

DRAFT ACTION Plan

Artificial Intelligence 2010 - “From the Lab to the Desktop”

co - Host
ICT Council



co - Organizer
DSA

The **Alberta Council of Technologies** annually adopts a technology viewed as emerging and potentially “disruptive” with the objectives to: (1) demystify the technology for the public (2) advance commercialization of the technology and (3) anticipate the technology’s socio-economic and eco-energy implications.

The processes adopted for achieving these objectives must reflect the neutral role of ABCtech as an “honest broker” and achieve collaboration among public and private interests, and improved industry leadership. Former technologies have included: rural broadband in Alberta - 2007, fusion energy - 2008, and stem cell therapies - 2009. The technology selected for 2010 is “Artificial Intelligence.”

Selection criteria include:

- That the technology has a complex and often controversial history with the public. Why? Controversy garners interest and indicates that there are already issues to be resolved.
- That the transition of the technology from academic research to market driven applications is imminent
- That the applications will have significant disruptive socio-economic and/or eco-energy impact.

About Artificial intelligence. Our assessment is that the term is well worn and signifies many things to many people. In the public mind, the market, AI is full of unfulfilled promises. But technologies termed “artificial intelligence” are emerging – cloud computing, data mining, robotics, nano-bots, etc.

Partnering for Success. We are seeking partners for conducting a public campaign involving a series of activities that have proven to garner public education and industry attention. It is essential that the process of public education conducted by an “honest broker,” without special or self-serving interests. **Government is informed throughout but is not expected to participate in any capacity other than as an observer.** The process involves soliciting Patrons and engaging Corporate (and Marketing) Sponsors as advisors and as sources of Campaign revenue and access to market.

LEADERSHIP
“ready”

TECHNOLOGY
“aim”

MARKET

INDUSTRY
“fire!”

Campaign features follow:

A. Planning - Collaborative leadership from the beginning

Establish a Steering Committee comprised of research (content leaders) and public interests (network leaders), chaired by the hosts for the purpose of generating content and signing off on various phases of the Campaign.

B. Phase One. Understanding the status of the technology, the Product

Conduct a public forum with a research focus for better understanding the technology, the problems and the promise, including the status of the research particularly in Alberta and barriers to commercialization. The target audience is the public but this, the initial forum, is most appealing to the research community and corporate interests. Government attends as an observer. The event is conducted at facilities of the Alberta Research Council in Edmonton and Calgary. Some “public and special interests,” can be expected as the event is “free” and marketed to the public through media releases via Troy Media, ABCtech’s Directory and that of the co-host - the ICT Council, Corporate and Marketing Sponsors.

Planning sessions for Phase Two are conducted for invited attendees of the first forum in Calgary and Edmonton. The sessions serve to evaluate the forums, identifying issues in need of clarification and resolution, issues of interest to the public and markets and engage volunteers. The session is advisory to the design of the subsequent Public Forum with a focus on the market, those likely to be effected by the technology.

C. Phase Two. Engaging the public and special interests, the Market

Conduct a public forum with a customer focus for better understanding the technology, from the perspective of the customer in terms of the applications promise and problems, and their socio-economic and eco-energy implications. These live forums, conducted back-to-back in Edmonton and Calgary, are in public places with the second forum simulcast over Internet. Significant marketing is warranted to drive traffic to the forums and to the webcast that exposes the event to a pan-Alberta and North American market.

D. Phase Three. Emergence of the industry

A Planning Committee is drawn from sustaining interests for the design and conduct a year later of a National Conference on resolving the barriers to commercialization and organized around issues with a plenary session for crafting an Action Plan.

The National forum of research and public interests is conducted in Edmonton OR Calgary. Revenues garnered from the prior events are used to bridge finance the National event along with the solicitation of Corporate and Marketing sponsors and patrons. A professional event manager is contracted through the bridge financing.

ABCtech hands off the resulting Plan to a National Committee/Organization for execution thus concluding its role in facilitating the industry-building initiative.

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In 2012, the three thrusts (Energy - Fusion, Life Sciences - Stem Cells, ICT - Artificial Intelligence) will be re-engaged for concluding a National Conference to address the broad implications of the increasingly rapid and continuing emergence of potentially disruptive technologies.