

Embracing AI in a startup

Sowmiya Chocka Narayanan
Co-founder/CTO, Lily

www.getlilyapp.com

Startups

```
graph TD; Startups --> AI_enabler[AI as enabler]; Startups -.-> Research[Research to push AI boundaries]; AI_enabler --- Industries[Fashion, Healthcare, Logistics, etc.]; Research --- Companies[OpenAI, Viv];
```

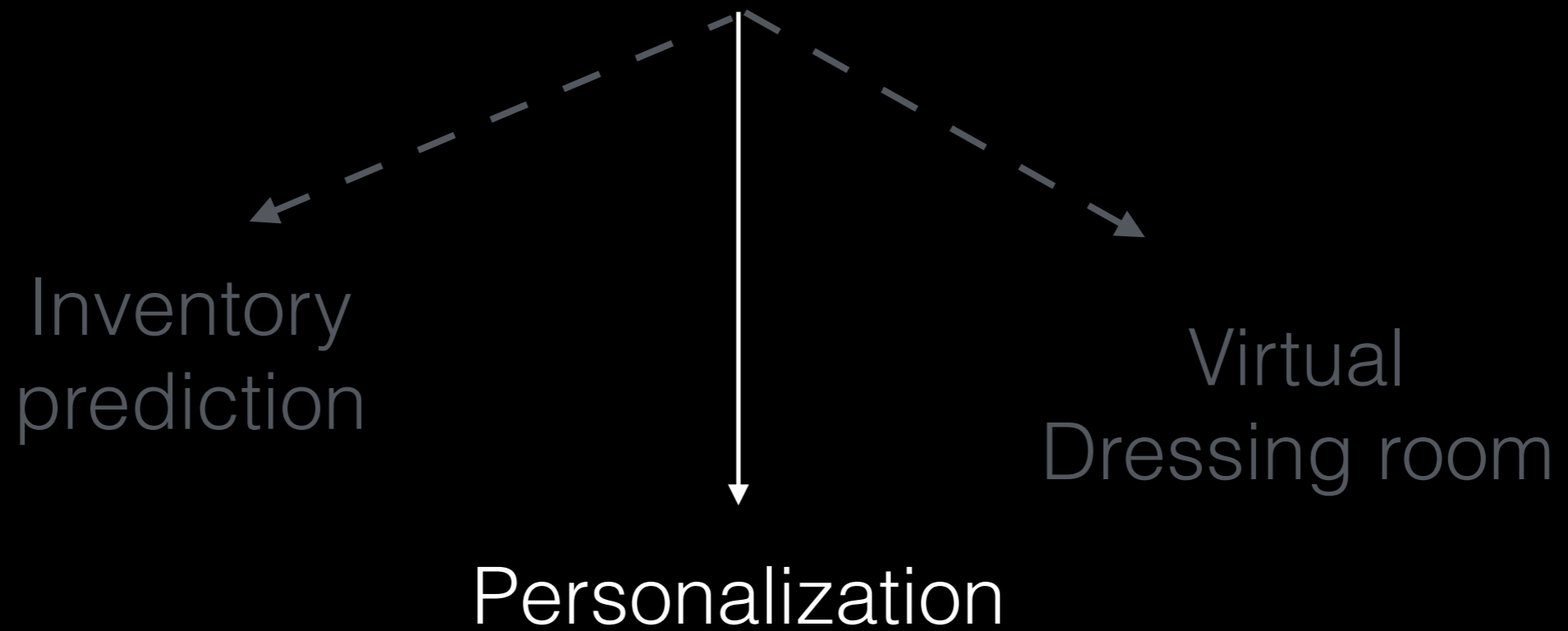
AI as enabler

Fashion
Healthcare
Logistics
etc.

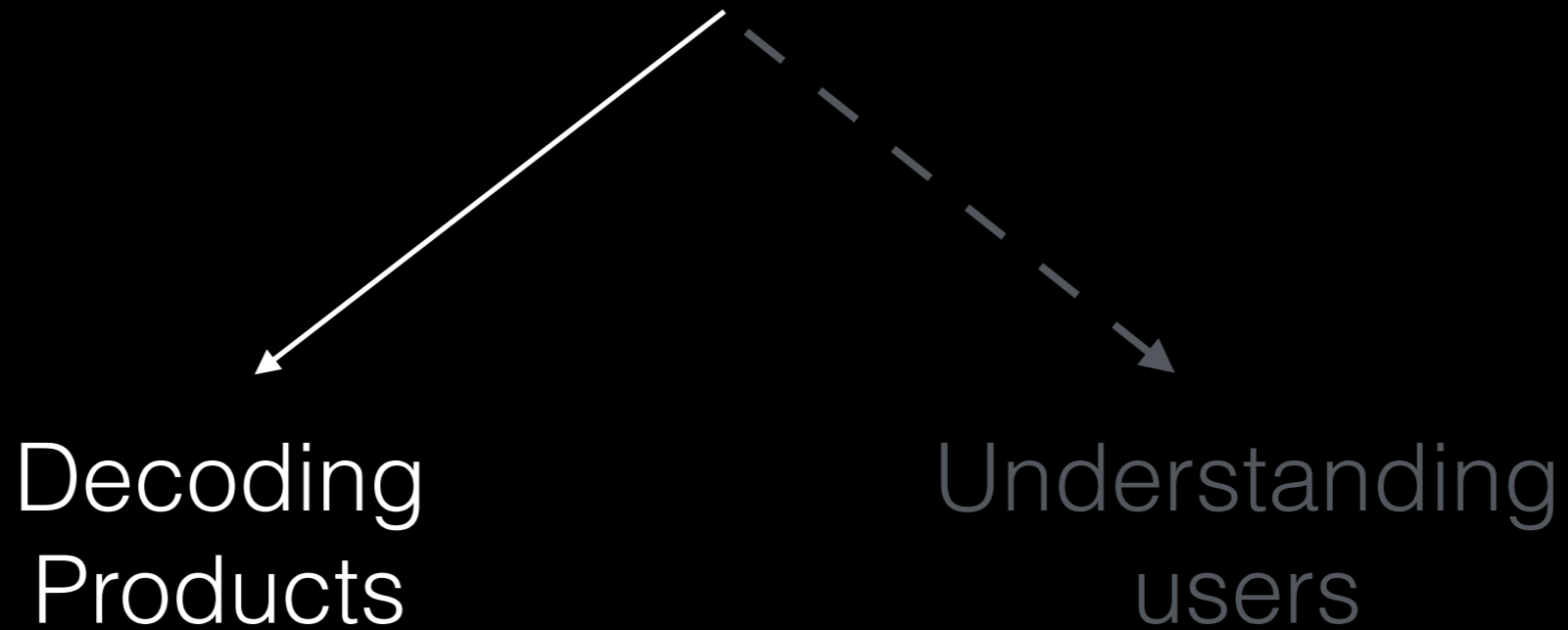
Research to push
AI boundaries

OpenAI
Viv

Fashion



Personalization



Product Classification



Product Classification



(Cold Start)

Manual Tagging

Product Classification

(Experimenting
with
AI systems)



Deep learning as a Service

Product Classification

(Experience
with
AI systems)



Bring your own Deep Learning model

Tracking Model

```
graph TD; A[Tracking Model] --> B[Performance of feature extraction]; A --> C[Relevance to the entire product];
```

Performance
of
feature extraction

Relevance to
the
entire product

Empathy & AI?

Relationship

Trust

Engagement

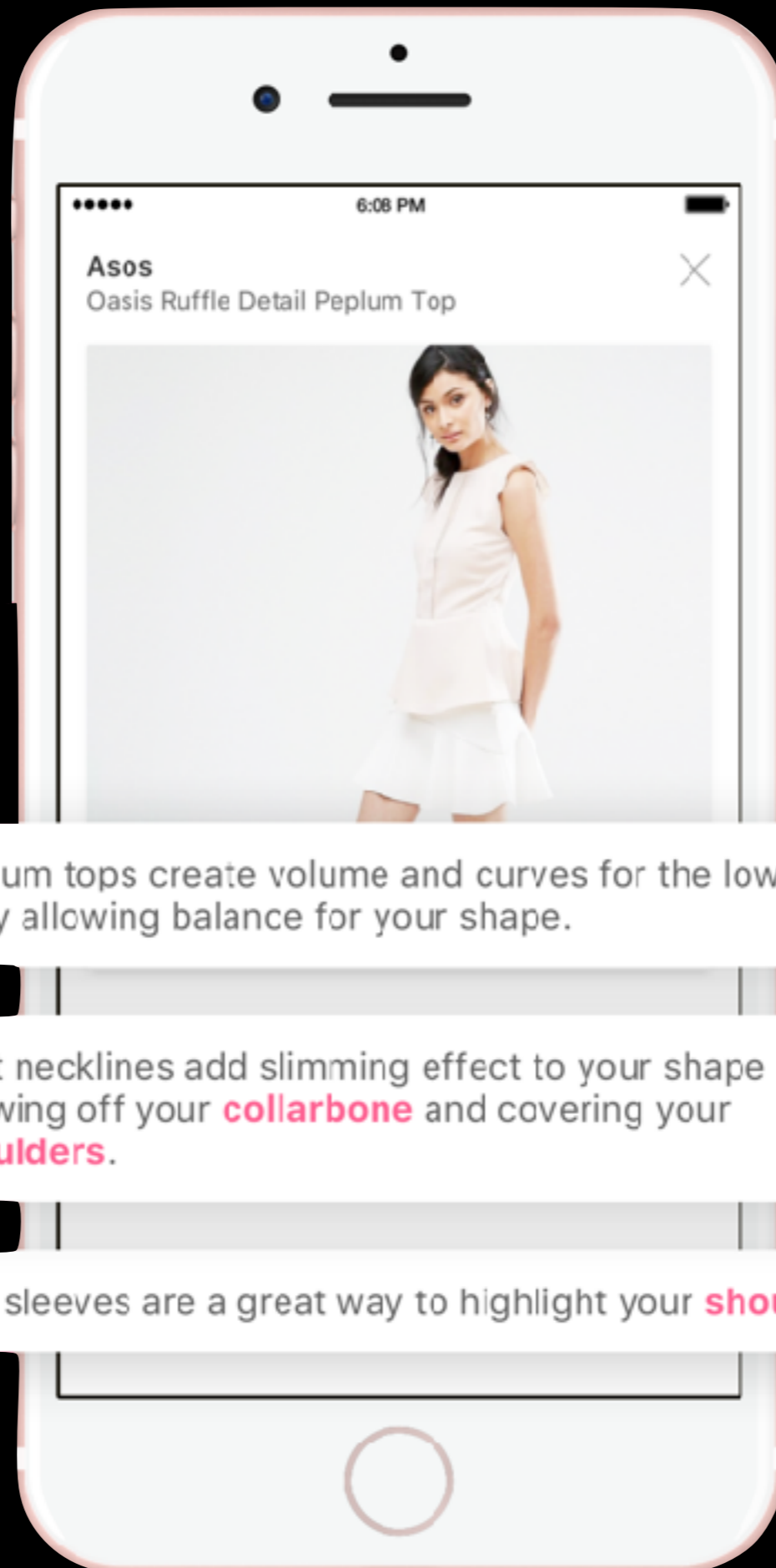
Perception



Reality



Perception



Peplum tops create volume and curves for the lower body allowing balance for your shape.

Boat necklines add slimming effect to your shape by showing off your **collarbone** and covering your **shoulders**.

Cap sleeves are a great way to highlight your **shoulders**.

Thank you!

www.getlilyapp.com