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## GATES AND COMPANY FORMS STRATEGIC ALLIANCE TO HELP BUSINESSES LEVERAGE ARTIFICIAL INTELLIGENCE FOR COMPETITIVE ADVANTAGES

**Wilmington, DE** – Gates and Company is pleased to announce that it has executed a strategic alliance agreement with Christian Ehl and Sharad Gandhi, authors of *AI&U: Translating Artificial Intelligence into Business*. The book demystifies artificial intelligence (AI) and helps business leaders understand ways to harness the power of AI to gain sustainable competitive advantages.

Interest from business leaders to have their management team understand and explore concepts outlined in the book led to the alliance between *Gates and Company* and Messrs. Ehl and Gandhi to develop an **AI&U Workshop**. Part of the motivation for the workshop was the observation of a disconnect between business and technology leaders around AI. Business leaders see examples of innovative companies deploying AI to gain advantages, but are unsure how to leverage AI for their own business. Technology leaders are fully aware of the power of AI, but are unable to translate that power into a winning business strategy.

The **AI&U Workshop** is a five-day session that brings business and technology leaders from a single company together to **understand, identify, and assess** opportunities to **apply** AI in their business.



At the end of the workshop, participants have a solid understanding of AI, a prioritized list of opportunities to apply AI to products, services, operations, or marketing activities, and a prototype of the leading solution, complete with voice-of-the-customer testing (see: [www.AIandUworkshop.com](http://www.AIandUworkshop.com)).

AI is just beginning its transformational impact on businesses. And, although many implementations are well-known – consider Apple’s Siri, IBM’s Watson, and Tesla cars – most transformational business applications have not yet begun. The effects of AI in business will be magnified over the next few years as virtually all industries – manufacturing, retail, transportation, financial services, healthcare, advertising, insurance, entertainment, education, and others – transform their core processes and business models to take full advantage of AI.

“We are very excited about how AI can benefit the world in general and businesses in particular, providing differentiation and competitive advantages,” said **David Gates**, President of Gates and Company. “The **AI&U Workshop** combines AI topics with Gates and Company’s extensive experience in strategy facilitation and rapid prototyping into a session that is unique in its focus, brevity, and quality of idea generation and prototype development.”

“Our partnership with Gates and Company will enable us to help businesses on a global scale,” commented **Christian Ehl**, “It is important for all companies, regardless of industry, to learn to embrace AI sooner rather than later. There is still plenty of room for AI business application discovery, but businesses should move quickly so they are not left behind. The **AI&U Workshop** was developed precisely to help companies get going with AI!”

## Artificial Intelligence – CEO Perspectives

*“Artificial Intelligence is an amazing renaissance to technology, business, and society. Machine learning ... will empower and improve every business, every government organization, every philanthropy ... basically, there is not an institution in the world that cannot be improved with machine learning.” - Jeff Bezos, CEO and Founder, Amazon*

*“Artificial intelligence is the key to the digital future of the Volkswagen Group.” - Martin Hofmann, CIO, Volkswagen*

*“In an ‘AI first’ world we are rethinking all our products and applying machine learning and AI to solve user problems. We are doing that across every one of our products.” - Sundar Pichai, CEO, Google*

*“AI is the next platform. All future applications, all future capabilities for all companies will be built on AI.” - Marc Benioff, CEO, Salesforce.com*

*“I see an AI first world ... I think very strongly that intelligent applications will fundamentally change the way you do work in the enterprise and the way you collaborate with your trading partners outside of the enterprise.” - Bill McDermott, CEO, SAP*

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### ABOUT GATES AND COMPANY

With offices near Philadelphia and Munich, Germany, *Gates and Company* is an investment banking and management consulting firm dedicated to helping companies grow. With an impressive track record of helping numerous companies reach their goals, *Gates and Company* specializes in M&A, market research/analysis, growth strategy formulation, business plan development, product/venture launch, financial advisory, and initiatives centered on artificial intelligence. For more information about *Gates and Company* and additional client successes, visit [www.GatesAndCompany.com](http://www.GatesAndCompany.com) and see [www.AIandUworkshop.com](http://www.AIandUworkshop.com) for specific information on the AI&U Workshop.

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### ABOUT CHRISTIAN EHL AND SHARAD GANDHI

**Christian Ehl** is an Internet activist and experienced entrepreneur with a passion for technology and how it transforms our lives and the way we do business. He is working to leverage Artificial Intelligence for a good future by working with various start-ups and corporations on AI projects. In addition to this, he is also involved in the Breakthrough Innovation work with the United Nations and the DO School. Christian is an active business angel and CEO of Hillert Interactive. He holds an electronics engineering degree from the Technical University of Munich and an MBA from Wake Forest University.

**Sharad Gandhi** is a technology philosopher and strategist for creating business value with digital technologies. By education, he is a physicist and electronics engineer and a marketing strategist by profession. He is a global citizen having lived and worked in Europe, USA and India for the best of companies — Intel, IBM, Siemens and Tata. In spite of being passionate about technology, he is aware and concerned about problems that technology creates. However, he believes that eventually technologies like the Internet, AI, robotics, biotech, genetics, new materials and space will help create innovations and solutions for many of our global problems in environment, energy, inequality, poverty, health, and demography.