
How startups can leverage AI/ML research teams

Agenda

- Background
- Why pursue ML/AI research
- How to build an ML/AI team
- Aligning your team with business value
- Prioritizing research efforts

Who am I?



Jay Lee

General Manager, Rev.ai

jay@rev.ai

- CS/Economics Background
- Consulting @ Deloitte
- Engineering @ Palantir
- Product @ Rev

Rev Overview

Founded 2010

\$30M capital raised

160+ employees

50,000+ contractors

170,000+ customers

#1 transcription vendor in US

Best in class ASR



What startups* have ML/AI teams

AI/ML is their business



CRUISE



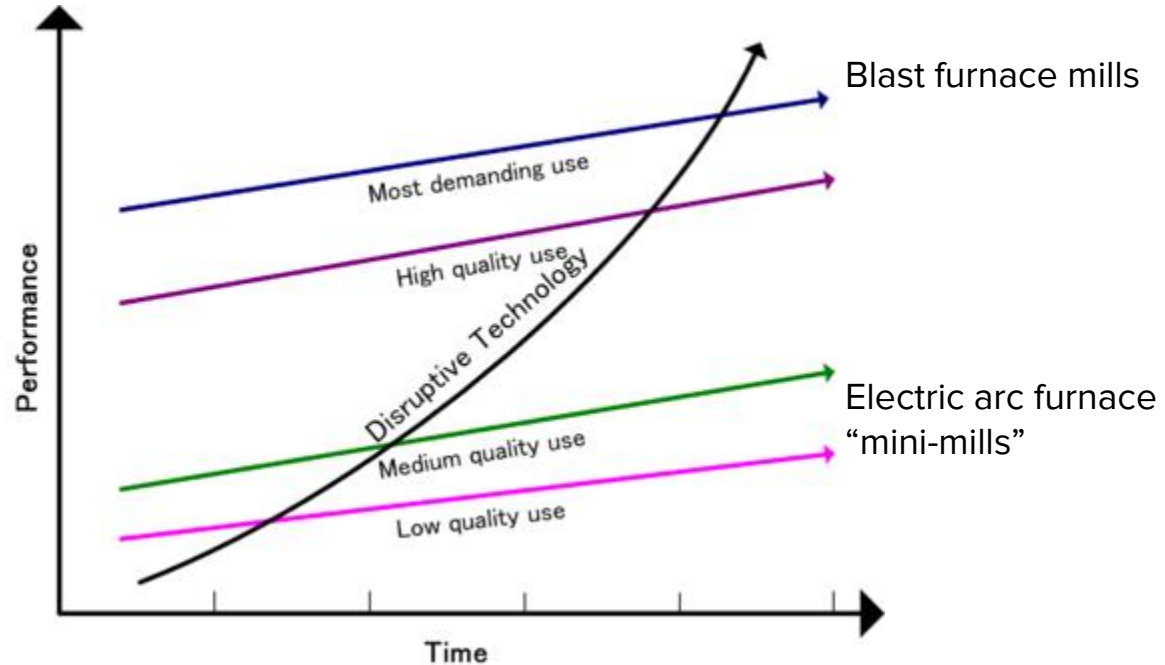
Disrupting their own business

directly

Uber



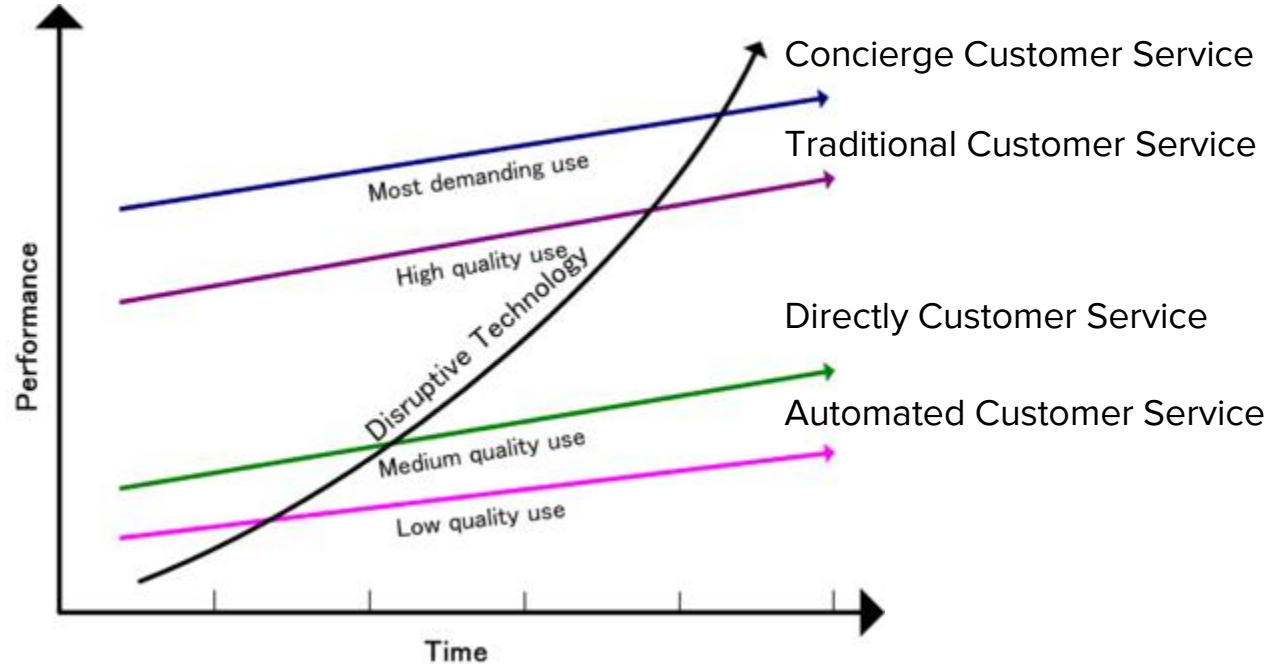
Why pursue AI/ML?



Clayton Christensen's Disruptive Innovation

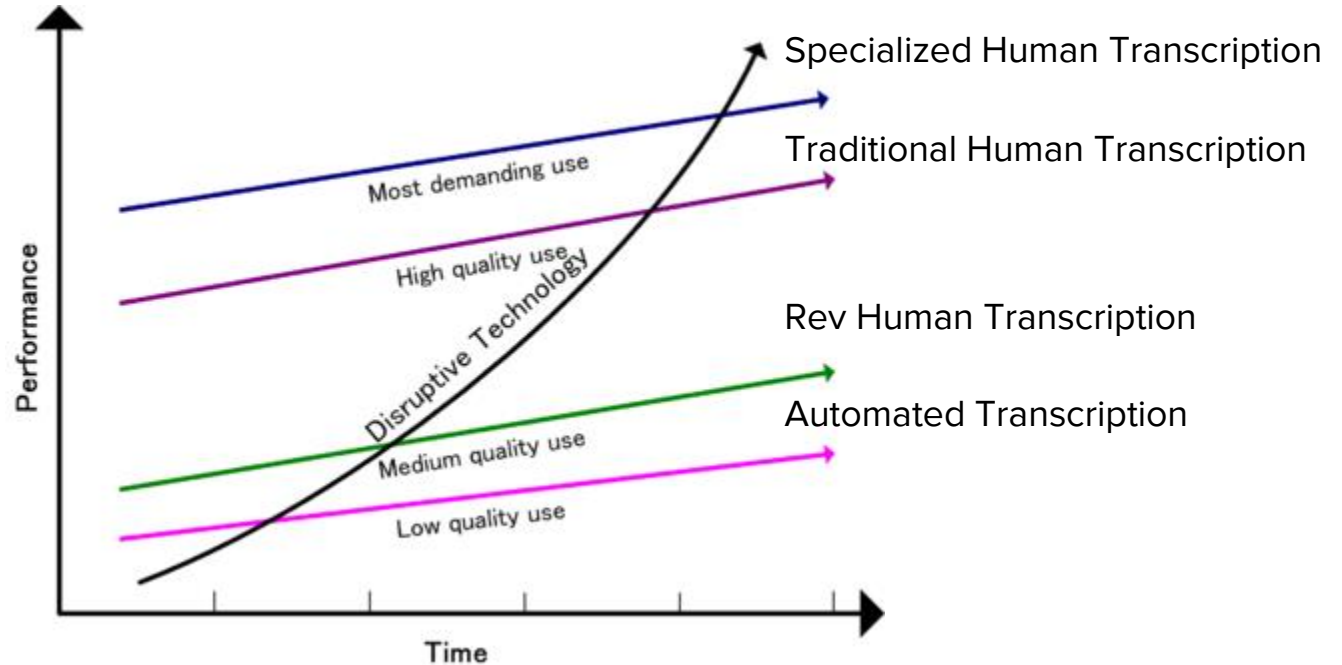
Why pursue AI/ML?

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Clayton Christensen's Disruptive Innovation

Why pursue AI/ML?



Clayton Christensen's Disruptive Innovation

Why pursue AI/ML?

directly

- Customer service crowd-sourced to users
- Quality controlled by account execs

Company specific
question and
answer datasets

- Customized automation for customer service interactions
- Routing, answering, etc

Why pursue AI/ML?



- Transcribed by freelance typists based in the US
- 99% accuracy requirement

Large accurate
speech-to-text
data set



- Best-in-class automated speech recognition
- Speaker diarization, punctuation, etc

How to build a research team

- Find talent at other companies, give them opportunity
 - Our researchers come from Microsoft, Nuance, MIT PhD programs, etc
 - They joined for larger scope and impact
- Acquire an AI/ML focused startup
 - Almost all AI/ML focused startups are big bets, not all big bets pan out
 - The technology that they build can be very relevant to your company

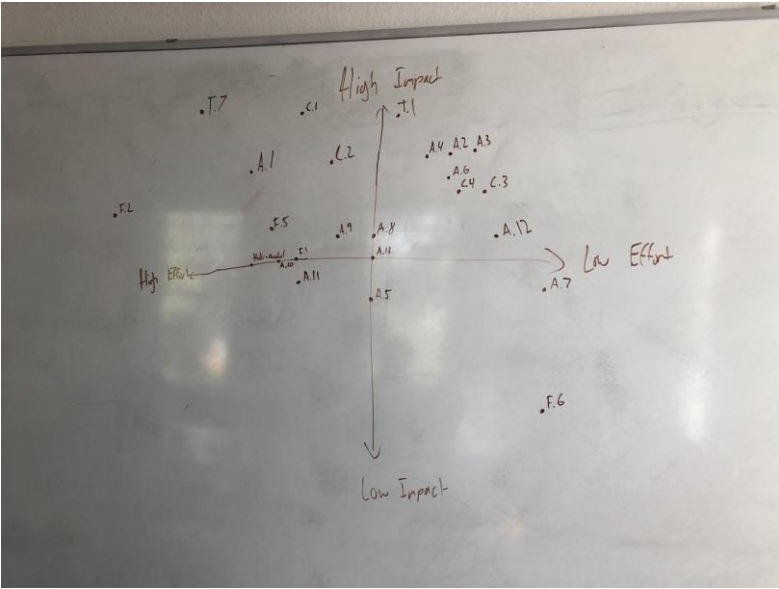
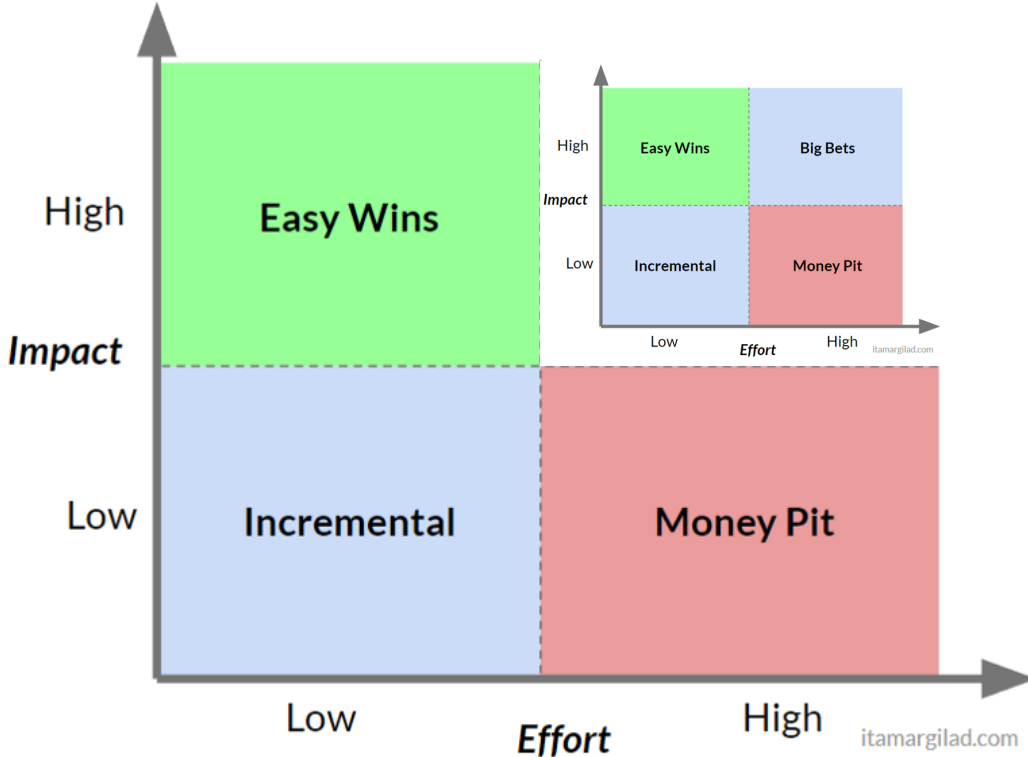


Aligning your ML team with business value

Your research team should:

- Build with products in mind
- Know its end users
- Be held to measurable goals

Prioritization of research efforts



Conclusion

- Can AI/ML disrupt your business?
- Do you have the resources to disrupt yourself?
- What are the target companies to poach from, or startups to acquire?
- Align your team with clear business goals and go for it.