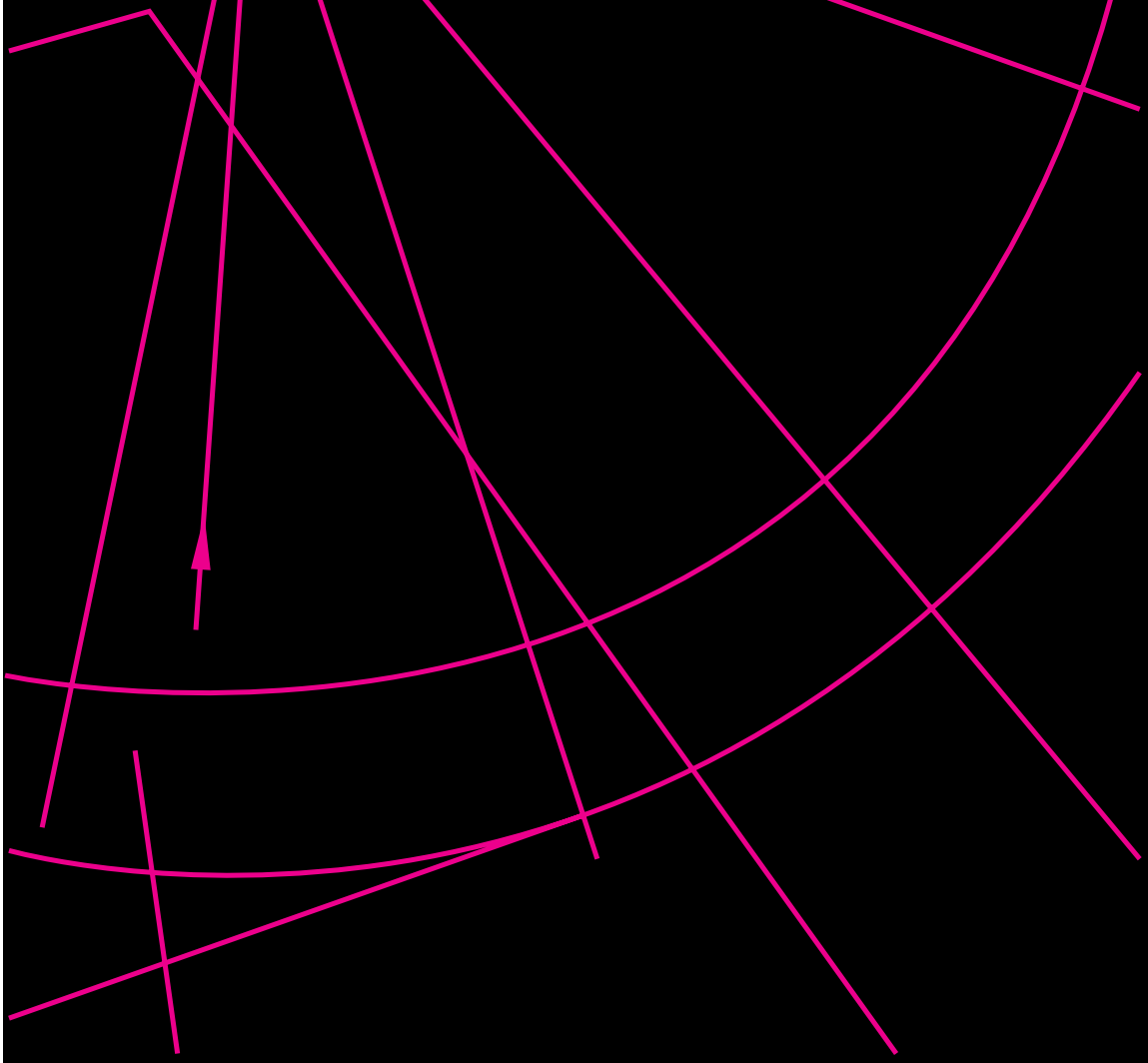


MACHINE LEARNING AND THE MARKET FOR INTELLIGENCE

OCTOBER 27, 2016

A CONFERENCE BY
THE CREATIVE DESTRUCTION LAB

AT THE ROTMAN SCHOOL
OF MANAGEMENT

SPEAKER BIOS



Ajay Agrawal

@creativedlab

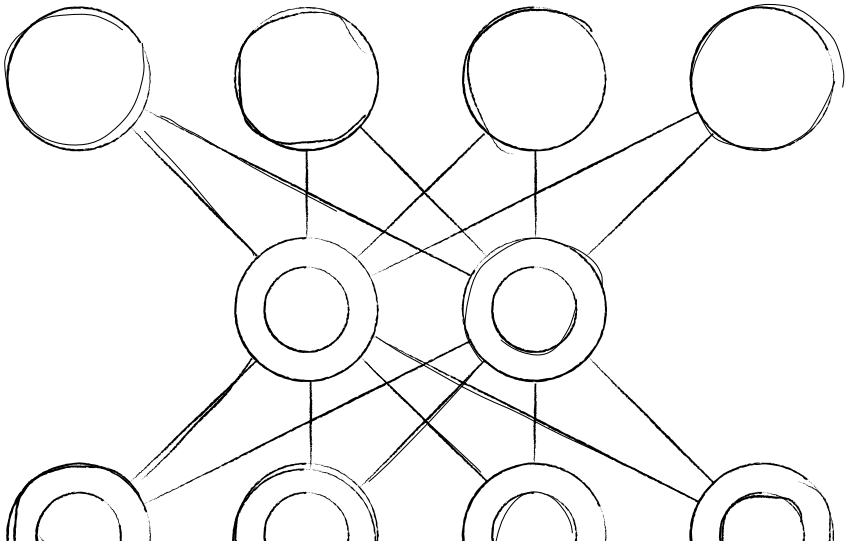
Ajay Agrawal is the Peter Munk Professor of Entrepreneurship at the University of Toronto's Rotman School of Management, Research Associate at the National Bureau of Economic Research, Co-Founder of Next Canada, and Founder of the Creative Destruction Lab. He is currently conducting research on the economics of artificial intelligence.



Sabrina Atienza

@Sabrina_Atienza

Sabrina Atienza is CEO and Founder of Qurious, a real-time playbook to help sales teams stay on track during every conversation with customers. Qurious leverages online speech recognition, dialogue systems, natural language processing, and gamification to drive top-line revenue growth for companies. Sabrina's background is in computer science and physics from UC Berkeley.





Yoshua Bengio – CIFAR Fellow

@UMontreal

Yoshua Bengio is Full Professor of the Department of Computer Science and Operations Research and Head of the Montreal Institute for Learning Algorithms (MILA) at the Université de Montréal, Program Co-Director of the CIFAR Neural Computation and Adaptive Perception Program, and a Canada Research Chair in Statistical Learning Algorithms. His main research ambition is to understand principles of learning that yield intelligence.



The Honourable Navdeep Bains

@NavdeepSBains

The Honourable Navdeep Bains is the Member of Parliament for Mississauga–Malton and was appointed Minister of Innovation, Science and Economic Development on November 4 , 2015. He served as Privy Councillor and Parliamentary Secretary to Prime Minister Paul Martin and then as Critic for Public Works and Government Services, the Treasury Board, International Trade, Natural Resources, and Small Business and Tourism.

Minister Bains was an adjunct lecturer at the Master of Public Service program at the University of Waterloo and a distinguished visiting professor at the Ted Rogers School of Management at Ryerson University. His private sector experience includes several years at the Ford Motor Company of Canada. In addition to ties within the academic and business communities, he has held Director positions with social and cultural organizations within the non-profit sector.



Matthew Bishop

@mattbish

Matthew Bishop is the American Business Editor and New York Bureau Chief for *The Economist*. He is the author of several books, including *Philanthrocapitalism: How Giving Can Save the World, The Road from Ruin*, and more recently *Economics: An A-Z Guide*.



Max Bruner

@maximusbruner

Max Bruner is Co-Founder and CEO of Mavrx, a company using aerial imagery to provide actionable insights into the global agriculture industry. Their technology focuses on identifying meaningful plant metrics and developing the right sensors and algorithms to utilize them at a planetary scale.



James Cham

@jamescham

James Cham is a partner at Bloomberg Beta, a seed-stage VC firm investing in startups that make work better. Previously, he was a VC at Bessemer Venture Partners and Trinity Ventures. He started his career as a software developer.



Nicolas Chapados

@NicolasChapados

Nicholas Chapados is Chief Science Officer at Imagia, a company that uses artificial intelligence and deep-learning techniques to provide more accurate pattern recognition in medical image analysis for cancer patients. He has a PhD in machine learning from the Université de Montréal and is Co-Founder of ApSTAT Technologies (machine learning) and of Chapados Couture Capital, a Canadian alternative asset manager. He is also Adjunct Professor of Applied Mathematics at École Polytechnique de Montréal.



Frank Chen

@withfries2

Frank Chen is a partner at Andreessen Horowitz, where he runs the research and deal team. Prior to Andreessen Horowitz, Frank was Vice President of Strategy for HP Software, where he helped the company understand and act on changes resulting from the rapid enterprise adoption of virtualization technologies across servers, network, and storage. Frank joined HP Software through its acquisition of Opsware, where he was Vice President of Products and User Experience for a broad set of data center automation products.



Michael Chui

@mchui

Michael Chui is a principal of the McKinsey Global Institute, where he directs research on the impact of information technologies, such as big data, social media, and the internet of things. He has served clients in the high tech, media, and telecom industries on strategy, innovation and product development, IT, sales and marketing, M&A, and organization. Michael holds a PhD in Computer Science and Cognitive Science from Stanford University as well as an MS in Computer Science from Indiana University.



Jack Clark

@jackclarkSF

Jack Clark is Strategy and Communications Director at OpenAI. He previously reported on technology for Bloomberg LP, based in San Francisco, where he covered artificial intelligence with particular interests in neural networks (CNNs, RNNs, LSTMs), evolutionary algorithms, distributed systems, semi-supervised learning, and data representation. Prior to joining Bloomberg, he was a reporter for *The Register* and CBS Interactive (UK). He holds a BA in English Literature and Creative Writing from the University of East Anglia.



Bradford Cross

@bradfordcross

Bradford Cross is Partner at Data Collective where he focuses on fintech and insurance, applications of computer-driven healthcare and biotech, and machine vision in general. He previously founded two companies: Flightcaster, which predicted the state of real-time global air traffic using FAA, carrier, and weather data, and Prismatic, which used machine learning for personalized recommendations and rankings of content based on social and content interaction and utilized natural language processing for topic and entity classification.



Kenneth Cukier

@kncukier

Kenneth Cukier is Senior Editor for data and digital at *The Economist* in London, following two decades as a foreign correspondent in Europe and Asia focusing on technology and business. He is coauthor of the award-winning book *Big Data: A Revolution that Transforms How We Work, Live, and Think* with Viktor Mayer-Schönberger, a *NYT* bestseller translated into more than 20 languages. In 2002-2004, he was a research fellow at Harvard's Kennedy School of Government. He is a member of the Council on Foreign Relations and a trustee of Chatham House, the Royal Institute of International Affairs.



Frans de Waal

@EmoryUniversity

Dr. Frans B. M. de Waal studies primate social behavior and cognition. He is a member of the National Academy of Sciences (US) and was selected by *Time* as one of The World's 100 Most Influential People Today. Popular books he has written include *Our Inner Ape* (2005) and *Are We Smart Enough to Know How Smart Animals Are?* (2016).



Pedro Domingos

@pmddomingos

Pedro Domingos is Professor of Computer Science at the University of Washington and the author of *The Master Algorithm*. He is a winner of the SIGKDD Innovation Award, the highest honor in data science. Additionally, he is an AAAI Fellow and has received a Fulbright Scholarship, a Sloan 5 Fellowship, the National Science Foundation's CAREER Award, several best paper awards, and other distinctions. His research spans a wide variety of topics in machine learning, artificial intelligence, and data science, including large-scale learning, maximizing word-of-mouth in social networks, unifying logic and probability, and deep learning.



Sanja Fidler

@UofTCompSci

Sanja Fidler is Assistant Professor of Computer Science at the University of Toronto. Her work focuses in the area of computer vision, and her research interests are 2D- and 3D-object detection, particularly scalable multi-class detection, object segmentation and image labeling, and (3D) scene understanding. She is interested in the interplay between language and vision, generating sentential descriptions about complex scenes, as well as using textual descriptions for better scene parsing in human-robot interactions.



Brendan Frey – CIFAR Fellow

@deepgenomics

Brendan Frey is CEO and Founder of Deep Genomics. He led the team that developed a deep-learning method for identifying the splicing-related genetic determinants of disease. Brendan is a co-inventor of the affinity propagation algorithm and the factor graph notation for graphical models. He has consulted for over a dozen machine learning-powered companies, has served on the technical advisory board of Microsoft Research, holds seven patents, and has served as an expert witness in patent litigation.



Jason Furman

@CEAChair

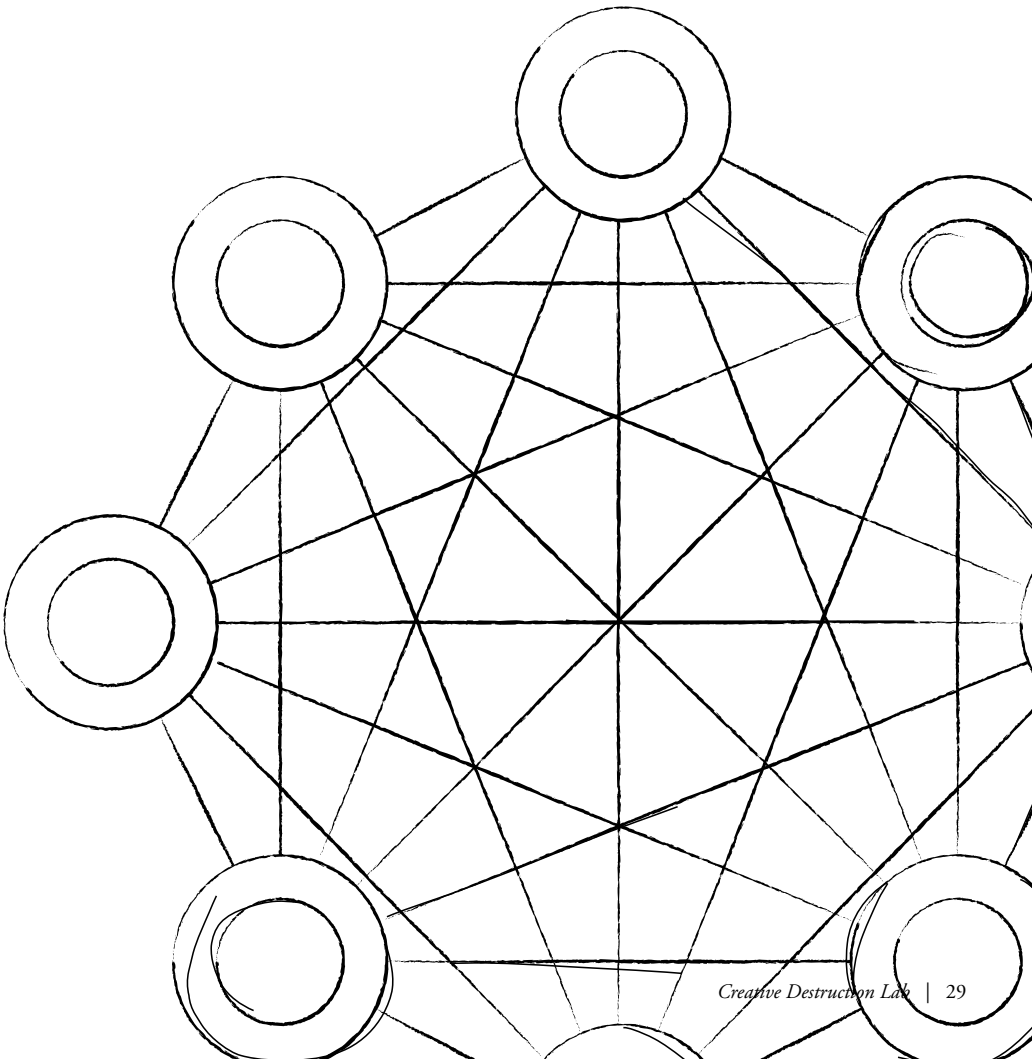
Jason Furman was confirmed by the Senate on August 1, 2013 as the 28th Chair of the Council of Economic Advisers. In this role, he serves as President Obama's Chief Economist and a member of the Cabinet. Furman has served the President since the beginning of the Administration, previously holding the position of Principal Deputy Director of the National Economic Council and Assistant to the President. Immediately prior to his work in the Administration, Furman was Economic Policy Director for the President's campaign in 2008 and a member of the Presidential Transition Team. Furman held a variety of posts in public policy and research before his work with President Obama. In public policy, Furman worked at both the Council of Economic Advisers and National Economic Council during the Clinton administration and also at the World Bank. In research, Furman was a Senior Fellow at the Brookings Institution and the Center on Budget and Policy Priorities and also has served in visiting positions at various universities, including NYU's Wagner Graduate School of Public Policy. Furman has conducted research in a wide range of areas, such as fiscal policy, tax policy, health economics, Social Security, and domestic and international macroeconomics. In addition to numerous articles in scholarly journals and periodicals, Furman is the editor of two books on economic policy. Furman holds a PhD in economics from Harvard University.



Joshua Gans

@joshgans

Joshua Gans is Professor of Strategic Management and the Jeffrey S. Skoll Chair of Technical Innovation and Entrepreneurship at the Rotman School of Management, University of Toronto. He is also the Chief Economist of Rotman's Creative Destruction Lab. In 2012, he was appointed a National Bureau of Economic Research Associate in the Productivity, Innovation, and Entrepreneurship Program. He is the author of numerous books on information technology and innovation, including *Information Wants to be Shared* (Harvard Business, 2012) and *The Disruption Dilemma* (MIT Press, 2016).





Suzanne Gildert

@physicsandcake

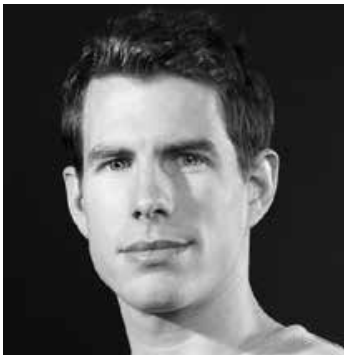
Suzanne Gildert is Co-Founder and CTO of Kindred, an AI and robotics company with offices in San Francisco, Vancouver, and Toronto. In her current position at Kindred, she oversees the building of the company's intelligent, human-like robots, whose brains are trained using the latest machine-learning techniques. She believes strongly that the machine life Kindred is working to create should exist symbiotically with humans; that artificial general intelligence will improve our civilization; and that as robots gain human-like intelligence, they should be treated as equals in our society. Suzanne received her PhD in experimental physics from the University of Birmingham (UK) in 2008. Prior to founding Kindred, Suzanne worked as a physicist at D-Wave Systems, designing and testing superconducting quantum processors, and as an applications researcher designing and building quantum artificial intelligence software. Suzanne also enjoys science outreach and extreme lifelogging and is a published artist.



Anthony Goldbloom

@antgoldbloom

Anthony Goldbloom is Co-Founder and CEO of Kaggle. In 2011 and 2012, *Forbes* named Anthony as one of their 30 under 30 in technology; in 2013, *MIT Technology Review* named him one of top 35 innovators under the age of 35. He holds a first call honors degree in Econometrics from the University of Melbourne.



Sean Gourley

@sgourley

Sean Gourley is Co-Founder and CTO of Quid, an augmented intelligence company. He is a physicist, decathlete, political advisor, and TED fellow. He helped start New Zealand's first nanotech company. Sean studied as a Rhodes Scholar at Oxford, where he received a PhD for his research on the mathematical patterns that underlie modern war. This research has taken him all over the world, from the Pentagon to the United Nations and Iraq. Previously Sean worked at NASA on self-repairing nano-circuits.



Chris Hadfield

@Cmdr_Hadfield

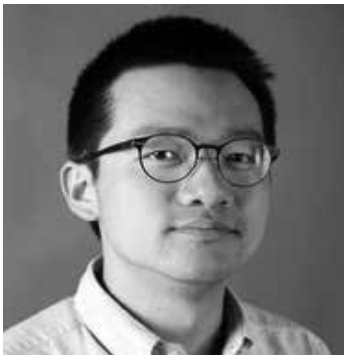
During his multi-faceted career, Colonel Hadfield has intercepted Soviet bombers in North American airspace, lived on the ocean floor, been NASA's Director of Operations in Russia, and recorded science and music videos seen by hundreds of millions. A heavily decorated astronaut, engineer, and pilot, Colonel Hadfield's many awards include receiving the Order of Canada, the Meritorious Service Cross, and the NASA Exceptional Service Medal. He was named the Top Test Pilot in both the US Air Force and the US Navy and has been inducted into Canada's Aviation Hall of Fame.



Geoffrey Hinton – CIFAR Fellow

@UofTCompSci

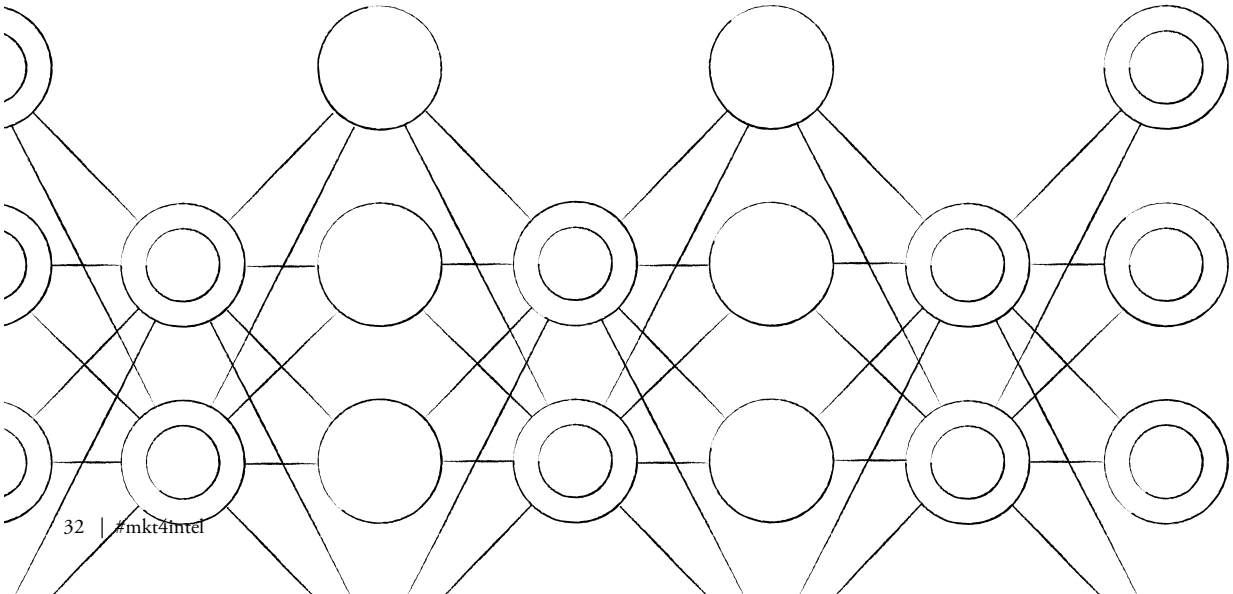
Geoffrey Hinton developed improved deep-learning methods in 2005, and students in his lab made major breakthroughs by applying these methods to speech recognition in 2009 and object recognition in 2012. Since 2013, he has divided his time between Google and the University of Toronto. In 2010, he was awarded the Herzberg Gold Medal, Canada's top award in science and engineering.



Tim Hwang

@timhwang

Tim Hwang is part of the public policy team at Google, where he focuses on issues at the intersection of law, regulation, and emerging technologies. In this role, he is responsible for coordinating the company's global policy work surrounding artificial intelligence and virtual reality. He has worked previously with Data & Society, the Mozilla Foundation, Creative Commons, the Electronic Frontier Foundation, and the Berkman Center for Internet & Society.





Steve Jurvetson

@dfjsteve

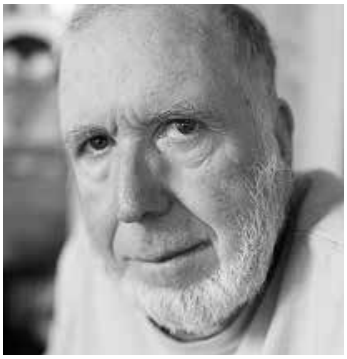
Steve Jurvetson is a partner at Draper Fisher Jurvetson (DFJ). His current board responsibilities include SpaceX, Synthetic Genomics, D-Wave, Planet, and Tesla Motors. He was the founding VC investor in Hotmail, Interwoven, Kana, Nervana, and NeoPhotonics. He also led DFJ's investments in other companies that were acquired for $12 billion in aggregate. Previously, Steve was an R&D Engineer at Hewlett-Packard, where seven of his communications chip designs were fabricated. His prior technical experience includes programming, materials science research, and computer design at HP's PC Division, the Center for Materials Research, and Mostek. He has also worked in product marketing at Apple and NeXT Software.



Jerry Kaplan

@Jerry_Kaplan

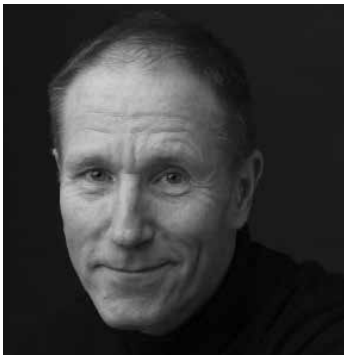
Jerry Kaplan is the author of *Artificial Intelligence: What Everyone Needs to Know* (Oxford University Press, 2016). He is a fellow at the Center for Legal Informatics and a visiting lecturer in the Computer Science Department at Stanford. He is widely known as a serial entrepreneur, artificial intelligence expert, technical innovator, bestselling author, and futurist. He co-founded four Silicon Valley startups, two of which became public companies. He holds an MSE and PhD in Computer Science from the University of Pennsylvania and a BA in the History and Philosophy of Science from the University of Chicago.



Kevin Kelly

@kevin2kelly

Kevin Kelly is Senior Maverick at *Wired*. He was the magazine's Founding Executive Editor for its first seven years. His new book is *The Inevitable* (Viking/Penguin, 2016). He is also Founding Editor and Co-Publisher of the popular Cool Tools website, which has been reviewing tools daily since 2003. His books include the best-selling *New Rules for the New Economy,* the classic book on decentralized emergent systems; *The Silver Cord*, a graphic novel about robots and angels; and his summary theory of technology in *What Technology Wants*.



Steve Lohr

@SteveLohr

Steve Lohr has covered technology, business, and economics for *The New York Times* for more than twenty years, including working as a foreign correspondent for a decade and serving as an editor. In 2013, he was part of the team awarded the Pulitzer Prize for Explanatory Reporting. He has also written for magazines such as *The New York Times Magazine, The Atlantic*, and *The Washington Monthly*.



Aditya Khosla

@Path_AI

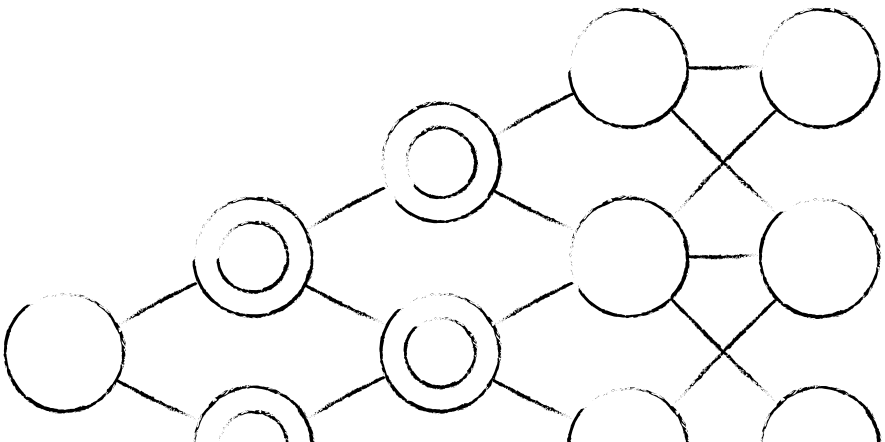
Aditya Khosla is Co-Founder and CTO of PathAI, whose mission is to integrate expertise in machine learning, anatomic pathology, and molecular pathology to create faster, cheaper, and more accurate diagnostics for the pathology laboratory. He is the recipient of a Facebook Fellowship, and his work has been widely covered by various media outlets including BBC, *The New York Times*, and *The Washington Post*. He has published over 30 papers in the fields of deep learning, computer vision, and neuroscience.



Katya Kudashkina

@KatyaKuda

Katya Kudashkina is Founder and CEO of UDIO AgTech, a Canadian startup developing agricultural intelligence. Katya studied engineering in Saint Petersburg, Russia, and moved to Canada eight years ago, where she completed a degree in computer science and then an MBA at the University of Toronto. Prior to founding UDIO, she spent six years in analytics and reporting, starting at IBM and then five years at Canada Pension Plan Investment Board.





Tiff Macklem

@rotmanschool

Tiff Macklem is Dean of the University of Toronto's Rotman School of Management. Previously, he served as Senior Deputy Governor of the Bank of Canada, sharing responsibility with the Governor and four Deputy Governors for monetary policy and the Bank's role in promoting financial stability. In that role, he was also the Bank's Chief Operating Officer and a member of its board of directors, overseeing strategic planning and coordinating the Bank's operations. Macklem has also played a leading role in efforts to ensure stable financial systems worldwide through the G20 and the Financial Stability Board.



Ravi Mattu

@ravmattu

Ravi Mattu is the Editorial Director of FT², the content marketing department at *The Financial Times*. In his sixteen-year career at the paper, he has held a number of senior roles including Tech Editor and *FT Weekend Magazine* Editor; he also oversaw the management section.



Olivia Norton

Olivia Norton is a senior engineer at Kindred. She holds two engineering degrees: a bachelor with distinction in computer engineering from the University of Calgary and a master in engineering from the University of British Columbia. Before joining Kindred in 2015, she worked as a software consultant and as a research assistant at ETH, the Swiss Federal Institute of Technology. Passionate about artificial intelligence and robots, Olivia has been key in developing the company's intellectual property and has played a critical role in reaching research and development milestones.



Barney Pell

@barneyp

Barney Pell is an active entrepreneur, angel investor, and technology and product strategist. Barney is currently the Co-Founder, Chairman, and Chief Strategy Officer of LocoMobi (formerly QuickPay) and Co-Founder and CSO of Moon Express. He is also an associate founder and serves on the board of trustees for Singularity University. He was previously the Founder and CEO of Powerset, a natural-language search engine that Microsoft acquired. Active in startup companies in operational and advisory roles for over 20 years, he holds a BS in Symbolic Systems from Stanford University and a PhD in Computer Science from Cambridge University.



Tomi Poutanen

@tjpoutanen

Tomi Poutanen is Co-Founder and Co-CEO of Layer 6 AI (layer6.ai), the first SaaS vendor of recommendation services powered by deep learning. Tomi is a software engineer and an entrepreneur with successful exits to Microsoft and Yahoo!. Tomi returned to Toronto from Silicon Valley where he most recently was a principal engineer on Microsoft's Bing team responsible for the web search ranking stack. Tomi is a Fellow at the Creative Destruction Lab where he works to bridge the connection between startups, industry, and machine-learning faculty. Tomi holds an MSc in Computer Engineering and an MBA from University of Toronto.



Lee Redden

@lee_redden

Lee Redden is Co-Founder and CTO of Blue River Technology. He specializes in building breakthrough technology that merges computer vision, machine learning, and robotics to deliver real-time, precise care for every plant. The result is higher yields from the same acre of land, with dramatically lower chemical use. Redden spent time at some of the top robotics research labs in the US, including Johns Hopkins Applied Physics Lab, Stanford, and NASA's Johnson Space Center.



Lior Ron

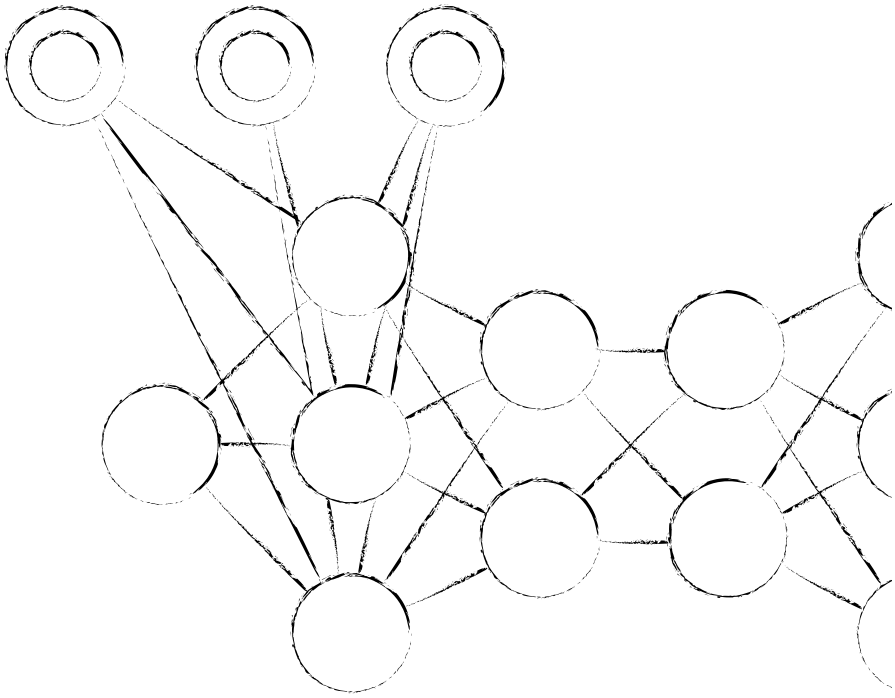
@lioron

Lior Ron is Co-Founder of OTTO, and plans to have self-driving fleets of trucks on the road by 2017. In August 2016 the company was acquired by Uber. Previously, Lior was the product lead for Google Maps and then the product lead for Motorola Mobility, which was acquired by Google in 2011



Geordie Rose

Geordie Rose is Co-Founder and CEO of Kindred, whose mission is to create machines with human-like intelligence. Geordie was Founder (1999), CEO (1999-2003), and then CTO (from 2004) of D-Wave. D-Wave designs and builds a number of complex technologies, integrating them to create the world's first quantum computers.





Ruslan Salakhutdinov – CIFAR Fellow

@rsalakhu

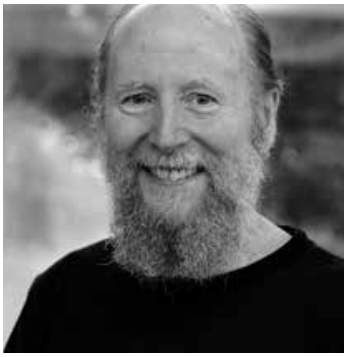
Ruslan Salakhutdinov is Associate Professor at the Machine Learning Department at Carnegie Mellon University. He received his PhD in machine learning from the University of Toronto in 2009, where he joined as Assistant Professor in the Department of Computer Science after spending two post-doctoral years at the Massachusetts Institute of Technology's Artificial Intelligence Lab. Ruslan's primary interests lie in deep learning, machine learning, and large-scale optimization. His main research goal is to understand the computational and statistical principles required for discovering structure in large amounts of data. He has won numerous awards and is a CIFAR Senior Fellow.



Richard Socher

@RichardSocher

Richard Socher is Chief Scientist at Salesforce. He leads the company's research efforts and works on bringing state-of-the-art artificial intelligence solutions to the company. Prior to Salesforce, he was the CEO and Founder of MetaMind, a startup acquired by Salesforce in April 2016. MetaMind's deep-learning AI platform analyzes, labels, and makes predictions on image and text data so businesses can make smarter, faster, and more accurate decisions than ever before. Socher obtained his PhD from Stanford working on deep learning with Chris Manning and Andrew Ng and won the Stanford CS Best PhD thesis award.



Richard S. Sutton – CIFAR Fellow

@UAlbertaCS

Rich Sutton is Professor and iCORE chair in the Department of Computing Science at the University of Alberta. He is a fellow of the Association for the Advancement of Artificial Intelligence and co-author of the textbook *Reinforcement Learning: An Introduction* from MIT Press. Rich's research interests centre on the learning problems facing a decision-maker interacting with its environment, which he sees as central to artificial intelligence. He is also interested in animal learning psychology, connectionist networks, and generally systems that continually improve their representations and models of the world.



Alexandra Suich

@AlexandraSuich

Alexandra Suich is *The Economist*'s US Technology Editor. Previously she served as Media Editor, based in London and New York, where she wrote about the worldwide television, film, newspaper, music, and marketing businesses. She has also served as *The Economist*'s Finance Correspondent, writing about hedge funds, private equity, and insurance. A graduate of Yale, where she double-majored in history and African studies, she was named Britain's Young Financial Journalist of the Year 2012 by the Wincott Foundation.



William Tunstall-Pedoe

@williamtp

William Tunstall-Pedoe is the Founder of Evi, the inventor of its technology, and the CEO of the business for most of its history prior to acquisition by Amazon in 2012 when the technology became an integral part of Amazon's Alexa. William then led the team that defined, built, and launched Amazon Echo. His entrepreneurial journey at Evi lasted a full decade, seven years as a VC-backed startup facing and solving numerous challenges and three years as part of Amazon. Since leaving Amazon in February 2016, he has been actively helping other startups, with a particular focus on AI, and travels to Toronto to mentor companies in the Creative Destruction Lab.



Matt Turck

@mattturck

Matt Turck is Managing Director of FirstMark Capital, investing across a broad range of early-stage enterprise and consumer startups. Prior to FirstMark, he was Managing Director at Bloomberg Ventures, the investment and incubation arm of Bloomberg LP, which he helped start. Previously, Matt was the Co-Founder of TripleHop Technologies, a venture-backed enterprise search software startup that was acquired by Oracle. Matt graduated from Sciences-Po (IEP) Paris and holds a master of law (LL.M.) from Yale Law School. He blogs at mattturck.com.



Raquel Urtasun

@UofTCompSci

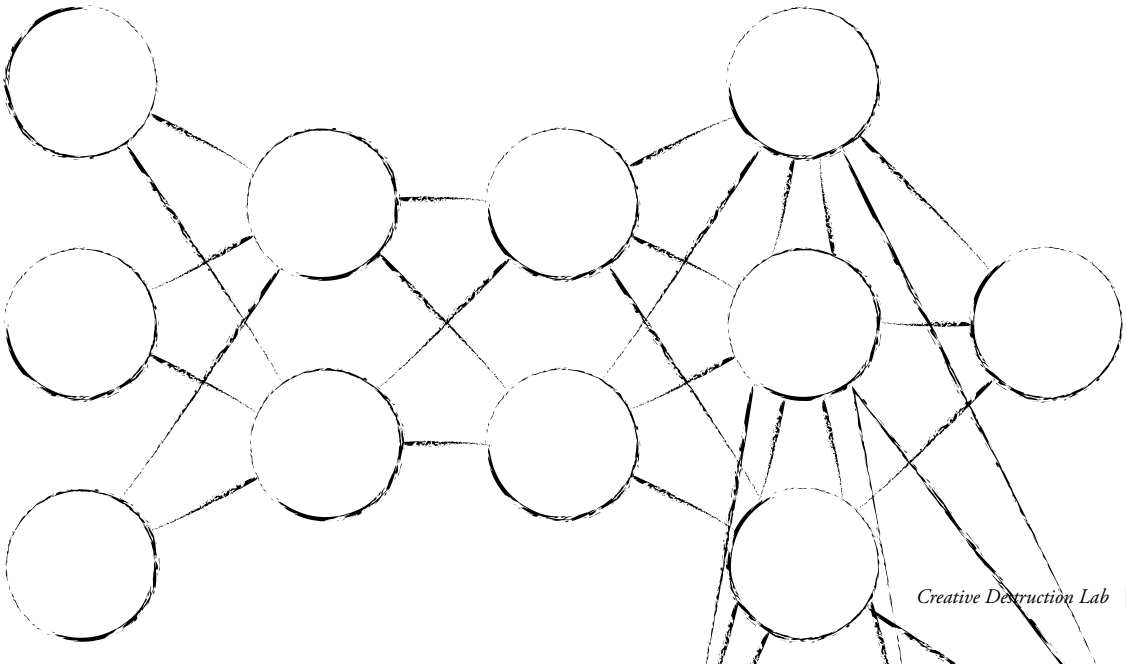
Raquel Urtasun is Associate Professor in the Department of Computer Science at the University of Toronto and a Canada Research Chair in Machine Learning and Computer Vision. Her research interests include machine learning, computer vision, and robotics. Her recent work involves perception algorithms for self-driving cars, deep-structured models, and exploring problems at the intersection of vision and language. She is a recipient of numerous awards, including the NVIDIA Pioneers of AI Award.



Jonathan Vanian

@JonathanVanian

Jonathan Vanian covers business technology for *Fortune* and is based in San Francisco. Previously, he was a writer for Gigaom where he covered enterprise startups.





Diane Wu

@dna_nerd

Diane Wu is Co-Founder of Trace Genomics, a genomics company aimed at transforming food and agriculture by applying machine learning to biological problems. Diane completed a PhD in Genetics at Stanford, where her thesis focused on computational analysis to genomic data. Diane then joined the machine-learning team at Palantir Technologies as one of their first data scientists, where she worked on predictive modeling problems in healthcare, merchandising, law enforcement, and fraud detection. Following Palantir, Diane joined MetaMind (acquired by Salesforce) as a data scientist, where she built solutions to medical imaging problems using deep learning technology.



The Honourable Kathleen Wynne

@Kathleen_Wynne

Kathleen Wynne is Ontario's 25th Premier. She was first elected to the Ontario legislature in 2003 as the MPP for Don Valley West. Wynne was re-elected in 2007, 2011 and 2014. She became the leader of the Ontario Liberal Party in January 2013. Kathleen is dedicated to building a better province for all the people of Ontario, by providing high-quality services in the most efficient manner. She and her government are guided by the values that knit this province together: fairness, diversity, collaboration and creativity. Prior to becoming Premier, Wynne served as Minister of Municipal Affairs and Housing,

Minister of Aboriginal Affairs, Minister of Transportation and Minister of Education. As the Minister of Municipal Affairs and Housing, she finalized a new funding agreement with the federal government to improve access to affordable housing.



Shivon Zilis

@shivon

Shivon Zilis is Partner and a founding member of Bloomberg Beta. She focuses on early-stage data and machine-intelligence investments, particularly intelligence tools and industry applications. She previously built startups at Bloomberg Ventures, the firm's incubator, and developed cloud core banking solutions for microfinance institutions while at IBM. Her investments including Newsle (acquired by LinkedIn), Context Relevant, Alation, and InfluxDB. She holds a degree in economics and philosophy from Yale.



Arielle Zuckerberg

@ariellezuck

Arielle Zuckerberg is Partner at KPCB and focuses on early-stage investments in the firm's digital practice as part of the venture team. Arielle joined KPCB from Humin, where she led product for the company's mobile apps. She started her career as a product manager by day and Hackathon host by night at Wildfire Interactive, Inc., which was acquired by Google in 2012. After the acquisition, Arielle worked as a product manager on social ads at Google.

ABOUT THE CREATIVE DESTRUCTION LAB (CDL)

The Creative Destruction Lab is a seed-stage program for massively scalable, science-based ventures. The program employs an objectives-based mentoring process with the goal of maximizing equity-value creation. The Lab is particularly suited to early-stage companies with links to university research labs. The nine-month program begins every September and consists of:

- Objectives-based mentorship from select entrepreneurs and angel investors: the G7 and ML7 Fellows and Associates
- Opportunities to raise capital
- Advice on technology roadmaps from the Lab's Chief Scientists
- Business development support from MBA students at the Rotman School of Management

Between 2012 and 2016, ventures that graduated from the Lab's first four cohorts generated over $850 million in aggregate equity value.

Objectives-Based Mentoring

Effective objective-setting is the cornerstone of the program. Meetings with the Fellows and Associates take place every eight weeks with the purpose of assessing progress and setting new objectives for the next two months. Ventures that underperform on their objectives are periodically cut from the program. While more than 50% of ventures are eliminated from attending the meetings, these companies remain part of the community and the Lab continues to support them. Ventures that achieve their objectives and graduate from the program usually attract investment from the Fellows and Associates as well as leading venture-capital firms.

Education

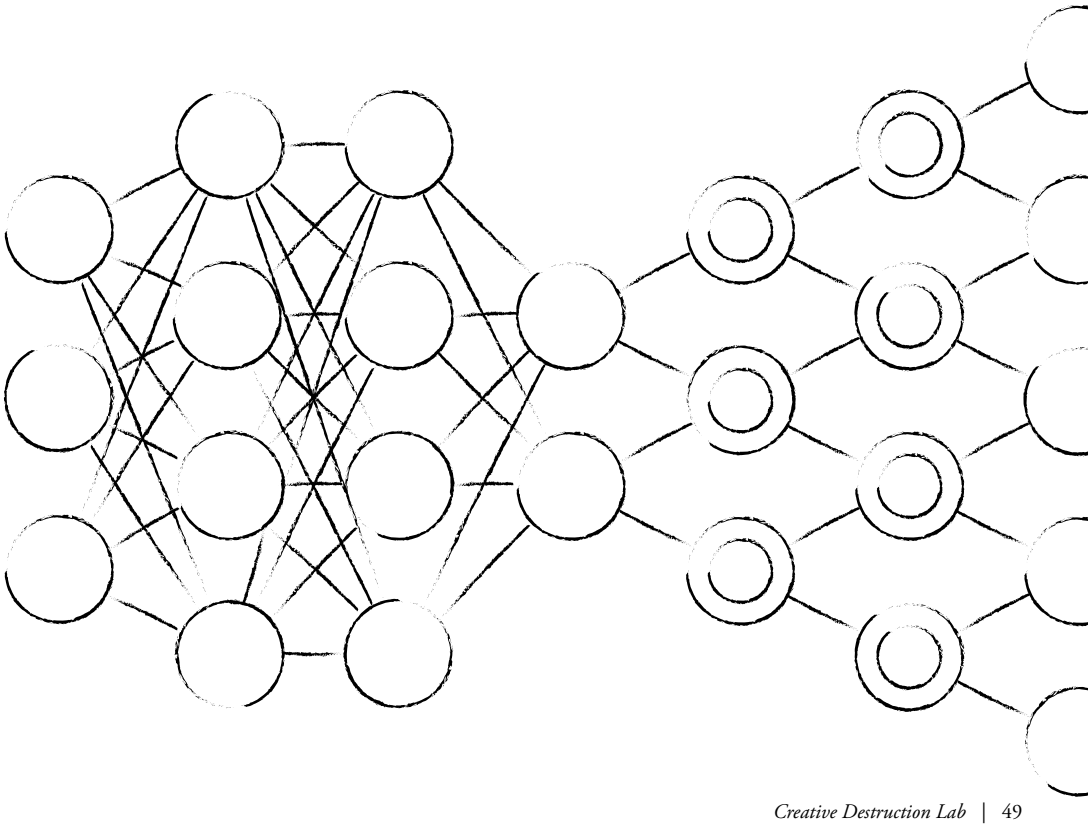
Founded at Canada's top business school, the Rotman School of Management, the Creative Destruction Lab provides a transformational and unique experience for Rotman MBA students who participate in Lab courses. These courses offer a significant pedagogical innovation in graduate management education by replacing the traditional case-study method with experiential learning ("learning-by-doing") during the process of rapid equity-value creation.

Machine Learning

In 2015, the Lab launched a stream focused exclusively on machine learning and artificial intelligence-oriented ventures. The inaugural cohort doubled the size of the Lab to fifty ventures.

In 2016, the Lab received over three hundred applications from across Canada, the United States, and Europe. The program admitted fifty AI companies this year. To our knowledge, this represents the greatest concentration of AI companies in any program on Earth.

Some notable machine learning alumni of the Lab include Atomwise, Nymi, Thalmic Labs, Deep Genomics, Eigen Innovations, Algocian, Benchsci, and Blue-J-Legal.



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"In terms of the internet, nothing has happened yet! The internet is still at the beginning of its beginning. It is only becoming. If we could climb into a time machine, journey 30 years into the future, and from that vantage look back to today, we'd realize that most of the greatest products running the lives of citizens in 2050 were not invented until after 2016. People in the future will look at their holodecks and wearable virtual reality contact lenses and downloadable avatars and AI interfaces and say, 'Oh, you didn't really have the internet" — or whatever they'll call it — 'back then.'"

- Kevin Kelly, *The Inevitable*

CREATIVE DESTRUCTION LAB

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