

# Welcome to AAIW - 2019

A Guide to the AAIW Community

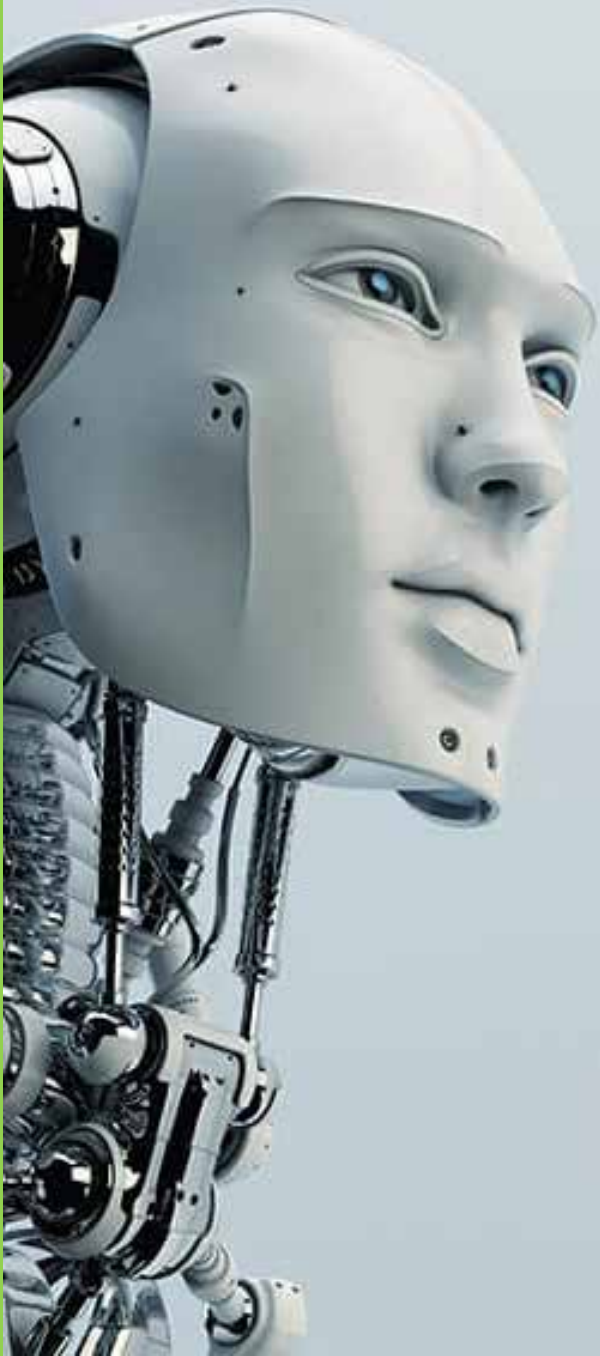
April 15<sup>th</sup>, 2019



# Welcome to Advancing AI Wisconsin!

- If you are receiving this document, you have most likely recently heard about or engaged with us for the first time. This document is meant to share some of our history and the details of how our community works with first time members.
- This will allow you to skip past some of the basic questions and become an active community member as soon as you wish.
- In a nutshell
  - AAIW was founded in April 2017 as a volunteer grassroots movement to bring awareness about disruptive technologies to diverse stakeholders in the State of Wisconsin. We had some nice successes in terms of growing the community and reaching target audiences, but needed to recognize in mid 2018 that there are limits to what an unorganized effort can achieve.
  - In 2019 we are back as a Nonprofit organization with a Board and a much clearer approach to how we build our community and how we bring value to our audiences. We are working on a systems backbone to make memberships and community engagement easier. More on that soon.
- Enjoy this brief overview, and more importantly, enjoy being a part of our movement!

# AAIW Fundamentals



# Our Transformation in 2019

## AAIW 2017-18

- All volunteer organization
- Limited proprietary content, but significant reach through speaking opportunities
- Digital County as proof point that we can organize a sector for change
- High burden on key volunteers, risk of stalling out

## AAIW 2019 and beyond

- Incorporating as 501(c)(3) with a diverse Board
- Retaining an Executive Director to organize the movement and accelerate impact
- Building a professional administrative and communication infrastructure
- Reaching relevant audiences across the state – fulfilling our mission

Magnet for people with a passion for digital disruption

# AAIW Board (as of 4/2019)



Chair  
Brent Leland



Vice-Chair  
Joe Bashta  
Axicor



Treasurer  
Mark Schanen  
Support Strategies  
Milwaukee



Secretary  
Chris Carpenter  
Johnson Financial



Executive Director  
Oliver Buechse  
My Strategy Source



Kurt Hahlbeck  
Hugo Enterprises



Nicole Whitbeck  
New Resources  
Consulting



Mike Semmann  
Wisconsin Bankers  
Association



Brian Schauf  
Schreiber Foods



Troy Streckenbach  
Brown County



Luis Murgas  
Wipfli



Julie Rohloff  
EDCI

# AAIW Mission and Vision (2019 Update)

## **Mission (updated)**

We make sure that Wisconsin is not left behind in the wave of technological changes of the Great Transformation

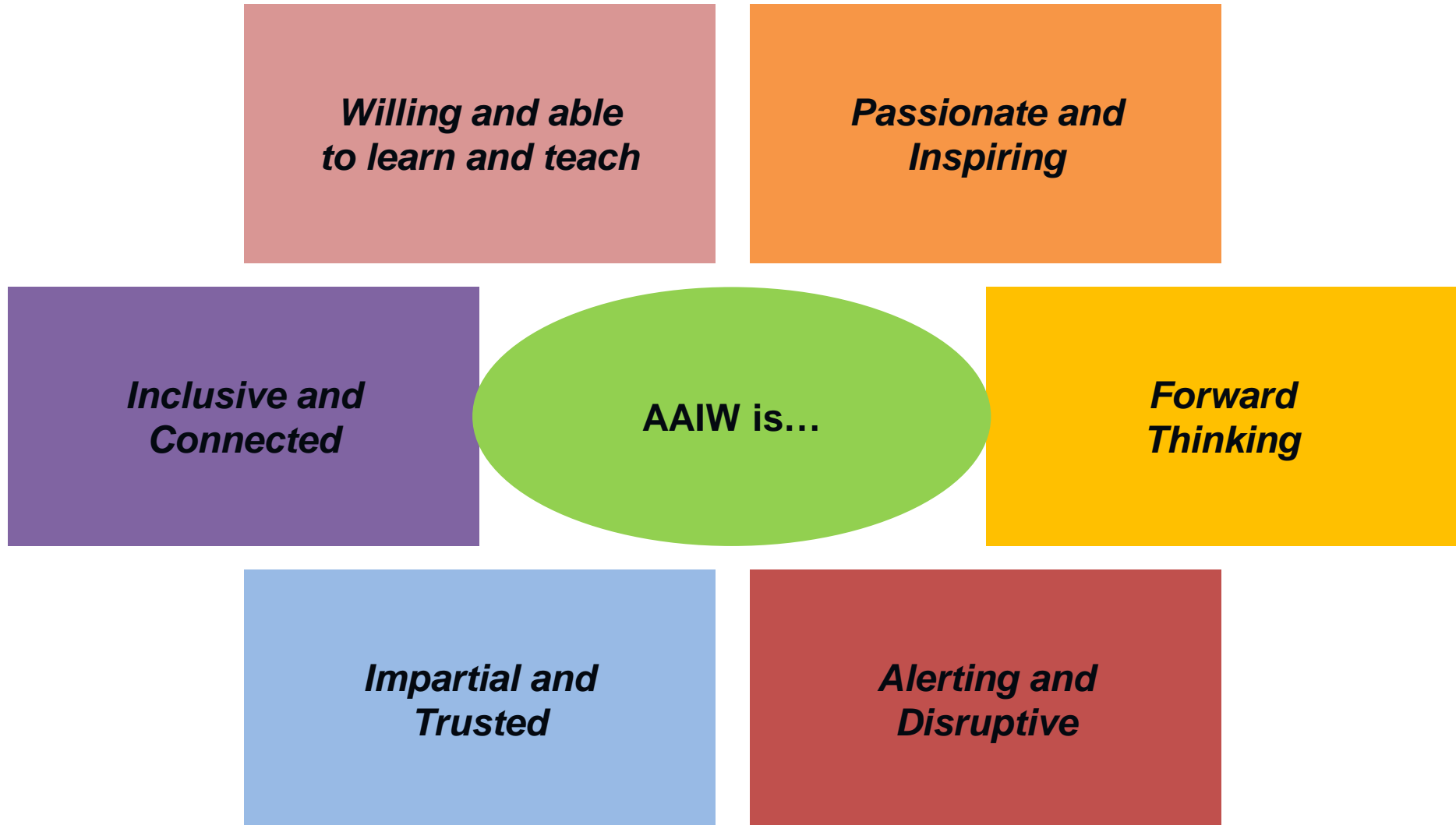
## **Vision (updated)**

We build a powerful community of the capable and willing to help educate Wisconsin audiences on the nature and impact of upcoming technological change

We create access to relevant knowledge in a variety of learning formats

We engage diverse audiences in all regions of the State to improve awareness and increase the readiness to prepare for change

# AAIW Attributes



# AAIW Approach





# How We Will do it

**Build a community of the willing and capable, organized in action teams and ambassador circle**

**Develop easy to access and easy to share knowledge materials, speaking engagements, classes/training**

**High impact events to create connectivity around digital disruption between experts and key stakeholders**

# AAIW Community Pillars – Regional Teams

- Building a Community has always been at the heart of AAIW
- We have learned from and with each other, but we also recognized that coming together over great distances is difficult
- We are creating regional teams to bring back the sense of community without the logistical challenge
- We will collaborate with other existing groups on potentially joining forces
- We are hoping to build regional teams across the State, but are starting with **Northeast Wisconsin, Milwaukee and Madison**

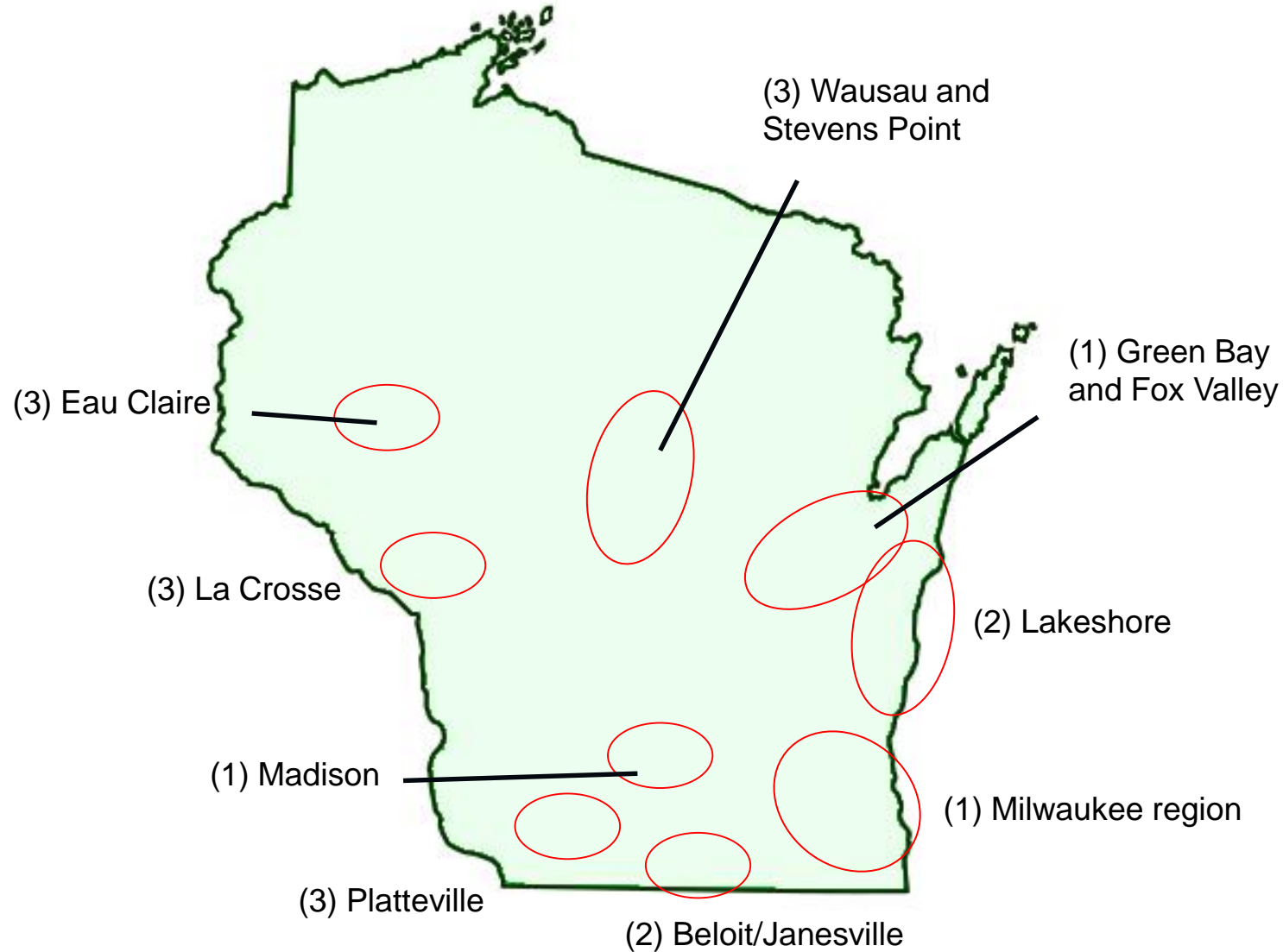
## How can I get involved?

- Get in touch with our Regional Team Leaders and let them know which team you would like to join. We will add you mailing lists and you will receive meeting invitations.

## Questions for you to consider:

- Can your organization host an AAIW team meeting?
- Do you know of others in your area who might want to join?
- Do you know of local/regional groups we should collaborate with?

# Regional Focus – Expansion in Phases



**We are looking to build a team presence in various regions of Wisconsin over the course of 2019**

Regional Teams have already kicked off in March 2019 in

- Madison
- Green Bay/Fox Valley
- Milwaukee

# Regional Team Leaders (4/2019)



**Madison**

**Doug Barton**

dougb@ubixlabs.com



**Milwaukee**

**Don Cotey**

Doncotey@itfinitysolutions.com



**Green Bay/Appleton**

**Vicki Leinbach**

vleinbach@ariensco.com

- We are looking to add a second Regional Team Leader in each of our three core regions as well as start building teams in the other Wisconsin regions.
- If you have an interest in stepping up, please contact our current leaders or speak to Executive Director Oliver Buechse at [oliver@mystrategysource.com](mailto:oliver@mystrategysource.com)

# Regional Teams have Kicked Off!

- On 3/21 we kicked off Madison. Steve Wangen was kind enough to host 14 of us at the Wisconsin Discovery Center. We had several organizations new to AAIW around the table and had a very high sense of commitment.
- Our North East Wisconsin Regional Team kicked off on Monday, 3/25 at the Appleton Public Library. To talk about a full house would be slightly understated. We had over 25 participants and all enjoyed the networking and the detailed explanation of how AAIW is going to operate going forward.
- The final kick-off was in Milwaukee on 3/27. Our long time member Laura Schmidt, who is now in a new role as Director of Corporate Relations with MSOE, hosted a group of nearly 30 in the Grohman tower. The buzz and excitement was great and fueled further by a presentation about MSOE's plans regarding Diercks Hall, the new "AI Center" and the various ways in which AI will influence curricula and corporate partnerships at MSOE

Appleton  
Public  
Library



MSOE,  
Milwaukee



# What's New – Ambassador Circle

- We have met many in the State who are supportive of our cause, but do not have the time to become engaged in one of our teams
- We value the advocacy of our supporters and the connections they can bring to AAIW
- The Ambassador Circle will be an opportunity for these individuals to be in the flow of information and be involved in a way that meets their availability and preferences
- Ambassadors will receive communication from the Board and Executive Director
- There will be no team meetings, but they are always welcome in the Regional Teams

## How can I get involved?

- If you have limited time to be involved in our teams, but want to help, please join our Ambassador Circle
- Use your connections to make introductions to
  - Companies and Business Leaders
  - Educational Institutions
  - Chambers or Trade Organizations
  - Or other Key Influencers
- Please contact Executive Director Oliver Buechse at [oliver@mystrategysource.com](mailto:oliver@mystrategysource.com)

## Our Current Ambassadors (4/2019)



**Paul Linzmeyer**



**Bruce Valk**



**Bruce Maas**



**Troy Parr**

# What's New – Knowledge Inventory

- We have shared knowledge with others through presentations and some written materials (e.g.; Talent Whitepaper)
- To engage our audiences deeper and help them advance on their journey of awareness and understanding we are building a powerful knowledge inventory
  - Technology primers on key disruptive technologies
  - The library of 1000 use cases
  - Combining the above to industry specific primers/presentations
- We will utilize a Knowledge and Learning Management System to organize and deliver our content

## How can I get involved?

- If you have an area of particular expertise or interest, and are willing to work with others to develop a knowledge asset around that topic, please reach out to us
- There are several levels of involvement
  - Share use cases that you are familiar with
  - Help us find great material for our technology and industry primers
  - Step up to being a curation leader for a particular knowledge document
- Our knowledge experts will have opportunities to present to our target audiences, blog, and record video segments for webinars and seminars



# The Stages of Awareness of Business Audiences

I have heard “things”, but honestly, I don’t really know what all the talk is about

- Broad overview presentations at events/conferences can create an initial awareness
- Industry specific events often allow for more dialogue and engagement with the audience

We can Provide Expert Speakers

I understand that big changes are coming, but am not sure which aspects are relevant to my business

- Deeper engagement with the various technologies requires more time – and there are very few opportunities to access this knowledge beyond self study
- A targeted series of seminars can help bridge this gap

I know about the specific technologies impacting my industry, but am not sure how to craft a response

- This step requires individual engagement with companies
- We have built the Digital Transformation Marketplace to help companies identify resources who can help them get to the next step

# Examples of Communication Venues



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Focus of our Seminars

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# Our Approach to Seminars

- We are curating two hour seminars to allow audiences to achieve a deeper level of understanding
- Our goal is to develop an entire seminar series on disruptive technologies (see examples on the following pages)
- We do not claim to be the ultimate experts on these technologies, we just make it easy to understand them.



# Topics Currently Available

## **Understanding AI Like Never Before**

- Artificial Intelligence is a term for a family of disruptive technologies which will have the greatest influence on how we will live our lives and perform our jobs in the future. In fact, it may change entirely which jobs we will perform and how business will be conducted going forward. This seminar will lift the mystery on what exactly Artificial Intelligence is and allow the participants to not only understand its nature and impact, illustrated in a wide range of use cases, but enable them to explain it to others in simple terms and with powerful examples.
- 90 minutes plus Q&A, currently available

## **Welcome to a New Reality – An introduction to Augmented and Virtual Reality ... and More**

- Many of us enjoy the temporary escape from real life into a movie or video game. We are also learning to consume digital content in new ways – via computers, laptops, tablets, phones, or other devices. But for the most part, we are still clearly distinguishing between our “live reality” and that presented to us in digital formats. Going forward, these boundaries will increasingly blur. Information will be provided to us “superimposed” onto our perception of reality and we the quality of digital experiences will become so life-like that distinctions will be harder to make. In this seminar we will explore the various formats in which these new realities are being brought to us and how they can help us become more productive and enrich our lives. But we will also look at the risks that are implied especially for the young and vulnerable.
- 90 minutes plus Q&A, available April 2019

# Seminars we are Working On

## **Shaping Customer Engagement and Experiences in a Digital Future**

- A conversation with a real person, a smile, a handshake – we can recognize the elements of true engagement and providing a great customer experience based on these real world indicators. But the future of customer engagement is much more complex and may see an accelerating shift into digital formats of interaction. From tools which empower the human interaction to digital dialogue between human and machine – the rules are changing. We may even see machines serving machines on behalf of humans. In this seminar we explore key technologies which enable the digital interaction and examine the consequences of these shifts for us as consumers and for businesses as providers of customer experiences.
- 90 minutes plus Q&A, available May 2019

## **From Toys and Tools to the Fabric of our Lives – How Robots are Evolving**

- Historically there has been a great divide between the use of robots in real life and the illustration of robots in Science Fiction movies where they are often indispensable companions to humans. This divide is beginning to close as robots are advancing rapidly in mobility, flexibility of movement, and the ability to communicate (powered by AI). In this seminar we will explore the inevitable evolution of the use of physical and virtual robots in arenas as diverse as manufacturing, service industries, knowledge management, elder care, education, and home security. We will also examine the implications of these trends for social structures and the concept of privacy.
- 90 minutes plus Q&A, available May 2019

# Seminars we are Working On

## **Bitcoin vs. Organic Tomato – The Promises and Challenges of Blockchain**

- Blockchain is a frequently discussed topic, but it is not one that is easy to understand. This seminar will remove this issue by establishing a solid foundation of knowledge. We will start by looking at the original concept of blockchain in the context of facilitating cryptocurrency transactions. We will examine the four promises of Trust, Transparency, Security and Efficiency and how they were being achieved. When Blockchain is applied to other use cases, for example to Trade Finance or Supply Chain solutions, a few challenges related to the technology need to be understood. We will explore these challenges and also look at technology evolutions, both within the Blockchain family and select alternative Distributed Ledger options.
- 90 minutes plus Q&A, available May 2019

## **Other topics we are beginning to queue up**

- Robotic Process Automation
- Cybersecurity

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Check out the Marketplace





## Welcome to the Digital Transformation Marketplace!

The purpose of this directory is to help organizations who are learning about disruptive technologies, or preparing their organization for change to connect with capable providers, especially those located in Wisconsin.

This Marketplace was created by [Advancing AI Wisconsin](#), a Not for Profit organization with the goal to increase awareness of and preparedness for the various impacts of digital transformation technologies, with the assistance of [New North](#).

If you are a solutions provider and have a presence in Wisconsin, please fill out your profile in this directory by [Clicking Here](#). You can link your profile back to your organization's website for more detailed information.

Please indicate in which of the marketplaces and categories your organization has particular competencies and experiences. For detailed instructions on completing your company profile - [Click Here](#).

If you are looking for expertise, you can use the search function or browse the various categories. Within each category of expertise, a number of companies will appear. This list is not qualified or certified. Any company can indicate expertise, so it will still fall to you to review the profiles and find the provider that suits your needs. We hope that the Marketplace can provide you with options you might not have found otherwise.



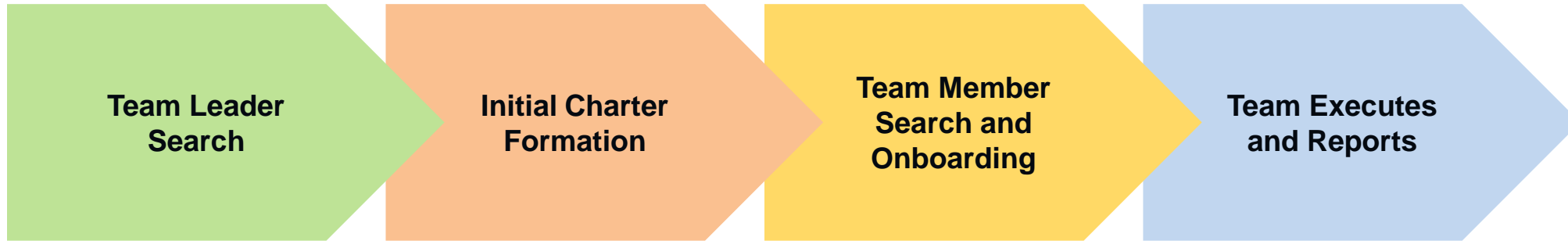
# What's Coming Back – Action Teams

- We had organized around shared passions in action teams
- Some teams were helping build our capabilities, others were focused on sectors
- But we also learned that keeping the momentum in these teams going takes a lot of energy
- We will be launching a new set of action teams. Some will carry on from before, others will change.
- We will seek sponsors for our action teams to provide the team leaders with a budget for speakers, events, and engagement

## How can I get involved?

- We will first establish our regional teams and seek input on which action teams make sense
- The Board will work with potential team leaders to launch the new teams
- If you have a passion for a particular topic or sector, please reach out to the Regional Team Leaders
- If you believe you could be an action team leader, please reach out to our Executive Director, Oliver Buechse via [oliver@mystrategysource.com](mailto:oliver@mystrategysource.com)

# Action Team Status (4/2019)



Manufacturing Team  
(Natraj Shanker)

Health Team  
(Bruce Korus)

Customer  
Experience Team  
(Eric Schmidt,  
Jake Beyer)

How to get it done  
with AI (Tony Olsen)

Other Teams we are looking to launch/relaunch:

- Higher Education
- Workforce Development
- Financial/Professional Services
- Agriculture and Food
- Government/Public Sector

# What's New – Opportunities to Support/Donate/Sponsor

- Historically we operated as a pure volunteer organization and did not raise funds (with the exception of Digital County sponsorships)
- Going forward we will offer a range of contribution options
- We will utilize the money to
  - Build the infrastructure to organize our community, source and deliver our knowledge assets
  - Create a small dedicated team at the heart of a thriving and growing community
  - Invest in learning formats and events to reach as many audiences as possible

## How can I get involved?

- We are introducing an individual supporter level at \$99 per year
- As an individual supporter you will gain access to the knowledge resources, the community directory, and receive 50% off AAIW events
- You do not have to be a supporter to be part of the AAIW community. Participating in a team is free for anyone. But the benefits mentioned above will be exclusive for supporters
- If you have connections to an organization which might sponsor AAIW, please speak to a Board member and help us get an introduction – we will take it from there

# Support Levels and Sponsorships (1/2)

## Individual

- \$99 per year for access to premium content and event discounts
- No student or other discounts, this is a low price point to offer equal access to all
- Higher contributions are welcome

## Organizational Supporters for internal use

Institutional Supporter levels are tiered by size (self reported)

- Up to 10 employees \$1,000
- 11-50 employees \$2,000
- 51-100 employees \$5,000
- Up to 1,000 employees \$10,000
- Over 1,000 employees \$20,000

## Access to content to bring to clients/members

Institutional Supporter levels are tiered by size (self reported)

- S, M, L, XL packages based on size of the target market that will be addressed
- \$5,000, \$10,000, \$20,000 and \$50,000 in fees
- Includes usage for all internal clients


Those committing to becoming a supporter now will get an initial window until 9/2020 before renewal (to reflect the build up of knowledge content)

# Support Levels and Sponsorships (2/2)



## Team Sponsor

- To provide our Community and Action Team Leaders a flexible budget, we will enlist exclusive sponsors to these teams
- Sponsorship is \$5,000 per year, name of the sponsor will be listed in all AAIW publications referencing the team, sponsor has the opportunity to host the team and address the team at up to two team meetings



## Asset and Event Sponsor

- Presenting sponsor for a Technology Primer: \$5,000 p.a., right of renewal
- Presenting sponsor for an Industry Primer: \$5,000 p.a., right of renewal
- Library of 1000 Use Cases Naming Sponsor: \$20,000
- Event sponsorships will vary by event and nature of the opportunity, will be presented individually

# 2019 Impact Objectives

- Reactivate current and create additional action teams (10+ teams of volunteers, 100+ active participants) to carry the message into the field
- Build an ambassador circle across the state (target 50+ individuals) to advocate on behalf of AAIW
- 100+ speaking engagements and media features, broaden the reach of our newsletter to 10,000+ subscribers (target of 1 million+ eyeballs throughout the year across all channels)
- Build a comprehensive modular knowledge inventory of primers about key technologies and their impact on various industries as a basis for our speakers and teams to help them share the message
- State wide event series to bring increased awareness to various industries and regions and drive deep engagement
- Create the Digital Transformation Marketplace – a directory for technology providers in Wisconsin or with ties to Wisconsin who can assist in transformation efforts
- Update our website to create easy access to the resources above

## To Working Together

