

Market Access for Digital Entrepreneurs (MADE) online event



EVENT FOCUS:	RIDING THE AI WAVE		
FOCUS:	Pathways to Commercialisation		
Date	08 October 2021	Time:	11h00 – 13h30 SAST
Intended for:	Tech startups and mentors; managers and business support staff of technology and creative industry incubators and hubs; technology entrepreneurs, developers interested in AI and machine learning.		
Key topics:	Artificial Intelligence market trends • How and where the market is growing • Commercialisation planning and strategies • Integration of AI into software applications • Defining and driving your competitive edge as a tech business / developer.		



The EDSE Programme

EDSE is an innovative, five-year R1-billion (€52-m) EU-funded programme designed to effect meaningful change in South Africa's small business ecosystem, via a team of over 30 Palladium Group SMME technical experts working with the Department of Small Business Development (DSBD), the Small Enterprise Development Agency (seda), the Small Enterprise Finance Agency (sefa) and the Department of Agriculture, Land Reform and Rural Development (DALRRD).

Background

Artificial intelligence (AI), in the context of 5G and IoT, is the most significant technology trend transforming how we work and live today. Thousands of start-ups globally are integrating AI into their core products and strategy. The Industrial Development Corporation forecasts the global revenue of AI to break the \$500-billion mark by 2024. There are now growing opportunities for startups in South Africa to develop innovative solutions to some of the challenges the country is grappling with, by integrating AI into applications. To commercialise and scale, entrepreneurs need to build a deeper understanding of the AI value chain from opportunity identification to market entry – only then can you Ride the Wave!

Objectives for this on-line event

- Insight on current AI and machine learning trends;
- Validating your business model or idea;
- Commercialisation strategies for startups developing software;
- What AI can and cannot do.

Expert Speakers

Learn from and be inspired by a panel of local and international AI technical, development and commercialisation experts.



FACILITATOR: Krystle Hastings, Head of Marketing, FinChatBot

RAPPOREUR: Orapeleng Moremong, Business Development Services Expert, EDSE

Item	Time	Topic	Participant(s)
1.	11h00 – 11h10	Welcome and introduction Setting the Scene	Mr Colin Leshou Acting Executive Manager: Seda Technology Programme (STP)
	11h10 – 11h20	Developing innovative AI applications for commercialization at scale	Wael El Kabbany MD Enterprise MEA, Microsoft SA
2.	11h20 – 11h35	AI Growth in Africa spells opportunities for SMMEs Developing AI technology in Africa. How can we develop solutions that are market ready for the international market?	Pius Illah Chief Strategy & Innovation officer at Machine Intelligence Institute of Africa MIIA
3.	11h35-11h45	Q and A	All
3.	11h45 – 12:00	Digital Hub case study: AI Incubation and Skills development A case of the 4IRI, Seda Digital Hub.	David Malematsa, Technical Incubator Specialist, 4IRI
4.	12h00 – 12h05	Q and A	All
	12h05 – 12h20	Leveraging AI for business What are the critical paths to follow to access the market as a small business? What are the challenges and opportunities for AI businesses in South Africa?	Dr Jacques Ludik, Founder & CEO, Cortex Logic & Cortex Group
5.	12h20 – 12h30	Q and A	All
6.	12h30 – 12h40	Key learnings from a successful small business (1) AfricanNova Solutions	Ms Shandukani Nthai, CEO of AfricanNova Solutions
7.	12h40 – 12h50	Key learnings from a successful small business (2) RPA Nuggets - automating processes using digital workers.	Ms Tholang Mathopa Founder of RPA Nuggets
8.	12:50 – 13h00	Building AI-powered business The case of Clevva - digital expert technology company	Ryan Falkenberg CEO of Clevva
	13:00 – 13h20	Facilitated discussion	All
13.	13h20 – 13h25	Vote of thanks and closure	Mr. Colin Leshou Acting Executive Manager: Seda Technology Programme

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