if they were eating, resting or drinking. They could also predict problem such as digestive disorders. Using insights and suggestions farmers could see their dairy production rise by as much as 30% on farms

- AI Use Case > Optimise agricultural production process often in real time
- AI Use Case > Tracking, monitoring and analysing livestock behaviour to optimise production

When you get health problems from eating too many potatoes let the machines diagnose you...

The image displays three overlapping cards, each representing an AI use case in medical diagnosis. Each card is circled in red. The top card is for SocialEyes, the middle for Qure.ai, and the bottom for the University of Washington. Each card includes a logo, a brief description of the technology, and filters for Stage and Geography.

SocialEyes
 SocialEyes diagnoses diseases in places where doctors are scarce by scanning the human retina with deep neural networks at the edge.
 Stage: POC
 Geography: GLOBAL

Qure.ai
 Qure.ai can detect critical head trauma or stroke symptoms from CT scans with more than 95% accuracy using deep neural networks and natural language processing.
 Stage: RESEARCH
 Geography: INDIA

University of Washington
 Researchers at University of Washington explore diagnosis of early onset of pancreatic cancer by identifying increased bilirubin levels in sclera from selfies with 89% accuracy.
 Stage: RESEARCH
 Geography: UNITED STATES

Summary
 The human retina contains a wealth of information that eye doctors globally need most in mobile, autonomous, remote, and rural settings to better manage patients.

Summary
 Qure.ai has developed algorithms that can identify head trauma in CT scans in under 10 seconds to detect, localize, and reduce the effects of head trauma, improve hospital efficiency, and reduce costs.

Summary
 Researchers are developing an App,BilScreen, that can test for increased Bilirubin levels from pictures of sclera to detect jaundice which is often the first symptom of pancreatic cancer. Pancreatic cancer is non-symptomatic until its too late and this could be a non-invasive way of diagnosing the disease early enough to treat it. So far the algorithm has achieved 89% accuracy.

- AI Use Case > Diagnose known diseases from scans, biopsies, audio and other data

And hopefully you will be able to get health and car insurance

Lapetus
Lapetus is tests a platform to assess smoking status and other health indicators using selfies for insurance purposes
Stage: PILOT
Geography: UNITED STATES

QBE Insurance Group
QBE group plans to measure risk at individual level to calculate optimum premium price using machine learning
Stage: PILOT
Geography: AUSTRALIA

Allstate
Allstate is offering pay-as-you-drive plans based on measuring and analysis of customer real-time driving behaviour resulting in up to 30% reduction in premiums
Stage: PRODUCTION
Geography: UNITED STATES

Summary
Allstate insurance offers pay-as-you-drive plans in 30 US states that reflect miles driven along with customer driving behaviour such as braking style, time of day and speed. Using sensors in the car along with advanced analytics drivers can lower premiums by up to 30%. Allstate better aligns premiums and risk with customers.

- AI Use Case > Manage premium and risk pricing for underwriting
- AI Use Case > Create more personalised insurance pricing based on actual monitored customer behaviour
- AI Use Case > Enhance life insurance by improving life expectancy prediction and underwriting risk by analysing selfies

And that's if the banks will lend you money...

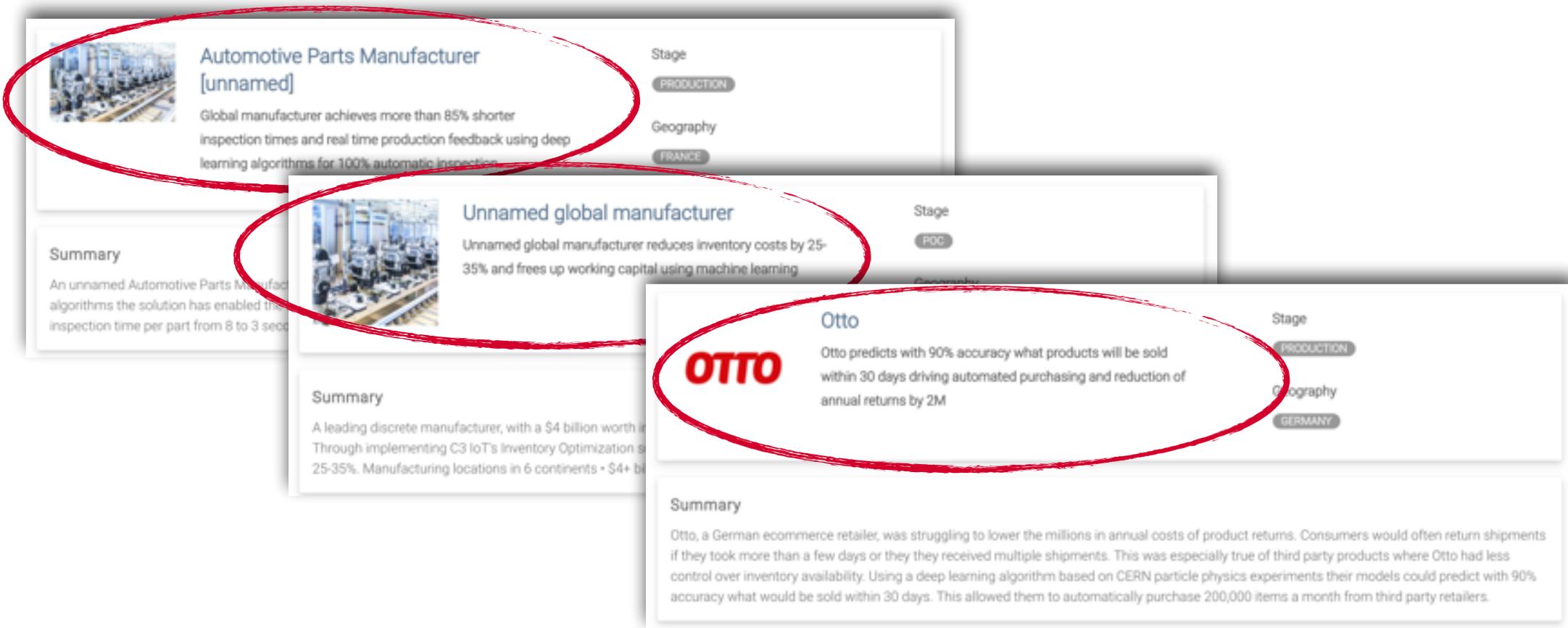
Baidu
Baidu does underwriting for consumers with limited credit history using machine learning
Stage: PILOT
Geography: UNITED STATES, CHINA

Tala
Tala extends loans to 150,000 Kenyans based on their mobile phone data with a 90% repayment rate on \$50 micro-finance loans using machine learning
Stage: PRODUCTION
Geography: KENYA, PHILIPPINES, MEXICO, TANZANIA

Branch
Branch grants loans to app users based on alternative data including contacts, social media, and call history and machine learning to assess credit risk
Stage: PRODUCTION
Geography: KENYA, TANZANIA, NIGERIA

- AI Use Case > Evaluate customer credit risk using application and other relevant data for faster and more efficient decisions
- AI Use Case > Analyse credit worthiness of under-banked individuals to provide banking services

And now if you have money then you want to make sure the goods are good and available



Automotive Parts Manufacturer [unnamed]
Global manufacturer achieves more than 85% shorter inspection times and real time production feedback using deep learning algorithms for 100% automatic inspection.
Stage: PRODUCTION
Geography: FRANCE

Unnamed global manufacturer
Unnamed global manufacturer reduces inventory costs by 25-35% and frees up working capital using machine learning.
Stage: POC

OTTO
Otto predicts with 90% accuracy what products will be sold within 30 days driving automated purchasing and reduction of annual returns by 2M.
Stage: PRODUCTION
Geography: GERMANY

Summary
Otto, a German ecommerce retailer, was struggling to lower the millions in annual costs of product returns. Consumers would often return shipments if they took more than a few days or they they received multiple shipments. This was especially true of third party products where Otto had less control over inventory availability. Using a deep learning algorithm based on CERN particle physics experiments their models could predict with 90% accuracy what would be sold within 30 days. This allowed them to automatically purchase 200,000 items a month from third party retailers.

- AI Use Case > Ensure inventory availability by predicting demand and triggering appropriate action
- AI Use Case > Predict potential quality issues with products through visual recognition

But remember AI will always be with you in death and taxes

Luka Roman Bot
Luka has developed a chatbot which imitates people, alive or deceased, using a corpus of their text communications
Stage: POC
Geography:

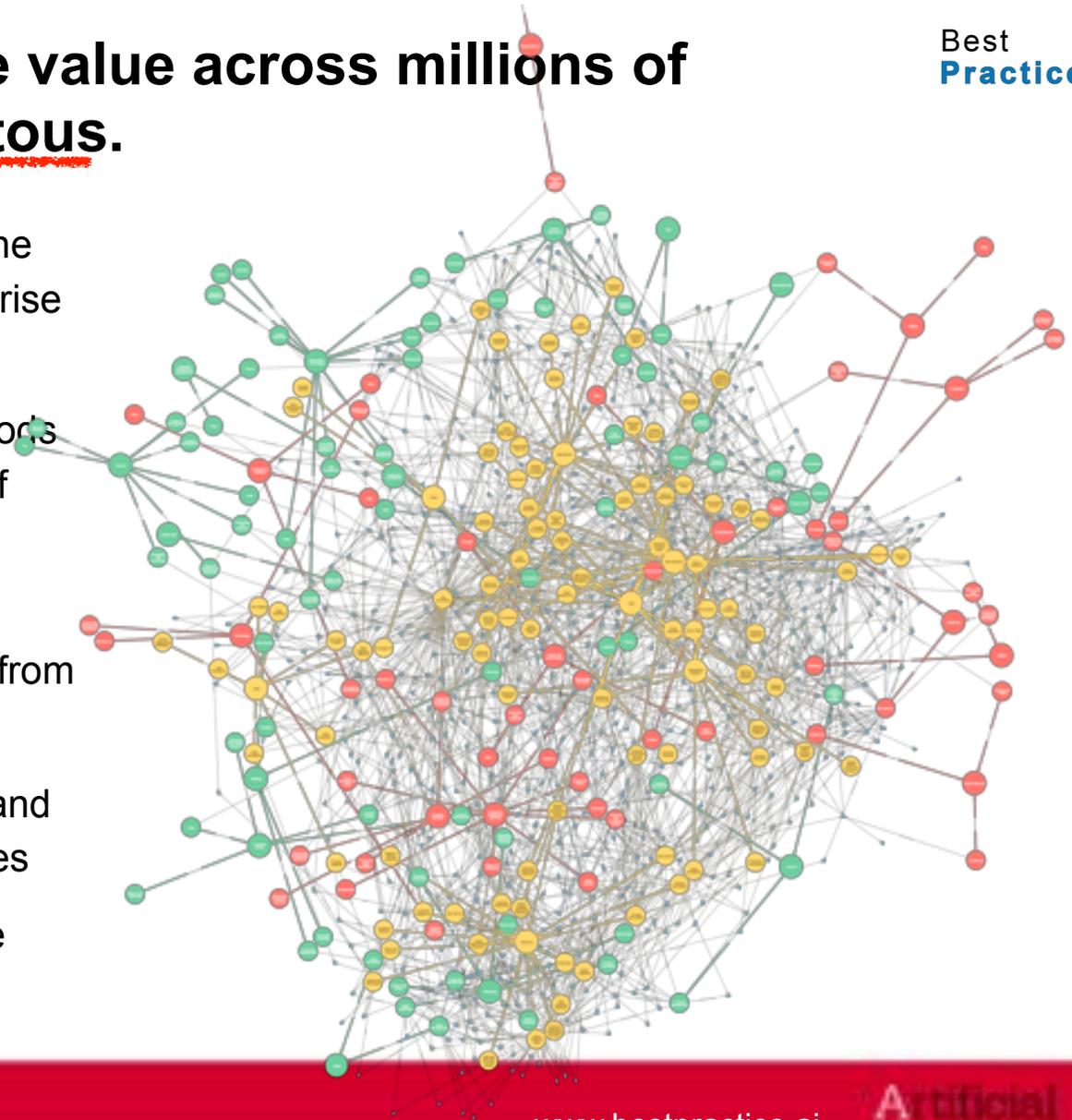
Danish Emergency Services
Danish emergency service dispatchers identify heart-attacks in real-time emergency calls with 95% accuracy, compared to 73% for human dispatchers, with real-time speech analysis and machine learning
Stage: POC
Geography:

The New York State Department of Taxation and Finance
New York State increased its collections from delinquent revenue by 8% using reinforcement learning
Stage: PRODUCTION
Geography: UNITED STATES

- AI Use Case > Diagnose known diseases from scans, biopsies,
- AI Use Case > Create ersatz individual digital presence based on digital content capture
- AI Use Case > Tailor debt collection processes by identifying which practices are most effective for different segments of customers

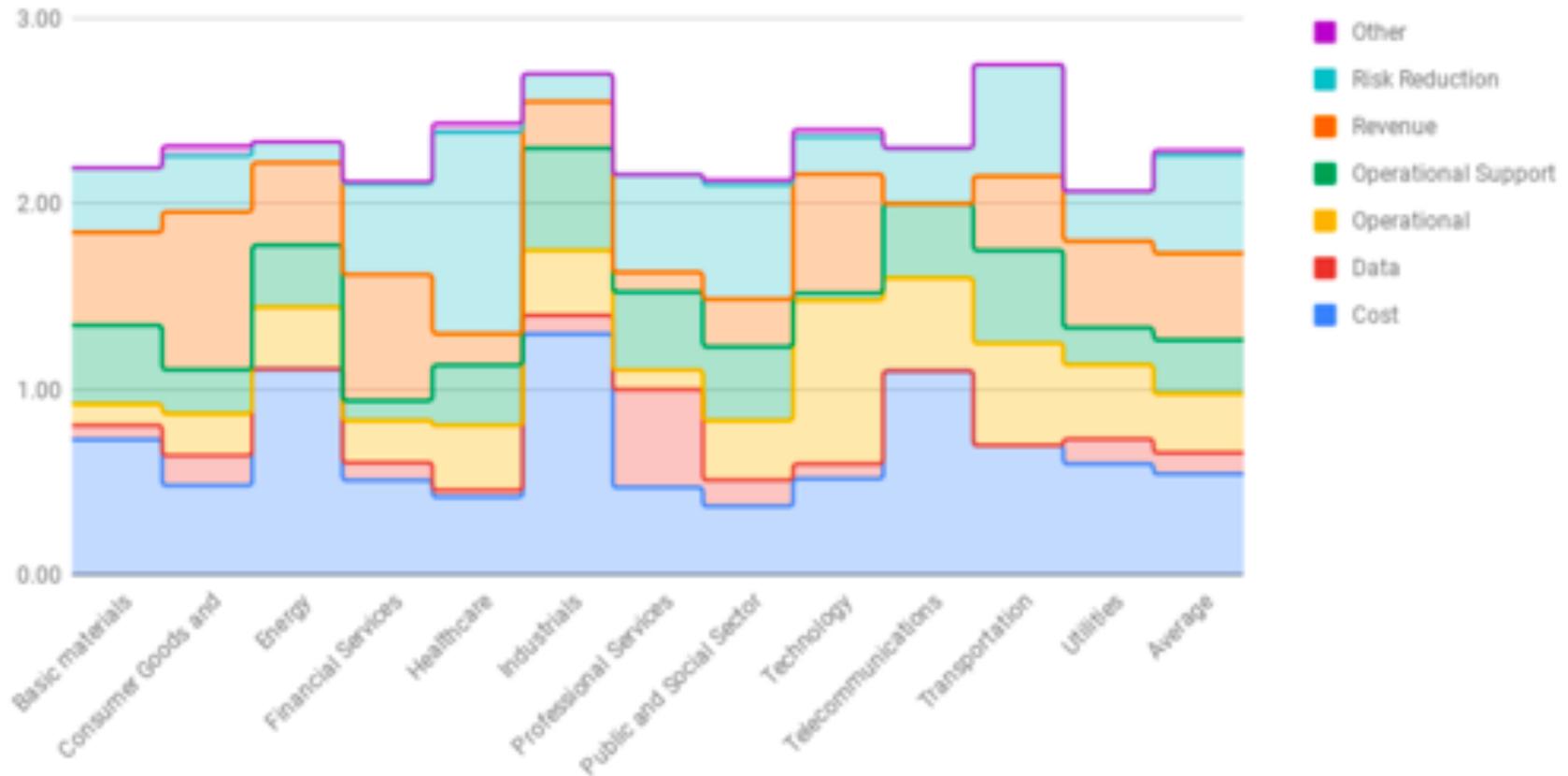
AI is an enabler and will create value across millions of organisations. AI will be ubiquitous.

- Just as the introduction of SQL databases in the 80s enabled millions of applications and gave rise to industries such as CRM and ERP
- So AI is basically a set of enabling tools, methods and frameworks that will help power millions of applications across organisations
- Jeff Dean of Google Brain said there are **20 million** organisations today that could benefit from machine learning
- And each organisation could end be using AI and machine learning across hundreds of use cases
- AI will be ubiquitous and will be woven into the fabric of organisations globally.

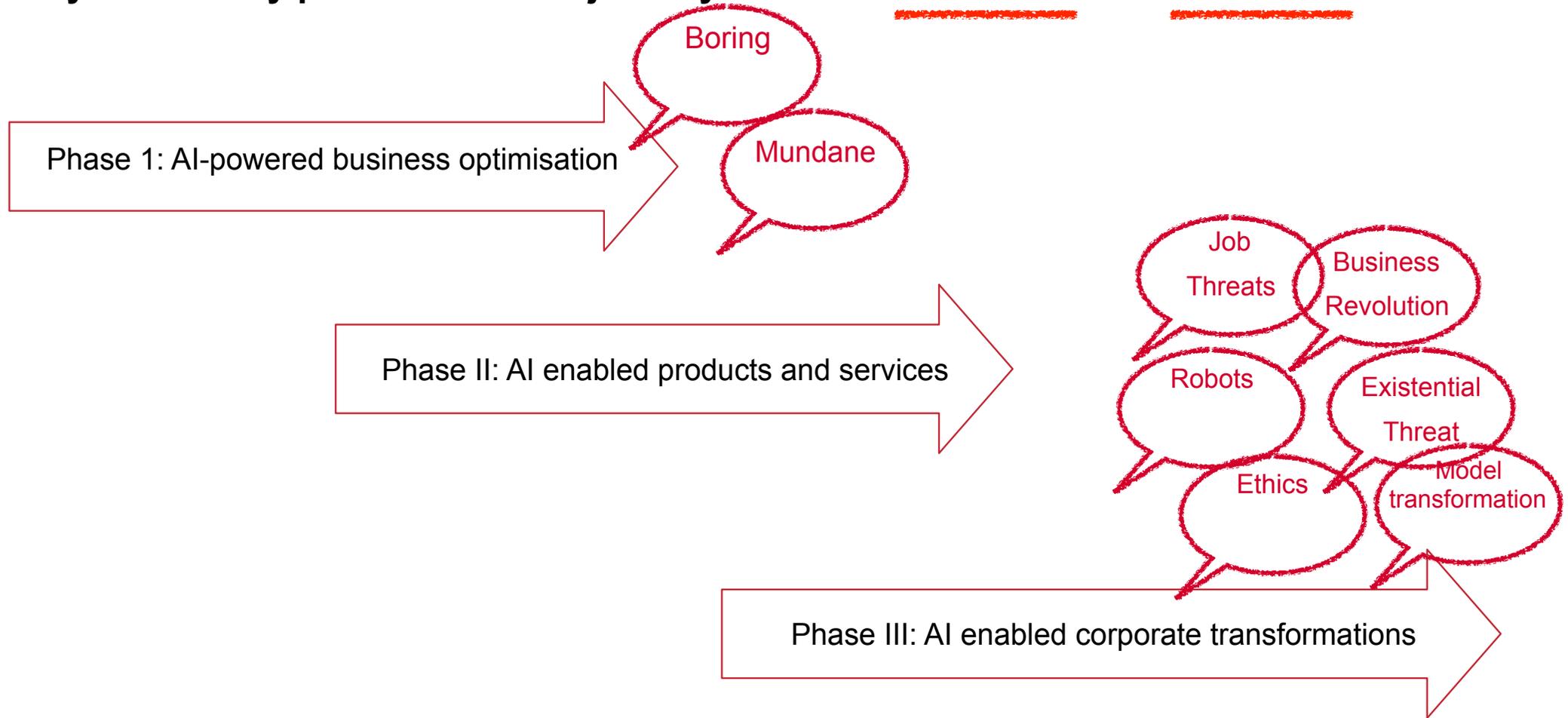


Overall by industry use cases could deliver benefits of cost reduction (55%), revenue increase (47%) and risk reduction (53%)

Benefit mix by sector (benefits /use case)



Everyone's talking about the AI transformation & revolution. But corporates are mainly in the early phase of their AI journey - more an evolution than revolution.



Which countries will extract value from AI?

- Countries are vying for AI supremacy with China looking to be global leader by 2030:
 - China has developed the 'Big Fund' estimated total investment at ~\$140B to grow their semiconductor industry
 - France announces a \$1.85B AI investment over the next 5 years; government approval required for foreign AI take-overs
 - UK announces a \$1.3B corporate and government AI investment
 - Europe announces a \$22B AI investment to counter China
 - And then the Chinese city Tianjin sets up a \$16B AI fund

- **Winners** will be those with scale of data, capital, researcher, engineers, industry along with a favourable regulations.

China's "  **ByteDance** [AI powered content platform] said to be valued at over \$75 billion in new round," Bloomberg, Sep 28th 2018.

China's AI Top 50 according to the WEF:



What does this all mean?

Advise for corporates - build a portfolio of AI use cases and start planning now or miss out on the quiet AI evolution

- AI should be applied to use cases with the following characteristics:
 1. **High value**
 2. **Point solutions** - discrete problems, not transformational or “boil the ocean” problems
 3. Existing **prediction** and optimisation tasks such as predicting customer churn
 4. **Constrained** problem space - such as a **object recognition** Vs **general chatbots / NPL conversations**
 5. **Repetitive** tasks - data centric tasks that are done frequently in daily organisational processes
 6. **Large, quality** and historic **datasets** ideally labelled for training that improve with time
 7. Clear data **signals** - the data actually has signals in the noise that are meaningful
 8. Risk **reward** spectrum - the successful implementation of the use case is better than the alternative
 9. **Executive sponsorship.**

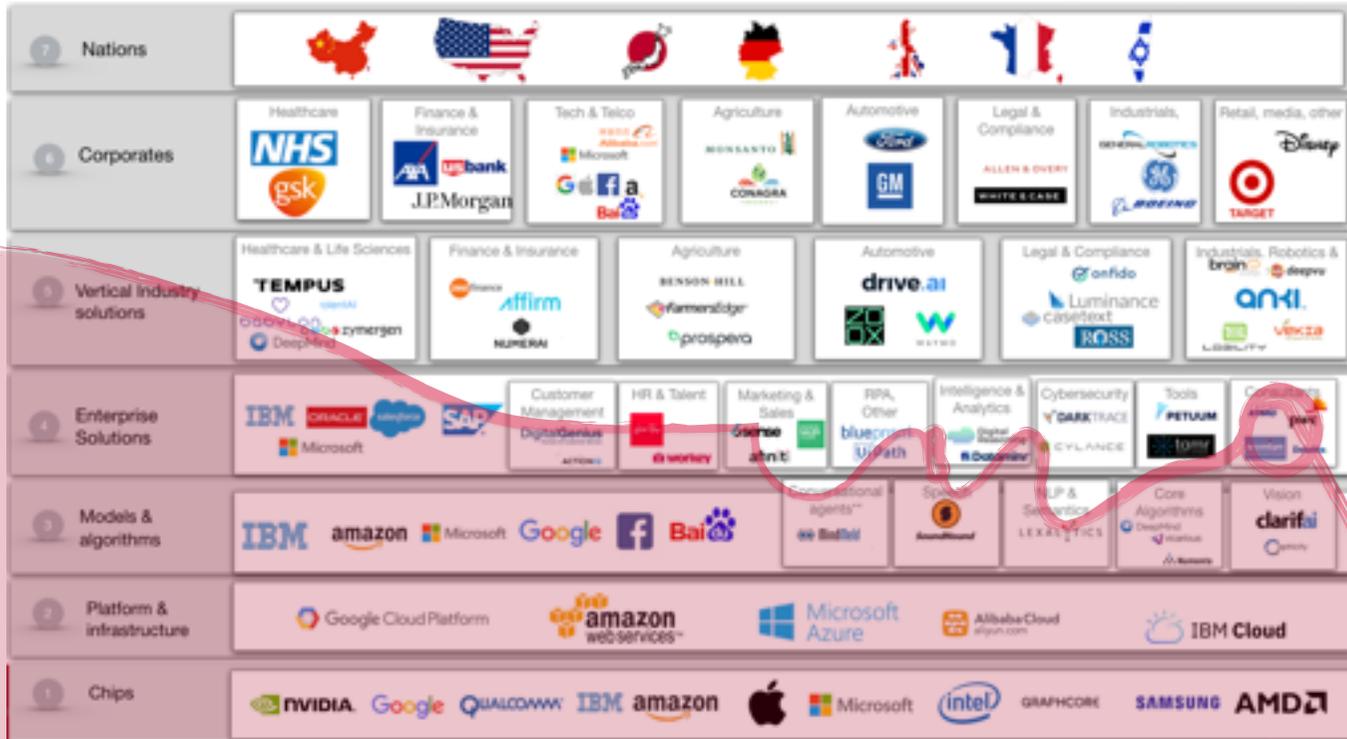
Advise for startups - ensure you are solving a high value use case and can get scale in data, capital and talent

- Many AI startups are B2B focused with an enterprise sales cycle of 12 - 18 months
- Startups should focus on the following to maximise their chances of success:
 1. **High value problems** - solve a high value use case that keeps clients awake at night
 2. Access to **unique data** sets especially labelled training sets
 3. Deep **domain** knowledge and expertise
 4. Deep **pockets**
 5. Access to really good **AI talent**
 6. Ability to bridge the engineering and **commercial divide** with a clear value proposition and GTM
- And if nothing else you could be a valuable **acquire** for the tech giants if you attract talent
- But a lot of startups will hit pay dirt in this gold rush as we move to industrial scale.

Advise for investors - ensure your investments have defensibility and scale in a fast evolving and ill defined industry

- Investors should be wary of AI investment opportunities as they are harder to **evaluate**. Why?
 1. They are often based on **academics** and their research
 2. They are often “**deep tech**” and it is hard to find real experts to opine
 3. **Scale** is critical to AI startups and data scale is often with incumbent corporates
 4. **Go-to-Market (GTM)** paths are less clear and lack the relative simplicity of B2C business unit economics expressed in terms of Cost-per-Click (CPC), conversion, Customer Life-time Value (CLV), etc
 5. The market **dynamics** are moving very quickly with an industry moving from “craftsmen” to “industrialisation” phase
 6. There is a massive **talent** war and it is not clear where talent will go especially with massive cheques being written by the tech giants.

The tech giants are the “picks and shovels” of this gold rush. Many small gold diggers will hit pay dirt.



- The corporates are well positioned with their historic data sets and scale
- Fortune favours the brave and the big but is not for the faint hearted
- Or if nothing else get or leverage that PhD in AI.

Scale is the name of the game in AI!

Questions?

Artificial
Intelligence

OREILLY

intel AI

Come explore our 600+ use cases and 850+ case studies:

www.bestpractice.ai

Sign up for a free subscription

Submit your case studies

To read more about this topic:

<https://towardsdatascience.com/who-is-going-to-make-money-in-ai-part-i-77a2f30b8cef>

Artificial
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