

**BAYES**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

**Bayes Innovate**

# Entrepreneurship in the era of AI

13 March 2024

[ Always learning ]

Bayes Innovate is an annual event hosted by Bayes Business School, exploring entrepreneurship, innovation and creative leadership. Our 2024 Bayes Innovate conference will be focused on 'Entrepreneurship in the Era of AI', where we will have experts sharing knowledge, business best practices and applications of AI in the entrepreneurship space.



### Keynote speaker:

David King is Co-CEO and Co-Founder of Artificial, a leading provider of algorithmic underwriting technology to the Lloyd's and global markets.

With two decades' experience in the technology and insurance sectors, King has made significant contributions to modernising the industry.

He started his career in digital advertising before moving to the insurance space, with a strong focus throughout on innovative applications of new technology.

After serving as Director of Sure Insurance Services, he ventured into entrepreneurship by founding the data applications company Data Stripes. In 2013 he established Artificial with partner Johnny Bridges, serving as Chief Commercial Officer until 2023.

He helped steer the company through its £9.5M Series A round in 2022, its £8M Series A+ round in January 2024 and has established partnerships with Aon, BMS, Lockton, Convex, Chaucer, PPL and more.

King has also served as an Officer in the British Army and graduated from Cambridge Judge Business School.

**artificial.**

## Programme

12:15-13:15	<b>Registration and light lunch</b>
13:15-13:30	<b>Welcome to Bayes Innovate</b> <i>Aurore Hochard, Head of Entrepreneurship &amp; Prof André Spicer, Executive Dean at Bayes Business School</i>
13:30-14:00	<b>Introductory Keynote</b> <b>Navigating the startup landscape: 10 years from the stone age to AI</b> <i>David King, co-founder and CEO of Artificial</i>

Conference splits into Panels/Talks/Workshops


14:15-15:00	<p><b>Panel (1A)</b> <b>Fintechs leveraging AI in pursuit of our (human) well-being</b></p> <p><b>Moderator</b> <i>Dr Paulina Roszkowska, Lecturer and Senior Researcher, M&amp;A Research Centre at Bayes Business School</i></p> <p><b>Panellists</b> <i>Sanchit Dhote, Investment Manager at Outward VC</i> <i>Stefano Gorla, PhD, Co-Founder &amp; CTO at Thymia Limited</i> <i>Stella Smith, CEO, Founder at Pirkx</i> <i>Andrew Thompson, CTO at Orbital Witness</i></p> <p>Is AI a friend or a foe? What about the perspective when AI is used in relation to our well-being? Especially mental well-being? AI can do amazing things and create efficiencies. But is it already good enough to help us live better lives and not create damage related to biases, exploitation, and harm? In a panel led by Bayes lecturer we will hear from entrepreneurs, fintech executives, and investors about how fintech companies and VCs (and not only) leverage AI in pursuit of our well-being.</p>
	<p><b>Workshop (1B)</b> <b>Harnessing AI: Empowering Entrepreneurs for Success (Session 1)</b></p> <p><i>Dr Sara Jones, Reader in Creative Interactive System Design at Bayes Business School and Jafar Sabbah, Teaching Fellow and PhD candidate at Bayes Business School</i></p> <p>How is AI affecting the way entrepreneurs work and operate? This workshop will provide an opportunity for sharing knowledge, experience and applications of AI in the entrepreneurship space.</p> <p>Working with others, you will find out what your personal best use of AI could be: where it might help and where it might get in the way; where AI can do the job, and where you might prefer to keep the humans in control.</p>
	<p><b>Talk (1C)</b> <b>AI and new business models</b></p> <p><i>Prof Gianvito Lanzolla, Professor of Strategy and Digital Transformation at Bayes Business School</i></p> <p>How does AI enable the emergence of new business models? How do these business models look like? What capabilities do companies need to deliver on these new business models? What are the governance challenges of these business models? By addressing these questions, this session will be relevant to entrepreneurs, investors and corporate leaders interested in developing a deeper understanding of some of the key ingredients of successful AI-powered business models.</p>
15:00-15:15	<b>Short Break</b>



15:15-16:00	<p style="text-align: center;"><b>Panel (2A)</b></p> <p style="text-align: center;"><b>AI adoption: Why and how to integrate and promote AI tools in organisations</b></p> <p style="text-align: center;"><b>Moderator</b></p> <p style="text-align: center;"><i>Dr Ruben van Werven, Senior Lecturer in Entrepreneurship and Course Director, MSc Entrepreneurship at Bayes Business School</i></p> <p style="text-align: center;"><b>Panellists</b></p> <p style="text-align: center;"><i>Dr Aneesh Banerjee, Reader in Management at Bayes Business School</i>  <i>Sahil Dhingra, Founder and CEO at Deepreel</i>  <i>Natalia Talkowska, Founder at Natalka Design</i>  <i>Mitul Vadgama, Senior Data &amp; Analytics Strategy Manager at Lloyds Banking Group</i></p> <p>The introduction of new AI tools over the past couple of years has created excitement about their huge potential, but also made people and organisations worried. Will AI take over my job? What if AI tools hallucinate when giving advice to customers or patients? In this panel discussion we will hear from experts about their experiences with integrating AI in the workplace, and find out how they promoted AI adoption and overcame concerns of the people using it.</p>
	<p style="text-align: center;"><b>Workshop (2B)</b></p> <p style="text-align: center;"><b>Harnessing AI: Empowering Entrepreneurs for Success (Session 2)</b></p> <p style="text-align: center;"><i>Dr Sara Jones, Reader in Creative Interactive System Design at Bayes Business School and Jafar Sabbah, Teaching Fellow and PhD candidate at Bayes Business School</i></p> <p>How is AI affecting the way entrepreneurs work and operate?</p> <p>This workshop will provide an opportunity for sharing knowledge, experience and applications of AI in the entrepreneurship space.</p> <p>Working with others, you will find out what your personal best use of AI could be: where it might help and where it might get in the way; where AI can do the job, and where you might prefer to keep the humans in control.</p>
	<p style="text-align: center;"><b>Talk (2C)</b></p> <p style="text-align: center;"><b>Discover how AI can uplift innovation at work and accelerate your objectives</b></p> <p style="text-align: center;"><i>Prof Neil Maiden, Professor of Digital Creativity and Director of the National Centre for Creativity enabled by AI at Bayes Business School</i></p> <p>Featuring an introduction to Business-Sparks™ a new and unparalleled AI tool for entrepreneurs and leaders. We combine curated expertise, from the world-class Bayes Business School, with AI reasoning to provide fast advice for business challenges and business models. Learn how to access the tool for free and apply its powerful AI to your business.</p> <p>This ground-breaking app is presented by Neil Maiden, Professor of Digital Creativity and Director of the National Centre for Creativity enabled by AI.</p>
16:00-16:15	<p><b>Short Break</b></p>
16:15-17:00	<p style="text-align: center;"><b>How have Data and Machine Learning changed the way we do business?</b></p> <p style="text-align: center;"><i>Dr Dimitris Paraskevopoulos, Reader in Operations and Supply Chain Management at Bayes Business School</i></p> <p>This interactive talk will be based on real business cases from different sectors to showcase the power of data and machine learning and demonstrate how to apply analytics tools to make data-informed business decisions.</p>
17:00-18:00	<p><b>Networking over drinks and nibbles</b></p>



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All the information contained within this brochure was correct at the time of going to print.