



CELTIC-NEXT Proposers Day

25th September 2019, Istanbul



Pitch of the Project Proposal

AI enabled D2C

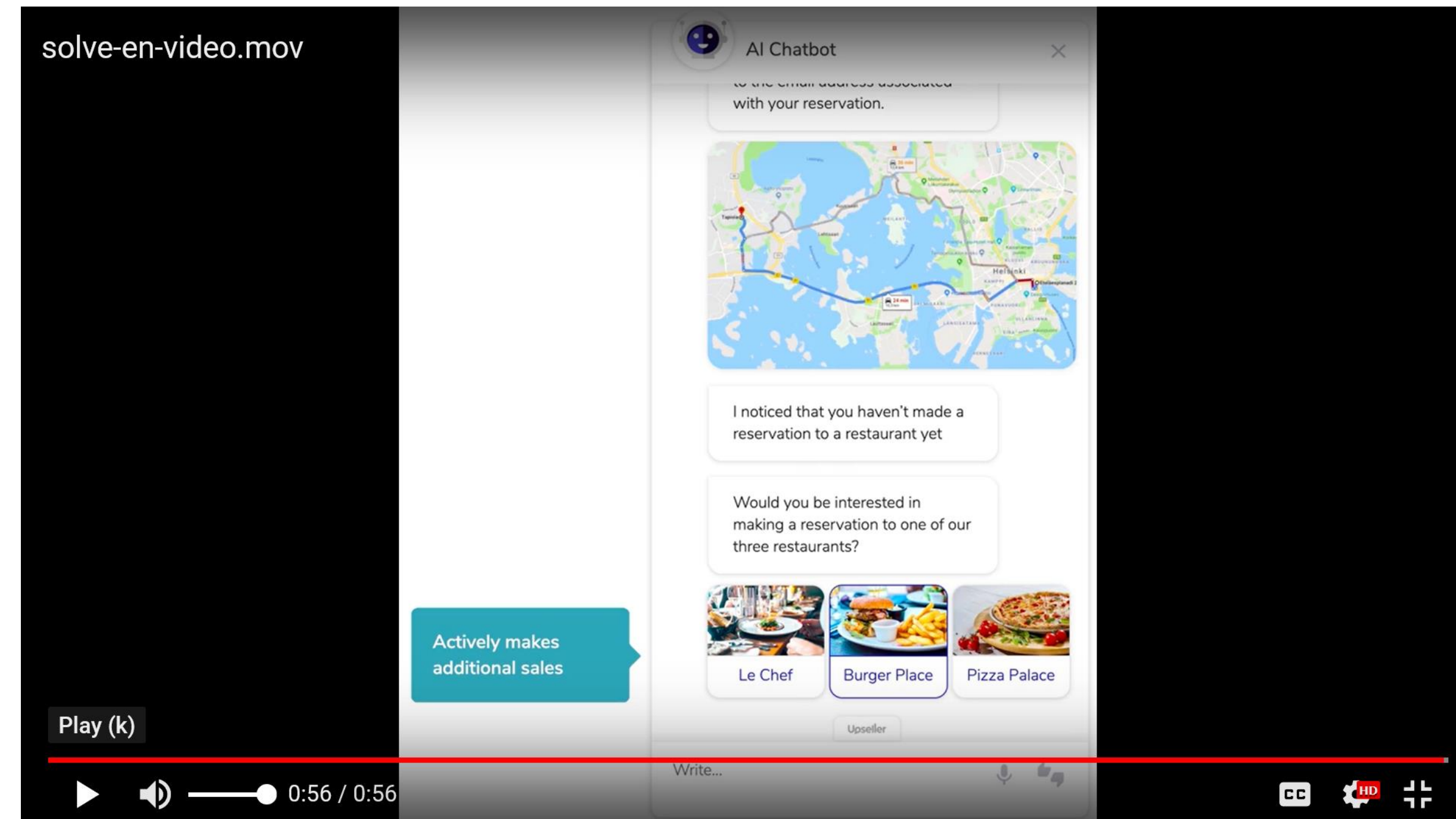
LAMK

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Proposal Introduction (1)

Goal is to enable producers / manufactures of services and products to market and sell them directly to consumers by utilising AI technologies.

- *How to define / find potential customers?*
- *How to identify customer need?*
- *How to make customer experience pleasant?*
- *How to organise logistics?*
- *What are requirements for business ecosystem?*



- *What are needed tools?*
- *Can we automate whole process from identifying a customer, fill customers needs, receive the payment, deliver the product?*

Proposal Introduction (2)



CELTIC-NEXT
Next Generation Telecommunications

Goal to develop a set of prototype tools to enable automated product marketing, sales and delivery to a customer by utilizing available digital channels such as social media tools.

*Project duration 36 months
2020 - 2023*

Line

In Japan 218M users alone

Snow

South-Korea, China, Taiwan, Japan, Indonesia, Hong Kong

Sina Weibo

China

WeChSina Weibo

China

at

China, South-East Asia,

South Africa



**Facebook,
Twitter,
YouTube,
Pinterest,
Instargram,
Vkontakte,
Google+**

AI laboratory

Recent results

- *Micro weather analyser from live video feed: rain, sun, snow, ice*
- *Traffic counter from video feed: pedestrian, bicycle, car, bus and direction of a traffic*
- *Realtime health analyser*
 - *From live video feed: can person move, is person fallen, general health condition, speech recognition for emergency service.*
- *CO2 analyser for mobility. Measures in real time users CO2 emissions while mobile. Recognizes walking, bicycling, car, bus, train, tram and metro.*
- <https://www.smartlahti.fi/citicap/>

Partners



Partners:

Upseller Oy, Finland

- AI chat bot services

LAB Oy, Finland

- AI

solutions/technologies

Interested Eureka countries:

Turkey

Canada

South-Korea

All types of partners are welcome to contribute

Contact Info



For more information and for interest to participate please contact:

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Presentation available via:

