UNSW Business AI Lab

**How To Engage With Us**

**Problem discovery and insights**
Your business problem can be used as a real-world challenge, or you can be an “external client” to help students develop authentic business AI.

**Finding talent:**
UNSW has internship and career placement programs that provide you with opportunities to engage with, inspire and hire exceptional students.

**Connecting to the ecosystem:**
Hackathon prize money or other sponsorship can attract undergraduate students and PhD students to generate creative ideas and unexpected solutions to problems faced by your business. A hackathon is an intensive program over a day or more, where students (and your staff) generate, validate and prototype creative ideas that solve a challenge problem or scenario.

**Accelerated learning:**
Your engagement with students will create authentic experiences and accelerate student learning.

**Mentoring and coaching:**
You can increase your impact by guiding students to become more confident, innovative, and resilient.

**In-kind collaborative projects:**
You can experiment, learn and solve your problems by providing lab researchers with access to data, staff and in-kind support. Your data improves the impact and credibility of our work, and you benefit from the insights we uncover. We have governance structures in place to ensure that your data is used carefully, respectfully, legally and ethically.

**Data and AI technology:**
We can apply AI technology and machine learning to answer scientific questions posed by your data. We can adopt, test, use and promote your AI technology to drive equitable and responsible business.

**People:**
Our research encompasses AI design, AI adoption, AI management and AI governance. Through the in-kind contribution of your time or access to your workplace, we can work together to understand the barriers and challenges of Business AI. Our work can bring outside perspectives and fresh ideas to your organisation.

**Unlock and capture the value of your data, technology and capabilities**
You can increase your impact by guiding students to become more confident, innovative, and resilient.

**Co-design value propositions:**
We can work with you to iterate towards high-impact value propositions.

**Research projects:**
We can help you discover, explore, and exploit unmet needs and new opportunities.

**Promoting your innovation:**
We can help promote your contributions and enhance your competitive advantage by developing industry articles, white papers, explainer videos, and promotion articles.

**Training:**
We can design custom-made training in Business AI for your staff. We have delivered Data Analytics training to 500+ employees at a major Australian bank.

**Opportunity/need discovery:**
We can deliver workshops that use Design Thinking, Lean Startup and other innovation methods to help your staff uncover novel opportunities for AI to provide new offerings for your customers and improve the effectiveness of your organization.

**Leadership and influence:**
We can develop reports and analyses to influence government policy and assist you in responding to government requests for comment.

**Reimagine, reinvent, innovate, design and disrupt your future**

**Exploration projects:**
We can uncover and prioritize AI challenges, and help you develop strategy for Business AI.

**Contract research and consulting projects:**
We can assist you to define clear scope for Business AI research projects, and then deliver contract research.

**Industry sponsored PhD projects:**
We have top-tier students conducting PhD-level research. PhD sponsorship of individual projects is a low-cost way to have talented students solve your most challenging problems. As a hands-off alternative, scholarships can also be used to put your brand in front of highly skilled talent and potential future employees.

**Government grants:**
Government may match or even multiply the scale of your investment. Government grants and industry.

**Grow and Scale projects and be part of large partnerships with government and industry:**
We can collaborate to establish a Centre of Business AI Excellence, bringing together top UNSW talent and your staff to create a deep partnership and ongoing research program to explore long term challenges facing your organisation.

**Be first to find out:**
Join our email list for Business AI events, seminars and activities.

**Be first in the queue:**
Join the “Friends of the Lab” group for new opportunities, including responding to government consultations.

**Drive innovation in your organisation:**
We can work with you to develop and deliver major innovation programs in your organisation, to create cultural change and establish your organisation at the forefront of innovation in your industry.

**In-depth training:**
Establish training centres to upskill your staff and develop the next generation of leaders in your organisation.

**Connect and access the research, innovation and education ecosystem**

**Finders and Connectors:**
We can find UNSW student talent, and provide real-world projects

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