

# Collaborative Innovation with GenAI

**Saeid Abolfazli (PhD)**

Rakuten Kobo  
University of Toronto  
Vector Institute for AI



**Veria Havari-nasab (PhD)**

TELUS  
Seneca Polytechnic



# Conversation Objectives



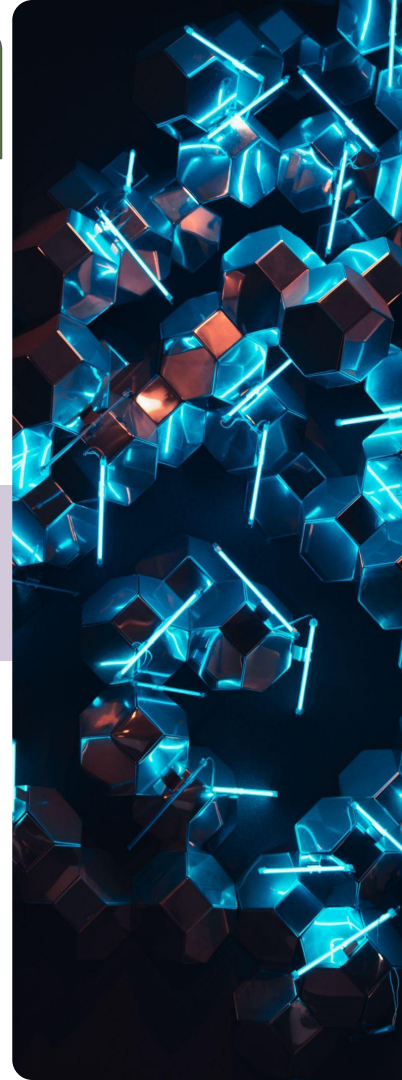
**Share**



**Inspire**



**Learn**



# IGNITE-X: 2023 GenAI Hackathon!



## Training & Upskilling

Reducing Risk  
Upskilling Teams  
Fueling Efficiency



## Employee Engagement

Critical Post-Pandemic  
Tough Economy



## Innovative Value Creation

Efficiency & Automation  
Knowledge Discovery  
Intelligent Decisions

`<strong>how hackers  
start their afternoo  
<p><b>Most popular t  
on Hacker Noon</b></p>  
<ul>  
<li>Artificial Intel  
<li>Bitcoin</li>  
<li>Blockchain</li>  
<li>Coding</li>  
<li>Cryptocurrency</li>  
<li>Economics</li>  
<li>Ethereum</li>  
<li>Future</li>  
<li>Investing</li>  
<li>Javascript</li>  
<li>Software Developme  
<li>Startups</li>  
<li>Tech</li>  
</ul>`

# Toronto IGNITE-X!

**220** Hackers!





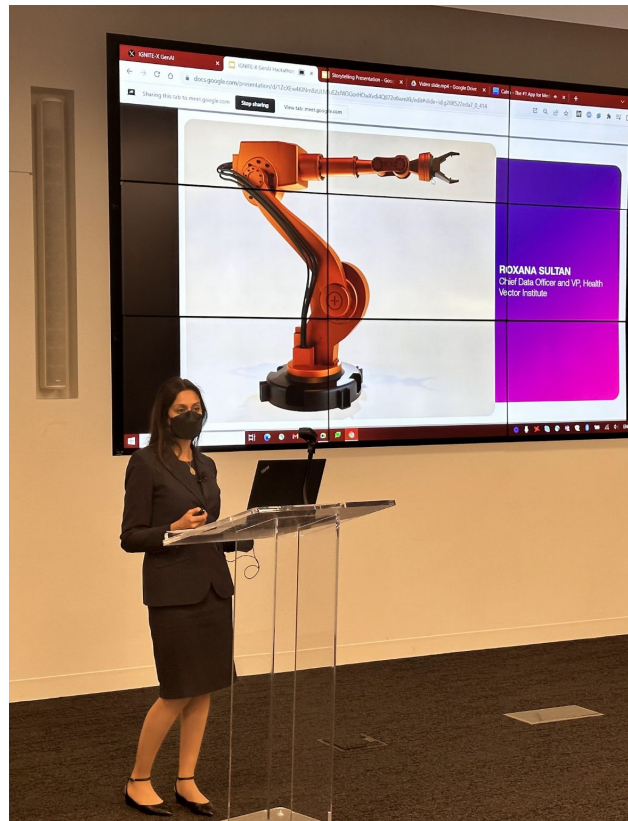
# Toronto IGNITE-X!

**220** Hackers!



# Leaders Talk!

10+ Speakers!



Left to right  
Lloyd Switzer, CPO, TELUS  
Hesham Fahmy, CIO, TELUS  
Roxana Soltan, CDO, Vector Ins. for AI



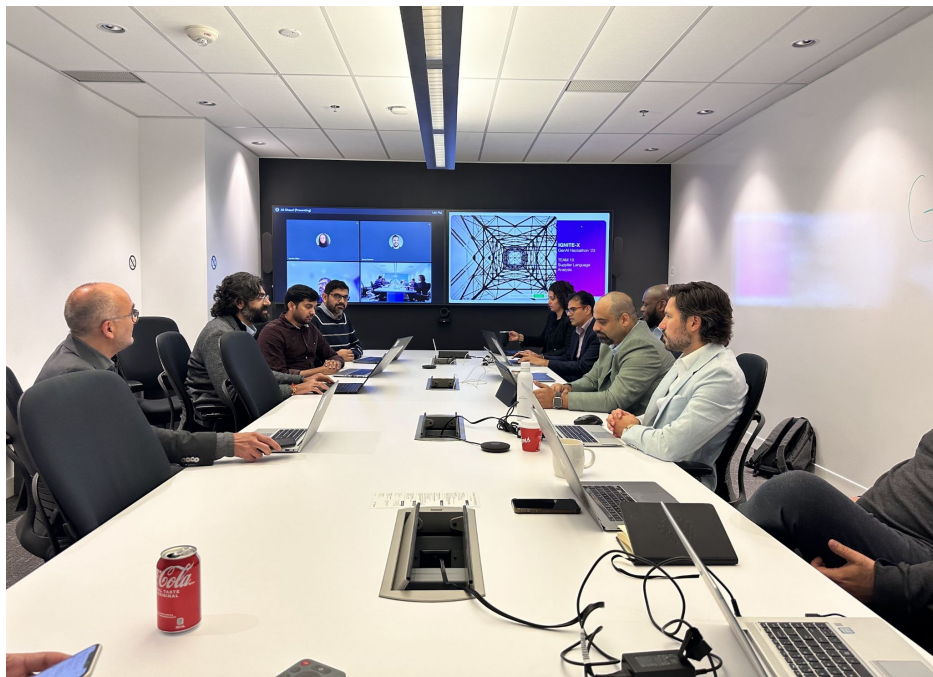
# Hacking Groups!

**30+** Teams!



# Presentation Sessions!

**30+** Presentation





# Vancouver Judge Panels

4 Panels!



# Leader Fireside Chat Sessions!

**30+** Leaders!





# Exciting Prizes and Good Food!



# Awesome Winners!

# 60+ Winners!





# Vancouver IGNITE-X Closing Remarks

**\$50K** Stock!



Darren E., CEO  
TELUS

# IGNITE-X Set a New Bar!



**97%** Repeater

**19** PoC

**2** Upcoming Events

**2** Built

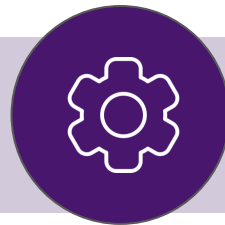
**\$3M** Cost Savings!

# Key Success Drivers

Prior to Ignite-X



**Prioritized Use Cases**  
(Feasibility, Data Availability, Value)



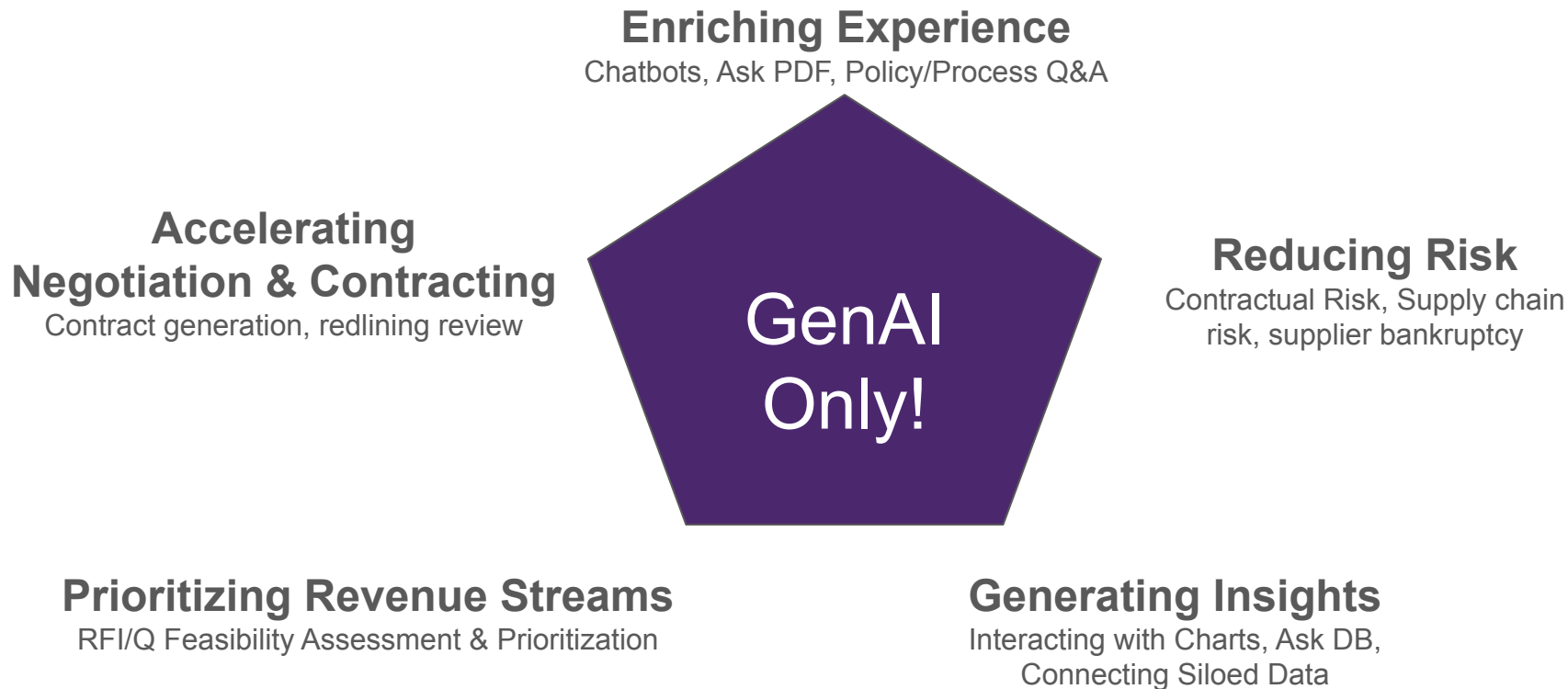
**Prepared Data & Infrastructure**  
(Data engineer and scientists)



**Formed Teams & Trained them**

TELUS Leadership in Embracing GenAI Was Essential Driver

# A Few Focus Areas



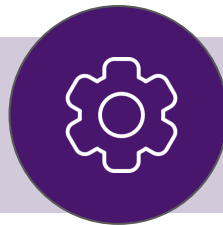


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Prior to Ignite-X



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(Feasibility, Data Availability, Value)



**Prepared Data**  
(Data engineer and scientists)



**Formed Teams & Trained them**

During the Ignite-X



**Training Recap**



**Butterflies**



**Motivational Speech**

# Preparing Leaders for the Next Days!



# Experience After the Event!



**Leader  
Engagement**



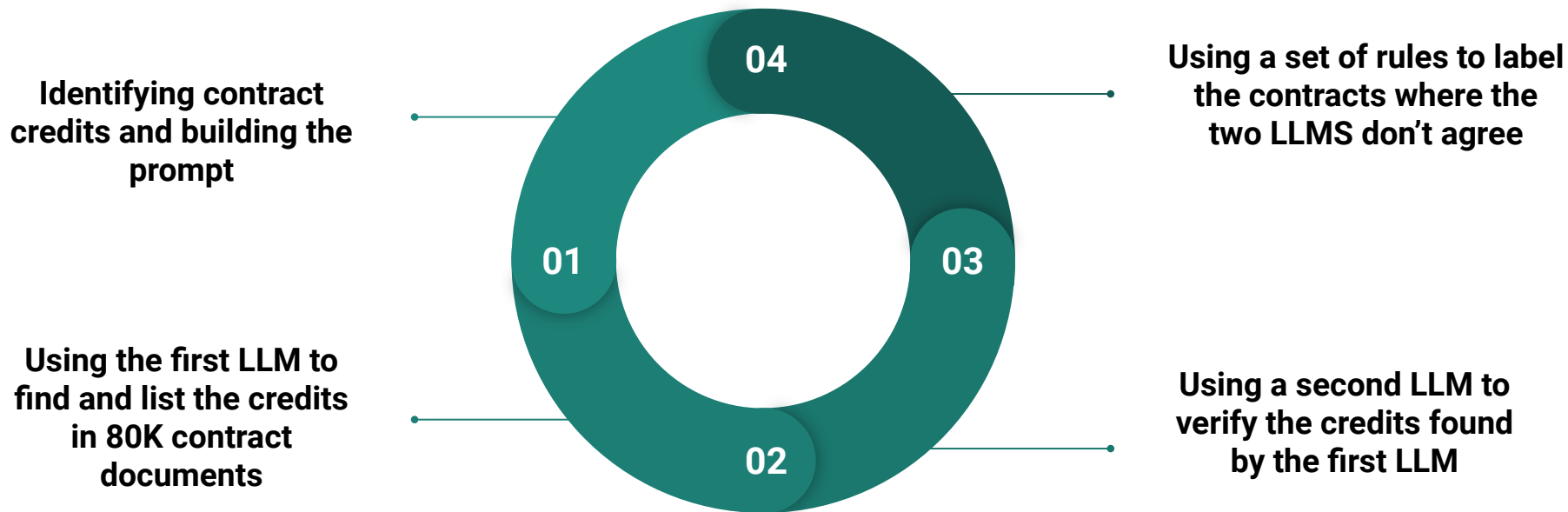
**Use Case  
Development**



**Success  
Debrief**

While Hackers were ready to deliver value, leaders were caught in surprise!

# Contract Credit Consolidation



Using 2 different LLMs to check and verify each other helped prevent hallucination



# Challenges and Lessons Learnt

**GenAI Solutions  
Are Complex!**

**Over-educate  
Leaders and Set  
Expectations!**

**GenAI Demands  
Heavy Upfront  
Data Work**

**Team Work  
is Slow!**

# Final Thoughts!

Hackathon is effective to boost engagement, create bond, and enable collaboratively innovation

GenAI is unique in bringing technical & business together

Company's leadership and maturity in embarking on GenAI journey is key to success. Embrace GenAI if possible!

**Plan your event now!**