

Amplifying STEM Enterprises in the Age of AI: Navigating & Exploding Opportunities

Presented by
Candace Spears
Founder and CEO, Floor23 Group

Hi there!



I'm Candace Spears: Innovator, Entrepreneur, Visionary on a mission to build world class companies that unleash economic empowerment by freeing people to own time, talent and identity.



Founder, Chairwoman and CEO of Floor23 Group: Businesses that are indispensable to the fabric of everyday life, creating a lasting impact for generations to come. We mindfully stand near the cutting edge, building a portfolio of businesses that technology advancements like Artificial Intelligence can enhance but never replace.





The STEM Enterprise that we'll pull our *Real World* examples from...

Floor23 Digital is a software and open innovation solutions provider. We solve, product, process, and engagement problems using contests, challenges, competitions, and educational experiences



Some of the clients that trust our innovation superpower



MILWAUKEE
PUBLIC SCHOOLS



**What are your
expectations
for today's session?**



Let's make sure we're on the same page...



Brief Definition: "Artificial Intelligence refers to computer systems mimicking human intelligence processes including learning, reasoning, and self-correction."



Beyond Human Tasks: AI isn't just about automating repetitive tasks. It's about sophisticated technologies capable of understanding, reasoning, predicting, and functioning autonomously

Ethical Considerations

:



Data privacy concerns



Decision transparency



The human replacement concern factor



Who here is part of a STEM enterprise?

Employee, Business Owner, Partner, Volunteer

Applying AI to Amplify



Sales



Marketing



Finance

Let look at traditional departments in an organization and see how AI can be applied to amplify department goals, efficiency, or growth



HR



IT



Core Product/Service Operations (i.e. Development, Manufacturing, Service Delivery, etc)

Sales



Real World Example: RFP Proposal Preparation: We used AI to support our proposal writing by feeding it strategy notes, and pointing it to our past customer case studies to help it craft the story of how our experience is the best fit to support the RFP requirement and customer



Result: 50%+ reduction in proposal response time. Ability to introduce more individuals into the response process with lower technical writing expertise



Ok great. Now let's go back to the relevant work experiences you created. I need to add two more experience, using the same format we used before. Please choose two more for the business process improvement and analysis area, two more for the research and benchmarking area, and two more for the strategic planning area.



Used WebPilot



Certainly! Based on the case studies available on the Floor23 Digital website, here are two additional experiences for each of the specified areas:

Business Process Improvement and Analysis:

1. Revolutionizing Nuclear Control Rooms:

- **Overview:** The Nuclear Regulatory Commission (NRC) sought to explore the potential of immersive display and interaction technologies, specifically Augmented Reality (AR) and Virtual Reality (VR), in nuclear control rooms. The challenge was to gather insights that would inform guidance on the use of these technologies and support the development of targeted human factors research.

2. New Team, New Roles, Major Product Innovations:

- **Overview:** This project was initiated because of the need to upskill and grow an internal capability to handle new and innovative projects, starting with its leader and flowing downward.

Research and Benchmarking:

1. A Fresh Take on Space Safety:

- **Overview:** NASA's Material and Components team faced a critical safety issue - the need for an improved method to detect Hydrazine/MMH, highly toxic liquids used as rocket fuel propellant. Engaging non-NASA minds to find a solution was the key to success.

2. Developing a Clear Product Marketing Strategy:

- **Overview:** The time had come to expand the business, but their core strength was in IT services, and their product offerings and customer targets were vast. The challenge was to determine which opportunities would be the best to pursue first.

Strategic Planning:

Regenerate

Get citation

Send a message



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT September 25 Version](#)



Marketing

Real World Example: Marketing Material Copywriting Support: We use AI for press release support, social media content copy for projects, all through educating it on what the project is, is aiming to achieve, and it's audience

Result: Can compile draft copy for a full marketing package for a project within 2 hours or less

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Press Release

Press Release
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Floor23 Digital in collaboration with NASA Tournament Lab Announces the "Hit the Rocket" Challenge
The Hit the Rocket Challenge aims to encourage solutions to detect and remove hazardous and unwanted debris in orbit.

Commence. We, Floor23 Digital announce a new challenge competition in collaboration with the NASA Tournament Lab. Hit the Rocket is a crowd-sourced competition seeking submissions on innovative ways to build a new chemical detection method that can be used to determine hovering space flight. The detection of hazardous debris is critical flight safety procedure. It is expected that this challenge will yield quality of solutions that will be tested at the NASA White Sands facility.

Floor23 will create a three-phase (Concept, Prototype, and Demonstration) challenge and prize competition to reward NASA's needs to solve for new winning methods on the detection of Hazardous Debris. The total competitive prize pool for this challenge will be \$47,000 in each award.

There are 3 in the Concept Phase, where we will invite competitors to submit a concept proposal that describes their new detection method.

There are 2 in the Prototype Phase, during this time we will be looking at the phase one videos to select a group of participants. During this phase competitors are encouraged to meet in person.

There are 2 in the Demonstration Phase. This phase requires that participants have their prototype shipped to NASA White Sands facility for testing.

The grand winner, *past physical* of direct nature of this challenge combined with its importance to space safety and efficiency, make this an immense opportunity for brilliant minds around the world to participate in... [open](#) [Contact Us](#) or [Floor23 Digital](#)

Hit the Rocket Challenge incentives include:

- Monetary awards up to a total prize pool of \$47,000

We welcome to meet with the NASA Materials & Components Team to share their perspective for your contribution via social media, press releases, and direct reply. (we will open for submissions on January 30, 2023, and will close on February 28th unless an extension, guidelines, and rules, visit [HERE](#) [OR](#) [CONTACT US](#) as our community be notified of this challenge and new opportunities. When it takes to help us fill the pocket of those dangerous substances, please get in touch from you.

If Floor23 is a tech company with an open innovation platform, take solving engineering problems through crowd-based challenges and participant education. It is an open pathway for business opportunities, customer and growth expansion as directly 90% operational and economic success.

You can view and make comments to the initial Press Release [here](#)

Social Media Posts

Social Media Content

Here is the SW document for the post to be scheduled. Please alert Kiana of the post that is done and ready for scheduling.

Hit the Rocket - SW

FPO 121 (awards) Post

- Call to Action:** We need your help. There is a new \$700000 in the atmosphere. Do you have a job that will help us solve the challenge, identify, and a series of solutions, please get in touch for the award from the team from you. [HitTheRocket@Floor23Digital.com](#)

Hit the Rocket - SW

Hit the Rocket, please that will open for submissions on January 30, 2023, and will close on February 28, 2023. For more information on submission, guidelines, and rules, visit [HERE](#) [OR](#) [CONTACT US](#). Join our community to be notified of this challenge and new opportunities.

If you do, you have what I think to help us fill the pocket of those dangerous substances, please get in touch! We would love to hear from you.

- Ready for the challenge?** Why not be the first to announce that your use of Hit the Rocket will open for submissions on January 30, 2023. Get ready to extend your capability and your use of the job. Do you have a job that will help us solve the challenge, identify, and a series of solutions, please get in touch for the award from the team from you. [HitTheRocket@Floor23Digital.com](#)

Get ready, because the Hit the Rocket challenge is coming soon! We're opening phase one of this exciting competition on January 30, 2023. With great prizes up for grabs and a community of brilliant engineers, this is a chance to be an innovator. Start your prep and get ready to take off! [HitTheRocket@Floor23Digital.com](#) [OR](#) [CONTACT US](#)

Call it all innovation! Do you have a bright idea that could help launch the world into a new era of innovation? We open to help in the Hit the Rocket Challenge is back and we're now accepting submissions. Join our community and be the first to take your ideas on the challenge and new opportunities. [HitTheRocket@Floor23Digital.com](#) [OR](#) [CONTACT US](#)

View the social media post content [here](#)

Finance



Real World Example (NEW): Analysing project cost actual and forecast data: Today project costs managed in spreadsheets. But now we have forms for standardized data sets, and with AI can feed it data for analysis of trends, or insights it may notice



Result: TBD but it is expected to increase profitability because of the opportunity for staff conversation based on the insight, and their participation in the process

Core Operations



Real World Example: Product Optimization: We used AI talent to bring and consistently teach entrepreneurial learning concepts through our YAD Big Ideas product in K-12 extended learning environments



Result: Diversified voice talent and product integration in a fraction of the time and cost of human talent to do so. Eliminated inconsistent teaching of core concepts

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Young, Agile and Digital Entrepreneurs (YAD)

Big Ideas and Small Business



Challenge Task 2

Task Goal: Pick the product you want to create.



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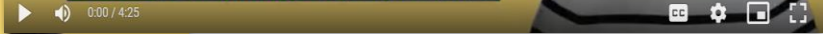
Young, Agile and Digital Entrepreneurs (YAD)

Big Ideas and Small Business



Challenge Task 3 Prototyping the Big Idea

Task Goal: Build a prototype of your product idea.



Big Ideas and Small Business



Challenge Task 5

Task Goal: Complete a "Go-To-Market" Plan and materials for the product.



HR, IT

Real World Example: We used AI create to create draft SOPs (Standard Operating Procedures) quickly based on providing it context of our operation.

Result: Reduced missing items, eliminated meetings, increased quality and staff span of control



IT:
SOP for website updates for specialty challenge/contest landing pages



HR:
Series of employee onboarding tasks for managers and new hires, that we currently store in Asana as series of tasks

Share Your Thoughts:

Peer Gold

Take 5 Mins and turn to the neighbor next to you



Reflect: Which AI application, or AI application area resonates with your current organization challenges?



Discuss: Share your insights or envision your application scenario!



Your AI Action Plan



Step 1: Pinpoint an immediate operational bottleneck



Step 2: Investigate AI solutions catering to this challenge



Step 3: Initiate a pilot, assess outcomes, refine approach



Q&A Session

Questions, Experiences, Insights!

Let's Discuss:

Your thoughts on integrating AI
in your sphere?



The Wrap Up

Key Takeaway:

AI plays a transformative role in any organization. You can and should take an active role in it.

Your Next Step:

Embrace AI, start with the 3 step action plan

Stay Connected: Candace Spears | Candace@floor23digital.com
