



# SMARTER BUSINESS WITH AI AND DATA

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UNIVERSITY OF TWENTE.

# MKB Datalab-Oost



- From 2 locations:
  1. Radboud campus
  2. Twente campus
- Small and Medium sized enterprises (SME's)
- Students in AI & Data Science
- Supervision by AI teachers from University



# Propositions for SMEs



## 1. MASTERCLASS

- AI for Business course program
- Knowledge & inspiration

## 2. WORKSHOP

- AI introduction
- Question articulation
- Data-readiness

## 3. DATA BUDDY

- 1 student, 1 week, 1 company
- Discover AI opportunities
- Report

## 4. PROJECT

- 1 Student - 80h
- 6-10 weeks
- Proof of concept
- Fixed rate
- Under supervision of AI teacher

# Supervision by AI teachers



- Student guidance by Assistant Professor & teacher AI/Data Science:

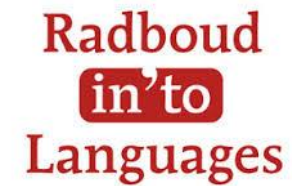


**Dr. Yuliya Shapovalova**  
Student supervisor FNWI



**Dr. Wim Wiegerinck**  
Student supervisor FSW

# Clients of MKB Datalab-Oost:



Radboud Universiteit





Creates a win<sup>4</sup>:

... offers SMEs an **accessible** way to **discover** what AI can do for them at an **attractive price**...

... offers students **practical experience** + € € € + **business skills** + **network** ...

...gives the **region an economic boost** through smarter entrepreneurs...

...shows that universities give substance to their **social task** of sharing knowledge.

MKB DATA LAB  
BOOST...

# Want to know more?

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[www.mkbdataboost.nl](http://www.mkbdataboost.nl)