CHALLENGE 2: Milpa - Cultivating AI, Energizing Partnerships, Maximizing Impact

Nancy Laramée I IVADO
Gabrielle Langlois I IVADO

Patrick Cohendet I HEC Montréal
Laurent Simon I HEC Montréal
Lucy Stojak I HEC Montréal
Monserrat Pareja-Eastway I University of Barcelona
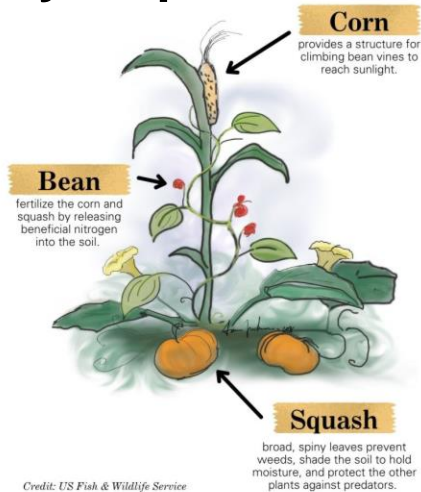**Manel González Piñero I** University of Barcelona

Helena Campos Gutiérrez I HEC Montréal
Melvyn Charles I Epitech Digital Bordeaux
Valérie Desjardins I Cirque du Soleil
Karla Félix Navarro I Université de Montréal
Erik Grab I Michelin
Roxane Zaim I Ubisoft Montréal

Key Message: Introduce the project and set the context for the audience.

Notes:

- I would like to start this presentation by aknowleding and thanking everyone involved in this amazing journey.
- What I am about to present is a summary of the work of a very talented group professional and students, that I was lucky enough to have as my fellow team members during the Mosaic summer School

Key Message: Explain the MILPA approach and its relevance to AI innovation.

SHIFT

        FROM: "*Roman approach*" (solitary missions)
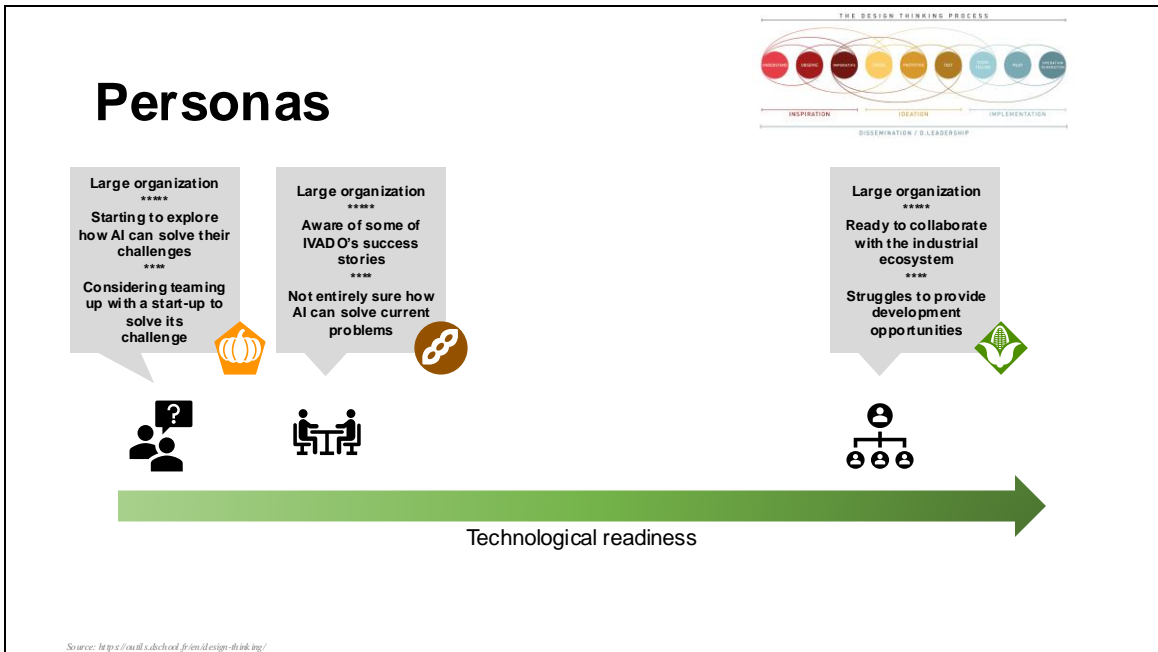   **TO**: "*Milpa approach*" (collaborative, community-driven efforts)

GOAL:

        Maximize impact of the IVADO AI Innovation Ecosystem

Notes:

- "The 'Milpa' concept comes from a traditional agricultural method where different crops grow together symbiotically, sharing resources. Similarly, we propose that AI innovations should grow symbiotically through partnerships and collaboration. This is the shift we want IVADO to embrace: moving from isolated AI efforts to a collaborative, community-driven approach."
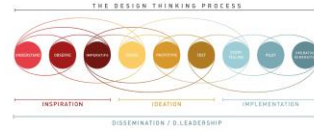
Personas

Key Message: Understand the different stakeholders involved in AI innovation.

Notes:
- An oversimplification of the players in the ecosystem
- Illustrates how depending on how well advanced they are in their AI adoption journey; they can play a role to support others
- What IVADO needs to better understand is the mechanism (and not only to know the players) that are needed to be a more symbiotic ecosystem

How Might We...

Key Message: Introduce the strategic questions guiding IVADO's shift to collaboration.

Notes:
- This could be solved by answering the HMW questions, that are the result of the DT exercise carried out during the summer school and that summarize the « Ideation phase »
- But before we move forward to ideation and prototyping

The Middleground

Applied R&D
Over 600 **projects** performed with our partners since 2017

Recruitment
Our **job fairs** attract 900-1000 AI / data science students from across the province.

Organizational development & training
IVADO **training** access and rebates
CoP in AI industrialization, exclusive seminars

Innovative network access
More than 100 organizational partners
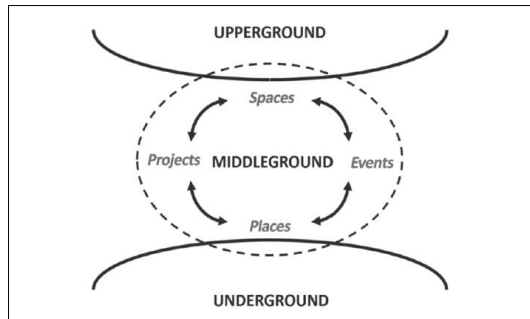Over 20 academic research centers
Money can't buy **events and workshops**

The Middleground Concept

Key Message: Introduce IVADO's role as a Middleground institution.

Notes:
- We will review the role of IVADO as a player in the middleground….
- IVADO sits in the Middleground, acting as a bridge between academia, startups, industry, and communities. This concept emphasizes that IVADO is uniquely positioned to facilitate innovation by connecting the established players—the Upperground—with grassroots innovators—the Underground.

The Middleground

The 4 Key Mechanisms of the Middleground:
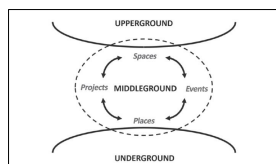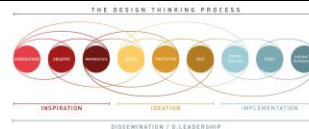Spaces, Projects, Events, Places (Cohendet, Simon & Sarazin, 2017)

The Four Key Mechanisms of the Middleground

Key Message: Define the four key mechanisms of the Middleground: Spaces, Projects, Events, and Places.

Notes:
- To foster collaboration, the Middleground operates through four key mechanisms: Spaces, Projects, Events, and Places. Each of these mechanisms plays a vital role in bringing diverse stakeholders together and accelerating AI innovation.

Ideation

HMW questions

Spaces 🚀

Events 👥

Places 🏠

Projects ▤

Maximize impact!

Ideation

Key Message: Link the key mechanisms to IVADO's strategic goals.

Notes:

- By presenting the following ideas, we will try to address the HMW questions while ensuring each of them contribute to each of the needed activities of the middleground to strenghten IVADOS orchestrating capabilites
- We believe that by doing so, we will ultimeately maximize the impact in the AI ecosystem, shifting from a one-to-one approach, to a more systemic one.

SPACES

AI-Powered Synergy Innovation Ecosystem

- Physical and virtual hubs for collaboration in real time
- AI-powered orchestration for matching projects with resources and talent
  - Multi-sided digital platform
  - Virtual marketplace for AI solutions
  - Knowledge graphs of participants, projects, and resources
  - AI-powered matchmaking collaborations

IVADO

Strategic priorities   **Collaboration**

AI-Powered Synergy Innovation Ecosystem

Key Message: Introduce the idea of synergy hubs, both physical and virtual, for collaboration.

Notes:

- We propose creating AI Synergy Innovation Hubs—both physical and virtual—where real-time collaboration happens across academia, industry, and communities. These hubs will be powered by AI-driven orchestration to match projects with resources and talent efficiently.

PLACES PROJECTS

Knowledge Co-creation Hub

- Joint research labs with industry partners
- Researcher-in-residence programs
- Co-develop AI curricula that aligns with industry needs & future trends

Strategic priorities | **Collaboration** | **Anticipation**

Knowledge Co-Creation Hub (PLACES & PROJECTS)

Key Message: Establish joint research labs and a researcher-in-residence program.

Notes:
- Our Knowledge Co-Creation Hub brings together academia and industry to co-develop AI solutions. These joint labs will include researcher-in-residence programs where experts work directly within companies, ensuring that AI innovations are aligned with industry needs.

EVENTS

Open Innovation Challenge Program

Gamified platform for solving industry challenges

- Hackathons & Datathons to accelerate innovation and interdisciplinary problem-solving

Strategic priorities   **Collaboration**

Open Innovation Challenge Program (EVENTS)

Key Message: Present the gamified platform for solving AI challenges.

Notes:

- To foster collaboration and innovation, we propose an Open Innovation Challenge Program. This gamified platform will host regular hackathons and datathons, driving interdisciplinary problem-solving across industries.

Global AI Milpa Jam (EVENTS)

Key Message: Introduce the 48-hour global innovation marathon.

Notes:

- The Global AI Milpa Jam is a 48-hour innovation marathon that brings together participants from around the world to co-create AI solutions for societal challenges. This event will use AI-powered tools to facilitate idea generation and real-time collaboration.

IVADO Flying Squads (PROJECTS)

Key Message: Introduce the concept of agile, rapid-response AI teams.

Notes:
- IVADO Flying Squads are agile, multidisciplinary teams that provide rapid AI deployment support to organizations. Equipped with standardized assessment toolkits, they can quickly implement AI solutions while sharing best practices across the ecosystem.

PROJECTS

AI Commons for Social Good

Open repository of AI tools & datasets for societal impact

- Blockchain governance for ethical AI &
- Transparent resource sharing.

Strategic priorities   **Collaboration**

AI Commons for Social Good (PROJECTS)

Key Message: Present the idea of an open repository for AI tools focused on social impact.

Notes:

- The AI Commons for Social Good will be an open-access repository of AI tools and datasets, focused on solving societal issues. It will use blockchain governance to ensure transparent resource sharing and ethical AI development.

AI Ethics & Governance Framework (PROJECTS)

Key Message: Promote responsible AI development through ethical standards and tools.

Notes:

- Ethics must be at the forefront of AI innovation. The AI Ethics & Governance Framework promotes responsible AI development through impact assessment tools, certification programs, and co-development of ethical standards.

AI Adoption Accelerator

PROJECTS

- *AI readiness assessments, industry-specific playbooks*
- *"Sandbox" environments for testing AI solutions in a low-risk, iterative manner*

Strategic priorities   Collaboration   Anticipation

IVADO

AI Adoption Accelerator (PROJECTS)

Key Message: Help organizations accelerate AI adoption through readiness assessments and sandbox environments.

Notes:

- To accelerate AI adoption, we propose an AI Adoption Accelerator. This will provide readiness assessments, modular playbooks, and sandbox environments where organizations can safely test AI solutions in a low-risk, iterative manner.

Living Labs for Sustainability (PROJECTS)

Key Message: Create real-world AI implementation environments focused on sustainability.

Notes:
- Living Labs for Sustainability are real-world environments where AI solutions can be implemented for challenges like climate resilience, sustainable agriculture, and social innovation. These labs will generate valuable data and foster community engagement.
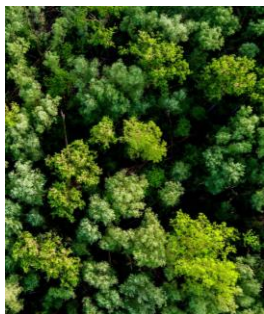
Nomadic Innovation Villages (PLACES)

Key Message: Establish mobile AI labs to engage underserved communities.

Notes:

- Nomadic Innovation Villages are mobile AI labs that bring AI technology and expertise to underserved communities. These villages will enable local problem-solving through collective innovation centers.

PLACES

Symbiotic Urban Forests

- *AI-powered urban green spaces serving as living labs for sustainable urban development.*
- *Collaboration zones where environmental tech, AI, and community-driven research converge.*

Strategic priorities   **Collaboration**   **Anticipation**

Symbiotic Urban Forests (PLACES)

Key Message: Create AI-powered urban green spaces for sustainable development.

Notes:

- Symbiotic Urban Forests are AI-powered green spaces that serve as living labs for sustainable urban development. These forests combine environmental tech, AI, and community-driven research to create collaborative zones for innovation.

Roadmap (2024): Laying the Foundation for Symbiotic Innovation

- **Spaces**: Establish the first **AI Synergy Hubs** (physical and virtual) for real-time interdisciplinary collaboration.
- **Events**: Launch the **Global AI Milpa Jam** to foster global participation in addressing societal challenges through AI.
- **Projects**: Develop the **AI Commons for Social Good**, providing open-access AI tools and data for community-driven solutions.
- **Key Milestone**: Implement **AI-powered orchestration** to optimize collaboration within the ecosystem.

Roadmap (2024): Laying the Foundation

Key Message: Introduce the roadmap for 2024, focused on laying the foundation for symbiotic AI innovation.

Notes:

- In 2024, IVADO's goal is to lay the foundation for symbiotic innovation. We will establish AI Synergy Hubs, launch the Global AI Milpa Jam, develop the AI Commons for Social Good, and implement AI-powered orchestration to optimize collaboration.

Roadmap (2025): Expanding the Ecosystem

Key Message: Introduce the 2025 roadmap, focused on expanding the ecosystem and scaling impact.

Notes:
- In 2025, IVADO's plan is to expand the ecosystem. This includes scaling the Synergy Hubs to new regions, launching Nomadic Innovation Villages, and establishing the AI Ethics and Governance Framework. Additionally, we will scale the Open Innovation Challenge Program and co-develop AI curricula between academia and industry.