

ELEVACAO Foundation |
Marisa Warren
CEO, Chair & Founding Director

*Empowering women entrepreneurs to
build & launch successful tech
businesses!*

@elevacao_org #ElevateHer @MarisaWarren16





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Did you know that only
3% of tech startups are founded by
women, yet when funded, they
deliver **35% higher ROI** than male-
led firms!

**According to a recent Bloomberg report*

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Meet Sera Awad | Founder @ Photell App

- Tech resources to build
- Access to smart capital
- The right advice



95%

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ELEVACAO PROGRAMS

SHOWCASING WOMEN TECH ENTREPRENEURS!

1. **TECH Ready**
2. **PITCH Ready**
3. **PITCH Events & Competitions**
4. **INVESTOR Ready**



ELEVACAO is a **REVOLUTION** that is transforming the culture & DNA of an entire generation of women!

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ELEVACAO's SOCIAL & ECONOMIC IMPACT

World domination plans of course!

- Since July 2015 we've helped 65+ women across New York, Sydney & Melbourne.
- Local country chapters that help women of all socio-economic backgrounds
 - Singapore in 2017
 - 2018 onwards - 2-3 new locations per year

"I was really impressed with the quality of the ELEVACAO Sydney launch & pitch event. Great format and excellent pitches. It's inspiring to see Aussie women taking on the world!"

David Oakley | MD, ANZ @ ServiceNow

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ELEVACAO's SOCIAL & ECONOMIC IMPACT

ELEVACAO will help 750+ Australian startups over the next 3 years, within 5 years create 4,000+ jobs, and at year 8 deliver an additional GDP of \$900 m for the Australian economy*

**Using same principles adopted in a report commissioned by Google Australia in 2013 entitled "The Startup Economy"*

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Meet Ursula Lane-Mullins | CEO & Co-Founder @ Openspace

A social virtual space with a purpose for someone who may be lonely, depressed or isolated to connect with someone who is willing to listen.



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Meet Manuri Gunawardena | CEO & Co-Founder @ HealthMatch



A digital solution that streamlines medical research by connecting patents to clinical trials in the fastest and simplest way possible.

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Meet Millie & Alice | Cofounders @ Motherhood

A mobile app that connects parents with other mums and babysitters in their 'hood for local, trustworthy, flexible childcare.



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**JOIN us in the
REVOLUTION as we
empower the next female
founded AirBNB!**

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#ElevateHer

<https://www.elevacao.org/join-our-community>

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ARTIFICIAL INTELLIGENCE

Ayesha Khanna
CEO, ADDO AI

A LITTLE ABOUT ME: A LIFELONG STUDENT



ARTIFICIAL INTELLIGENCE



Facebook Advertising



Self-Driving Cars



Speech Recognition

The image features three stylized human heads in profile, facing left, right, and forward. Each head is rendered with a glowing blue wireframe mesh over a smooth, metallic-looking surface. The background is a dark blue gradient with vertical columns of white binary code (0s and 1s) falling from top to bottom, reminiscent of the 'Matrix' effect. The text 'Artificial Intelligence Lab' is centered in white, sans-serif font across the middle of the image.

Artificial Intelligence Lab

ADDO AI

Be Bold. Unleash Your Imagination.

ADDO AI

The Science and Art of Inquiry, Creativity and Empathy.

Principles

ADDO means "to add" in Latin and we believe that by adding artificial intelligence (AI), we can democratise access to better infrastructure and services, tackle grand challenges and create a better world by combining our imagination with the power of machine learning.

We created ADDO AI, an artificial intelligence advisory and incubator, to help corporations, governments and startups build data-driven platforms that radically improve services. We're headquartered in Singapore with a global team of AI, machine learning and data science advisors.

SMART CITIES



GOAL

Create a more sustainable car-lite manner of urban transport.

DIGITALLY SAVVY CONSUMERS WANT A BETTER TRANSPORT EXPERIENCE

Increasing urbanization around the world putting stress on transport infrastructure

Younger urban consumers more interested in using shared mobility services like Uber rather than owning transport modes.

Digitally savvy consumers demanding user-friendly ways to access mobility services



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Digitally savvy consumers demanding user-friendly ways to access mobility services

Lower cost of computational power and advances in AI makes integrated service offerings possible.



INTEGRATED MOBILITY SERVICE

An ecosystem of public and private service providers together build platforms that seamlessly integrate to provide smart city services to urban residents.

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Mobility-as-a-Service (MaaS)

MaaS IS BUILT UPON THE CONCEPT OF THE API ECONOMY

The Brand Promise

Citizens can get from A to B in the fastest, most comfortable and cost efficient way possible. Payments are handled seamlessly via a mobile app.



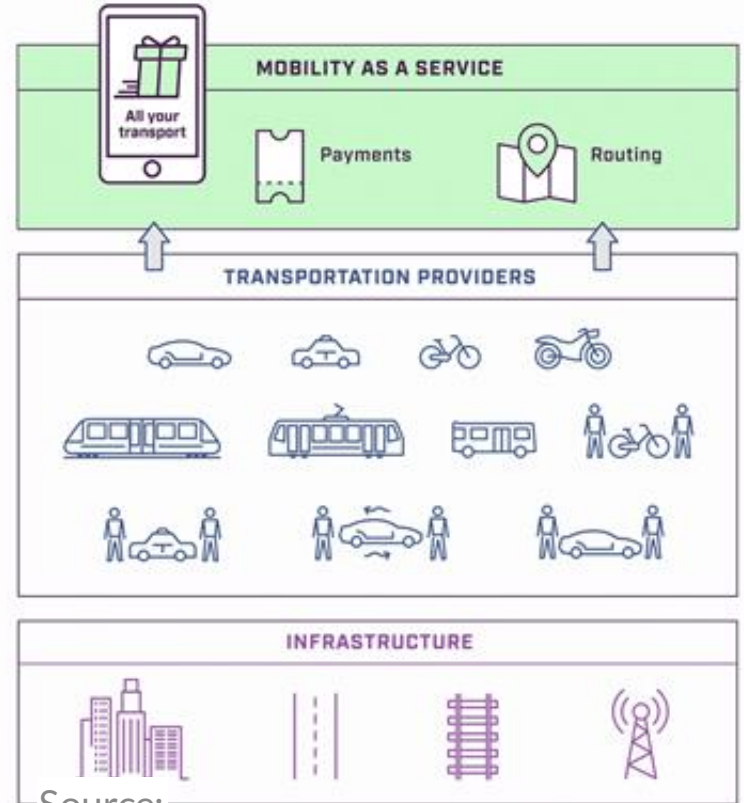
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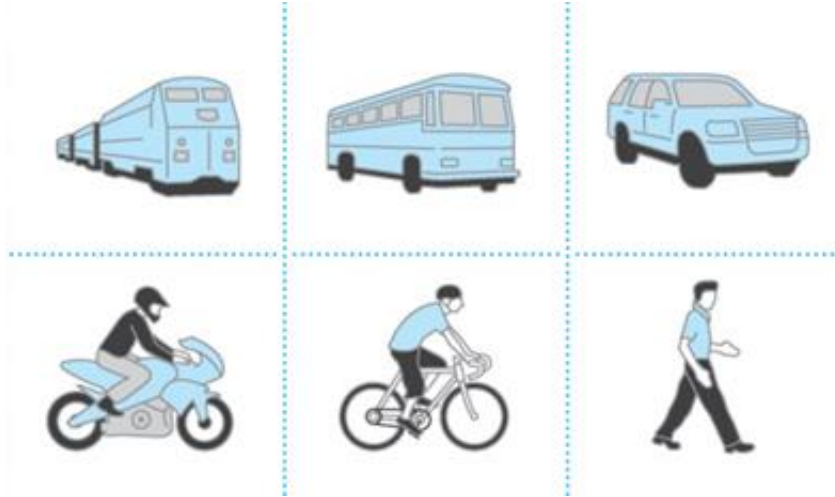


Behind-the-scenes: The consumer app is powered by a platform in which multiple transport and payment providers are integrated through their APIs.



Source: MaaS Global

A SMART CITY: TRANSPORT WHEN YOU WANT IT, SUITED TO YOUR LIFESTYLE AND NEEDS



MOBILITY AGGREGATION

Users are able to find all mobility options in one place, with ease of discovery, use and payment.

FINTECH

GOAL

Creating a way to provide stable income to the poor farmers of the developing world.



NIKKA (*micro*) INSURANCE

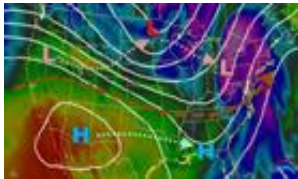


Microinsurance is the protection of low-income people (those living on between approximately \$1 and \$4 per day (below \$4)) against specific perils in exchange for regular premium payment proportionate to the likelihood and cost of the risks involved.

NIKKA INSURANCE



Satellite data on soil health



Meteorology data on weather



Behavior of farmer on mobile



FARMERS IN PUNJAB

Early warning predictive system for pest infestations, soil erosion, moisture dearth.

Calamity insurance against droughts, floods

AGRICULTURE DRONES



#369

Without data
you're just
another person
with an opinion.

W. Edwards Deming

STARTUPVITAMINS

... PLUS THE POWER OF COMPUTING



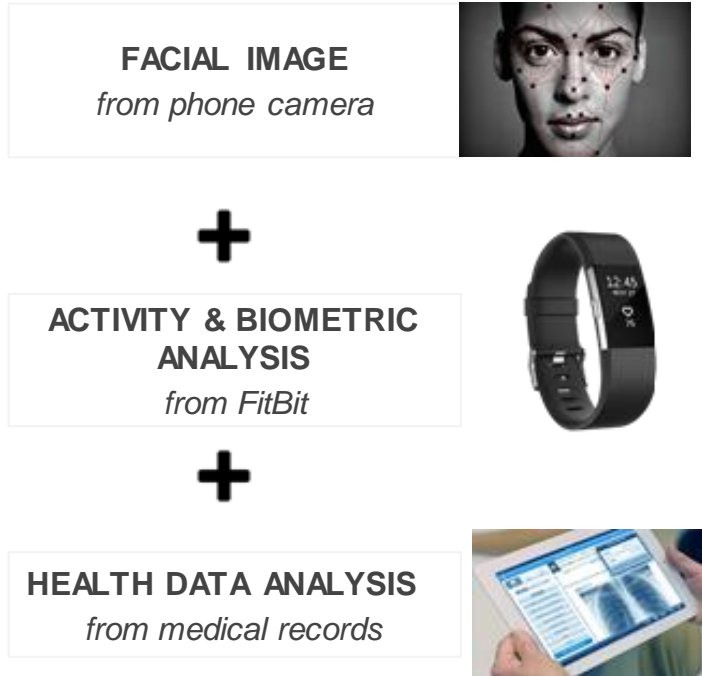
HEALTHCARE



GOAL


Create a personal health assistant who can help nudge people to adopt a healthier lifestyle.

USING ANALYTICS TO IMPROVE HEALTH



A SCORE IS ASSIGNED REAL-TIME TO THE DRIVER'S BEHAVIOR

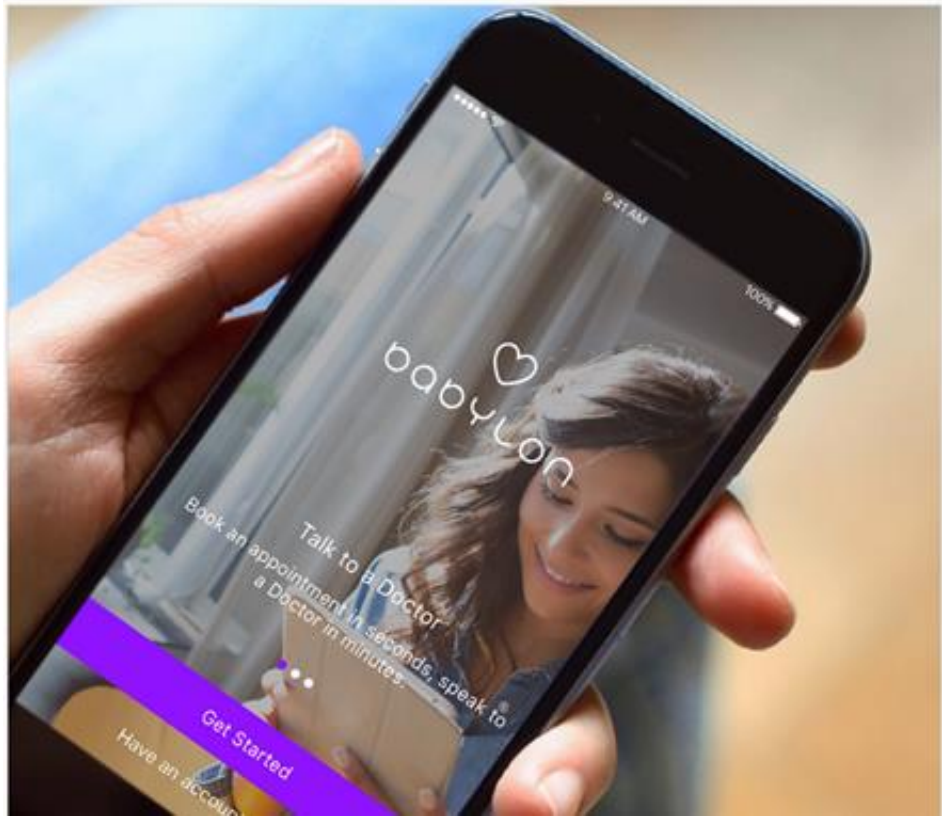
- *If this score indicates the user's health is at risk, he is given recommendations to exercise more, eat better, or see the doctor.*



A small icon of a smartphone is positioned to the right of the text box, representing the real-time data source for the driver's behavior.

Babylon Health raises further \$60M to continue building out AI doctor app

Posted yesterday by [Steve O'Hear \(@sohear\)](#)



**If you're not paying attention to AI,
guess who will?**



he can never compete or collaborate with you ... or can he?



CS 373: PROGRAMMING A ROBOTIC CAR

Taught by Professor Sebastian Thrun

LEARN MORE ▶

ENROLL ▶



Self-Driving Car Engineer Nanodegree

PARTNERS



Mercedes-Benz



NVIDIA

OTTO



DiDi
More than a journey



McLaren
APPLIED TECHNOLOGIES

NEXTEV

Coursera raises \$49.5M to help it expand to Latin America, China, and India

Take the world's best courses,
online.

Join for free



EDUCATION IS THE KEY



21C GIRLS

Become a Tech Star

***gender equality and diversity is critical to
economic progress***



homo sapiens

man who knows

homo faber

man who makes

homo luden

man who plays

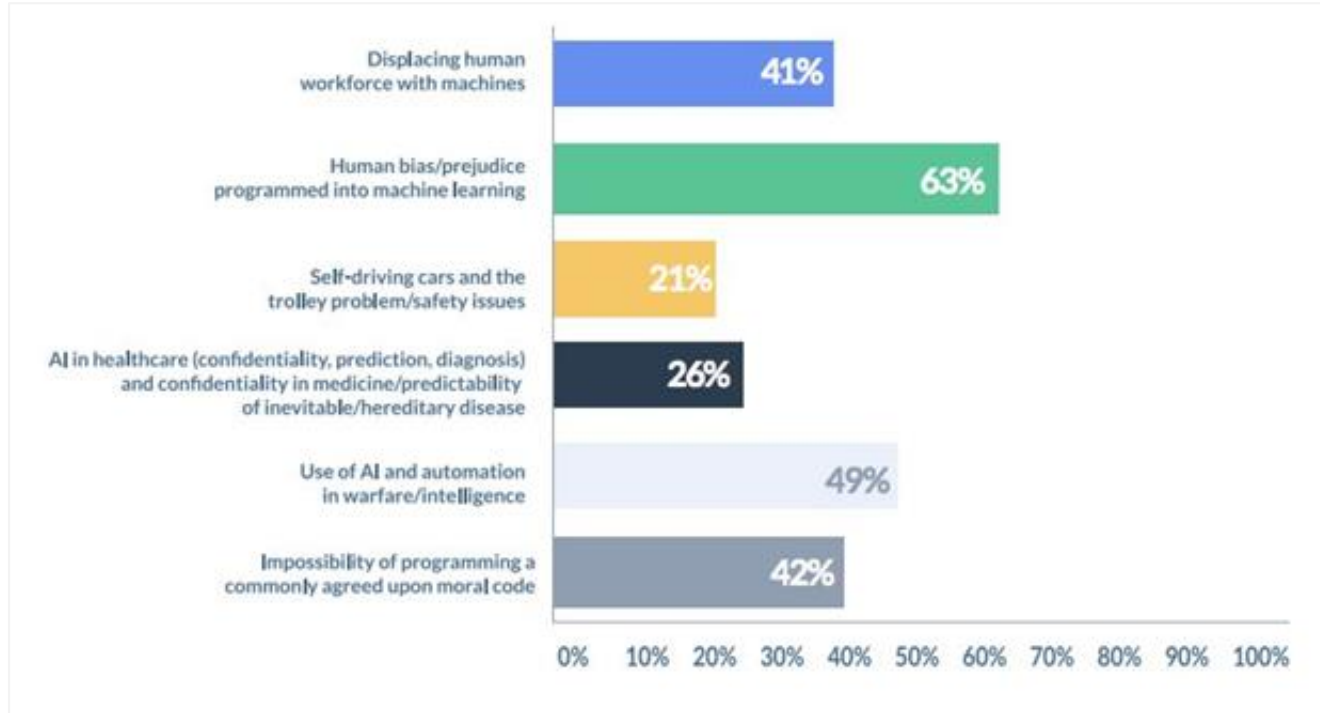
**we need to collaborate with each other and
learn to creatively solve problems with
artificial intelligence**



01

Singapore: \$500 for each citizen to upgrade skills

The opportunity to partner with AI to do good brings an equal responsibility to use it with ethics.



Source: CrowdFlower

THANK YOU

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SINGAPORE

DUBAI

LAHORE

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