

# XONA PARTNERS

## eXponent Workshops *ARTIFICIAL INTELLIGENCE*

Artificial intelligence (AI) has the potential to reshape the 21<sup>st</sup> century in the way electricity and the Internet transformed life in the 20<sup>th</sup> century. As a set of technologies that are inspired by biological systems, AI gives computers human-like abilities related to seeing, reasoning, hearing, and learning. It changes how we interact with technology as machines perform a wider range of tasks, in many cases doing a better job than humans.

AI encompasses technologies like machine learning, deep learning, natural language processing (NLP), computer vision, machine reasoning, and strong AI. AI resurged following investments by the Internet giants who after dominating their domains are expanding into adjacent markets raising both new opportunities and creating new threats to incumbent industries.

In this workshop, Xona Partners, based on over three decades of heavy involvement in all aspects of AI – research, product development and investments – across 5 continents and multiple industry sectors, will focus setting the foundation for companies to develop their AI strategy:

- **Overview of the industry and the Top 10 AI market trends to watch in 2018 and beyond**
- **AI 101: a look under the covers at what is enabling AI from hardware to software**
- **AI investor or entrepreneur: how-to guide to valuation, investment and M&A**
- **AI case studies : Implementation and results from AI projects**

Customization: Additional topics could be added and modifications made to tailor the workshop experience to specific requirements.

Duration: half-day (abridged), or full day option.



Strategic Advisory ✘ Technical Diligence ✘ Education

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## eXponent Workshops

**eXponent workshops leverage Xona Partners knowledge base to enable executives in technology companies to acquire knowledge in adjacent technologies that could impact their business. We provide factual insights into emerging technologies to differentiate hype from reality and to assess threat and opportunity.**

### **Thirst for Answers**

The deluge of information, often inaccurate, is making decision making and execution increasingly more complex for companies. Technologies and markets are harder than ever to grasp and to distinguish hype from reality. Gaining depth in new subject matter can seem to be a daunting task -- investing time and resources to grasp fundamental concepts needs to come from trusted sources.

### **Empowered to Decide**

To help executives make better business decisions related to technology, Xona has developed eXponent, a learning and development practice designed to offer fundamental understanding of how different technology can impact strategic initiatives and investments. Through eXponent, we empower executives to make better decisions by demystifying ever-changing technologies and their impact on markets. eXponent is offered as a predefined workshop or through a bespoke knowledge-transfer that drive results. Our global reach allows us to connect in person, at a location convenient for you.

### **About Xona Partners**

Xona Partners has been the trusted advisor guiding executives, investors and board members in developing and executing strategic growth opportunities, mergers and acquisitions, and exploring new frontiers -- all with solid analysis and an unparalleled depth of understanding markets and technologies by leveraging the multidisciplinary and long experience of its team. Xona was founded in 2013 by a team of seasoned technologists and startup founders, managing directors in global ventures, and investment advisors. Drawing on its founders' cross-functional expertise, Xona offers a unique multidisciplinary integrative technology and investment advisory service to private equity and venture funds, technology corporations, as well as regulators and public sector organizations.

For more information, go to: [www.xonapartners.com/exponent](http://www.xonapartners.com/exponent)

Contact us to schedule your workshop: [advisors@xonapartners.com](mailto:advisors@xonapartners.com)

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