

ACTIVITY REPORT

Name of the activity	AI Roadmap for Startups - Industry Insights Series	Date	12 th Sep,2021
Name of the Coordinator(s)	Dr. Devesh Bathla	Time	11:00 am (IST)
Name of the Resource Person	Mr. Ankit Agarwal, Sr. Principal, Affine	Mode	Virtual through ZOOM
Nature of the activity	Counselling Session	Program & Batch	BBA
Number of students participated	158	Academic Session	2021-22

About the Activity

The Startup world is fast changing, and many startups are incorporating AI into their systems. AI can be used by a startup for various purposes - either as their core offering or to optimize their business. The move to incorporate AI is an important decision, which should be taken carefully after considering various factors ranging from Data availability to Customer acceptance. If done correctly, AI can bring about huge change in the company to gain advantage over the competitor. However, every step in the move should be measured with the right set of KPIs, ignoring the vanity KPIs. Understanding when a Startup should think of incorporating AI and creating the right road map is critical.

Activity objectives and Outcome achieved

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1.	To explain the changing landscape of start-ups and their incorporation and adoption of AI.	Students would be able to understand uncovered various approaches for start-ups to think AI.
2.	To develop an understanding of creating a cohesive set of perspectives on the potential of AI and how it can bring about huge change in the company to gain advantage over the competitor.	Facilitate explanation of steps to implement AI in business and how every step in the move should be measured with the right set of KPIs and business rules.



Mr. Ankit sharing insights and perspective to CBS students