

INTRODUCTIONS

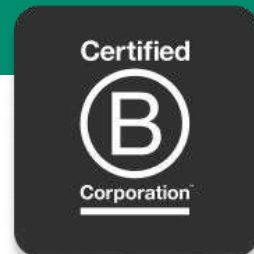
RICHARD GODFREY & JAMES ROUTLEY

COMPANY

Rocketmakers

FOUNDED
2007

TEAM
35 people





AIMS OF TODAY

- Demystify AI a bit
- Highlight some AI opportunities
- Explore some different approaches
- Identify some pitfalls
- Show you some examples

Let's go!

AI GUIDEBOOK



Free download

AI AND YOU



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WHAT IS AI?

AI is just software that looks like it's **thinking**.

LOGIC & REASONING

Applying logic to
predetermined rules

Same outcome
each time

MACHINE LEARNING

Reinforcement of
patterns through
analysis of huge
data sets

Non-deterministic



SOME TYPES OF AI



Automation



Generative AI



Computer Vision



Predictive Analysis



Chatbot



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Automation

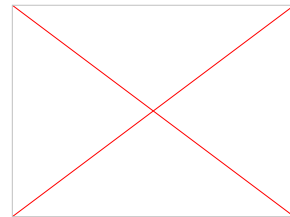
- Applying logic, rules and constraints in a systematic way.
- Use: Streamlining repetitive tasks to increase efficiency and reduce manual intervention.
- Examples: Data entry automation, payroll processing, ticket routing.

PROJECT

TV NEWS COMPANY



Automation



Can we get from NewsWire to broadcast in <5 mins?

Disrupting the TV News industry - Reducing a TV news station to a <1 FTE operation!

- AI Scripting
- AI Filming
- AI Editing
- **Human curation**



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Generative AI

Machine Learning models that predict the next most likely unit of output (a word, a pixel, a video frame)

USE

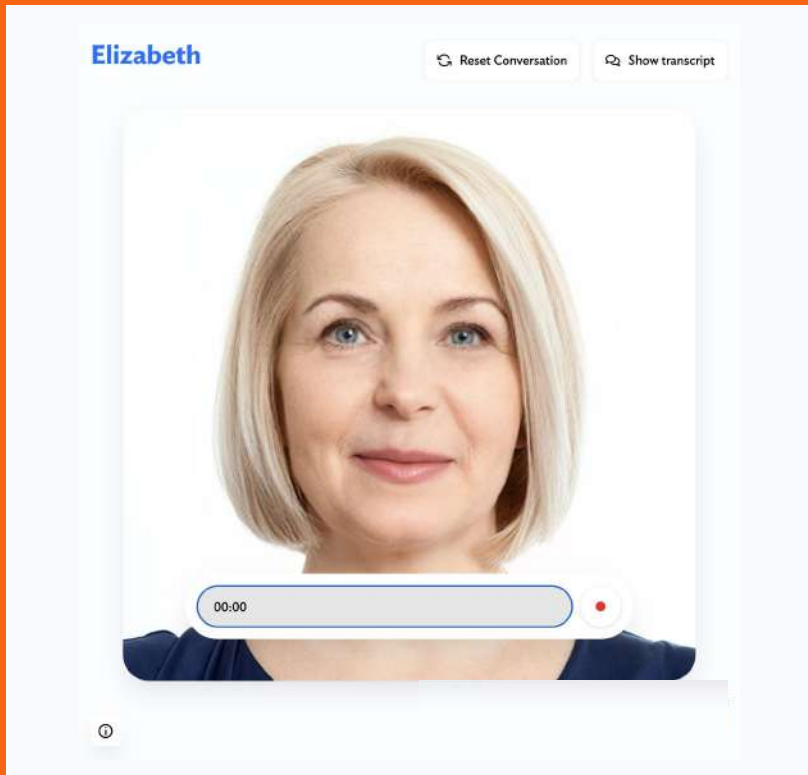
Creating content such as text, images, music, or code using AI models.

EXAMPLES

ChatGPT for text, DALL·E for images, music generation tools like Jukebox.

PROJECT

MEET ELIZABETH



Generative AI

- A major building society in a regulated, risk-averse industry
- Simulates their core customer persona
- Achieved with Rocketmakers PORTRAIT technology
- Provides instant insight to the marketing team
- Accelerates product research
- Saves time & money



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Computer Vision

Comparing captured images to existing models

USE

Enabling machines to interpret and process visual data.

EXAMPLES

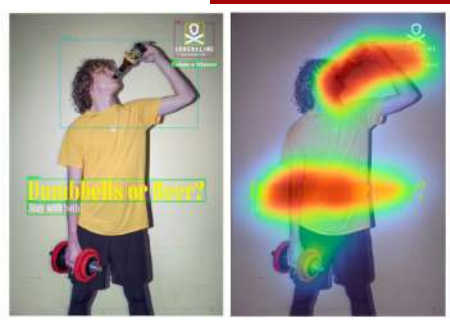
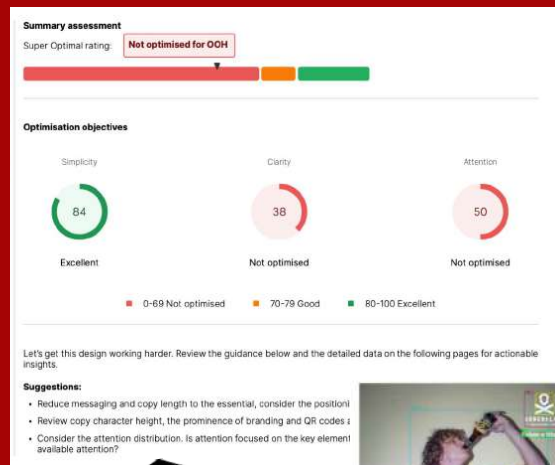
Object detection, facial recognition, medical imaging, autonomous vehicles.



PROJECT

Super Optimal

design intelligence for OOH



Computer Vision

CHALLENGE

Assess OOH advertising designs in unpredictable viewing conditions.

SOLUTION

AI-powered platform analyzes viewer engagement and message clarity.

OUTCOME

Faster validation, smarter insights, optimized campaign impact.



Predictive Analysis

Using data, statistical algorithms and machine learning to predict future outcomes.

USE

Make better, data-driven decisions and strategies.

EXAMPLES

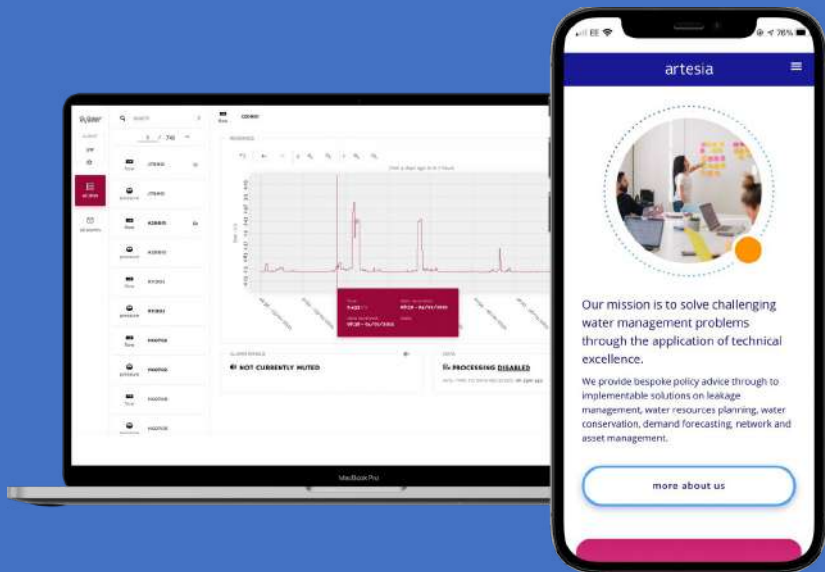
Sales forecasting, fraud detection, weather prediction, personalised recommendations.



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PROJECT

artesia



Predictive Analysis

CHALLENGE

Use Machine Learning to predict pipeline leaks in real-time

SOLUTION

AI-driven platform processing massive sensor data in the cloud

OUTCOME

Smarter alerts | Proactive maintenance | Fewer ruptures



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Chatbot

Conversational agents that combine Automation, Generative and potentially other AIs.

USE

Simulating human interactions to scale the provision of answers.

EXAMPLES

Customer support bots, virtual assistants like Siri or Alexa, healthcare query bots.

PROJECT

Targus®

CES



Chatbot

Multiple ranges of docking
stations

Overlapping specs...

...subtle differences

Customer and retailer
confusion

“Gus” to the rescue!



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OPPORTUNITIES

Data-driven
Decision
Making

Improved
Operational
Efficiency

Innovative
Marketing
Strategies

Advanced
Training and
Simulation

CHASM
OF RISK

Enhanced
Customer
Experiences

WELL ESTABLISHED



HAPPENING NOW



NEAR FUTURE



AI in front of our customers?



THE FEAR IS REAL

- Workforce Backlash
- Data Security
- Cost & ROI
- Reputational Damage

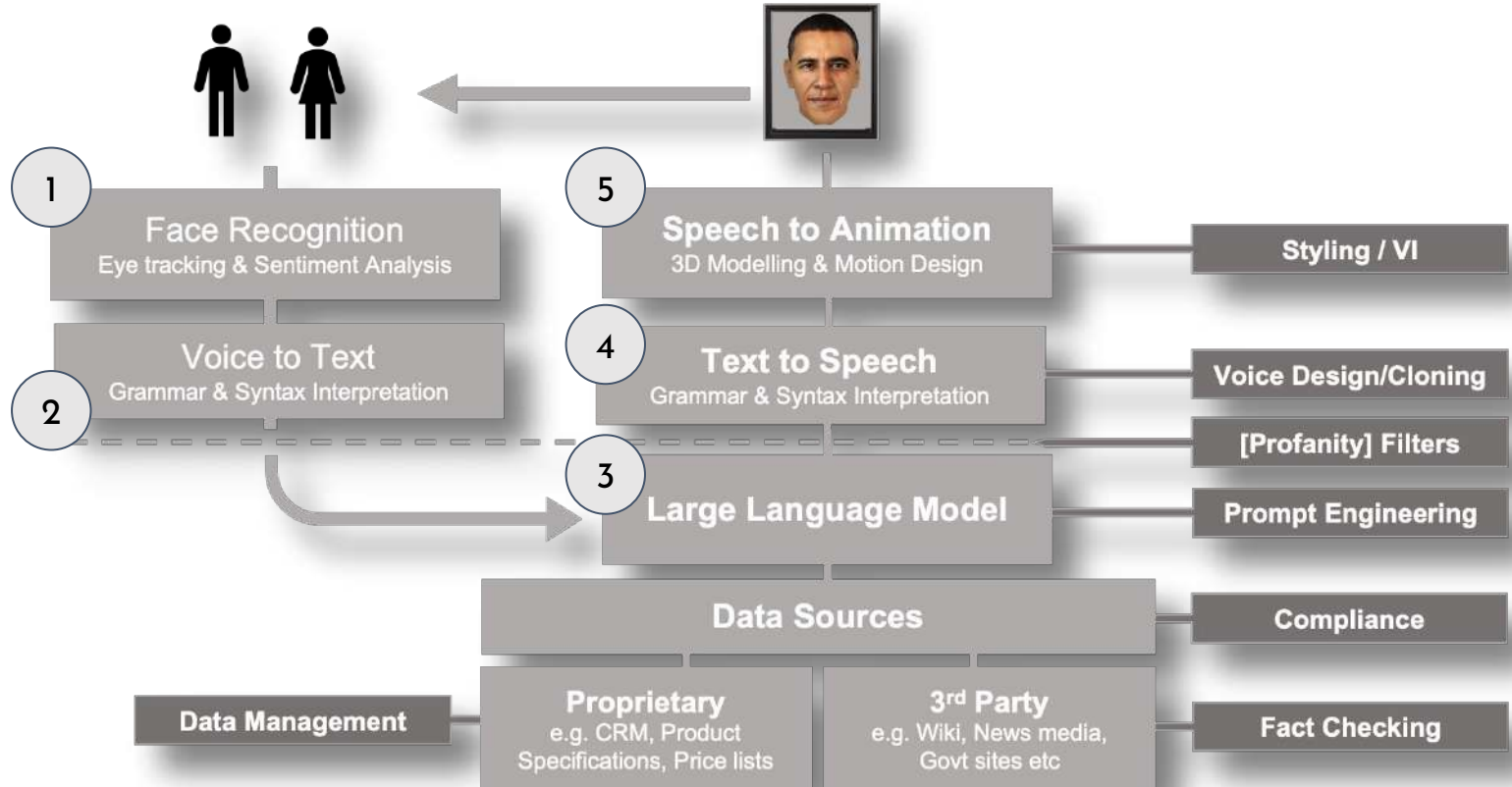
DEMO



PORTRAIT

Providing affordable, reliable
and realistic AI personalities
on demand





GOOD DATA

AI GUIDEBOOK 2



Free download when
you leave your details



DATA - YOURS OR MINE?

YOUR OWN MODEL

Analysing a huge
amount of your
own data

**Expensive Limited
Exclusive**

GENERIC MODEL

Trained on huge or
public data (i.e. The
Internet)

**Cheaper
Powerful Non-exclusive**



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YOUR OWN AI MODEL?

- You need lots of **useful** data
- Data should be **well-formatted & consistent**
- **Structured** is easier than "Schema-less"
- Data **integrity** should be maintained



HER: Are you a cat person
or a dog person?

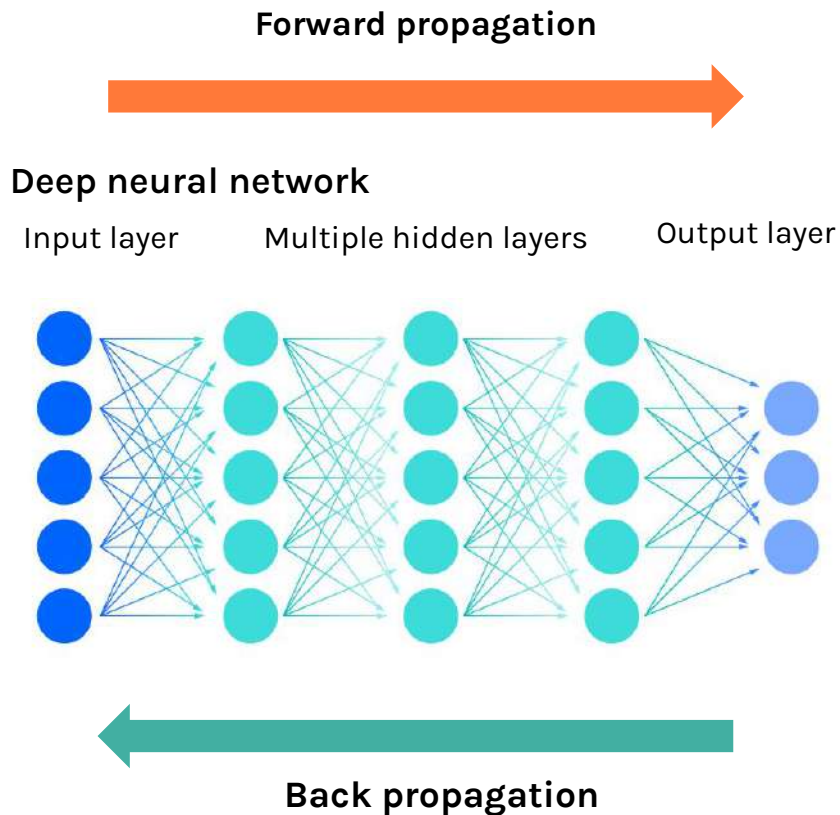
ME: Yes

WHY SO MUCH DATA?

We need sufficient training data to allow for the nodes in the “neural network” to link to a validated output.

Enough pictures of cats to ensure all the key features are sufficiently differentiated from dogs.

Enough text to understand how all language is written to accurately predict the next word in the right context.





SOME PITFALLS

Complexity

Transparency

Stability

Ethics

WHY AI PROJECTS **FAIL**

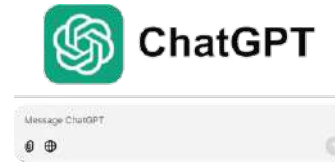
- 1 Poor problem definition by stakeholders
- 2 Insufficient data to train a model
- 3 Focus on technology rather than goals
- 4 Insufficient infrastructure
- 5 Problem is too difficult for AI

Ryseff, De Bruhl, Newberry, Rand Research, Aug 13, 2024



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BUILDING A BUSINESS CASE



Electricity Used	~0.0003 Wh	~0.1-1 Wh	~100-150 Wh
Carbon Emissions	~0.2 g CO ₂	~10-20 g CO ₂	~50 g CO ₂
Cost	<0.01 p	~0.1-1 p	~2-3 p

BUILDING A BUSINESS CASE



A **kettle** can boil 128 times in a working day, at a cost of maybe £3.80 for the day.

A **human** can perform 90 tasks (akin to a ChatGPT query) in a working day. An average cost of £1.25 per task.

For the same price as a human, **ChatGPT** can perform over 2500 tasks.

BUILDING A BUSINESS CASE

The potential impact on your business is far-reaching:





WAYS TO USE **AI** IN YOUR BUSINESS

**PERSONALISED
EXPERIENCES**

**DATA-DRIVEN
DECISIONS**

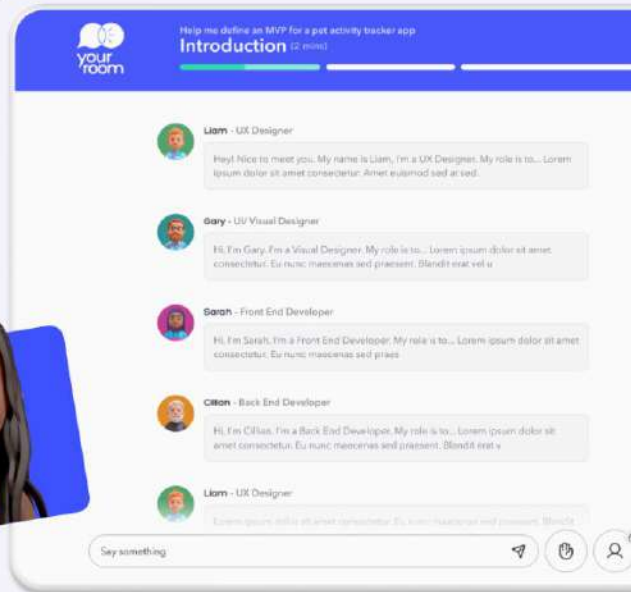
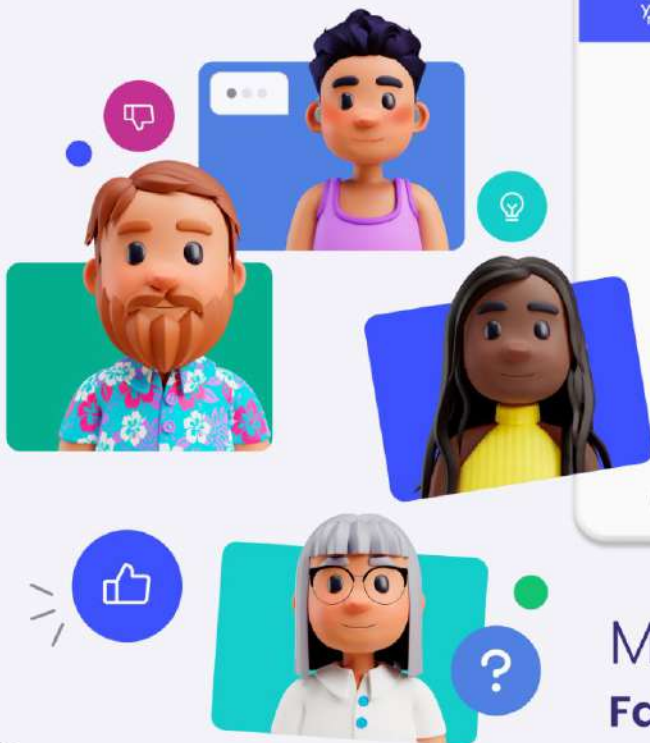
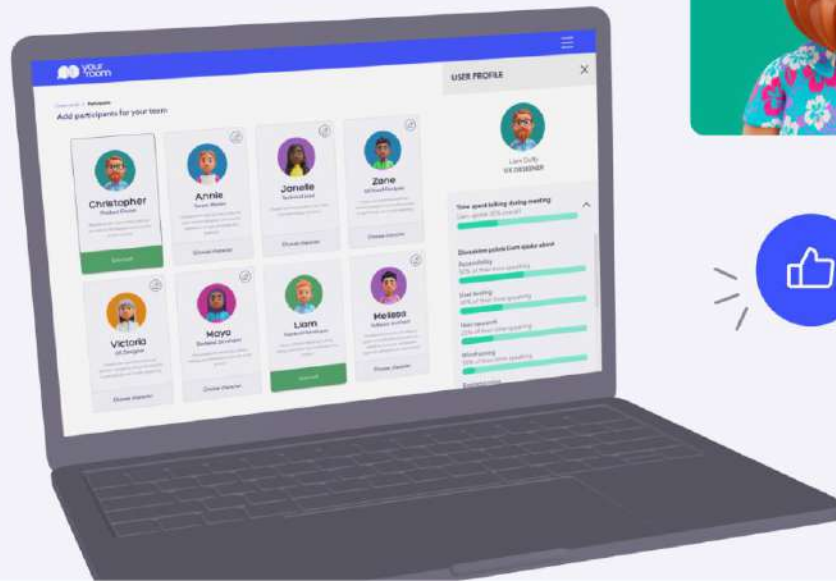
**CONTENT
CREATION**

**ENHANCED
MONITORING**

**CUSTOMER
ENGAGEMENT**

**UNDERSTAND THE RISKS
BUT IT'S TIME TO
BE BRAVE!**

DEMO



Market Research Faster. Cheaper.

GROUPS AND TASKS

1.

AI and Business Transformation

How might AI help a business achieve new heights by increasing productivity and saving costs?

2.

The Risks of AI

What risks does AI pose to my business and how can I mitigate these?

3.

Data-driven Decision Making with AI

How can AI provide us with a shortcut to actionable insights that lead us to the right strategy?





**SHARE YOUR
INSIGHTS**



HOW CAN WE HELP YOUR BUSINESS ?

- Web & Mobile Apps
- Digital Transformation
- AI Solutions
- Virtual/Augmented Reality
- Data integrations



Let's Build Brilliant Software

Together we can create scaleable, award-winning apps and websites.



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