

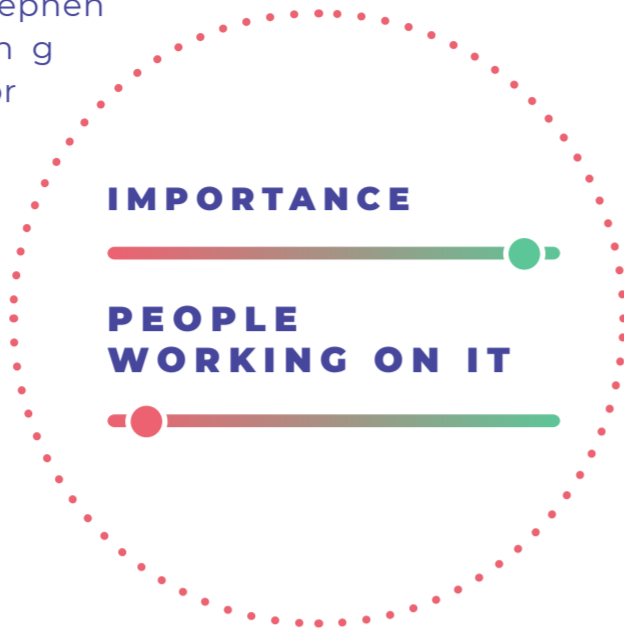
1 The background

Downloading...

A growing number of experts ranging from Elon Musk to Stephen Hawking

believe that the next revolution for mankind will occur during the 21st century, through the invention of artificial intelligence that far surpasses our own.

Effective Altruism says that positively shaping the development of artificial intelligence is one of the top priorities of humanity. AI is categorised as an area that is extremely neglected, and has an enormous impact.



2 From neglected to regarded

Seeing

From discussions with the most prominent researchers, professors and industry experts in AI, we understood that the investments and development in the technology are driven by a few of the largest tech companies and some elite universities. The average person has little to none knowledge on the future of the technology, or how AI affects their life today.



A technology powerful enough to be compared to electricity or fire, cannot be governed by a handful of people.

3 Understanding the barriers

Sensing

We understood that the main barrier keeping AI neglected is the technical expertise needed in computer science and statistics to fully work with the technology. This makes people believe that understanding the usage of AI is advanced when actually, it is not.

- 1 AI knowledge is only supplied to skilled in engineers
- 2 There is no introductory AI course available
- 3 Few understand the magnitude of disruption AI can bring.

4 Our Vision

Crystallizing

A technology powerful enough to be compared to electricity or fire, cannot be governed by a handful of people.

We believe participation on a global scale with all facets of society represented is needed to acquire a fair chance to make AI beneficial for humanity.

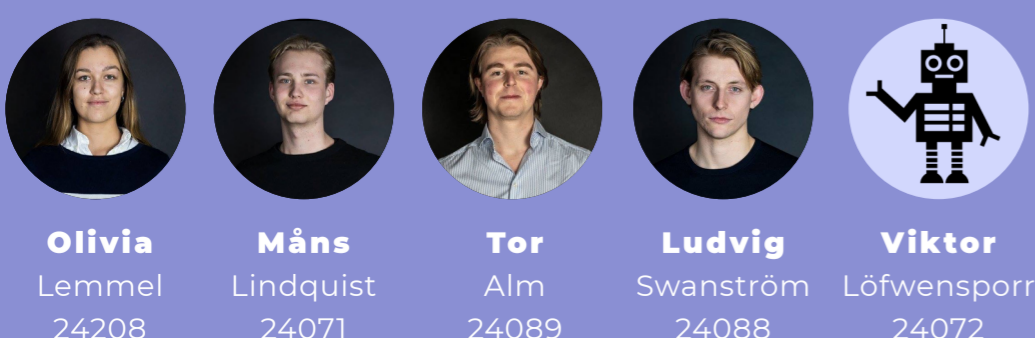
We realized we needed to democratize access to AI knowledge in Sweden and that we were in the perfect position to start the initiative. As students of the Global Challenges course, we have a credible and transparent non-profit motive to bring together all sectors of society.

We set up a concrete mission: to educate at least 1% of the Swedish population within AI during 2019.

SDGs



THE TEAM



The AI Challenge

How to educate a country

7 Scaling up

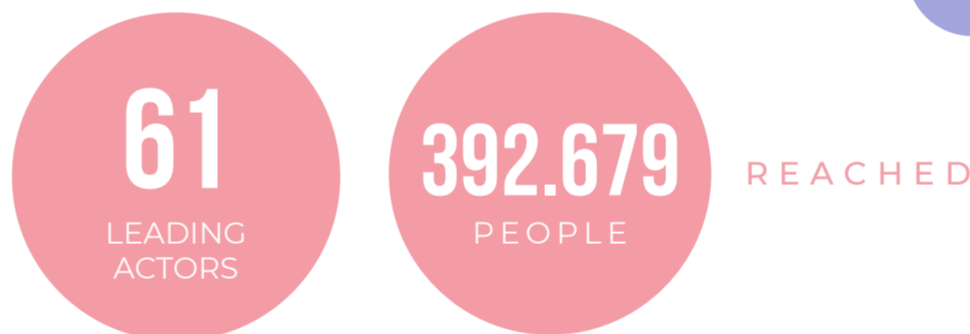
This fall we challenge UK and Canada to educate 1% of their populations in the basics of AI. Along The Challenge we will give them a gift that consist our learnings of addressing the challenge. Our gift will consist of our prototype for making the neglected area of AI that need to be addressed today, become regarded within all levels of society, all over the world!



6 IMPACT

Performing

We can now proudly present that we have gone from AI being neglected in Sweden to being absolutely prioritized. We have gathered gatekeepers in all sectors of society educating their employees. We have a total partnership with 61 leading actors, with over 392.679 directly being encouraged taking the course; making it one of the largest educational efforts in Sweden ever!



5 Our Prototype

Prototyping

Non-profits

Companies

Government

Academia



While researching AI, we came across the online course "Elements of AI", which in Finland last year became a huge success with more than 1% of the population participating in the course. Now VINNOVA, the innovation agency in Sweden, wanted to bring this course to here, and what's more: they needed help.

We used theories within marketing and management to build a prototype for rallying non-profits, companies, state actors and individuals towards a common goal of a broadening understanding of AI in all levels of society.