



TINYBOX

*Understand AI  
Apply AI  
Build AI Talent*

*Are you ready for  
the Age of AI?*

# TINYBOX AI INNOVATION PROGRAM

## EMPOWERING ORGANIZATIONS TO KICKSTART AI

In the future, there will only be two types of companies: companies that understand and apply AI or companies that die. The third wave of AI, perception AI, is already fundamentally changing the way we live and work. An online-merged-offline (OMO) world is blurring the boundaries between man-machine and online-offline. In order to be prepared for this digital transformation and in order to be able to develop new business models in time, the most successful companies in the world learn from the experts how to build use cases that matter.

**We provide transformation programs to ensure your organization is ready for the Age of AI.**

AI IS HERE TO STAY



## UNDERSTAND AI. APPLY AI. BUILD AI TALENT.

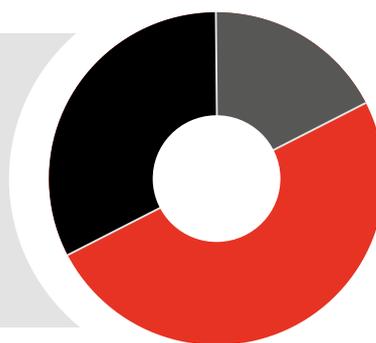
European companies are looking to Silicon Valley to reformulate their mission to be more purpose-driven. But in fact we need to shift from mission driven to market driven. Chinese companies on the other hand are already market-driven, meaning if the market calls for it, then it gets built immediately at an unparalleled speed of development; the good-enough standard, an 80% solution, is enough to build market-driven successful solutions overnight and adaptively perfect them through testing

► **Why does this matter?** The Age of AI is upon us and China is leading the way. To adapt and change we must first understand the problems your organisation is attempting to solve, define the relevant use cases, and then think about where AI can be applied. Our program not only creates a common language for discussion but gains perspective from your organizations source of information – your employees. We don't decide where your strengths and challenges lie. We don't determine your readiness for AI, your organization does.

► **How do we do it?** There are several ways to turn a traditional company into an AI-driven company. But foremost you need the support of the board of directors, and the employees have to understand what AI is and what opportunities it offers. Our formats are the most effective for beginning the transformation and include gaining buy-in, creating a common language, and inspiring your organisation to embrace the Age of AI.

### THE CORE ELEMENTS OF THE AI INNOVATION PROGRAM

- AI Strategy Executive Briefing
- Ai Innovation Workshop
- AI Score



► **Why choose TinyBox for your journey into the Age of AI?** TinyBox accelerates our client's desire and capability to become an AI-driven organization. We are a global innovation Think Tank with experts in San Francisco, London, Munich and Shenzhen, working closely with the most innovative organizations worldwide, such as Tencent, Google, Stanford or DJI. Founded by the two well known Applied AI experts, Christoph Burkhardt and Steven Mc Auley, and led by co-founder, Raj Hayer, we are supported by a world class team. TinyBox is influencing companies worldwide.





## 1. EXECUTIVE AI STRATEGY BRIEFING

**Change starts at the top, the board needs to be engaged for an AI strategy to succeed.**

One-to-one coaching with either a board member or the management board. At the highest strategic level, the AI strategies of the most innovative companies in the world are analysed and we illustrate how they can be adapted. The goal is to design the first draft of an AI company strategy and to define milestones to become an AI-driven organization.

Time: 20 – 120 min. (preparation time: 4 hours for each party); Group size: max. 9 attendees

## 2. AI INNOVATION WORKSHOP (ONE DAY)

**To become an AI-driven company, all employees must have a basic understanding of AI and use the terms equivalently. A one day workshop is usually sufficient for this.**

TinyBox explains what machine learning is, what neural networks are, and in which areas AI is currently the most useful, based on real-world application use cases.

The goal is for employees to have a clear picture by the end of the day of what AI is and what AI can do. In addition, they get the tools and strategies they need to identify relevant problems in their own area of business, where AI can be used.

### SAMPLE WORKSHOP AGENDA

1. Interactive Keynote
2. Problem Identification (in groups)
3. Presenting Worldwide AI Cases
4. Clarifying the Terms
5. Building AI Cases (in groups)
6. Closing Keynote

Time: 4-6 hours; Group size: 10 – 250 attendees

### 3. THE TINYBOX AI SCORE

The AI Score identifies the current state of your organization's journey, when it comes to implementing innovation and AI.

Working daily, worldwide, on AI strategy for large companies, we have helped thousands of employees understand AI. As a basis of benchmarking and comparison we have developed a tool that illustrates the current state of advancement for each organization's opportunities for the Age of AI, as well as identifying the low hanging fruit that can immediately generate momentum and transform their organization.

#### ANALYZING THE 3 STEPS TOWARDS INNOVATION & AI

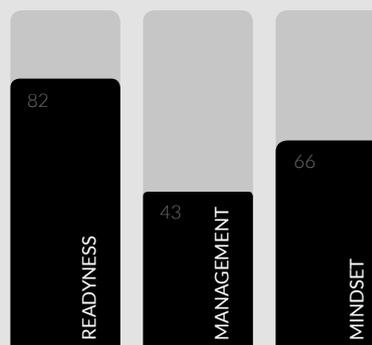
- ▶ **INNOVATION READINESS:** *What is your idea and where are the barriers?*  
Includes: Technologies, Talent, Strategy, Market, Culture
- ▶ **INNOVATION MANAGEMENT:** *Where is your idea going to die?*  
Includes: Ideation, Evaluation, Execution, Diffusion
- ▶ **INNOVATOR MINDSET: FUTURE** *How can you sustain the idea?*  
Includes: Engagement, Learning, Cognitive Diversity, Collaboration

#### EXAMPLE SCORE

**AI SCORE: 64%**

**Next step: Apply AI** Address gaps in evaluation and execution of ideas, improve market identification and increase cross-company collaboration

- AI Strategy executive briefing
- AI Workshop for teams

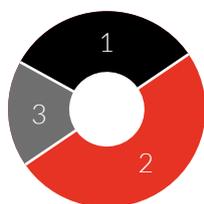




## THE PACKAGE OPTION

### Full impact with Executive Briefing + Workshop & AI Score

Combining the executive briefing and the workshop will enable you to not only develop a consistent and dynamic strategy, but also simultaneously gain the buy-in from your employees. The AI Score will illustrate the strengths and challenges in the organisation when it comes to implementing innovation and AI.



This package includes the **Executive Briefing (1)** of two hours for up to nine executives, and a six hour **Workshop (2)** for up to 250 people. The **AI Score (3)** will provide the holistic view of your organization so we concentrate on the most relevant aspects of the training for you. This special package price is offered 40% below retail value.\*

\*Workshop & Briefing must take place on the same day for this discount to take effect

*Get started today,  
so you are prepared  
for tomorrow.*

### KICKSTART AI

1. You can schedule an **initial call** with our Project lead Raj Hayer
2. We schedule your **first call regarding content** with Chris or Steven
3. You will receive the **customized program** from us immediately thereafter
4. **We establish the TinyBox AI Score for your organization**
5. Raj will **coordinate date and location** for Workshop/ Briefing
6. We successfully complete **Briefings, Workshops** and your organizations **AI Score**
7. We will conduct a **post-event feedback** discussion to determine next steps

For questions, pricing or to discuss next steps, contact our Project Lead

► **Raj Hayer:** [raj@tinybox.me](mailto:raj@tinybox.me) or [linkedin.com](https://www.linkedin.com/in/rajhayer)