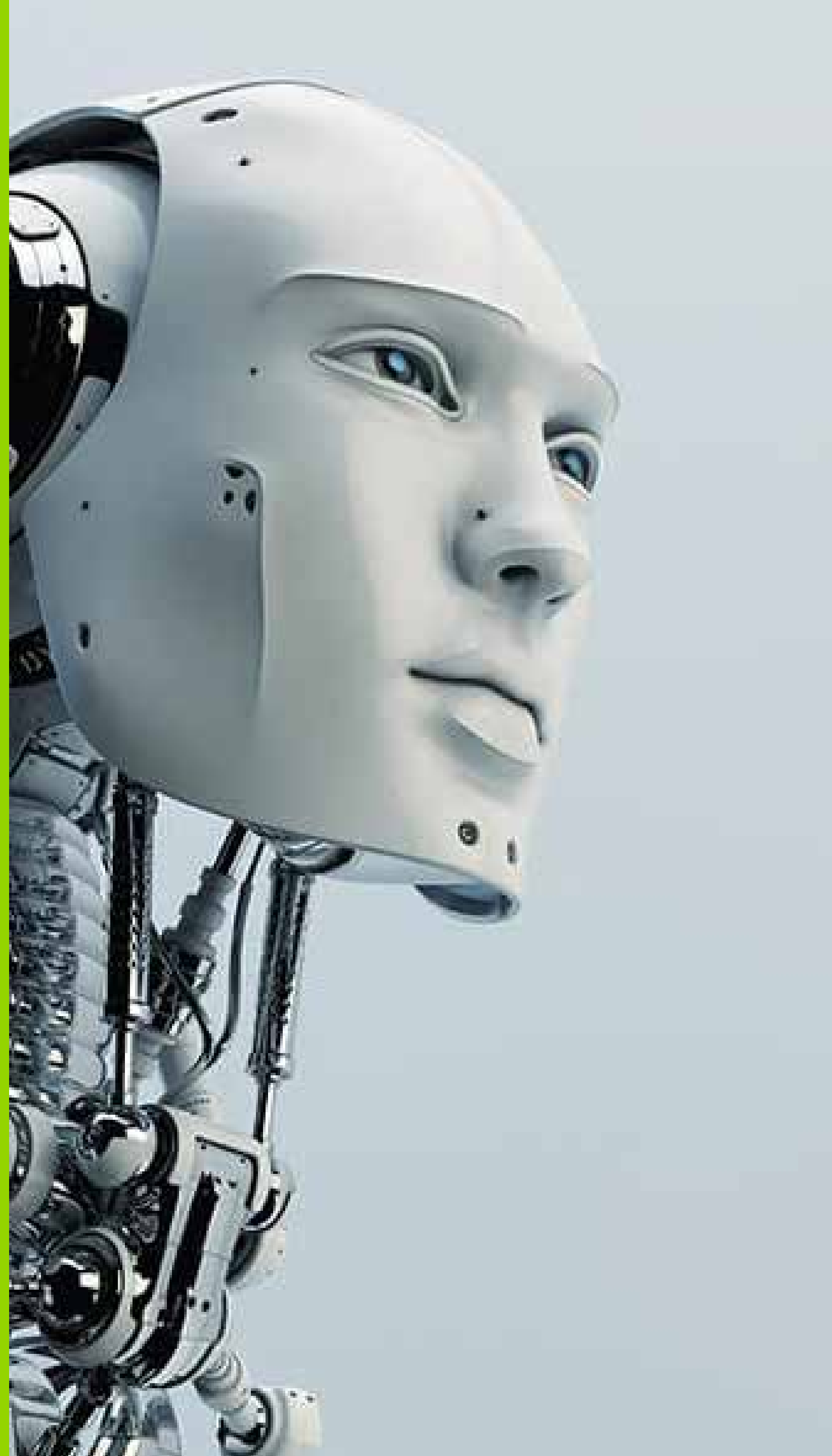




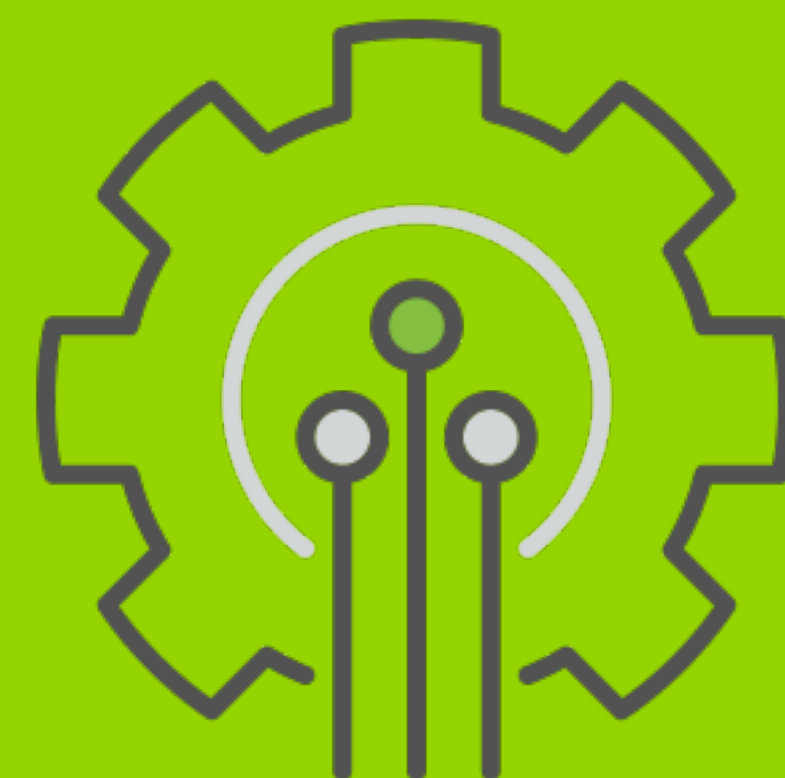
WELCOME TO

ADVANCING AI WISCONSIN

APRIL 23, 2018



WHO WE ARE





ELEVATOR SPEECH

Advancing AI Wisconsin is a grassroots initiative to increase awareness of a set of technologies often referred to as “Digital Disruption Technologies” and their impact on Wisconsin businesses, workforce needs, educational programming and the State overall.

MISSION

We enable Wisconsin stakeholders to successfully adapt to the imminent impact of Artificial Intelligence and other Digital Disruption Technologies in the context of the Fourth Industrial Revolution

VISION

We will create meaningful momentum in discussions and collaboration among and between Wisconsin business and technology leaders, educators, policy makers, and economic development professionals on the topic of Artificial Intelligence and other Digital Disruption Technologies.



ADVANCING AI WISCONSIN - EVOLUTION



AAIW KEY CONTACTS



Founders

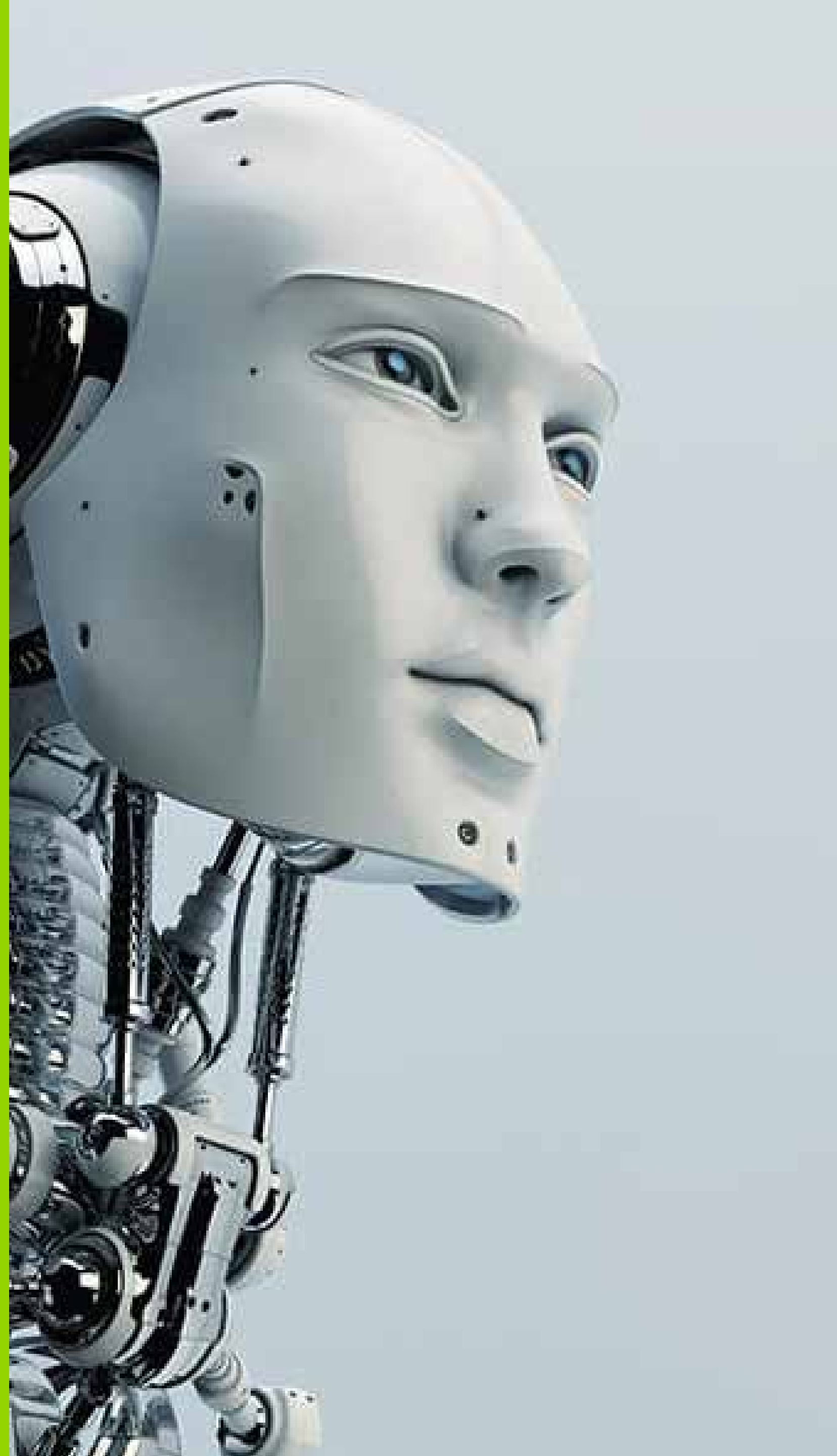
Oliver Buechse, Kurt Hahlbeck,
Mike Semmann,

We lead among leaders, but we don't own. "You join us, you shape us" is indicative of our inclusive approach to this effort.

Project Mgmt.

Chad Bianchi

Chad is the effective gateway to AAIW. You will meet him virtually when you first join as he helps us onboard new members and manages our meeting schedule among other things.



TEAMS AND CHARTERS



TEAM CHARTER – TALENT PIPELINE TEAM



Team Objectives

Mission: Raising awareness of the impact of AI on the projected workforce across industry sectors to influence action items needed to ensure a strong talent pipeline

- Increase awareness of the need for educational opportunities at the secondary and post-secondary level (including continuing education) that can develop foundational as well as specialized skills to enable our current and future workforce to effectively integrate disruptive technologies across key industries
- Increase awareness among employers on professional development programs to support digital transformation and the understanding/use of disruptive technologies

How this team operates

This team has three subcommittees: K-12, Higher Education, and Industry Re-Skilling. K-12 is led by Laura Schmidt. Higher Education is jointly led by Laura Schmidt and Kathy Henrich, and informed by higher education leaders. Kathy Henrich leads the industry re-skilling. Advancing AI Wisconsin interested members are welcome to contact Laura or Kathy to offer contributions to the joint work. There is also a Slack channel for Talent Pipeline which can be utilized for contributions.

This effort is currently based out of SE WI but will be informed by other regions who have made significant progress

Connections to other teams

All Advancing AI Wisconsin teams, especially technology committee, economic development, and industry outreach, serve to inform the work of Talent Pipeline. The marketing team will be leveraged for publication of talent related content. The event team is critical for inclusion of the talent content in invited events.

Contribution to AAIW Mission

Our work is 100% aligned with the AAIW mission, but targeted at a specific audience: K-12, Post-Secondary, and Industry

For more info or to join contact: Kathy Henrich kshenrich@att.net and Laura Schmidt laura.schmidt@nbexcellence.org

TEAM CHARTER – ENTERPRISE OUTREACH TEAM



Team Objectives

The mission of the Enterprise Outreach Team is to foster awareness (and demystify the hype) of artificial intelligence and other emerging technologies within Wisconsin enterprises and to stimulate the development of new use cases while working in tandem with educational institutions and economic development organizations. Developing this awareness will be accomplished through individual meetings, group events, and sharing the accomplishments of other Wisconsin companies. The Enterprise Outreach team is currently working on several items: an enterprise survey, a white paper, an advisory board, and discussing potential knowledge and collaboration events for sharing best practices. These could potentially be aligned along industry lines. It is also important to build out awareness and capabilities in the Wisconsin vendor and start-up communities.

How this team operates

The Enterprise Outreach Team currently includes Brent Leland, Kathy Henrich, Kurt Hahlbeck, Arik Johnson, Ken Kortas, Tony Puerto, Don Cotey, Damani Short, and Nicole Whitbeck. This team sets strategy, organizes enterprise visits and events, and collaborates with Wisconsin enterprises.

Connections to other teams

There will likely be Enterprise Outreach Team involvement with other AAIW teams, such as the Talent Pipeline Team, Event Team, and Technology Team (discussions on talent/reskilling, technologies, etc.) We might look at putting on joint events with other teams.

Contribution to AAIW Mission

There is a lot of hype out there, but in the end, the real value of artificial intelligence will be about how organizations are able to apply the technology to solving problems and achieving business goals. Enough of the core technologies are now being proven out (think Alexa/Siri, autonomous vehicles, visual/voice recognition, etc.) that it is only a matter of time before enterprise adoption takes off. Based on the early findings of the Enterprise Outreach Team, there is a real risk that Wisconsin enterprises will miss the opportunity to invest in artificial intelligence and related technologies to deliver innovative solutions that could help them disrupt markets and leapfrog the competition. The Enterprise Outreach Team is working to create a different scenario where Wisconsin enterprises participate and lead in the future era of AI.

TEAM CHARTER – PUBLIC SECTOR OUTREACH TEAM



Team Objectives

The goal of the Public Sector Outreach Team is to guide public policy and debate in Wisconsin and to inform the public sector how emerging technologies impact consumers, businesses and the overall economy. The Team defines the Public Sector to include local, state and federal levels of government and other relevant opinion leaders. The Team monitors current and future legislative, regulatory and judiciary items that could have an impact on members of AAIWI and how new technologies can be adopted in the market.

How this team operates

We have a core team which includes Mike Semmann and...(CHAD – Anyone else?). This core team tracks current policy items on the state level and secondarily on the federal and local levels of government (legislative, regulatory and judicial). The Team meets regularly to analyze how current and future policy along with the prevailing winds of public opinion will impact the use, adoption and regulation of disruptive technologies. The Team meets with elected officials and other opinion leaders to advise and receive input on issues.

Connections to other teams

The Public Sector Outreach team will connect with every other team at AAIWI in different capacities as issues arise that are relevant to those other teams. As AAIWI teams identify priority issue areas, this Team will provide information and guidance to engage governments and opinion leaders where necessary.

Contribution to AAIW Mission

The public sector has a growing awareness of disruptive technologies, but levels of understanding and comfort vary greatly. The Team Leverages relationships and public sector expertise to collaborate among and between policy makers, economic development professionals, opinion leaders, and other institutions so these stakeholders can adopt policies and regulatory structures that create an environment for the market to successfully adapt to disruptive technologies. The Team advises other Outreach Teams about current issues and dynamics that will have an impact on their overall mission.

TEAM CHARTER – TECHNOLOGY TEAM



Team Objectives

The technology team's charter is to identify trends and technology that are coming into the market (1-5 years) to demystify them for business leaders, identify real potential uses, and identify the impact that it has on business models and enterprises. It may include drivers for use and considerations for decision making

The technology team has four objectives:

1. To keep the AAIW community at large abreast of new technology development and trends that have a disruptive nature and potential for creating new business opportunities.
2. To provide a forum for people interested in core technology to discuss, collaborated, innovate and contribute to the technical knowledge base of the AAIW community.
3. To produce outcomes from these discussions encapsulated into white papers, blogs, presentation, demonstrations, speaking sessions, and or other artifacts.
4. Internally and externally team up within the group and with other groups (ideally in our backyard) to understand, educate, and gain visibility towards relevancy.

How this team operates

Presently the team is in its formative stages. It is anticipated that it will operate as a high-performance team with as little as necessary formal structure and in adherence to specific guiding principles agreed upon by the members. Given the variety of obligations people have it is like there will be a critical mass core team to ensure the team stays alive and vibrant. It is likely for there to be a lead and co-lead to ensure motion and to rotate the role in a periodic basis (e.g., every 12 months.)

Membership is open to anyone that has a desire to learn, contribute and forward the conversation.

The team meets twice a month on a day that varies depending on the availability of most members

For more info or to join contact: Tony Puerto fpuerto@dx.com

TEAM CHARTER – TECHNOLOGY TEAM (CONTINUED)



Connections to other teams

Technology (and science) is the fabric (hard and soft) that facilitates the realization of AI at scale. As such this team needs to provide a shared source of knowledge and information for all the other teams. The same tools commonly use within the AAIW community (e.g., email, Slack, etc.) will be used to share the team's finding and other artifacts.

Contribution to AAIW Mission

We live in a world where digital technology innovation is advancing at an exponential pace never witnessed before. This is likely to accelerate making it difficult to keep up without measurable effort. The strategic intent of this team is to provide the technical binoculars for AAIW to accomplish its mission.

For more info or to join contact: Tony Puerto fpuerto@dxc.com

TEAM CHARTER – ECONOMIC PERSPECTIVE TEAM



Team Objectives

The Economic Perspectives Team aims to provide firms and organizations within the public and private sectors with key insights into the challenges and possibilities presented by artificial intelligence and automation. It will focus on, but not be limited to discussing the potential of technology to challenge labor immobility, increase network density through the state's entrepreneurial system, and to enable firms to leverage new markets and new product opportunities.

How this team operates

The team is comprised of Jeffrey Sachse – team lead, Brian Schauf, Chad Bianchi, and Kurt Hahlbeck. The team also operates closely with the Talent Initiatives team. The team will both produce original analyses and curate the best writings in the field to provide organizations with foresight of coming trends, analyses of potential economic impacts of industry shifts or adoption, and other strategic forecasts. These perspectives will both be distributed through a curated channel on the AAIW website as well as through contributions to AAIW and partner events.

Connections to other teams

The Economic Perspectives Team is tied to several AAIW teams and supports its general mission. It is most closely aligned with the Talent Initiatives Team due to the volume of content and analysis recently devoted to the role of AI in shaping the future of work. The team will provide state context of global trends and collateral for team slide decks, marketing products, and other media.

Contribution to AAIW Mission

The Economic Perspectives Team aims to serve as a leading voice in discussions regarding the promise and implications of AI adoption throughout the state. It will approach critical issues with an objective and strategic eye in order to build awareness and leverage opportunities.

TEAM CHARTER – DIGITAL COUNTY TEAM



Team Objectives

The Digital County is a temporary initiative with the goal to help Wisconsin's Counties reimagine how they can provide various services better using disruptive technologies. We are organizing a series of events, including a Hack-It Bracket event led by The Commons, and three symposia in collaboration with the Wisconsin Counties Association and Kinnektor. We want to document and publicize our findings to send a signal to other stakeholders in Wisconsin that dialogue about disruptive technologies can and should start now, without further delay. We also hope that some of the ideas we develop might spur entrepreneurial activity for existing or new Wisconsin companies.

How this team operates

We have a central planning team which includes Oliver Buechse, Alberta Tete-Lartey (Project Manager), John Ernst (Kinnektor, Event Management Partner), Dave Hayden (Eau Claire County), August Neverman and Jeff Flynt (both Brown County) and Jason Dzwinel (Ozaukee County). The central planning team organizes the overall event series, sources experts and sponsors, sets the agenda, and coordinates the regional planning teams. Three regional planning teams for each location (still in formation) work on logistics, volunteers, and local mobilization (list of members to be added shortly). The Hack-It Bracket event is independently organized by The Commons (Joe Poeschl).

Connections to other teams

The Digital County has not been deeply connected to other teams within AAIW. We have shared some content through the Newsletter via the Marketing team and we have reached out to several AAIW members for assistance with sourcing of experts. We are looking for mentors/judges for the Hack-It Bracket event and Facilitators for the Symposia.

Contribution to AAIW Mission

The Digital County is the first tangible event organized by AAIW. It will showcase our ability to convene stakeholders and initiate dialogue among them. It is also helping us reach into specific interest groups within the Government sector as well as among tech experts with a specific passion for this sector, broadening our reach. As an extension of State Government, the Counties can be a powerful conduit in our efforts to building a strong connection to the State and its agencies.

For more info or to join contact: Oliver Buechse oliver@mystrategysource.com or Alberta Tete-Lartey atetelartey@gmail.com

TEAM CHARTER – EVENT TEAM



Team Objectives

The Event Team has two major objectives. (1) To create an inventory of events in which AAIW is involved or which are of high relevance/potential interest to the members of AAIW, (2) to proactively source opportunities for AAIW to be involved in events organized by other stakeholders (focus on Wisconsin). The Event team is not responsible for organizing AAIW events.

How this team operates

The team has not really formalized its mode of operation. Initial volunteers are Oliver Buechse and Barb LaMue, but we have not yet had a team meeting. The inventory of current events has been maintained by Oliver Buechse and published on the website by Ariana Fletcher. The website is unfortunately limited to showing only four events at a time per category, so we need to develop an additional mechanism to show a more comprehensive list and forward looking calendar.

Connections to other teams

All teams and AAIW members are principally potential contributors to the events calendar and through their connections may be able to source speaking opportunities at events. The Event Team is merely the aggregator of that information until it can assume a more proactive outreach format. All suggestions for event involvement or events of interest should be posted to the Event Team Slack channel.

Contribution to AAIW Mission

If we can more effectively and efficiently share event opportunities, each member (and readers of the newsletter) have an enhanced awareness of opportunities to attend events, trainings, conferences, etc. The more powerful contribution will be the proactive outreach that helps AAIW “get onto the agenda” of key events in the state (or to be invited back).

TEAM CHARTER –MARKETING TEAM



Team Objectives

To facilitate the creation and distribution of messages that support the mission of AAIW. Our communications may be for print publication, social media platforms, or to support those who speak publicly on behalf of AAIW. The effectiveness and accountability of the marketing team is quantifiable (both digital and analog): (1) Conversation Rate (# of audience comments or replies per post), (2) Amplification Rate (# of retweets or shares per post), (3) Applause Rate (# of favorites or likes per post), (4) number of print and broadcast media pitches and stories in addition to speaking events.

How this team operates

The marketing team coordinates multiple digital channels to help us get the message out. Anyone is invited to contribute to a rich and diverse message. At present, the team consists of Todd Nilson, Mark Elliott, Chad Bianchi, Greg Levenhagen, Larry Stopa, and Zeb Pirkey. The team holds monthly phone meetings and has held a single in-person “summit” session to review and begin to formulate team responsibilities, processes, and a marketing strategy. The team collaborates via a #marketing channel on Slack and uses Google docs.

Connections to other teams

The marketing team’s function is to coordinate content fed from all other AAIW teams, including events, links, and original contributions in the form of writing, images, audio, and video. In this role, members of the marketing team may attend meetings from other groups or schedule regular check-ins with sub-team leaders. The marketing team works closely with the web team to coordinate the promotion of news, blogs, or white papers appearing on the advancingaiwisconsin.com website. Guidelines for volunteers from other teams to contribute content are included in the AAIW onboarding deck.

Contribution to AAIW Mission

It is the role of the marketing team to help make sure that the messages from AAIW receive the broadest possible distribution possible. The marketing team is further responsible for editing, packaging, and setting the timing for these messages to optimize their effective distribution.

For more info or to join contact: Todd Nilson todd@clocktoweradvisors.com, Mark Elliott Melliott@weareamphora.com or Zeb Pirkey zeb.pirkey@dodl.es

OTHER TEAMS – CHARTERS PENDING



Portal Team

Kurt Hahlbeck, Arik Johnson,
Greg Ervin, Craig Fleisher

Creation of a curated Newsportal on Digital Disruption, owned and led by Aurora WDC on the basis of their First Light Technology

Democratization of Digital Disruption

Mike Semmann, Chad Bianchi, Oliver Buechse, Tony Puerto, others welcome

Exploring how smaller players in an industry (starting with Financial Services) can play in the disruption game and gain access to the power of disruptive technologies

Website Team

Matt Friedel, Oliver Buechse, Ariana Fletcher, Chad Bianchi, others welcome

With kind support of Wipfli's Web Marketing team we created our base site, advancingaiwisocnsin.com. Our team now works on keeping it up to date and on developing it further.



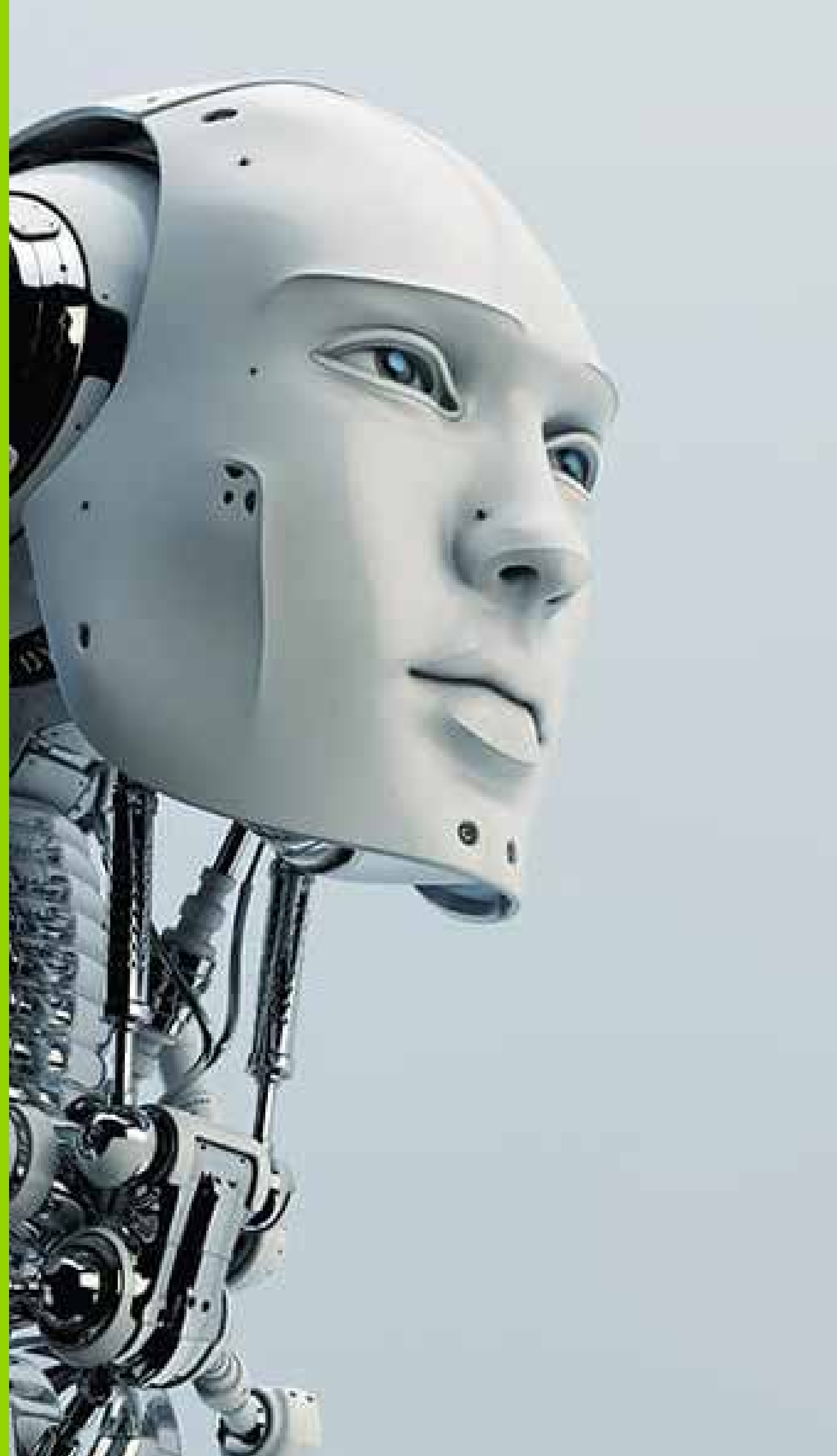
IF YOU WANT TO

Start a new team

Share your idea with the group during the big meetings. So far we have not held anyone back. It is really easy as long as it fits.

Join a team

Talk to the first two people listed for each team, they are typically the team leaders. Welcome!



HOW WE OPERATE





MEETINGS AND EXCHANGE OF INFO

- Two hour in-person (with dial in option) meeting for broad project coordination occurs every four weeks
- One hour update call in the interim will be focused on team leader updates, a summary will be shared with everyone on Slack
- Teams create their own working schedule as needed, not published
- Each team will create a Slack Channel where dialogue can occur and updates can be posted. This creates visibility if/when desired.

Upcoming meetings

4/23 9-10 Conference call for the committee chairs

May meetings need to be set

June 9-5 All Day Strategy meeting for AAIW (Fond Du Lac)



IF YOU WANT TO

Ask a question

Start in the Slack #general channel, unless it is directed to a specific team or team leader.

Promote an event

Share it with Todd Nilson (newsletter editor). Todd will forward it to the Website team for inclusion in our event listings. Please also mention events during our general call.

Share an article

Please post it to Slack's #content_staging channel. All of us get a lot of emails, let's not add to that frenzy. You can always share with a small group of people as you might in normal course of business, but let's guard our larger distribution lists.

Suggest a website edit

Please send all your edits to Matt Friedel. He will prioritize them and send them to Ariana for implementation. Matt will present a more detailed process.



IF YOU WANT TO

Bring a friend

We are open door. In-person meetings are a great way to meet others. Otherwise introduce them based on their interest to the teams.

Represent
AAIW

Check with Kurt or Oliver. We have never turned down an opportunity for a member to speak for our cause. Knowing about it just allows us to help you think about content and potential collaboration with other team members.

Talk to the
Media

We have had limited exposure to date. Please share your opportunity or idea with our Marketing team and Kurt/Oliver

Endorse

We don't formally endorse other organization or causes as AAIW. We don't have policies to guide us. Let's try not do take this route.



IF YOU WANT TO

Share the newsletter

We need your help building the newsletter following! The web link to the newsletter is published in the Slack #general channel when live. Please explain what it is and share the link on your favorite platform(s).

Share on
Twitter

Be sure to follow [@AdvancingAIWI](#). Please like and retweet anything you see there. If you have a new resource to share on your Twitter account, consider mentioning so that we can like and retweet it, too.

Share on
Facebook /
Instagram

Follow us on [Facebook](#) and [Instagram](#). For Facebook, click on "Following" and change the setting to "See First." Please like and comment on articles and images appearing in both platforms.

Share on
LinkedIn

We have a [LinkedIn group](#) you can join. We are not actively promoting it much, but would appreciate any love you choose to give it. Use it to promote deeper discussions of disruptive tech. And, as always, please share interesting links (like the newsletter!) on your personal status updates and mention other members.



USE THESE HASHTAGS

- ▶ #AdvancingAIWI
- ▶ #AAIWI
- ▶ #AIWI

A screenshot of the Advancing AI WI Twitter profile page. The profile name is "Advancing AI WI" (@AdvancingAIWI) with a bio: "Awareness and Collaboration on the impact of #AI and other disruptive technologies" and website "advancingaiwisconsin.com". The page shows two tweets: one about new courses on AI and blockchain, and another celebrating a \$900,000 state grant from UWM for a smart manufacturing center. A tweet by Doug Barton is also visible, mentioning IoT and Watson. The right sidebar shows "Who to follow" and "Trends for you" with various hashtags like #ThankYouAlabama and #BlackWomen.