# AI acceleration program @ CSO

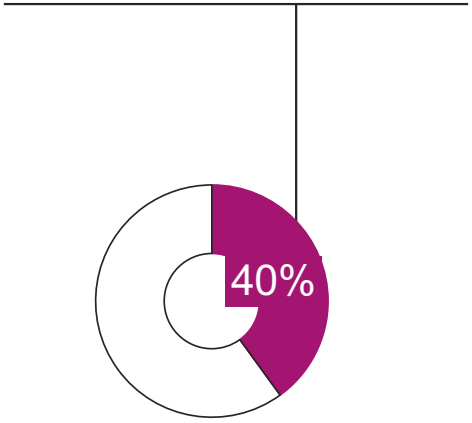
Chair for Strategy and Organization
TUM School of Management
Technical University of Munich
August 2024



# Accelerating AI adoption can have a significant impact on your business – studies show +40% increase in productivity and higher creativity

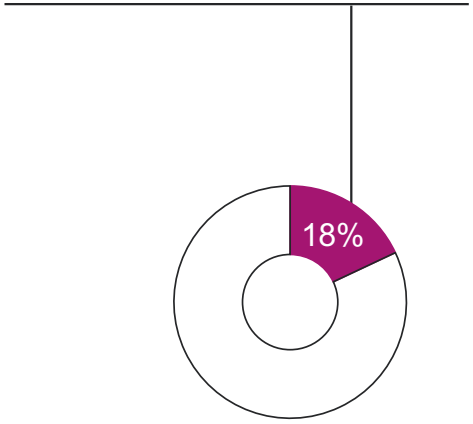
**+40%**

**productivity increase** in writing tasks at an intermediate level is possible




**+18%**

**improvement in text quality** and more creativity is possible using GenAI




**However, to achieve the benefits of AI, companies need to master the challenges:**

**Knowledge gap:** Keeping up with the rapid advancements in AI technologies and understanding how to effectively leverage them

**Talent gap:** Finding and retaining professionals with the right soft skills and mindset who can implement AI solutions and drive innovation

*Detailed next*

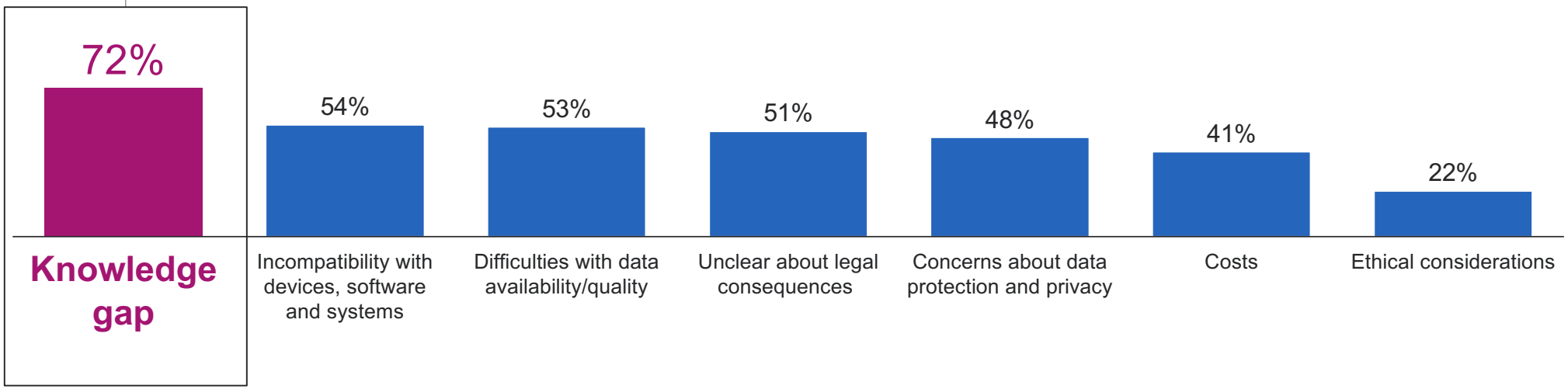
Source: Noy, S., & Zhang, W. (2023). Experimental evidence on the productivity effects of generative artificial intelligence. Science, 381, 187–192; Doshi, A. R., & Hauser, O. (2023). Generative Artificial Intelligence Enhances Creativity. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.4535536

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# **Knowledge gap:** Lack of AI expertise hinders the acceleration of AI use in German companies according to survey

#1

Despite the widespread enthusiasm for AI, many **businesses struggle to keep up with its rapid evolution**. The complexity and pace of AI development create a significant knowledge gap, making it challenging for companies to fully leverage AI's potential



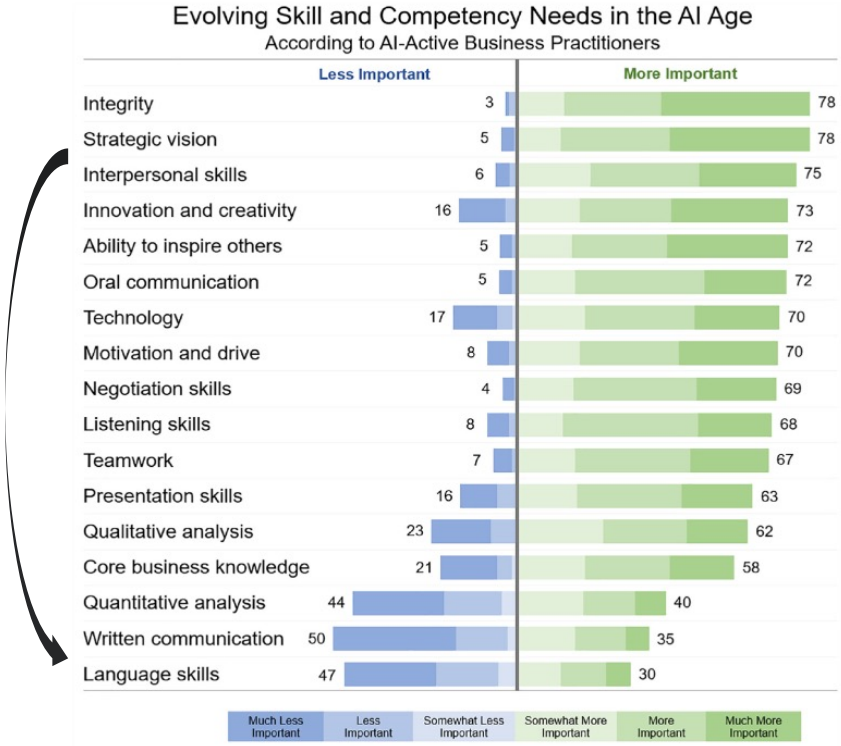

Source: Deloitte (2020). Talent and workforce effects in the age of AI. https://www2.deloitte.com/content/dam/insights/us/articles/6546_talent-and-workforce-effects-in-the-age-of-ai/DI_Talent-and-workforce-effects-in-the-age-of-AI.pdf; IBM Institute Business Value (2023). A new frontier for the future of work. https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/ceo-generative-ai/talent-skills; Destatis (2023). Pressemitteilung Nr. 453 vom 27. November 2023. https://www.destatis.de/DE/Presse/Pressemitteilungen/2023/11/PD23_453_52911.html

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# **Talent gap:** Companies require professionals with the necessary soft skills and mindset to benefit form AI solutions in the long-term

While technical expertise is crucial, **soft skills and mindsets are becoming increasingly important**:

- **Integrity:** Ensuring ethical AI practices and maintaining trustworthiness in all AI-related activities
- **Strategic Vision:** Ability to foresee AI's long-term impact and align AI initiatives with the company's overall goals
- **Interpersonal Skills:** Effectively communicating and collaborating with diverse teams and stakeholders
- **Innovation and Creativity:** Continually seeking new AI applications and creative solutions to complex problems
- …




Survey results from 290 executives from the USA, Germany, Finland and India who use AI at least once a week

Source: Cardon, P., Fleischmann, C., Logemann, M., Heidewald, J., Aritz, J., & Swartz, S. (2023). Competencies Needed by Business Professionals in the AI Age: Character and Communication Lead the Way. Business and Professional Communication Quarterly, 0(0). https://doi.org/10.1177/23294906231208166
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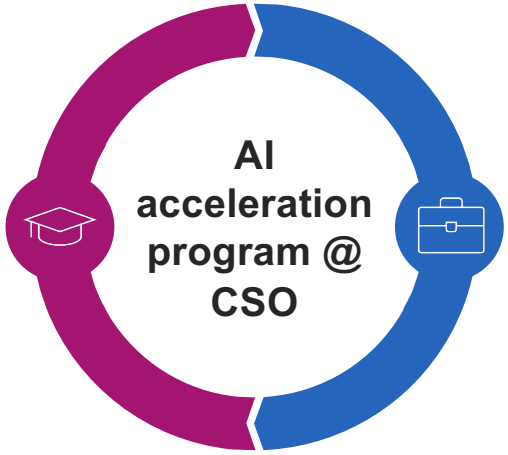
# To address the challenges and enable your company to drive AI efforts, we established our AI acceleration program @ CSO

## CSO Supervision and strong collaboration with our chair

**Motivated Students from the Management and Technology Master's Program**

Guided by our AI researchers, students will analyze and work on your project idea

Students will deliver a comprehensive pitch deck with pre-defined deliverables




**Your representatives who drive AI initiatives within your company**

Your company can showcase your business model to students, fostering meaningful connections and collaborations

## AI acceleration program

Our tailored program addresses the knowledge and talent gap by **connecting companies with motivated students from a leading technical university, guided by our AI researchers**

*Detailed next*

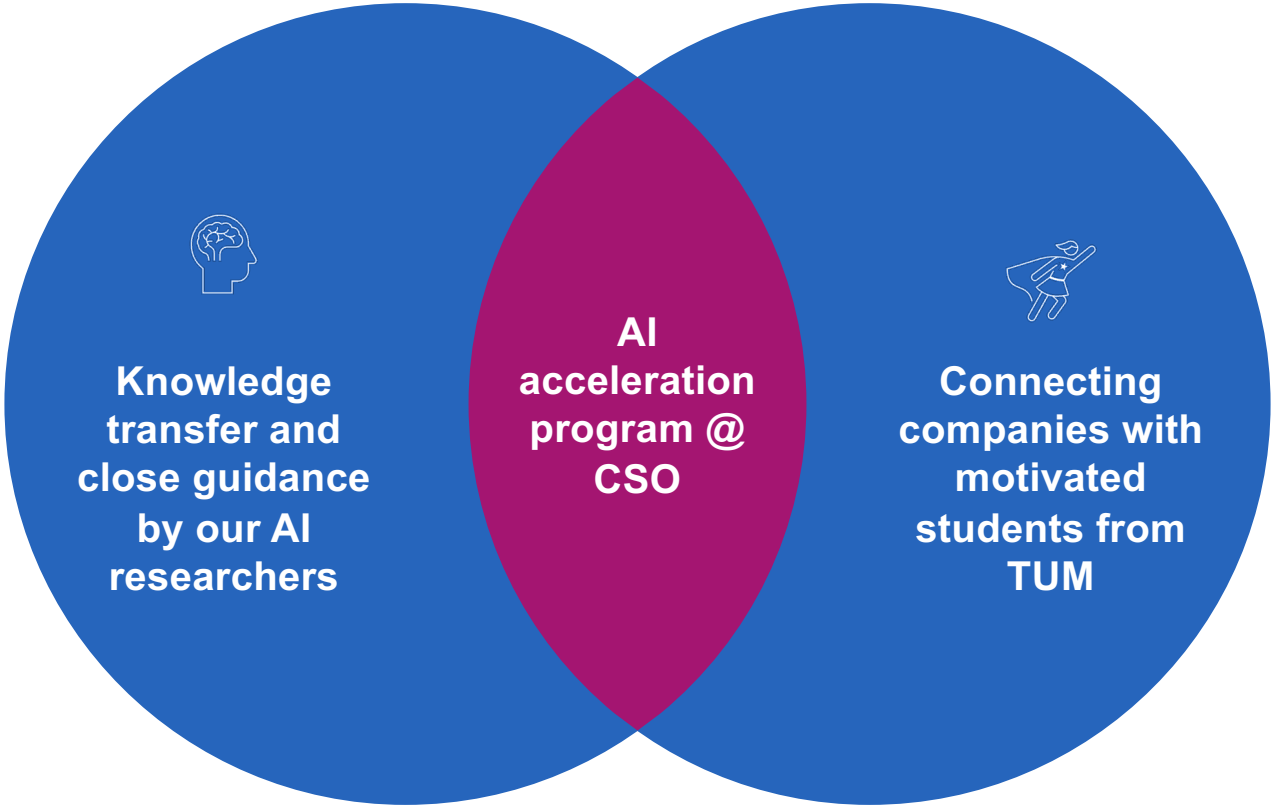
# Our AI acceleration program gives access to AI researchers from TUM and unlocks the potential to engage with TUM’s exceptional talent pool

### Expertise at Your Fingertips: Focused AI Research Group

Our AI researchers consists of doctoral students with deep knowledge and extensive experience in AI, including insights from collaborations with various industries. This ensures that your project benefits from the latest research

### Access to Top Talent: TUM's Talent Pool

Partnering with us gives you access to a large pool of digital and AI talent from TUM, one of the world’s top technical universities. Our students bring the right soft skills and mindset, fresh perspectives, and innovative ideas



# Our roadmap for the AI acceleration program @ CSO from kick-off to final project presentation with an award for the best AI project pitch deck



**The best AI project idea will be selected** by our AI researchers and your representatives through voting at the presentation day

| Topic[1] | Kick-Off 21.11.24 | Planning Phase | Project Work Phase | Project Week 14.1.–17.01.24 | Final Project Presentation |
|---|---|---|---|---|---|
| **Des-cription** | Students will form teams around your pre-defined project ideas that **a representative of your business presents** | AI researchers from our chair will be assigned to their student teams from TUM and jointly **establish a project plan** | **Student teams will work on the project in collaboration** with our AI researchers and company representatives | During project week students will **work intensively on finalizing their project** and deliver a pitch deck at the end | Students will **present finalized project** on the last day of project week to **a representative of your business** |
| **Outcome** | Student teams assigned to project ideas and company representative | Project plan created by teams with clear deliverables and deadlines | Student teams work on defined deliverables from the project plan | Student teams finalize their project and prepare a pitch deck | Final presentation of the pitch deck by each student team |

1 Preliminary dates, subject to change

# To ensure a successful program we require your engagement and collaboration throughout the whole program

## What We Need from You: Active Engagement

For the program to be successful, we require a dedicated person or team from your side to support and facilitate the program internally

This ensures smooth communication and effective project execution from kick-off until the final presentation by the student teams

**Company representative**

Person or team to oversee and support the AI acceleration program from your company

**Frequent Student Interactions**

Regular meetings between your team and the student teams to discuss progress and provide feedback

**Participation in Kick-Off and Final Presentation**

Part of the initial kick-off meeting to clearly communicate your project idea, objectives, and expectations

**Showcase Your Business**

Presentation of your business and key challenges to the students, allowing them to understand your specific context

# We offer flexible partnership packages to suit your needs, with comprehensive support and additional benefits

## Our partnership offering for the AI acceleration program @ CSO

We offer a comprehensive partnership package that provides **access to our AI researchers and TUM's unique talent pool**, ensuring your company receives essential collaboration and project support..

To cover our expenses at the chair and ensure high quality around equipment and location we request a pre-arranged fee upon project agreement.

### Open for your ideas

We are open to discuss **your partnership ideas**

We are happy to include **further additional add-ons** that are relevant for your company

It is also possible to **collaborate on several projects** with us if you have more than one AI project idea

*dependent of projected project requirements

# Let‘s accelerate your AI initiatives together

## Achieve your goals and join our unique AI acceleration program @ CSO



Become part of our AI Acceleration Program and **supercharge your AI initiatives by collaborating with our AI researchers and gain access to TUM's distinctive pool of talented students**, ensuring your projects are driven by cutting-edge knowledge and innovative thinking.

**To submit your project, please fill in the following form:**
https://forms.gle/pNiCadjR141iof5c6

**Or contact us directly:**

- Andrea Capogrosso (andrea.capogrosso@tum.de)
- Lukas Beckenbauer (lukas.beckenbauer@tum.de)

**Final Submission Deadline: 30.10.2024**

# Our Team


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**To get in touch scan the QR code.**

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