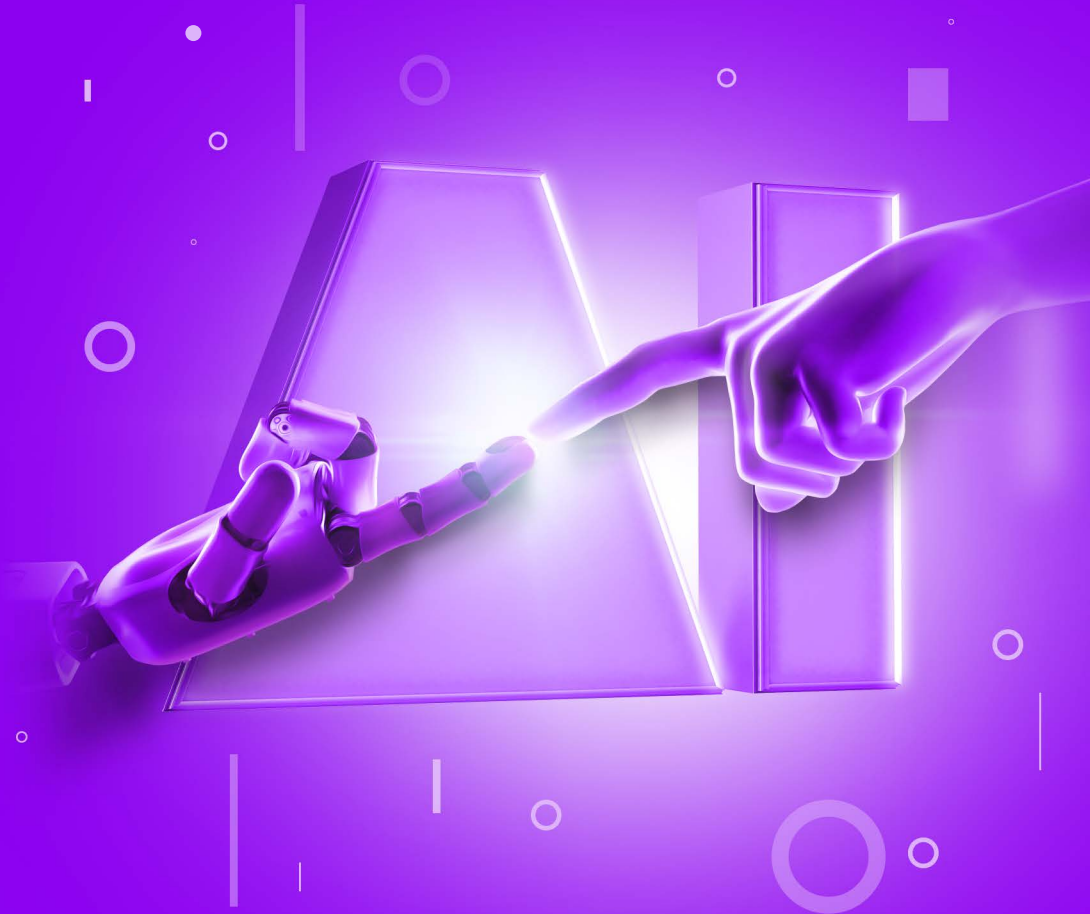




Brightlands AI Academy

Driving smart innovation



A twelve week program aimed at future-proofing organisations by leveraging the theory and practise of AI powered technology and Data Science

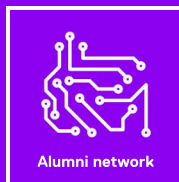
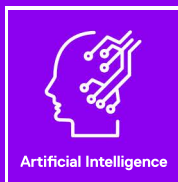
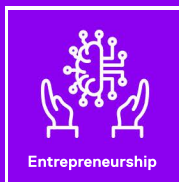
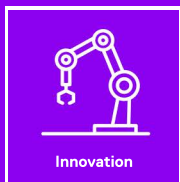
◀ www.brightlandsaiacademy.com ▶

► Brightlands AI Academy ◀

The world we live in is constantly changing. Digitalization and artificial intelligence continue to gain ground in society and the professional field and offer endless possibilities, now and in the future. Now is the time to step in as organisation and employee to get ready for the future where data will play an even more important role. Sign up for the Brightlands AI Academy and become part of this journey where the sky is the limit.

► Program ◀

The Brightlands AI Academy aims to train organisations and employees in the field of digitalization, data and AI by combining theory and practice. During the academy, classes take place weekly, one day a week. Classes are set up by the UMIO (Maastricht University) and Fontys ICT Venlo in order to transfer knowledge and provide guidance to turn a data-driven idea to an inspiring and well-founded pitch, business model or business case. During the other days of the week, participants will receive coaching from renowned experts such as Roy Lenders, founder of various companies in the AI branch. The academy ends with a pitch day where participants present their pitches to the organisation or business sponsor.



Participants arrive at the academy with a data-driven idea and leave with a pitch, a backpack full of knowledge, a certificate of participation from UMIO (Maastricht University) and Fontys ICT Venlo and the opportunity to complete an online exam to become a Certified AI for Business professional.

► [Look at our website for the participation costs](#) ◀

The AI Academy, powered by the AI Academy business partners Brightlands, UMIO (Maastricht University), Fontys ICT Venlo, Genzai, Bluehub and IXT Data & Robotics Professionals to promote knowledge development and Artificial Intelligence and Data Science in the region, has received a subsidy to keep the costs per participant as low as possible.

Modules

Brightlands AI Academy

Module 1: Understanding the potential of AI

To leverage the transformative power of AI technology, we must be clear about what we mean by Artificial Intelligence as there is a lot of myth and misconception surrounding this topic. During this module, we will go deeper into the definition, origins, and branches of Artificial Intelligence and how it relates to broader developments within the realm of digital transformation. As intelligence, whether human or artificial, is based on knowledge and understanding, we will also explore the value of data and how AI technology can harness it for business success. In workshops, you will learn the core principles of machine learning and use standard tools (including Jupyter Notebook with Python) and frameworks to train, evaluate, and use machine learning models for predictive modeling and artificial intelligence.

Module 2: Developing an AI-powered innovation

For innovation we sometimes need to go slow in order to go fast. We will therefore need to take our time to make sure we are 'Solving the right problem' and that we are 'Solving the problem right'. During this module we will provide you with the mindset, structure and skillset to translate a strategic ambition or challenge into an actual innovative solution powered by Artificial Intelligence that fits the context it operates in. We will go deeper into the theory and practice of contextual and customer research, problem framing, ideation, prototyping and validation which are critical topics to master when actually innovating.

Module 3: Validating technical feasibility

Artificial Intelligence is a constant evolving domain which encompasses various expertise. In order to craft a AI powered solution that is technically feasible you will need to know the techniques that are actually driving it. During this module we will therefore go into essential data science techniques that support data-driven decision making, such as regression, classification, Naïve-Bayes, Support vector machines, Decision trees, and K-NN. Finally, you will discover the most important types of neural networks (e.g. Perceptron's, Convolution Neural Networks and Recurrent Neural Networks), how they operate and how they relate to biological neural networks which can be found in our human brains and nervous systems.

Module 4: Driving sustainable business success

An AI powered solution should not only be technologically feasible and drive (in)direct value to customers and other stakeholders but of course should also be financially viable and implementable for the organisation that has actually developed it. During this module we will go deeper into business model innovation and how a new AI powered solution will influence the operational and financial side of your organisation. Furthermore, we will look in the strategic, cultural and structural impact needed to become a true innovation leader.

Upon completion of the AI Academy program, each participant can take an online exam to become a Certified AI for Business professional. A formally recognized certification by the Dutch AI Coalition. More information can be found at www.vhls.global.

AI related examples to get an idea of the endless possibilities

▶ **Verdifood** ◀

Verdifood has the ambition to provide a scalable platform where consumers can find food recipes which are tailored / personalized to their specific allergies, medical conditions and requirements. Artificial Intelligence technologies are used to provide this personalization.

▶ **AgroWizard** ◀

AgroWizard has developed a modular mobile hardware platform that can be mounted on any driving vehicle, for example a tractor for agricultural environments or a garbage vehicle in city environments. Specific AI based measurement applications can be downloaded / installed on the hardware modules that automatically measure and position specific objects while the vehicle is driving. One of the first measurement applications is measuring the tree stem size at tree nurseries.

▶ **BodyGraph** ◀

BodyGraph is developing the Textile Coach product, which is based on a sport shirt (utilizing smart textile technology), a small hardware module (which can be easily connected to the shirt and which reads the body signals from the textile) and a cloud-based platform / mobile app which displays all measurements and coaches the sporter during the actual sporting activity. AI technology is used to provide real-time advise to the sporter based on his personal body signals.

▶ **AIDA** ◀

AIDA is a software based solution that can be used by government organizations to automatically recognize, annotate and/or remove privacy related information from government archives (PDF files, Word files etcetera). It recognizes copies of passports, driving licenses, ID cards, bank statements, BSN numbers, religious / family information etcetera.

▶ **InnerBuddies** ◀

InnerBuddies is developing a microbiome-based at-home test for consumers. The test can be ordered on a website. You receive a test kit at home and send back the sample. After laboratory analysis the results can be viewed inside the customer portal and personalized advice is given on how to improve your health. The personalized advice is given based on AI analysis of your sample and experiences from all previous samples.



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**Interested in the Brightlands AI Academy
or curious for more information?**

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