

**BUSINESS  
FINLAND**

# HOW TO GET STARTED WITH AI?

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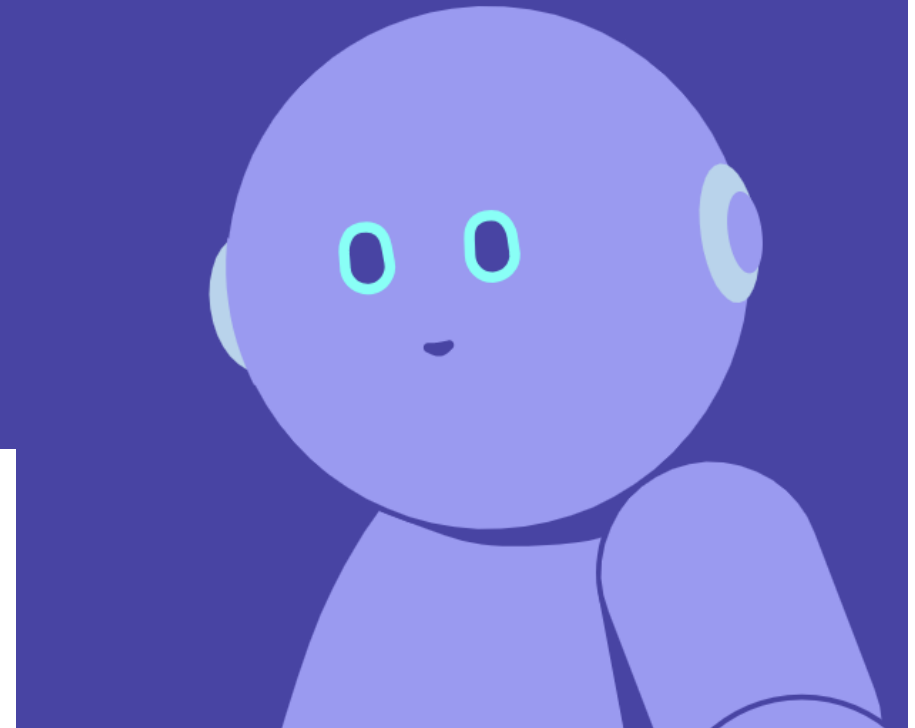
# HOW TO PROCEED?

- 1. GET AWARE OF DATA AND AI**
- 2. UNDERSTAND THEIR POTENTIAL**
- 3. UNDERSTAND WHICH PROBLEM YOU TRY TO SOLVE**
- 4. PLAN**
- 5. TEST/PILOT & LEARN**
- 6. IMPLEMENT**
- 7. REVISE**



# www.elementsofai.com

## Welcome to the Elements of Artificial Intelligence free online course



### The goal of this course is to demystify AI

The elements of AI is a free online course for everyone interested in learning what AI is, what is possible (and not possible) with AI, and how it affects our lives – with no complicated math or programming required. By completing the course you can earn a LinkedIn certificate. People in Finland can also earn 2 ECTS credits through the Open University. The course is available from May 14, 2018.

### After taking the course, you will be able to:

- Understand some of the major implications of AI
- Think critically about AI news and claims
- Define and discuss what AI is
- Explain the methods that make AI possible

## NOW AVAILABLE IN FINNISH TOO

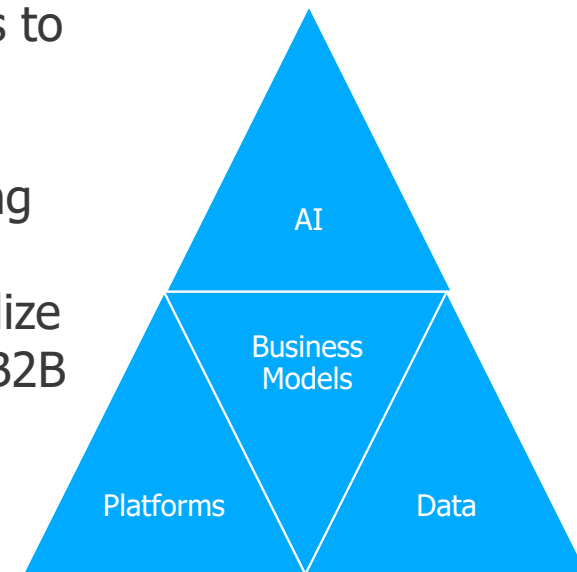
# SUPPORT AVAILABLE

- AI partners (<https://www.itewiki.fi/>)
- Support:
  - Local AI Hub
  - Finnish AI Accelerator (<http://www.faia.fi>)
  - Digibarometri 2018 – to understand what is needed to succeed
  - Business Finland (if you are willing and capable to scale your business internationally)



# AI AND PLATFORM ECONOMY FOR FINLAND'S COMPETITIVE EDGE

AI Business program aims to increase Finland's international B2B digital service business by making Finland the best place to research, develop and utilize artificial intelligence and B2B platform economy.







# FUNDING, NETWORKS AND EXPORT SERVICES FOR FINNISH COMPANIES

Targeted at startups, SMEs, Midcaps and large companies registered in Finland. As well as research institutes and universities. Funding for innovative procurement available for public sector.

The program with a total budget of EUR 200 million runs from 2018 to the end of 2021. In addition EUR 60 million of capital loans reserved for building and development of digital industrial platforms.

International market access support services available for participating companies and ecosystems.

International partners for ecosystems will be identified and involved.

# WHY TO JOIN – BENEFITS FOR COMPANIES

**1**

Networking and  
partners

**2**

Funding

**3**

Knowledge

**4**

Market access  
support

# FUNDING

- R&D grant (50%/40%) for research
- R&D loan (70%/50 %) for productization
- Tempo (grant 70%) for start-ups to test their product/service idea on international market
  
- For your own project or to be a part of research consortium
  
- Don't forget BF Innovation voucher to purchase new knowledge and skills!  
Check first if you are eligible.



# RESEARCH FUNDING FOR SMEs & MID CAP COMPANIES

- Target:
  - 1) to increase the value of existing products/services or
  - 2) to create a new product/service concept by applying modern AI technologies (only for 5+ years old companies)
- Study if modern AI technologies can solve a current problem
- Prerequisites:
  - 1) International market ready product/service
  - 2) Sufficient own funding
  - 3) Company financial status is satisfactory
- Maximum project size 100 t€ and duration about 6 months
- Grant 50 % (40 % for Mid Caps)

# QUESTIONS

- What is the problem being solved?
- What are its effects on the applicant's business operations and competitiveness?
- What artificial intelligence technology/technologies will be applied?
- What other possible solutions are available or under development?
- What data will be used to train the artificial intelligence?
- How will the results be tested?
- What is the hands-on, measurable objective of a successful research project?
- How will the successful research results be utilized?

**KIITOS  
THANK YOU**

# CONTACT US

We're here to help you!

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