

SMERALD

SMEs – Raising Awareness and Learning on Digital data, data analysis and artificial intelligence

WP 2 Business case inventory: a selection of the best practices

Turin TPM

05/06/2024



Criteria for choosing **THE BEST** of the best practice?

- Geographical representation
- Focus AI or data analysis
- Type of activity: Research / Tool dev / Tool Use
- Priorities: sustainability and inclusion

BUT ALSO:

- Inspiration / Innovation
- Specific focus on education / competences





Each Business Case is presented as follows

- Company ID: basic info
- Brief description
- How does it address the SMERALD priorities
- Why it should be considered as a best practice





Bee Smart Technologies

Company ID

[Website](#)

SMERALD FOCUS AREA	Data analysis, AI
SMERALD PRIORITIES	Yes: green and sustainable development
COUNTRY	Bulgaria
ACTIVITY	Tool Development
MAIN SECTOR OF OPERATION	Agriculture and Farming, Information Technology (IT) and Software, Retail and E-Commerce
GEOGRAPHICAL FOCUS	Global



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Bee Smart Technologies

The great **mission** of Bee Smart Technologies is to **save the bees from extinction.**

In the past 7 years the company has been developing avant-garde technologies for remote monitoring of beehives and innovative business model for fair trading of bee products.

Their **main product, Beebot, is an intra-hive device that monitors key colony indicators and informs the beekeeper of changes** that have occurred in the hive.

Their sensor devices are fully developed in Bulgaria and are used by customers and beekeepers on 5 continents.

How does the business case address the priority of **SUSTAINABILITY?**

Use of Green Technologies

Sustainable Supply Chain Practices

The honey offered on the IstinskiMed platform is from producers who use their technology. They monitor the health status of the bees and their productivity, thus ensuring that the bees are sustainably managed and have produced quality honey. Each jar of honey directly funds its producer and at the same time helps to build sustainable beekeeping in Bulgaria.

Why should it be considered as a best practice?

Striving for a noble cause, their hybrid business model combining IT technologies and innovative e-commerce elevates a **sustainable ecosystem of producers, green corporations and customers** of bee products.

hydrop-systems

Company ID

[Website](#)

SMERALD FOCUS AREA	Data analysis
SMERALD PRIORITIES	Yes: green and sustainable development
COUNTRY	Germany
ACTIVITY	Tool Use
MAIN SECTOR OF OPERATION	Energy and Utilities, Information Technology (IT) and Software
GEOGRAPHICAL FOCUS	National



hydrop-systems

Hydrop-systems **open the black box of water and thereby enable everyone to use the resource water consciously.**

The company offers central recording of water consumption via **a plug-and-play adapter** for the analogue water meter, our hydrop meter. Plug it in, connect it and you can see your consumption!

How does the business case address the priority of SUSTAINABILITY?

Use of Green Technologies

Reduction in Carbon Footprint

hydrop- system increases the appreciation of water as a finite resource and has the goal to **develop a technical solution to a sustainability problem**. They are committed to the Sustainable Development Goals (SDGs) and support three of the 17 SDGs with our hydrop meter.

- **SDG 6:** Clean Water and Sanitation. Water is our lifeblood. We will end the waste of drinking water in households.
- **SDG 13:** Climate Action. We educate people about water consumption and raise awareness about our drinking water.
- **SDG 15:** Life on Land. We are taking long-term action to counteract soil drying. For us – and future generations!

Why should it be considered as a best practice?

Water consumption in buildings is a black box to which private individuals only have limited access via their annual water bill. The company Hydrop-Systems offers the **opportunity to gain insight into your own data (consumption) - a transparent approach!**



A Thousand Colibris

Company ID

[Website](#)

SMERALD FOCUS AREA	Data analysis
SMERALD PRIORITIES	Yes: accessibility and inclusion
COUNTRY	Spain
ACTIVITY	Research, Tool Development
MAIN SECTOR OF OPERATION	Health and Wellness
GEOGRAPHICAL FOCUS	Global



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A Thousand Colibris

A Fem-Tech company specialized in providing **mental and reproductive care personalized support to women** by integrating cutting-edge predictive intelligence and digital technologies.

Their **core product is Dana**, an app that provides support for women from pregnancy to motherhood, with a focus also on mental health during such periods. Dana is a certified software-as-a-medical device for the screening, diagnosis support and patient monitoring.

In parallel the company, through the use of advanced technology and data analysis, is creating **innovative solutions** that can provide **personalized precision drugs for each individual**.

Support for
Diverse
Customer
Base

Mitigation of
Data Bias and
Discriminatory
Data Practices

How does the business case address the priority of **ACCESSIBILITY AND INCLUSION?**

The company designs and researches for women, with the specific stated goal of closing an health data gap

- **SDG 3:** Ensure healthy lives and promote well-being for all at all ages
- **SDG 5:** Achieve gender equality and empower all women and girls

Why should it be considered as a best practice?

The company not only designs and researches for women, with the specific stated goal of closing an health data gap, but has also been **supported by universities** as clinical partners, and **by important funding programs** (EU NExt Generation, ENISA, Spanish National Secretary of Digitalization and AI, and many more)



SoapBox Labs

Company ID

[Website](#)

SMERALD FOCUS AREA	Data analysis, AI
SMERALD PRIORITIES	Yes: accessibility and inclusion
COUNTRY	Ireland
ACTIVITY	Research, Tool Development, Tool Use
MAIN SECTOR OF OPERATION	Education and Training, Information Technology (IT) and Software
GEOGRAPHICAL FOCUS	Global



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SoapBox Labs

SoapBox is on a mission to improve educational outcomes for students and believes that all students can achieve grade level proficiency in reading.

That's why they built **a proprietary voice AI engine** that gives teachers the real-time data and insights they need to personalize the instruction they offer to students in the classroom.

This child-specific speech technology creates highly accurate, age-appropriate and safe voice-enabled experiences for children.

SoapBox Labs' technology is integrated across a range of application areas including toys, gaming, robotics, AR/VR as well as Education (reading and English Language Learning).

How does the business case address the priority of ACCESSIBILITY AND INCLUSION?

Support for
Diverse
Customer
Base

Mitigation of
Data Bias and
Discriminatory
Data Practices

Commitment to **equity and inclusivity** as well as reducing bias in their technology systems.

In 2022, they became the first AI company to be certified for prioritizing **racial equity in AI Design**.

The team also comprehends the profound implications of voice technology for children's data privacy and has extensive experience and understanding of data and AI regulations. Protecting children's fundamental right to voice **data privacy is a cornerstone of the company's values and philosophy**.

Why should it be considered as a best practice?

The most accurate voice engine for kids in the world

A world-class and diverse team of experts

A company focused on social impact and equity

AI built using privacy-by-design



Livideo

Company ID

[Website](#)

SMERALD FOCUS AREA	AI
SMERALD PRIORITIES	Yes: accessibility and inclusion
COUNTRY	France
ACTIVITY	Tool Development
MAIN SECTOR OF OPERATION	Tourism and Hospitality, Museums and cultural institutions
GEOGRAPHICAL FOCUS	Global



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Livideo provides inclusive and accessible **digital solutions for cultural institutions**. It has **three main platforms**:

- GEED
- DEEALOG and
- Feel the Art.

GEED platform brings storytelling and interactive experiences to visitors' mobile devices without constraints, with universal accessibility in mind. It includes innovative features like AI objects recognition, augmented multilingual audio description and audio storytelling for video screens.

Livideo has also developed **a multilingual chatbot** that speaks with natural voices and can simulate conversations with legendary figures like Leonardo da Vinci, Paul Cézanne, or Vincent van Gogh.

How does the business case address the priority of **ACCESSIBILITY AND INCLUSION?**

Support for
Diverse
Customer
Base

Accessible
Website
Design

Livdeo's "solution addresses a range of disabilities, including visual, hearing, mental, and mobility impairments", showing a commitment to make museums universally accessible.

Why should it be considered as a best practice?

Livideo has been active for 10 years and its products have received several international awards and recognitions. (Webby Award Winner 2022, 2nd place at IMAGINES "Projects of Influence 2020" organised by The Best in Heritage and ICOM, 2019 GLAMi Awards).



Focus on Education and Training

VAIA

Growth Tribe

Startel



VAIA


Company ID

[Website](#)

SMERALD FOCUS AREA	AI
SMERALD PRIORITIES	Yes: accessibility and inclusion
COUNTRY	Belgium
ACTIVITY	Research, Tool Development, Tool Use
MAIN SECTOR OF OPERATION	Education and Training, Information Technology (IT) and Software
GEOGRAPHICAL FOCUS	Local/Regional



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VAIA, the Flanders AI Academy, is a collaboration between all the universities and universities for applied sciences and arts in Flanders, that aims to let professionals and researchers learn about artificial intelligence and to recognise and use the possibilities of it.

VAIA **channels the available expertise on AI from the academic to the business world**, thus contributing to the Flemish knowledge economy. With its accessible range of courses and training, VAIA aims to stimulate everybody to adopt lifelong learning.

How does the business case address the priority of **ACCESSIBILITY AND INCLUSION?**

Knowledge hub:

- User-friendly interface for the course search, lots of filters options (including course for free)
- Blog with free resources
- Pool of expertes

Why should it be considered as a best practice?

For its aim to guide public institutions, educational institutions, businesses and NGOs to effectively implement AI within their organizations, to boost the Flemish economy.

Connection b/w academia and business world

Focus on Education and Training

VAIA

Growth Tribe

Startel

Growth Tribe is a **digital learning partner** for individuals & organisations, specialising in data science, growth, innovation and customer experience. It aims at empowering learners to acquire the **most in-demand digital capabilities** through actionable, hands-on and enjoyable courses & learning programs.



Relevant features:

- Growth Tribe's Course Advisor Tool → quiz to choose the best learning path
- Data & AI path
- Ask an expert + Personal career coaching sessions

Become certified in AI for Business

Learn AI fundamentals and how to leverage ChatGPT and prompt engineering for content and design generation. Boost productivity with AI solutions and make data-driven decisions for the future.

🎓 232 students / 4.8/5 ★★★★★ (147 reviews) / ⌚ 21 hours

🌐 English / 🇬🇧 English

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Unlock business potential with AI



Gain a competitive edge

Master AI's core principles and strategically apply them to your business operations. Get insights that revolutionise decision-making.



Streamline operations and foster innovation

Boost efficiency, drive productivity, and ignite innovation. Implement AI solutions across your business landscape to optimise processes and spark creative thinking.



Focus on Education and Training

VAIA

Growth Tribe

Startel

IT company that offers a wide range of education and training in the field of IT, cybersecurity, cloud computing and others and they have specialized in providing high-quality training that prepares participants for the demands of today's labor market.

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