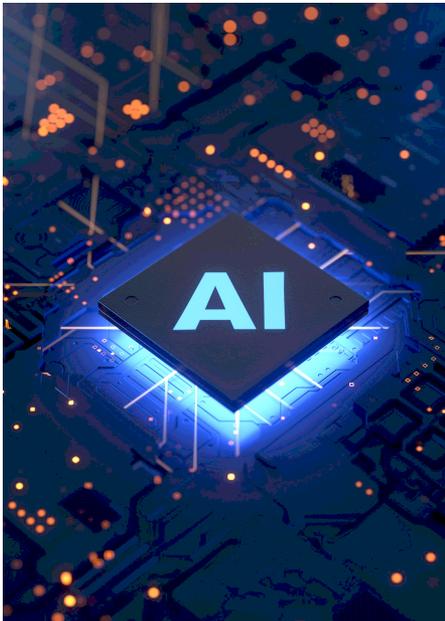**intel.**

Intel and Women in AI: Partnering for Change

Intel and Women in AI form an alliance to help female entrepreneurs develop startups that further UN Sustainable Development Goals.

The Intel Purpose

For a long time now, Intel® Corporation has stood by a clear, simple statement of purpose:

We create world-changing technology that improves the life of every person on the planet.

Fulfilling that purpose is an ongoing process that takes many forms, from charitable giving (the Intel Foundation has donated over $730 million to partners, communities, and society over past three decades)...to providing time, talent, and technology for educational and relief efforts in rural environments...to addressing human rights issues around the world...and many more.

Central to that effort is the Intel 2030 RISE Strategy. The goal of this program is to create a more responsible, inclusive, and sustainable world, supported and enabled not only by Intel technology, but also by the skills and commitment of Intel employees.

The four principles of the RISE Strategy are:

Responsibility: We will lead in advancing safety, wellness, and responsible business practices in our global manufacturing operations, value chain, and beyond.

Inclusivity: We will seek to advance inclusion throughout our global workforce and expand opportunities for others through technology, inclusion, and digital readiness.

Sustainability: We will strive to be a global leader in sustainability and will enable customers and others to reduce their environmental impact.

Enablement: Innovative Intel technology, along with the expertise and passion of Intel employees, will enable positive change within the company, throughout the technology industry, and beyond.

The Intel Ai4Good Initiative

As Artificial Intelligence has grown in scope and capabilities, its importance to society has increased dramatically. Intel has taken upon itself the responsibility not simply to develop and implement more effective and efficient AI, but to do so in a manner that maximizes benefits to society while minimizing harm. That responsibility is illustrated in the Intel Ai4Good Initiative.

The Intel Ai4Good Initiative promotes responsible, ethical, and equitable AI practices to meet the many societal crises the world faces, including the pandemic and other health challenges, environmental issues, disasters, poverty, and more.

Intel is committed...

...to using and advancing AI to positively impact our world, not only through development of hardware and software, but by supporting organizations that use AI to advance the common good.

"At Intel, we create technology that touches humanity, and we work on many AI for Good programs with partners. We're accelerating drug discoveries for cancer, helping provide access to vaccines in India, collaborating with researchers to build models of COVID viruses, and working with governments to lower barriers to broadband for all. In short, Intel technology is helping improve lives around the world, every day."

- Sandra Rivera, Executive Vice President and General Manager of the Datacenter and AI Group at Intel Corporation

Women in AI

Given the objectives of the Intel Ai4Good Initiative, forming an alliance between Intel and Women in AI (WAI) was a natural step.

WAI is a non-profit organization working to promote the responsible use of AI and encourage the development of ethical applications. Founded in Paris in 2016, WAI advances inclusive AI by empowering women and minorities as AI and data experts, innovators, and leaders. While the enablement of women in AI is obviously an important objective of WAI, its overall focus extends beyond any single segment of society. For instance, WAI sponsors the WaiACCELERATE USA program, a startup development initiative designed to help aspiring and very early stage, female-led startups launch from concept to pre-product stage. Providing this type of assistance in entrepreneurship for women is critical, as less than 10% of venture capital-backed startup founders in the US are female (though women comprise over 50% of the working population). Similarly, only 12% of leading Machine Learning researchers were women as of 2018. Women in AI (WAI) USA seeks to help eliminate potential biases in AI by encouraging diverse teams in algorithm, product, and business development.

A structured and systematic curriculum for aspiring founders, WaiACCELERATE USA integrates the key phases of ideation, validation, product development, pitching, and fundraising. WAI USA aims to help these fledgling companies conceive, build, and launch startups in AI within a span of six months. The program is free of cost, and participants retain 100% equity in their efforts.

"AI is a wonderful tool for good in the world—but it must be used responsibly. There is a significant disparity in the number of women involved in AI. We're partnering with organizations such as WAI to lower the barriers facing women in STEM around the world, and that's an important part of our goal to ensure Intel technology improves the lives of everyone on the planet."

- Sandra Rivera, Executive Vice President and General Manager of the Datacenter and AI Group at Intel Corporation

Besides WaiACCELERATE USA, another important WAI initiative was the three-day WaiHACKATHON USA, sponsored by Intel. The summer 2021 program was an intensive entrepreneurship and technology event designed to connect the WAI community and the global movement of Artificial Intelligence (AI), Machine Learning (ML), and Data Science with other data-savvy peers. A "zero-exclusion" event, it sought to focus the skills and capabilities of the attendees on advancing at least one of the 17 United Nations Sustainable Development Goals (SGS) 2030, as well as the resonant themes of social justice, equality, and education.

The WaiHACKATHON USA was a virtual event open to anyone of any gender, in the US or beyond, interested in leveraging entrepreneurial spirit, talent, and AI, ML, or analytical skills to combat social problems. Applicants applied through the WAI community for admission, and participants were accepted based on the following criteria:

- Attendees had to fully commit to completing the three-day program.

- They should have a general knowledge of AI, Data Science, or technology. (Non-technical founders were welcome as well and could team up with others during the program to solve the challenges.)

- The collective global team exhibited an entrepreneurial and team-building spirit.

- They committed to developing a product that helps meet one or more of the UN SDGs 2030.

During the sessions, participants engaged in a diverse format that involved working closely with teams and peers. Attendees heard from topical speakers and industry experts, but the majority of the time was spent in individual sessions with teammates and mentors who had expertise in the specific topics the team was working on. All entrants also developed a pitch deck for promoting their product, as well as a fundraising video.

As Dr. Sunny Zhang, Founder and President of Z LAB Ventures, and Program Advisor for the WaiHACKATHON USA 2021, said, "I was completely blown away by the outstanding pitches at #WaiHACKATHON! Cannot believe what everyone achieved together in the past three days."

As Bhuva Subram, North American Head for Women in AI, and Ambassador for Women in AI USA, noted, "I was amazed every day at the global diversity of thought and the impactful AI solutions that each team innovated to make a difference at the grassroots level; we shone as one team in cheering and uplifting as a community with varied backgrounds."

WaiHACKATHON USA 2021 Award Winner: AI for Ai

The challenge: Autoimmune illness is the leading cause of disability and death among women and underrepresented groups. 80% of those suffering from the disease are women.

The project: Artificial Intelligence for Autoimmune improves patient outcomes by creating an online medical social portal, and analyzing data for targeted treatments. Results will be shared to improve disease outcomes, and the disease progression is tracked.

The team: Camille Eddy, Jenn Halweil, Jennifer Lin, Stephanie Bell, Suparna Pawar.

WaiHACKATHON USA Award Winner: IntelliFarm

The challenges: Two billion people are without access to safe, nutritious food. 450 million small farmers are without data. 16,500 food distributors are without the insights data can provide.

The project: AI-informed Farming delivers free crops to food insecure communities by using AI-powered sensors to ensure food chain transparency. This benefits farms by enabling more productive farmers, and benefits merchants by reducing food fraud.

The team: Delia Sabau, Ousema Baghdedi, Sydney Marcus, Tammie Meloy.

WaiHACKATHON USA Award Winner:

Enterprise Empathy Immersion Program

The challenge: Nearly half of midsize companies' and nearly all Fortune 500 companies' diversity programs are not succeeding in increasing diversity. Recent trends actually show a drop in women and underrepresented groups at managerial levels.

The project: Transform workplace diversity and inclusion with VR, AI, and Empathy by helping those charged with hiring see things from other people's perspectives. It measures and improves DEI KPIs, reducing the cost of new employee acquisition, raising empathy, and increasing retention and diversity.

The team: Mega Desai, Yan Li, Andre Vaduva, Claire Andreas.

And here are more examples of successful startups from Women in AI USA cohort:

Barbara Buchanan, founder of MediaVax
Project: MediaVax's social media threat intelligence arm media and business for the fight against disinformation, with AI-powered monitoring tools that detect hostile actors and untrusted narratives while measuring impact for clients.

Ebonique Boyd, co-founder of Budget Collector
Project: Budget Collector helps middle-class to invest in art by utilizing AI and lowering costs, and by rebuilding and democratizing the fine art app for everyone so that every artist can find their work's best supporters.

Susanna Raj, founder of AI4Nomads
Project: AI4Nomads is revolutionizing AI literacy to disrupt poverty with an advanced online platform that lets everyone label data to train AI on a phone and earn money, thus enabling participation in the digital economy.

Colette Johnson, co-founder of The PS Collective
Project: The PS Collective is an AI-powered marketplace revolutionizing the way women find clothing that fits and flatters their figure, and by being exclusively inclusive, invites all women to discover brands that are uniquely you.

A full list of recent participant projects is available at womeninai.co/usa-entrepreneurs.

Learn more

Intel AI for Social Good

Intel 2030 Rise Strategy

Intel Announces Alliance with 13 Major Companies to Develop Shared Diversity and Inclusion Goals

Intel® AI for Youth

Women in AI

WaiACCELERATE USA and WaiHACKATHON USA

Women in AI USA – UN SDG Entrepreneurs

Z LAB