



## Artificial Intelligence for Business - How don't let innovation kill your business

**Rodrigo Nascimento**

*FNC IT Solutions, Brazil*

### Abstract:

Companies are increasingly convinced that they need to innovate to stay competitive. But with so many terms like Artificial Intelligence, Digital transformation, Internet of Things, Design Thinking, and more, managers often wonder where they should start. And starting this journey improperly can lead a company to decline.

Everyone likes to hear stories of success involving innovative actions. But something that people need to understand is that to succeed they need to identify what can bring them closer to failure. Some executives believe that innovation is a “project” with a beginning, a middle and an end. And it's not! Innovation is a journey, it is a change of culture, change of mindset of leaders and all collaborators.

The company needs to listen more, listen to employees, customers, suppliers. It is necessary to think about internal and external challenges that you would like to solve, about what are the demands of your clients that no one solves, about how to improve some experience or some process, about how to do more with less, about what are the answers (even before you have the questions).

This presentation discusses how don't fall into the innovation pitfalls, explains how to start the journey of innovation, and will explain what Artificial Intelligence is with a fully business-oriented view, with practical and real cases.

### Biography:

Head of Artificial Intelligence and Innovation at FNC IT, Rodrigo Nascimento has been leading innovation and technology projects for clients of different segments and sizes for more than 12 years. Business analyst specialized



in digital transformation, he has been helping companies to identify challenges and ways to improve their results through technology and innovation

### Publication of speakers:

1. Rodrigo Nascimento, Influence of UV radiation and moisture associated with natural weathering on the ballistic performance of aramid fabric armor, *Journal of Materials Research and Technology*, Volume 9, Issue 5, September–October 2020, Pages 10334-10345
2. Rodrigo Nascimento, How long does the Amazon rainforest take to grow commercially sized trees? An estimation methodology for *Manilkara elata* (Allemão ex Miq.) Monach, *Forest Ecology and Management*, Volume 473, 1 October 2020, 118333
3. Rodrigo Nascimento, Does the Low-Intensity Laser Protocol Affect Tissue Healing After Third Molar Removal?, *Journal of Oral and Maxillofacial Surgery* Available online 19 May 2020 In Press, Corrected Proof What are Corrected Proof articles?
4. Rodrigo Nascimento, Adaptive responses of myenteric neurons of *Spherooides testudineus* to environmental pollution, *NeuroToxicology*, Volume 76, January 2020, Pages 84-92.

[International Conference on Ethicalhacking and Cybersecurity | May 21, 2020 | London, UK](#)

**Citation:** Rodrigo Nascimento; Artificial Intelligence for Business - How don't let innovation kill your business; Cyber Security 2020; May 21, 2020; London, UK