GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

GLOBAL AI WEEK

Mithun Gunaratnam

Director at SoftBank Robotics Asia Pacific

SoftBank Robotics

www.gidcomp.org

SoftBank Robotics

INTRODUCING

SoftBank Robotics

SoftBank & SoftBank Robotics

SoftBank Robotics

LARGEST GLOBAL TECH. FUND – SOFTBANK VISION FUND $140BN WITH INVESTMENTS IN 475+ COMPANIES

LISTED ON TOKYO STOCK EXCHANGE

$56BN REVENUE

$80BN MARKET CAP

500+ PARTNERS

SoftBank Robotics Established 2012

50 YEAR LEGACY

Masayoshi Son
Chairman & CEO

MISSION STATEMENT –

"IMPROVING PEOPLE'S LIVES"

AIM HIGHER

TECHNOLOGY INNOVATORS

& GTM EXPERTISE

COVERAGE 30+ COUNTRIES

Current directions in robotics in Hospitality

SoftBank Robotics

Our robotics platform Concierge, Cleaning and Tray & Room Delivery

Global No. 1 in sales of professional facility mobility robots

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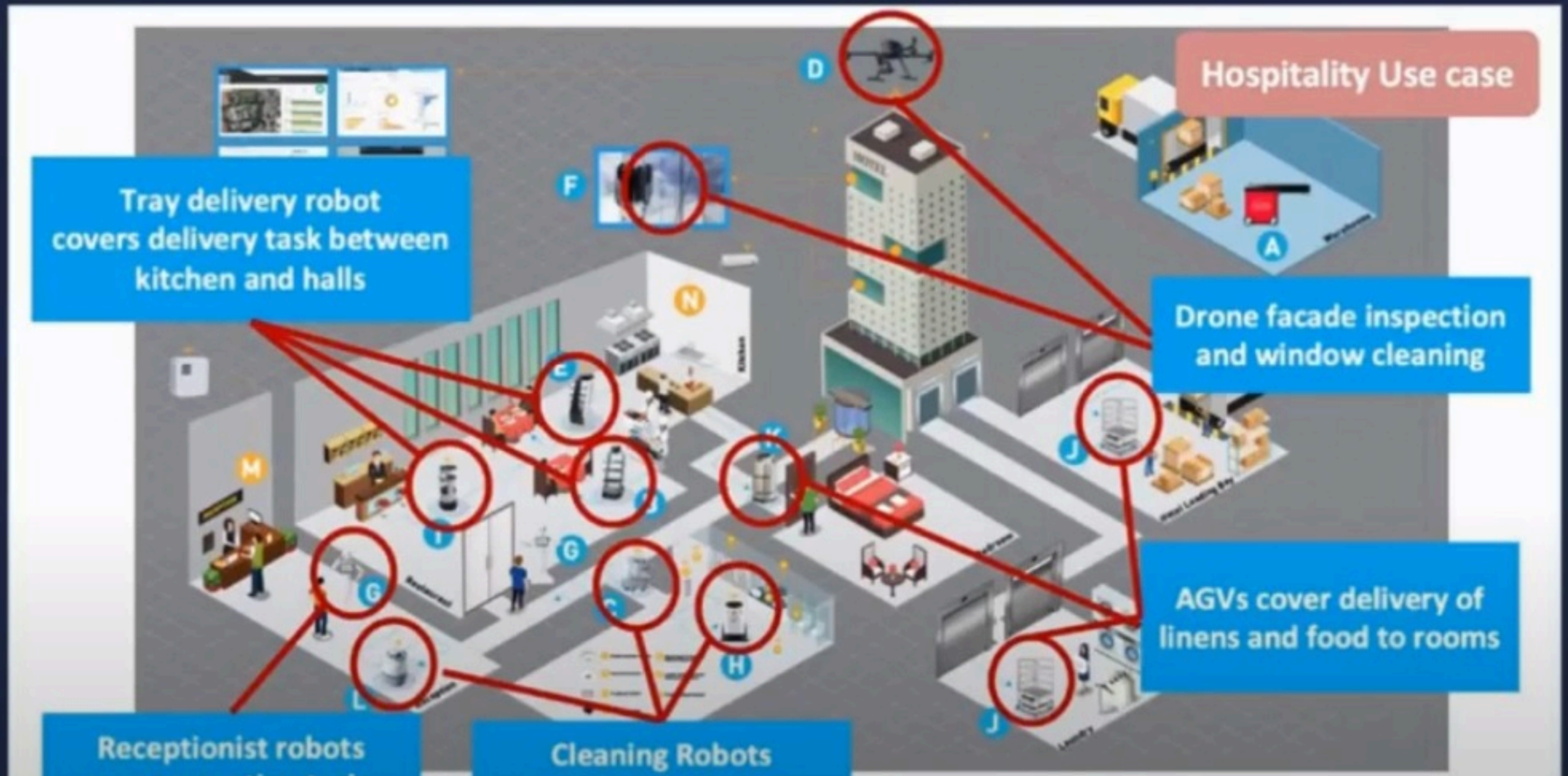

Types of adopters

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Saboteur	***Embracer***
Resister	***Supporter***

Threat *Unfavorable* *Favorable* *Opportunity*

Demand and openness towards automation has increased:

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Is there a solution to the hospitality staff crisis?

THE TIMES

Price rises may be on menu amid lack of staff

The Economist

French restaurants are open but short-staffed

RESTAURANT

TECHNOLOGY

THE PANDEMIC SWEPT RESTAURANTS INTO THE DIGITAL AGE

Many operators had to come online to survive, marking the dawn of a new, omnichannel era for the industry

By Joe Guastaferri on Mar. 25, 2022

BigHospitality

Rupert Gutteridge: "Covid 19 is the catalyst for digital tech in restaurants"

Reshaping the guest experience for a post-coronavirus world

By Henry Wong · May 14, 2020 04:15pm

HN hospitalitynet

The Importance of Selling Experiences, Not Just Beds

Designing 'Place' to Build a Culture of Upselling

protocol

The pandemic changed restaurants. They'll never look the same again.

Digital menus, ordering apps and exposed delivery windows are just some of the features that will outlast the health crisis.

Modern Restaurant Management

AI, COVID and the Acceleration of Digital Transformation for Restaurants

Tray delivery robot portfolio features & benefits

SoftBank Robotics

To allow staff to focus attention on customer service

High load capacity

Adjustable Trays

Offering flexibility to adapt to customer and staff needs

Allowing robot to operate in an agile environment

3D camera

LIDAR Sensor

Allowing robot to operate in areas with obstacles

Monitoring routes for obstacles and alternatives

Autonomous positioning and navigation

Adjustable speed control

To suit location and meal conditions

Return on Investment

SoftBank Robotics

REAL WORLD ROI FROM ELITE HOTEL, LUND

Total daily vacuumable area - 883 m²

5% of area cleaned by humans

95% of area cleaned by Whiz

Productivity of Whiz

367 m² per hour

Productivity of a human (full clean)

315 m² per hour

15 minutes allowed for daily Whiz operation

Burden inclusive cost of a human per hour

Number of working days per week

Cost Difference Traditional Vs Using Whiz for Circulation Areas (annual)

£11,916

Total annual cost of human vacuuming

£6,658

Total annual cost for combined Whiz and human vacuuming

Annual Savings:
44.1%
£5,257

Annual Hours Saved:
880

SoftBank Robotics partnership benefits

SoftBank Robotics

As part of your partnership with SoftBank Robotics, we will guide you every step of the way.

When you join forces with us, you will receive the following benefits:

Commercial value

Proof of Concept

Technical Expertise

Training enablement

Service & Warranty

Customer Success

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SoftBank Robotics

Thank you

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#DigitalReport

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TECHNOLOGY FOR INCREASE EFFICENCY

Just one goal,
Create value with technology.

Through 5 different specific strategies:

1. **Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world**

2. **Connecting organizations and executives to create more value, sell more in an omnichannel, and geopolitically fragmented world.**

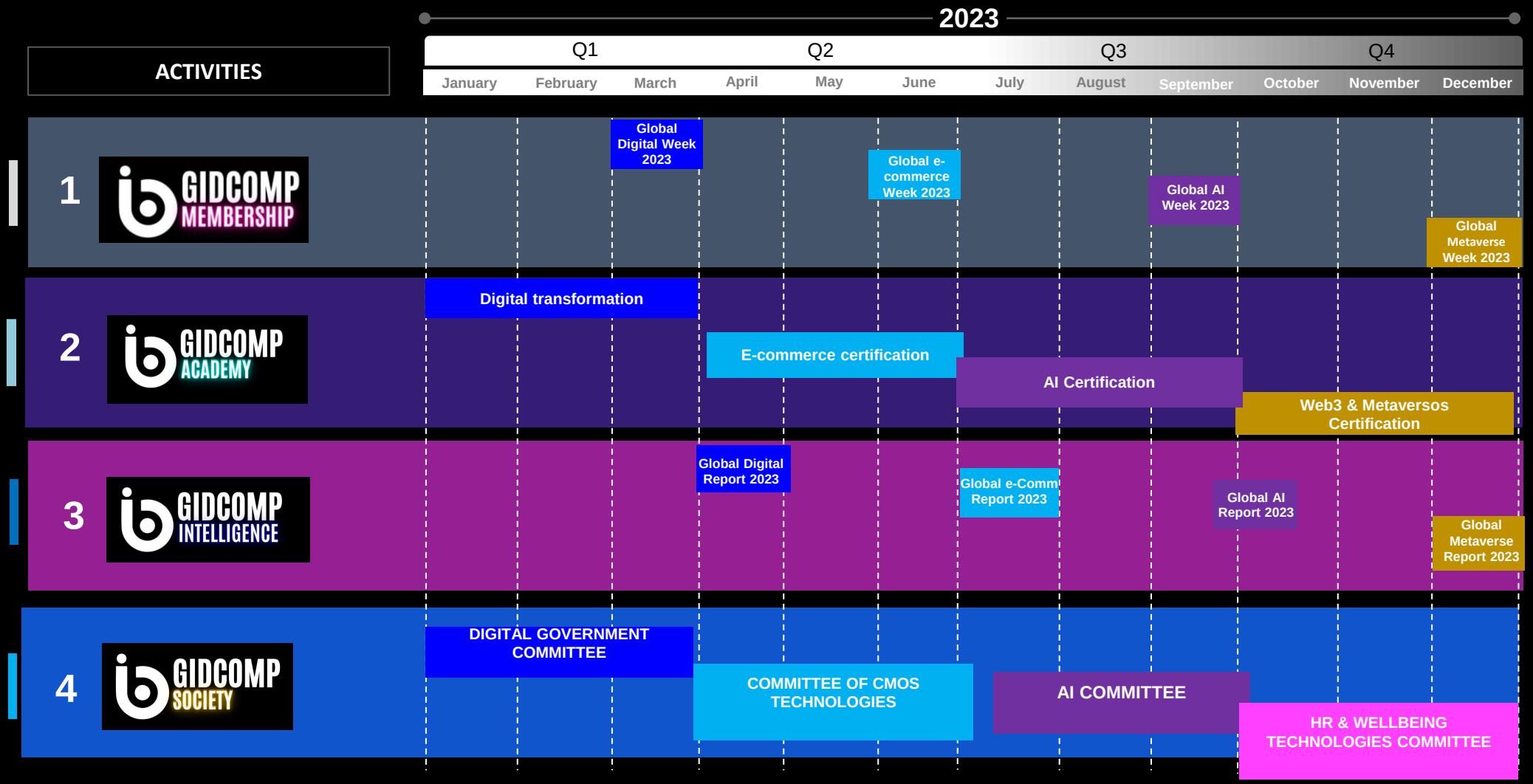
3. Work together with authorities and institutions to remove barriers to technologies and trade

4. **Bring experts, knowledge and cases to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.**

5. **Establish Committees by type of technology to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field**.

Some brands that are part of our international ecosystem

Calendar GIDCOMP 2023



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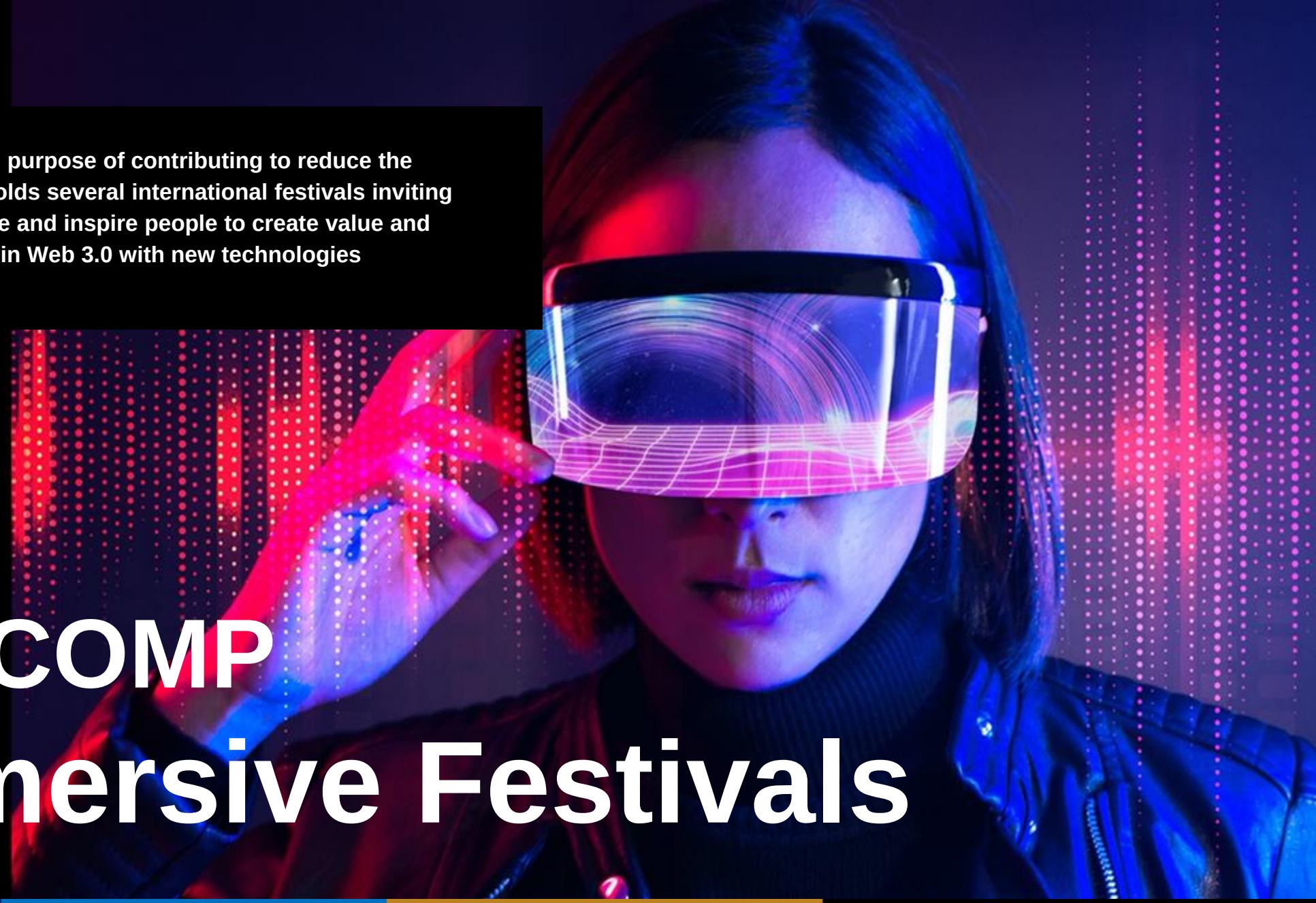

The GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies

1 GIDCOMP Immersive Festivals

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Free inmersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

International experts

Día 1. Smart Cities
Día 2. Public Policies
Día 3. e- Commerce
Día 4. Disruptive Business
Día 5. Wellness Technologies

Marzo 27 al 31

GLOBAL E-COMMERCE WEEK 2023

Internanional experts

Día 1. Marketplaces
Día 2. Digital Commerce
Día 3. Omnichannel
Día 4. Metacommerce
Día 5. Customer Experience

Jun 26 al 30

GLOBAL AI WEEK 2023

International experts

Día 1. Robotics & AI
Día 2. IOT
Día 3. Automation
Día 4. AI Performance
Día 5. Machine Learning

Sept 11 al 15

GLOBAL METAVERSE WEEK 2023

International experts

Día 1. Immersive Technologies
Día 2. Omnichannel
Día 3. NFTs & Blockchain
Día 4. 3D & Web 3.0
Día 5. Artificial Intelligence

Diciembre 4 al 8

2

GIDCOMP ACADEMY

The Academy Division seeks to bring international experts in practice together to share their pragmatic and tactical execution lenses in leading global companies.
The main mission is for executives to develop the skills in practice in order to increase the efficiency and sales of brands.

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GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

See agenda

UPCOMING START DATES:

Beginning

JANUARY 14, 2024

Closing of admissions

DECEMBER 15, 2023

CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The certification in e-commerce & Omnichanality seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

See agenda

UPCOMING START DATES:

Beginning

APRIL 16

Closing of admissions

MARCH 20

AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

The certification in AI for marketing and sales areas seeks to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

See agenda

UPCOMING START DATES:

Beginning

AUGUST 15

Closing of admissions

JULY 30

CERTIFICATION IN: WEB 3 AND METAVERSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

See agenda

UPCOMING START DATES:

Beginning

OCTOBER 01

Closing of admissions

SEPTEMBER 3RD

3

GIDCOMP INTELLIGENCE

Research, prototypes, tests, reports and Digital Laboratory

Global Metaverse Report 2022
Release for November 2022

Global Digital Report 2023
Release for February 2023

Meta Commerce 2023
Release for June 2023

Digital poles 2023
Release for November 2023

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POSITIONING AND BRAND PRESENCE IN METAVERSES

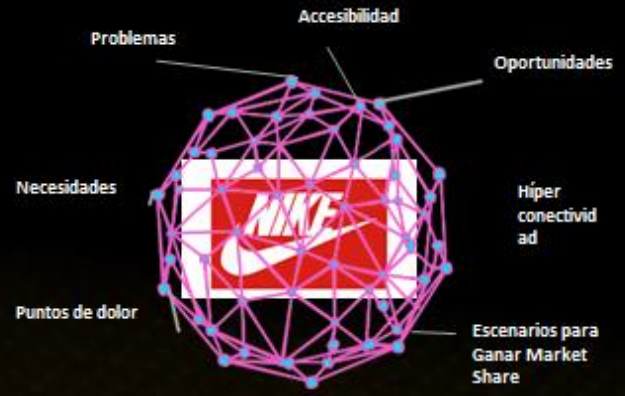
1. CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL
2. MARKETING AND BRANDING – FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

OMNICHANNEL COMMERCE

1. VIRTUAL STORES – JONATHAN MÁSMELA, CEO DE LA COLONIA
2. SALES IN METAVERSES – THORSTEN WALTHER, CEO DE INSPIFY

MASSIVE METAVERSES

1. MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY
2. SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION



Current Portfoilio

1. Tenis
2. Ropa
3. Accesorios

Tailored Portfolio (medium term)

1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

ILLUSTRATIVE EXAMPLES

Market fit. Short term

- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term

- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Technology adoption diagnostics

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Reasons to join GIDCOMP:

4 GIDCOMP SOCIETY

1. To receive information on Business Intelligence and Technology trends
2. To leverage existing technology (leap Frog)
3. To generate *networking* / community
4. To have visibility of applications in the use of technologies
5. To inform me and keep abreast of the latest news
6. To receive support or consultancy
7. To train my team in the face of new market challenges
8. To generate relationship with Authorities
9. Access to +300 Experts from more than 52 countries and presentations of their models at our festivals

Accompanied by senior international leaders who lead the committees

Smart Cities, Sustentabilidad & Industria 4.0, Public Policy, e-government &Ciberseguridad	Blockchain and NFT. Digital Economy, Artificial Intelligence	Data Science & Big data, RH & Well-being Technologies, Education Technology	Metaverses, inmmersives Technologies (RA, 3D, RM, RV), Experiences Omnicanal & Digital Commerce	Social enterprises, Sustainability, Social Digital Business, Social responsibility
Governments, Int. Agencies	CTOs, CDOs, CIOs	CRHOs, COOs, CHOs.	CEOs, CMOs. CSOs.	CSR, ONGs,

Macro ---------- Application of technologies ---------- Micro

Affiliates will live an international Figital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	10		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

- **ANNUAL OBJECTIVES OF THE COMMITTEES:**
- Publish trends by technology.
- Collaborations with media.
- Working papers.
- Video Cases and documentaries.
- International networking.
- Coordination of Roadshows.
- Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
- Recognition of executives and exposure of brands that collaborate in the integration of knowledge.

Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.

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VICE PRESIDENTES
DIGITAL GOVERNMENT

Committee 1

Objective:
The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

ROBERTO HERNÁNDEZ
FORMER CEO LATAM OCDE
PUBLIC POLICY GIDCOMP VP

HÉCTOR CARDENAS
CEO THE ERGO GROUP
E-GOVERNMENT COMMITTEE VP

JUAN CARLOS REYES
CEO ANTI FRAUDE
CIBERSECURITY GIDCOMP VP

LUIS GODOY
FORMER CEO DE INTELIGENCIA ECO GLOBAL
PUBLIC POLICY GIDCOMP VP

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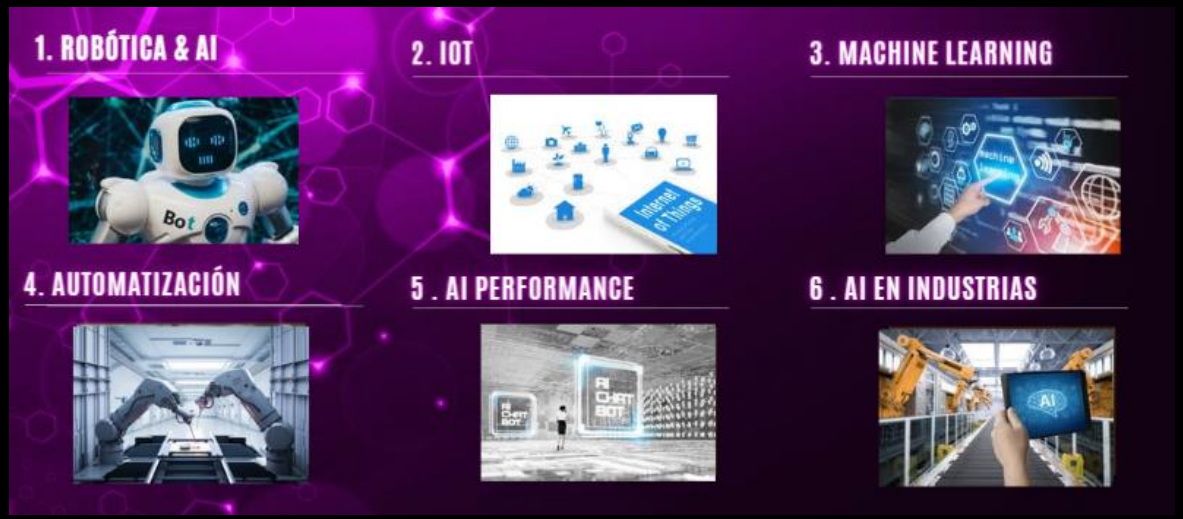
VICE PRESIDENTS
ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

Committee 2

Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CARRIO
O2O MARKETING EXECUTIVE
AI GIDCOMP VP

MIRIAM ESPICHÁN
ANALISTA DE MARKETING & CONTENIDOS
DISRUPTIVE TECHNOLOGIES GIDCOMP VP

MARISOL CAPETILLO
CEO OF VERSE TECHNOLOGY
INDUSTRY 4.0 GIDCOMP VP

RAMÓN MARTÍNEZ
CEO DE HIRXLAB
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

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VICE PRESIDENTES
HR & WELLBEING TECHNOLOGIES

Committee 3

Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:.

MONTSERRAT CAZORLA
GLOBAL LEAD ATTRACTION & RETENTION
CHG-MERIDIAN
HR TECHNOLOGY GIDCOMP VP

SUSANA NILA
FUTURE EMPLOYABILITY EXPERT
FOW 2050 GIDCOMP VP

JULIÁN VARAS
CEO OF C1DO1
ED TECH GIDCOMP VP

EMILIO SERRA
DATA & ANALYTICS ONE SR. MANAGER
DANONE
BIG DATA & DATA SCIENCE GIDCOMP VP

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VICE PRESIDENTES
DIGITAL COMMERCE

Committee 4

Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

Technological themes:

FERNANDO CANO
METAVERSE GENERAL DIRECTOR
GRUPO HAVAS MEDIA
BRAND & METAVERSE GIDCOMP VP

JENIFER SAMANIEGO
VIRTUAL REALITY HEAD CLUB
CATHOLIC UNIVERSITY OF LOJA
REALIDAD VIRTUAL GIDCOMP VP

RANDY CRUZ
CITI MANAGER RAPPI
DIGITAL COMMERCE GIDCOMP VP

ELADIO GONZÁLEZ
EDITORIAL DIRECTOR AT FORBES CENTRAL AMERICA
DIGITAL MEDIA GIDCOMP VP

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VICE PRESIDENTES
ONGs & RSC

Committee 5

Objective:

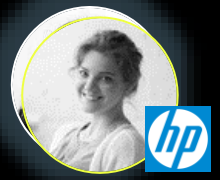
The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

KELLY DUQUE
DIRECTOR OF PROJECTS AND PUBLIC RELATIONS
ONGs & CSR GIDCOMP VP

JULISSA JIMENEZ
DIRECTORA DE LMD
POLITICAS SOCIALES GIDCOMP VP

JOSÉ QUESADA
FOUNDER WORLD COMPLIANCE FORUM
TECH & COMPLIANCE GIDCOMP VP



MONICA LÓPEZ
CO-MARKETING MANAGER IN HP
MEJORES PRÁCTICAS DE RSC
GIDCOMP VP

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Reasons to become a member of GIDCOMP:

1. To receive information on Business Intelligence and Technology trends
2. To leverage existing technology (leap Frog)
3. To generate networking / community
4. To have visibility of applications in the use of technologies
5. To inform me and keep abreast of the latest news
6. To receive support or consultancy
7. To train my team in the face of new market challenges
8. To generate relationship with Authorities
9. Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.

	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the studies	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
Participation and collaboration in Disruptive Technologies Committees		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in international studies and reports.		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a commercial presentation at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
PRICE	FREE	500 – 4,000 USD
		Annual by size*

***GIDCOMP SOCIETY ANNUAL INVESTMENT**

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	5,000	5
Big	501 -1,000	4,000	4
Median	251 a 500	3,000	3
Small	6- 250	2,000	2
Micro	1 -5	1,000	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: **Fundación Consultores Sin Fronteras A.C.**

RFC: **FCS190805FH9**

Bank: **BBVA**

Account Number: **0113640205**

Clabe Account Number: **012180001136402052**

Swift code for international payments: BCMRMXMMPYM

Mail: **be.digital@gidcomp.org**

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How to become a member?

Send us an email to be.competitive@gidcomp.org or a WhatsApp at: +52 56 1463 3902
GIDCOMP seeks to bring together and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.
Membership begins with the date of crediting payment to the bank account.
Valid 12 months from the date of payment.
Renewals begin to run from the expiration date of the current membership.

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More information

Our network of member Institutes fosters Innovation and Technology as factors that enable human progress, organizations and improve our lives. We contribute to support causes with our core business through Corporate Social Responsibility actions that are carried out through the Consultants Without Borders Foundation and the Global Institute for Digital Competitivenss www.gidcomp.org We also believe in respect for Human Rights and do not discriminate against any program, activity or person for reasons of sexual preference, income, religious preference, race, color, national origin, age, gender, or disability. GIDCOMP© All Rights Reserved 2023.