

# Contents

<b>1</b>	<b>Introduction to Data</b> .....	1
	References .....	4
<b>2</b>	<b>Big Data Management: How Organizations Create and Implement Data Strategies</b> .....	7
	References .....	13
<b>3</b>	<b>Introduction to Artificial Intelligence</b> .....	15
	3.1 Basic Definitions and Categorization .....	15
	3.2 A Bit of History .....	18
	3.3 Why AI Is Relevant Today .....	20
	References .....	22
<b>4</b>	<b>AI Knowledge Map: How to Classify AI Technologies</b> .....	25
	References .....	29
<b>5</b>	<b>Advancements in the Field</b> .....	31
	5.1 Machine Learning .....	31
	5.2 Neuroscience Advancements .....	34
	5.3 Hardware and Chips .....	36
	References .....	38
<b>6</b>	<b>AI Business Models</b> .....	41
	Reference .....	46
<b>7</b>	<b>Hiring a Data Scientist</b> .....	47
	References .....	51
<b>8</b>	<b>AI and Speech Recognition</b> .....	53
	8.1 Conversation Interfaces .....	53
	8.2 The Challenges Toward Master Bots .....	54

8.3	How Is the Market Distributed? . . . . .	55
8.4	Final Food for Thoughts . . . . .	56
	References . . . . .	56
<b>9</b>	<b>AI and Insurance . . . . .</b>	<b>57</b>
9.1	A Bit of Background . . . . .	57
9.2	So How Can AI Help the Insurance Industry? . . . . .	58
9.3	Who Are the Sector Innovators? . . . . .	59
9.4	Concluding Thoughts . . . . .	61
<b>10</b>	<b>AI and Financial Services . . . . .</b>	<b>63</b>
10.1	Financial Innovation: Lots of Talk, Little Action? . . . . .	63
10.2	Innovation Transfer: The Biopharma Industry . . . . .	64
10.3	Introducing AI, Your Personal Financial Disruptor . . . . .	65
10.4	Segmentation of AI in Fintech . . . . .	66
10.5	Conclusions . . . . .	68
	References . . . . .	68
<b>11</b>	<b>AI and Blockchain . . . . .</b>	<b>69</b>
11.1	Non-technical Introduction to Blockchain . . . . .	69
11.2	A Digression on Initial Coin Offerings (ICOs) . . . . .	70
11.3	How AI Can Change Blockchain . . . . .	71
11.4	How Blockchain Can Change AI . . . . .	72
11.5	Decentralized Intelligent Companies . . . . .	73
11.6	Conclusion . . . . .	75
	References . . . . .	75
<b>12</b>	<b>New Roles in AI . . . . .</b>	<b>77</b>
12.1	Hiring New Figures to Lead the Data Revolution . . . . .	77
12.2	The Chief Data Officer (CDO) . . . . .	77
12.3	The Chief Artificial Intelligence Officer (CAIO) . . . . .	79
12.4	The Chief Robotics Officer (CRO) . . . . .	80
<b>13</b>	<b>AI and Ethics . . . . .</b>	<b>83</b>
13.1	How to Design Machines with Ethically-Significant Behaviors . . . . .	83
13.2	Data and Biases . . . . .	83
13.3	Accountability and Trust . . . . .	85
13.4	AI Usage and the Control Problem . . . . .	88
13.5	AI Safety and Catastrophic Risks . . . . .	89
13.6	Research Groups on AI Ethics and Safety . . . . .	89
13.7	Conclusion . . . . .	90
	References . . . . .	91
<b>14</b>	<b>AI and Intellectual Property . . . . .</b>	<b>93</b>
14.1	Why Startups Patent Inventions (and Why Is Different for AI) . . . . .	93

14.2	The Advantages of Patenting Your Product . . . . .	94
14.3	Reasons Behind not Looking for Patent Protection . . . . .	96
14.4	The Patent Landscape . . . . .	98
14.5	Conclusions . . . . .	99
	References . . . . .	99
<b>15</b>	<b>AI and Venture Capital . . . . .</b>	<b>101</b>
15.1	The Rationale . . . . .	101
15.2	Previous Studies . . . . .	102
15.2.1	Personal and Team Characteristics . . . . .	102
15.2.2	Financial Considerations . . . . .	104
15.2.3	Business Features . . . . .	104
15.2.4	Industry Knowledge . . . . .	105
15.2.5	An Outsider Study: Hobos and Highfliers . . . . .	105
15.3	Who Is Using AI in the Private Investment Field . . . . .	107
15.4	Conclusions . . . . .	108
	References . . . . .	108
<b>16</b>	<b>A Guide to AI Accelerators and Incubators . . . . .</b>	<b>111</b>
16.1	Definitions . . . . .	111
16.2	Are They Worth Their Value? . . . . .	112
16.2.1	Entrepreneur Perspective: To Join or not to Join . . . . .	112
16.2.2	Investor Perspective: Should I Stay or Should I Go . . . . .	113
16.2.3	Accelerators Assessment Metrics: Is the Program Any Good? . . . . .	114
16.3	A Comparison Between Accelerators . . . . .	115
16.4	Final Thoughts . . . . .	115
	References . . . . .	118
	<b>Appendix A: Nomenclature for Managers . . . . .</b>	<b>119</b>
	<b>Appendix B: Data Science Maturity Test . . . . .</b>	<b>123</b>
	<b>Appendix C: Data Scientist Extended Skills List (Examples in Parentheses) . . . . .</b>	<b>127</b>
	<b>Appendix D: Data Scientist Personality Questionnaire . . . . .</b>	<b>129</b>