Dash
Dennis

The SME AI Exchange

Dennis z.s. Tan

20/11/2
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European SME Week

Dash Dennis

INTRODUCTION.

DASHMOTE

European SME Week

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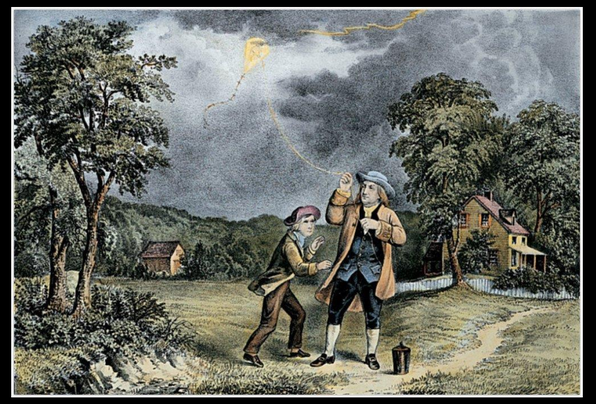
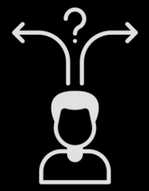
History x Dashmote Comparisons



how AI can help SMEs: real added Value

Automating Repetitive Tasks:

- AI reduces the time spent on manual, low-value tasks.



Enhancing Decision-Making:

- AI turns vast amounts of data into actionable insights, enabling data-driven decisions.

Enabling Innovation:

- AI facilitates new business models and products that were previously impossible.

challenges in implementing AI: skills needed

Skill Gaps:

- Businesses need teams equipped to understand and use AI tools.

Data Quality and Management:

- AI thrives on clean, structured data, which many SMEs struggle to maintain.

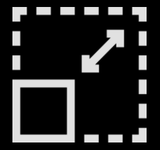
Resistance to Change:

- Teams may fear AI will disrupt jobs or established processes.

Ethics, Costs, and Regulation:

- AI introduces privacy concerns and regulatory challenges, requiring careful oversight.

best practices for implementing AI



Start Small and Scale:

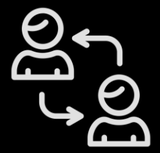
- Begin with manageable, high-impact use cases like automating simple workflows.

Invest in Skills and Training:

- Equip teams with foundational AI knowledge and tools to enable effective adoption.

Focus on Data Quality:

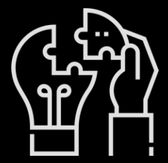
- Prioritize clean, actionable data as the foundation for AI.



Collaborate and Experiment:

- Work with vendors or other SMEs to learn, test, and refine AI solutions.

how we do it at Dashmote



Focus on Solving Real Problems:

- We don’t start with technology—we start with challenges. For example, we’ve helped clients improve lead generation by 40% using AI-driven insights.

Make AI Accessible:

- Not every SME has a team of data scientists. Our solutions are no-code or low-code, enabling any team to integrate AI into their workflows seamlessly.

Collaborative Implementation:

- We partner with clients to customize AI to their specific needs, providing ongoing support to ensure adoption is smooth.

Data-Driven Results:

- For example, we helped a beverage company use AI to analyze sales trends across thousands of stores, optimizing distribution and saving millions annually.

Continuous Learning and Feedback:

- AI isn’t static—it evolves. We work iteratively with clients to refine AI models and maximize long-term ROI.

conclusion & summary

Key Takeaway:

“AI offers real added value for SMEs, but successful adoption requires skills, strategy, and ethical oversight.”

Call to Action:

“Focus on areas where AI can add immediate value, upskill your teams, and start small with scalable solutions.”

Closing Statement:

“AI is the next transformative force, much like fire, the printing press, and electricity. Let’s ensure we’re ready to embrace its opportunities responsibly and effectively.”

policy
food for thought

1. Accessibility and Equity

Question: How can policies ensure that AI technologies are accessible and affordable for all SMEs, not just large enterprises or tech-savvy businesses?

- **Why this matters:** Without equitable access, SMEs—especially in underdeveloped regions or industries—risk being left behind, deepening economic disparities. This question challenges policymakers to think about subsidies, partnerships, and public-private collaborations to bridge the gap.

2. Skills Development and Education

Question: What role should governments play in funding or facilitating AI literacy and training programs for SMEs? Should AI education be integrated into broader workforce development policies?

- **Why this matters:** Upskilling is critical to enabling SMEs to leverage AI effectively. Policymakers must consider how to scale education initiatives to ensure inclusivity and competitiveness in a rapidly changing global economy.

3. Supporting Infrastructure

Question: What infrastructure investments (e.g., cloud platforms, data-sharing frameworks, or AI research hubs) are necessary to enable SMEs to adopt AI effectively? How can governments incentivize or co-invest in such projects?

- **Why this matters:** Foundational infrastructure, like data-sharing platforms and affordable cloud computing, is essential for SMEs to implement AI. Policymakers must explore how to create ecosystems where SMEs thrive without being left out of cutting-edge advancements.

European SME Week

SME Assembly 2024

SMEs: Shaping Europe's Future

BUDAPEST

18 - 20 November

#EUSMEWeek

THE GERMAN TRADE

THE UNDERESTIMATED GIANT.

130 trades, over 1 million companies.
But above all, more than 5.6 million makers.
My brother Felix is one of them.

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FACTS

1. **AUTOMOTIVE INDUSTRIY**
   800.000 employees
2. **TRADE**
   5.600.000 employees
3. **BUILDING TRADE**
   918.000 employees

AI AND IT`S PROCESSES ARE BECOMING MORE AND MORE USED

1. The skilled trades will keep their business model with their hands.
2. More. There will be an enormous increase.
3. Meaningful work will continue to gain in value.
4. Career changers and academic returnees are increasing significantly.
5. More and more Start-ups and pioneers are launching solutions together with the skilled trades.
6. AI will become more and more of a co-worker in the coming years and will make everyday office life in particular much easier.

Roofers can no longer imagine life without drones today

VALUE CREATION

1 – Aquisition

2 – Offer

3 – Order

4 – Planning

5 – Execution & handover

6 – Support

What is already possible today?

<u>Quotation preparation and visualisation:</u>

AI can automate the quotation process by automatically generating cost estimates based on previous projects. Visualisations and 3D models can also be generated for customers to give them a realistic idea of the end result.

FURTHER APPLICATION EXAMPLES

Example 1:

MATERIAL MANAGEMENT

AI can help optimise material management by forecasting the demand for building materials and monitoring stock levels.

Example 2:

CONSTRUCTION EQUIPMENT MANAGEMENT AND OPTIMISATION

Sensors and AI can be integrated into construction equipment to monitor operation and predict maintenance needs.

Example 3:

TEXT-BASED AI AS VIRTUAL ASSISTANT

Text-based AI can be used to automate marketing content such as blog posts or social media texts or to create e-mail templates and risk assessments.

THE ADVANTAGES ARE CLEAR:

- Time savings, e.g. through the automation of quotation preparation
- Better decision-making trough e.g. sensor data

ALMOST LOST IN THE BIG PICTURE

MY TIPS:

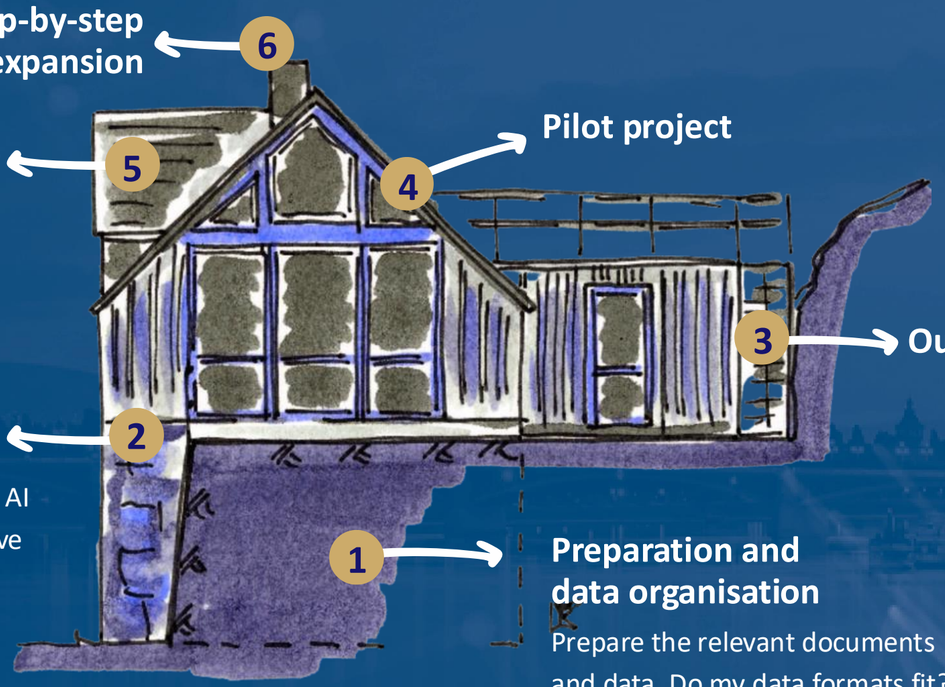
- Think in small steps.
- Exchange ideas.
- Celebrate successes.
- Step by step development.

IT`S ABOUT THE SKILLS:

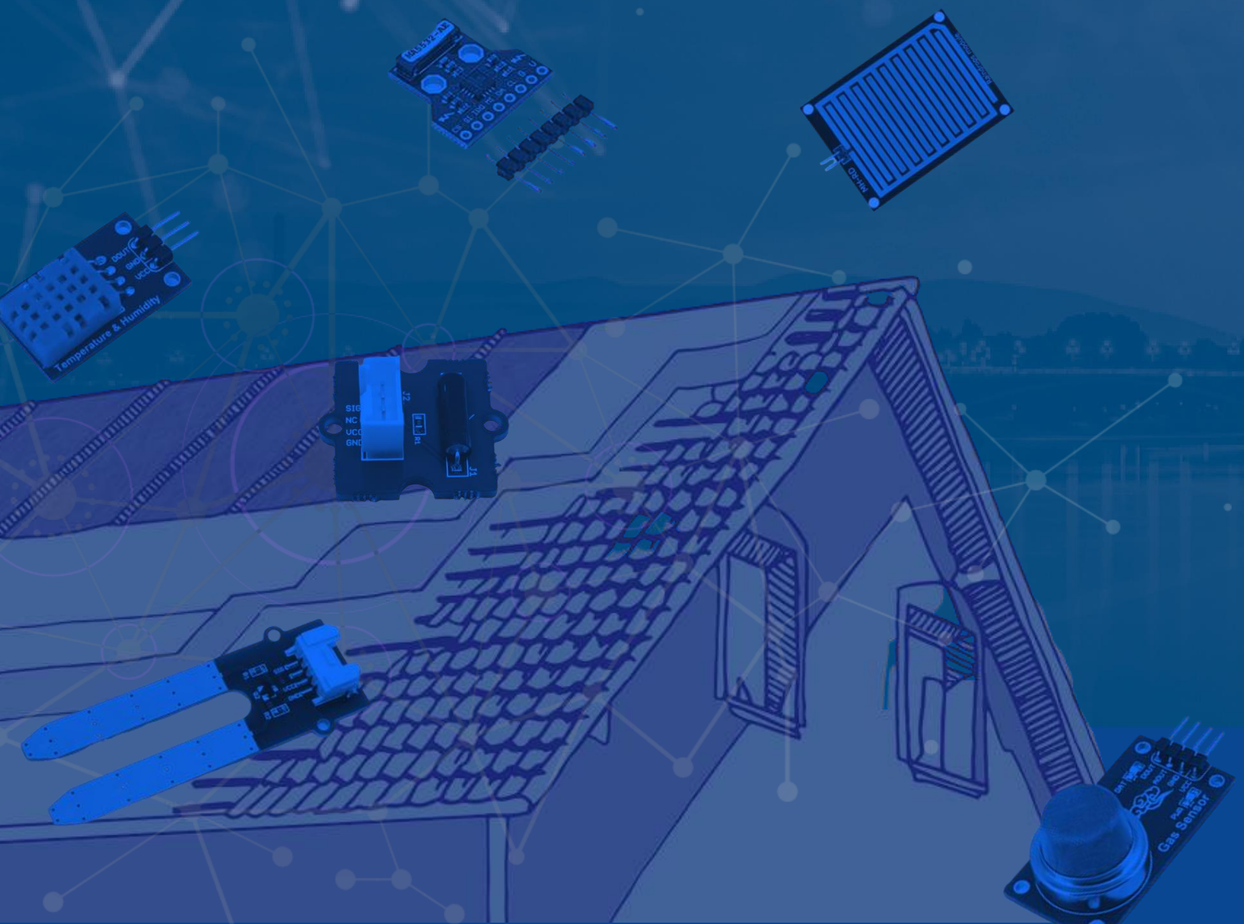
- Adaptability and willingness to undergo continuous further training
- The ability to adapt to new technologies and working methods is important (dynamic environment)
- Analytical thinking is important for evaluating and making decisions in complex situations (to ask the right questions)
- Specialist knowledge, e.g. Roofing master
- Structured approach

THE BIG PIRCURE

HOW TO USE AI



HOW TO SUPPORT CRAFT ENTERPRISES IN USING AI:



WHAT SUPPORT IS NEEDED?

- Easy access to information sources (experts for special applications and trades)
- Test vouchers for hard- and software applications
- Hands-on Trainers who come directly to your company
- Collaboration Events, experiment rooms, etc.
- Motivation by:
  - easily accessible funding
  - easily accessible training courses
  - Tech-Influencers within the industry (Best Practices)

A LOOK INTO THE FUTURE:
AI IN ROOFING

- The German roofing trade will clearly be a renovation market in the coming years
- We have more than 7 million roofs in need of renovation in Germany

OUR VISION

To be able to answer this question, we are deeply convinced that smart buildings must first be linked to the smart skills of roofers.

OUR TECHNOLOGY

- Modular humidity sensor as a tape technology
- Can be retrofitted underneath the roof tiles and many other areas
- Enables 24/7 monitoring
- System is multifunctional, as it is equipped with many other sensors
- Can be used in many other areas of application

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Introduction – AI for SMEs

SMEs are at the heart of Europe's economy—but innovation is the key to staying competitive. AI adoption isn't optional; it's becoming essential across industries.

Why I'm Here:
As the CEO of an innovative company, I lead teams leveraging AI to develop advanced equipment for infrastructure repair, drive chemical R&D, and enhance business process automation, witnessing both its **immense potential** and the **roadblocks SMEs** face in Europe.

My goal today:
- Share **real-world insights** on AI applications for SMEs.
- Highlight **practical challenges** we face in Europe.
- Explore **actionable solutions** to keep SMEs competitive and innovative.

AI in Equipment Manufacturing

Innovation Potential:

- AI-driven automation for full-length equipment repairs.
- Safer and more efficient user interaction.

Value Add:

- For SMEs: Increased productivity, reduced downtime, enhanced safety.
- For Europe: Competitive edge in global equipment manufacturing.

Challenges:

- Lack of regulatory clarity for autonomous repairs.
- EU cyber regulations blocking AI voice control features.

Solution:

Establish **clear and innovation-friendly regulations** to enable AI-driven manufacturing growth.

AI in Chemical R&D

Innovation Potential:

- Automated robot generates thousands of chemical recipes and produces data for AI models.
- Enables hyper-customized products, such as resins, for diverse customer needs.

Value Add:

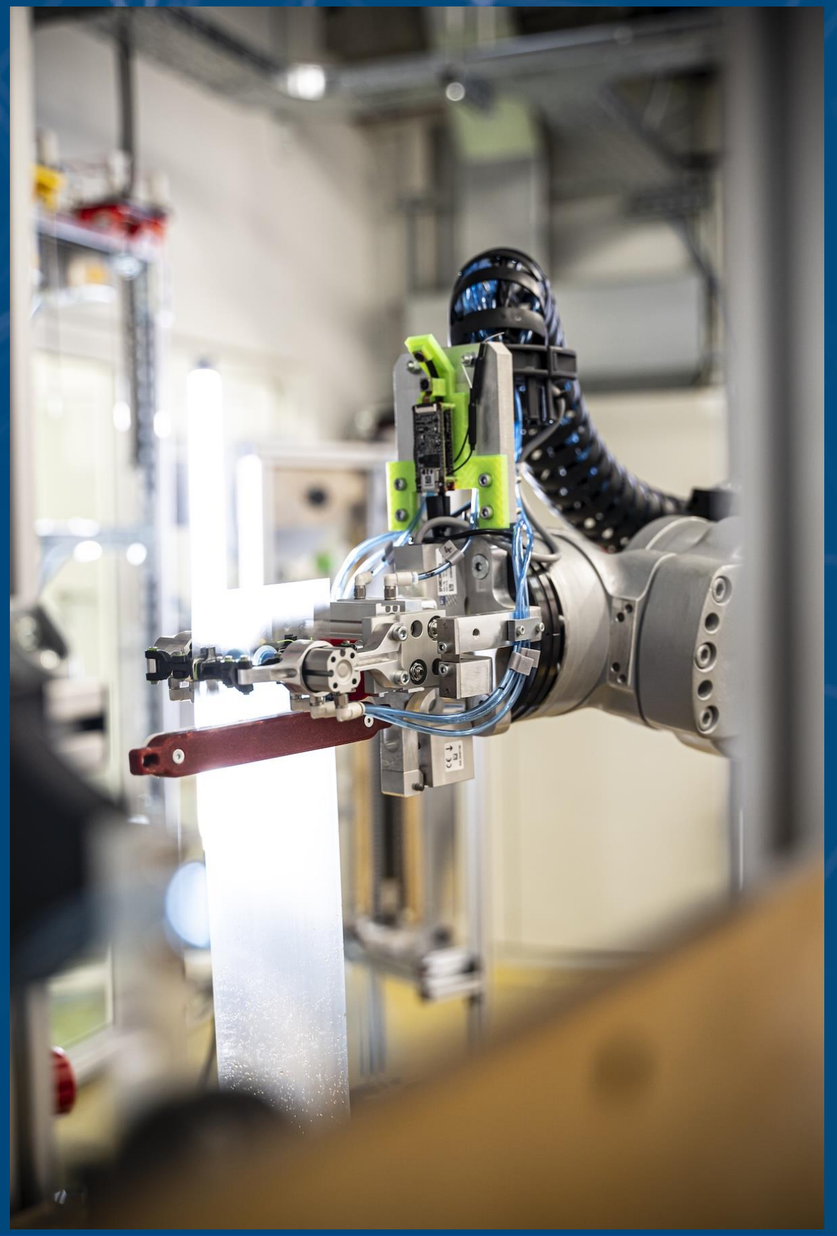
- For SMEs: Reduced R&D costs, faster innovation cycles, new product development.
- For Europe: Leadership in sustainable, AI-powered materials science.

Challenges:

- Limited public access to EU chemical data for AI training.
- Manual compliance due to outdated regulatory systems.

Solution:

- **Open access** to EU chemical data for AI training.
- Integrate **REST APIs for regulations**, automating compliance and cutting costs.



AI for Workplace Safety

Innovation Potential:

- AI-powered face recognition for monitoring employee movements and equipment usage.
- Real-time safety alerts for workplace incidents.

Value Add:

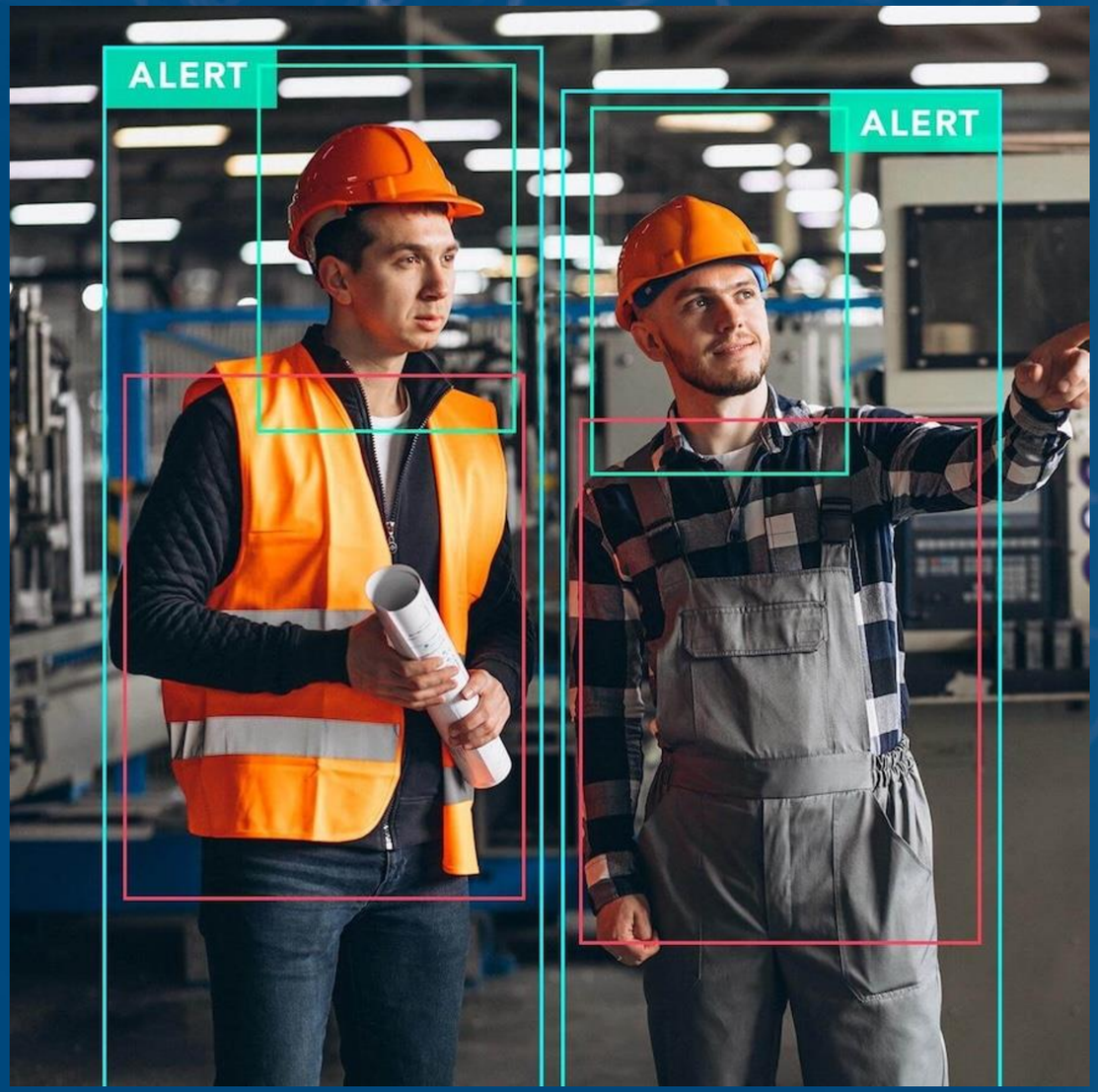
- For SMEs: Improved workplace safety, efficient asset management, reduced operational risks.
- For Europe: Safer and more productive business environments.

Challenges:

- GDPR compliance hurdles for face recognition technology.
- High implementation risks due to data privacy regulations.

Solution:

- Introduce **balanced privacy laws** to support responsible AI adoption.



Data Accessibility and Automation

Innovation Potential:

- ERP system automation for everyday tasks (e.g., VAT validation).
- Access to real-time public data for AI model training and process efficiency.

Value Add:

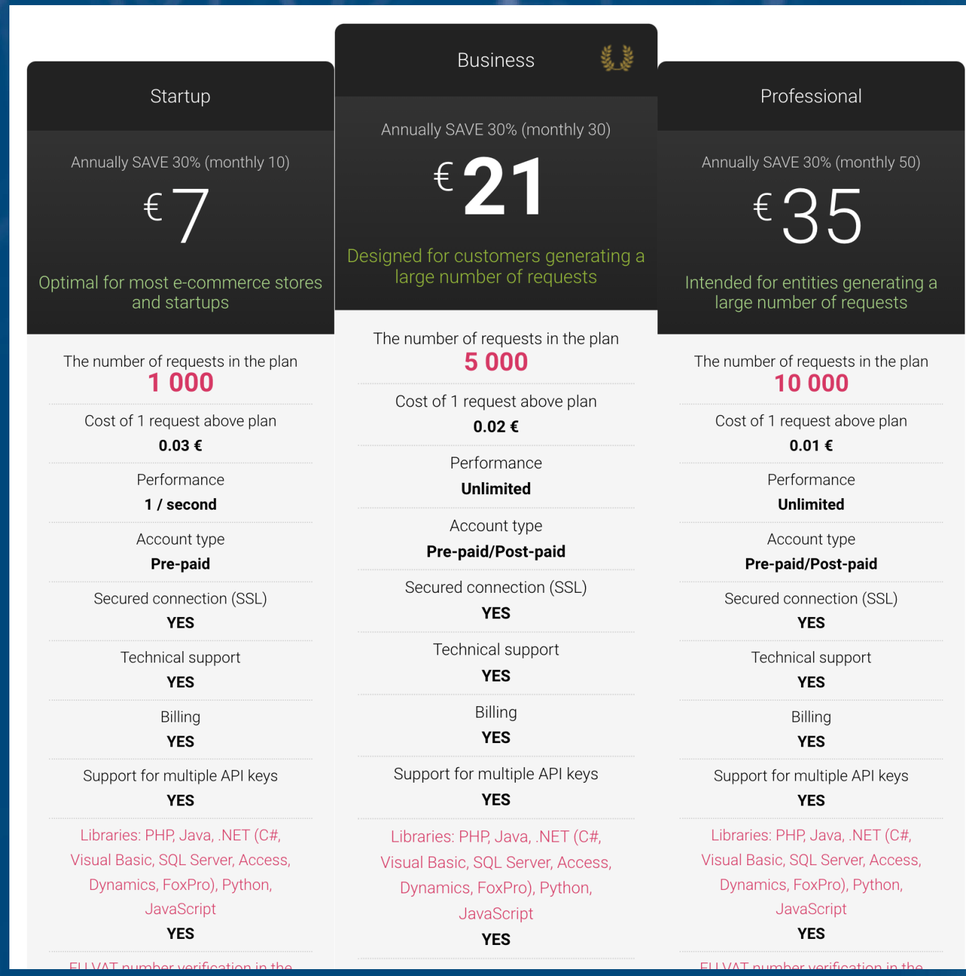
- For SMEs: Streamlined operations, lower administrative costs, enhanced decision-making.
- For Europe: Boost in SME competitiveness through cost-effective automation.

Challenges:

- Lack of free, accessible business and real-time public data.

Solution:

- Provide **free and open public data** for SMEs to automate and train AI effectively.



Startup	Business	Professional
Annually SAVE 30% (monthly 10)	Annually SAVE 30% (monthly 30)	Annually SAVE 30% (monthly 50)
€ 7	€ 21	€ 35
Optimal for most e-commerce stores and startups	Designed for customers generating a large number of requests	Intended for entities generating a large number of requests
The number of requests in the plan **1 000**	The number of requests in the plan **5 000**	The number of requests in the plan **10 000**
Cost of 1 request above plan **0.03 €**	Cost of 1 request above plan **0.02 €**	Cost of 1 request above plan **0.01 €**
Performance **1 / second**	Performance **Unlimited**	Performance **Unlimited**
Account type **Pre-paid**	Account type **Pre-paid/Post-paid**	Account type **Pre-paid/Post-paid**
Secured connection (SSL) **YES**	Secured connection (SSL) **YES**	Secured connection (SSL) **YES**
Technical support **YES**	Technical support **YES**	Technical support **YES**
Billing **YES**	Billing **YES**	Billing **YES**
Support for multiple API keys **YES**	Support for multiple API keys **YES**	Support for multiple API keys **YES**
Libraries: PHP, Java, .NET (C#, Visual Basic, SQL Server, Access, Dynamics, FoxPro), Python, JavaScript **YES**	Libraries: PHP, Java, .NET (C#, Visual Basic, SQL Server, Access, Dynamics, FoxPro), Python, JavaScript **YES**	Libraries: PHP, Java, .NET (C#, Visual Basic, SQL Server, Access, Dynamics, FoxPro), Python, JavaScript **YES**
EU VAT number verification in the		EU VAT number verification in the

Call to Action

1. Smart Regulation:

- Clarify policies to promote safe and sustainable AI adoption.
- Enable API-based regulatory compliance to reduce manual workloads.

2. Open Data:

- Free public access to business, chemical, and real-time data.

3. Empowered SMEs:

- Support innovation by reducing regulatory and administrative burdens.

Closing Thought: Innovation is risk. But over-regulation is the risk of losing Europe's SMEs to global competition.

Thank you!

Attila Aron Nagy
aron@polinvent.com