Alianța Timișoara Universitară

Ministerul Cercetării, Inovării și Digitalizării

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# Smart Diaspora 2023

**10 - 13 Aprilie 2023, Timișoara**

www.diaspora-stiintifica.ro

Eveniment aflat sub înaltul patronaj al Președintelui României

Universitatea de Vest din Timișoara

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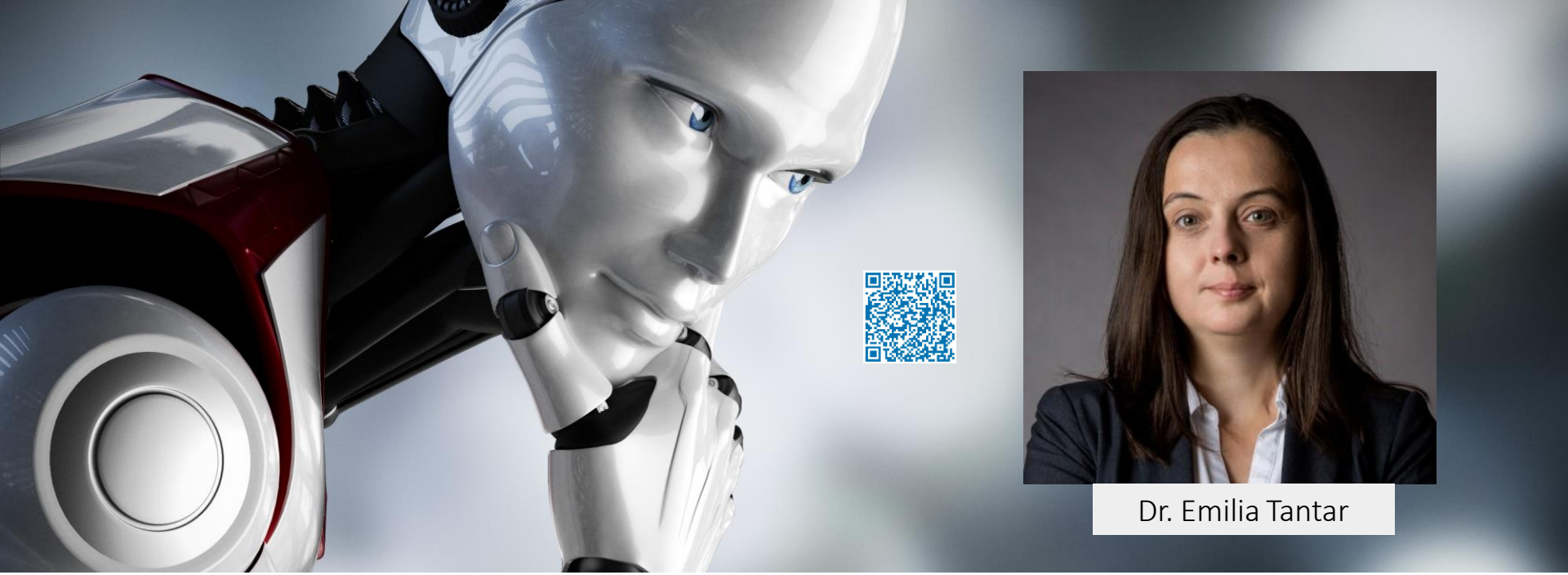



Dr. Emilia Tantar

# Our AI SME journey, as Uni.lu spin-off


Dr. Emilia Tantar

*Chief Data and Artificial Intelligence Officer/co-founder ,* **Black Swan LUX S.A.**

**Head of Delegation** and President of **National Mirror Committee Luxembourg** in AI standardisation

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# STATEMENT OF PURPOSE

Black Swan LUX

*The purpose of the herein document is to offer a high-level view on aspects within AI standardisation, business implications [compiling a number of normative documents and articles on AI], with a main focus on societal and business-related implications. The presentation is intended for dissemination within the limits of the Smart Diaspora 2023 only. Where applicable, [public domain] external materials are credited and links are provided to allow referring to the respective originating works.*

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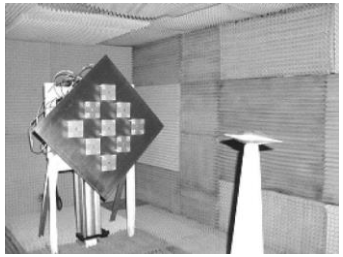

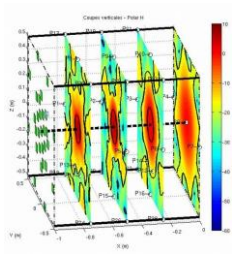

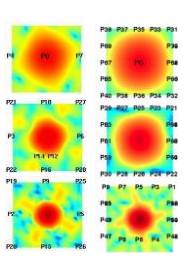

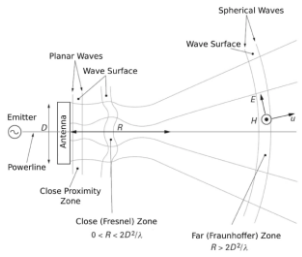


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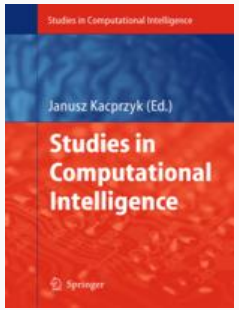


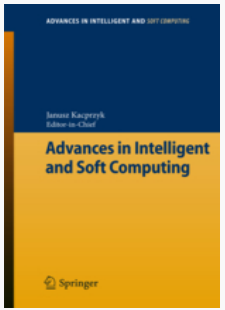

uni.lu | SNT securityandtrust.lu

CREOS-SNT Scada security lab

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# Black Swan LUX S.A. - our journey as SME in AI

- July 1st 2015 : jump start of a Proof-of-Concept FNR/Uni.lu
- December 2015-February 2016 : first pilot with Senior Living Group, Edelweiss
- 2016-2017: pilot run with CPAS Woluwe Saint-Lambert (Brussels), 1st client
- 2017 - Launch of SafeLiveApp (www.safeliveapp.com) and framework agreements with various service providers in Europe and USA

Our differentiators (2015-2017)

- High-level of trustworthiness
  - top-notch robustness, privacy and safety (i.e. no data transfer between wearable devices and cloud)
- Our advanced AI Know-How

Does the market care about AI trustworthiness in 2015-2017?

…not really

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# Black Swan LUX S.A. - team

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Understands *You*

Unique profile, *You*

*model driven*

NO predefined profile

*no thresholds*

AI automatic distress call

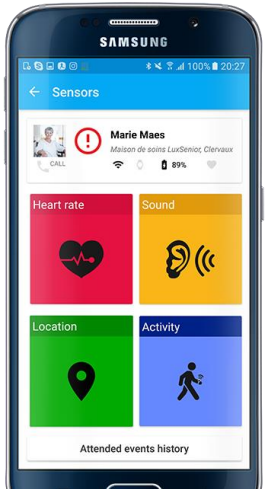
*AI at your wrist*

Continuous 24/7

secure

Privacy by design

No data is stored




uni.lu UNIVERSITÉ DU LUXEMBOURG
Fonds National de la Recherche Luxembourg
PoC PROOF OF CONCEPT

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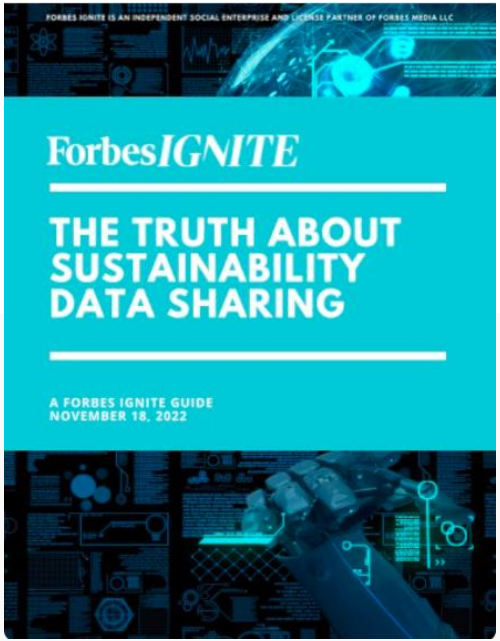
Responsible AI communication and advisory (Forbes Ignite, WEF, UNDP, European Commission, European Parliament)



European Commission (DG-CNECT), 2017
Launch of Digital Skills and Jobs Coalition

European Parliament, 2018
Assessing EU's AI strategy

EC ICT proposers Day, Budapest,2017
AI and Startups panel

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# Three layered EU approach

**Co-chair** EU Digital SME Alliance Focus Group on AI

Small Business Standards (**SBS**) **fellow and representative in European and international AI standardization**

**Evaluation and monitoring for European Commission of investments on** data, artificial intelligence and other related topics (i.e. Marie Curie actions, H2020, Horizon Europe)

DIGITAL SME FG AI Focus Group Artificial Intelligence

An initiative together with the European Commission's Joint Research Centre

Small Business Standards

Co-financed by the European Commission and the European Free Trade Association

EFTA

AI4EU

# AI Standardization for an SME – our path

## Our strategy:

*Select 3-4 relevant standardisation initiatives and actively engage.*

- CEN and CENELEC JTC 21 (since June 2021)

**Convenor WG2 "Operational aspects"**
**Editor TR "AI Conformity assessment"**
Convenor CEN/CLC FGAI Ad-hoc on AI conformity assessment (2020-2021)
**Head of delegation Luxembourg and president of National Mirror Committee Luxembourg in AI standardisation**

- EU Observatory of ICT Standards

- ISO/IEC JTC1/SC 42

- IEC SEG 10 (2020-2021)

- ***National level***

- European standards from *CEN CENELEC* Focus Group on AI and JTC 21

- International standards from *ISO*/IEC and IEC SEG 10

# Black Swan LUX S.A. - How the National AI policy supports our path

Anomaly detection
**Black Swan LUX CORE**
Semantic agnostic

## Human capital *(We trust what we understand)*

- Build trust at the board level
- Black Swan LUX S.A. supports up-skilling for the boards
- Extended our offer as to include training for industrial actors, focusing on boards
- Collaboration with ILA - Institut Luxembourgeois des Administrateurs

## Framework for trust

- Black Swan anomaly detection core and simulated data can serve as test bed for AI conformity assessment, we can serve as testing and experimentation sets
- We actively engage with FEDIL, the voice of Luxembourg industry

## Standardization

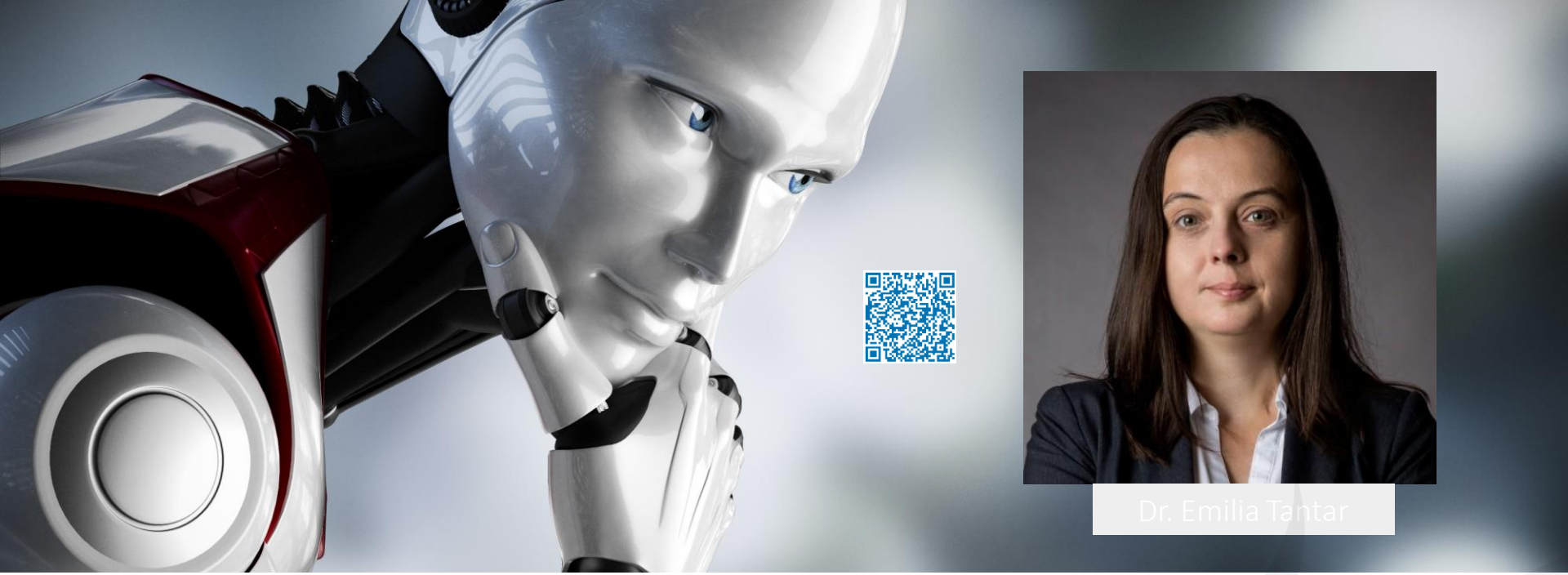
- Luxembourg supports SME participation in standardization, free of charge
- Building on our experience we actively engage in standardization and upcoming conformity assessment

# Take aways

Upskilling

EU AI Legislation, Standards to support regulation

Find your own path, no unique solution for startups and SMEs





Dr. Emilia Tantar

Black Swan
LUX

# Thank you!

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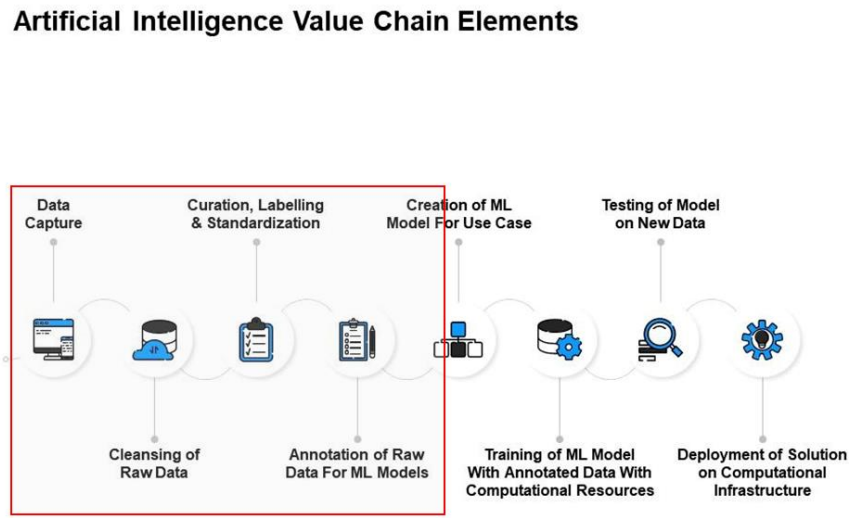
Where are the humans in the loop?

# Knowledge: a critical part of the AI value chain

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