

Impact the future with AI

Providing responsible and
impactful AI solutions at scale

Our guiding principles



Responsible leadership with AI

We commit to build technology which allows everyone to act responsible and take ownership for future solutions with the use of AI.



Empowering transparency while respecting privacy

We commit to build technology which foster transparency while respecting privacy and enables organizations to scale with AI.



Compliance by design

We commit to build technology which is designed by governance and comply with laws, regulations, warranting that an organization acts best-in class.

OUR LOCATIONS

We are in 5 countries and growing



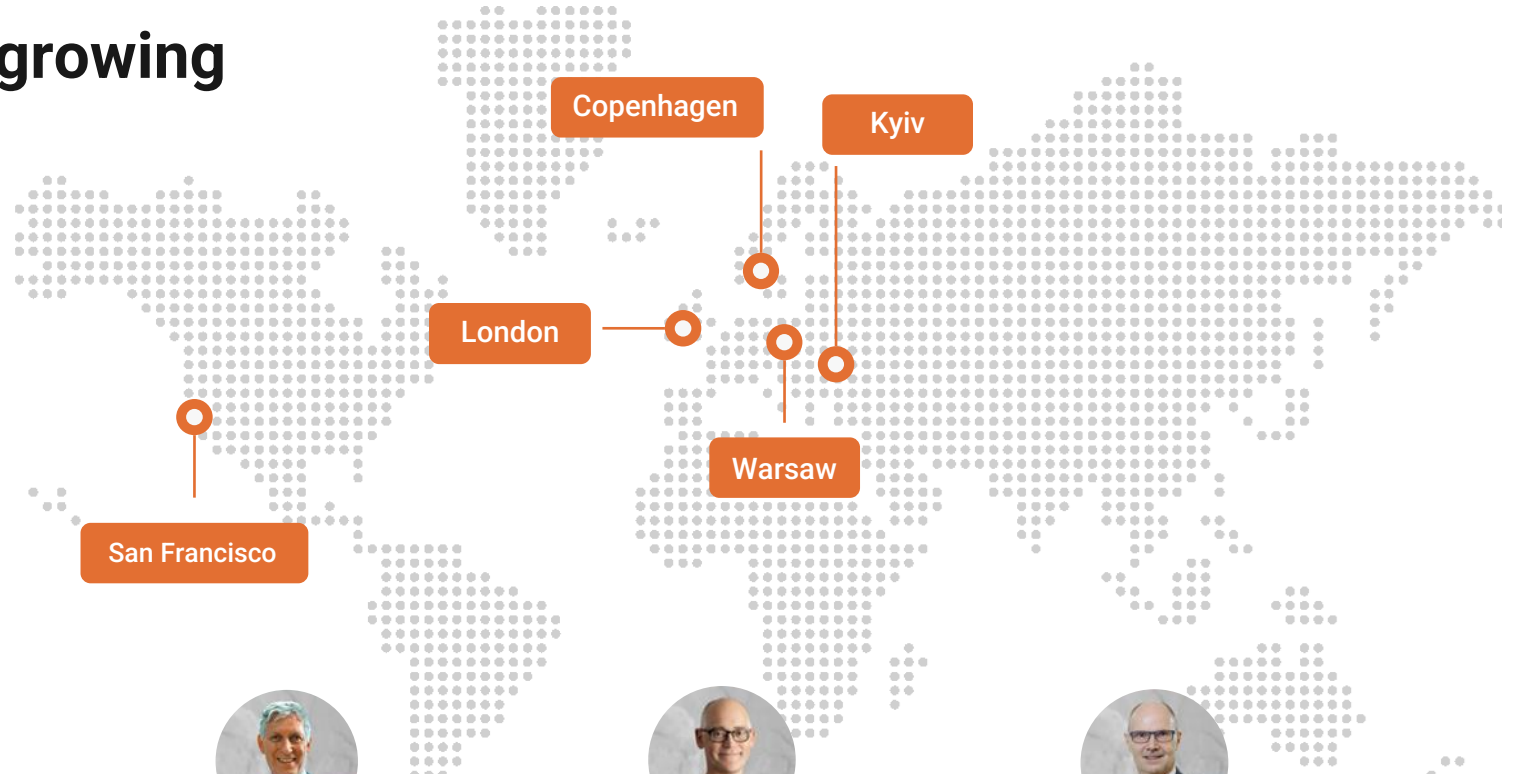
60+
Employees



70+
Projects



20+
Active Platforms



Peter Soendergaard
CHAIRMAN OF THE BOARD

Former EVP Research &
Advisory at:



Danny Lange
BOARD MEMBER

Head of Machine
Learning at:



Mikael Munck
CEO & FOUNDER

Former Global Head of
Technology & Operations at:



VALUE CREATION

The problems we solve

Value from AI

- AI in production
- AI that is scalable, and cost effective
- AI in operation: AI model life-cycle management

Governance, Risk & Compliance for AI

- Data and AI Governance, to support new global laws, regulations and guidelines
- Governance, Risk & Compliance (GRC) for AI

Four years ago, people were asking, **What is AI?**

A year ago, people wanted to learn how to **trial minimum viable AI-fueled products.**

This year, the questions focused on **how to get more value from AI.**

NICOLAUS HENKEANDPAUL WILLMOTT

CLIENTS & PARTNERSHIPS

Delivering tangible business results through AI



50+

Clients across industries



BETTERNOW



enowa



Lån & Spar



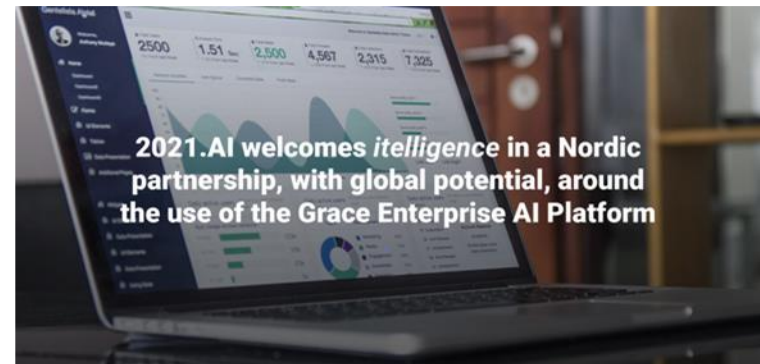
NUVVE



Velliv



2021.AI will collaborate with Jyske Bank to implement the Grace AI platform



2021.AI welcomes intelligence in a Nordic partnership, with global potential, around the use of the Grace Enterprise AI Platform



2021.AI delivers AI platform for the responsible use of disruptive technologies in the public sector

RETAIL USE CASE

Personalization & Customer Insights

Using AI & machine learning, models can be trained to aid retailers in the following areas:

Client faced: Product Listings, Notifications, Re-targeting, Handpicked for me, Fashion Feed, Offers & Promotions

Retailer analytics: Marketing Research, Content Design, Campaign targeting, Audience Monetization, Brand Benchmarking, Category Planning

Method: Multiple user profiles (long-term (taste), short-term (intent), Vector representation for items, Feature based Matrix Factorization.

Research shows:

- 90% find personalized marketing somewhat or very appealing
- 80% are more likely to make a purchase if the company if it offers personalized experiences
- 72% Will only engage with personalized content



RETAIL USE CASE

Demand forecasting

Using AI & machine learning, models can be trained to accurately forecast future demand.

Many staple goods are perishable and hence overstocking leads to increased cost and understocking leads to missed revenue.

An accurate real time demand forecast that quickly adapts to changes in consumer tastes provides managers with the optimal conditions for avoiding under- and overstocking.

Retail giants such as Amazon and Walmart has demand forecasting as an integral part of their business to better plan and optimize operations.

Successfully implementing AI-enabled supply-chain management has enabled early adopters to improve logistics costs by 15 percent, inventory levels by 35 percent, and service levels by 65 percent, compared with slower-moving competitors.



RETAIL USE CASE

Dynamic Pricing

Using AI & machine learning, models can be trained to help choose the optimal pricing strategy.

Models can be used to visualize/simulate likely outcomes for multiple pricing strategies.

The price can be forecasted taking numerous variables into account such as seasonal trends, product characteristics, the release date of a new model etc.

eBay today optimizes their prices using AI systems that dynamically adjusts prices and promotions according to information obtained.

Research shows that sales typically grow 2 to 5 percent and margins increase with 5 to 10 percent.



AI ENHANCED RETAIL

How to get started

In 2021, AI we have experience in working with and successfully adapting and delivering advanced machine learning models to companies and enterprises, enabling the IT/ITOps teams to cater for these. The AI models will automatically re-train on new data when available, ensuring optimal and up-to-date performance.



Our Approach

- We have a library of pre-build models and use cases
- No prior AI or machine learning experience needed
- We help you build the business case
- Our Grace AI platform can cater for multiple models
- Full Governance and Compliance (incl. GDPR and EU AI Act)
- Support for multiple types of good and regions
- Possibility to build your own model development

2021 AI GRACE Asset Store

Asset Store

ALL TYPES PRETRAINED MODEL MODEL ACCELERATOR PIPELINE STANDALONE **GOVERNANCE**

ADD NEW

Smart Dubai AI Principles & Ethics

Governance

Duba's Ethical AI Toolkit provides practical help across ecosystem. It supports industry, academia and individuals in understanding how AI systems can be used responsibly. It consists of principles and guidelines, and a self-assessment tool for developers to assess their platforms.

nmo Aug 26th, 2021

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MAS FEAT Principles

Governance

Principles to Promote Fairness, Ethics, Accountability and Transparency (FEAT) in the Use of Artificial Intelligence and Data Analytics in Singapore's Financial Sector

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FATF Recommendations

Governance

As amended June 2021. The FATF Recommendations set out a comprehensive and consistent framework of measures which countries should implement in order to combat money laundering and terrorist financing, as well as the financing of proliferation of weapons of mass destruction.

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Markets in Crypto-Assets (MiCA)

Governance

The European Commission's Regulation of Markets in Crypto-assets (MiCA) proposal is a regulatory framework developed since 2018 to help regulate currently out-of-scope crypto-assets

DPJA Assessment

Governance

A Data Protection Impact Assessment (DPIA) is required under the GDPR any time you begin a new project that is likely to involve "a high risk" to other people's personal information.

Installed into 1 project

AI ENHANCED RETAIL

Additional Use Cases

- Recommender engine
- Employees load planning
- Employee engagement & employee churn prevention
- Customer engagement
- Customer Churn
- Alternatives - Next best item
- New item pricing recommender
- Warehouse optimization
- Fraud prevention
- Your custom use case (AI Opportunity Mapping Workshop)

