

AI ACADEMY

# Empowering Digital Transformation through AI Literacy

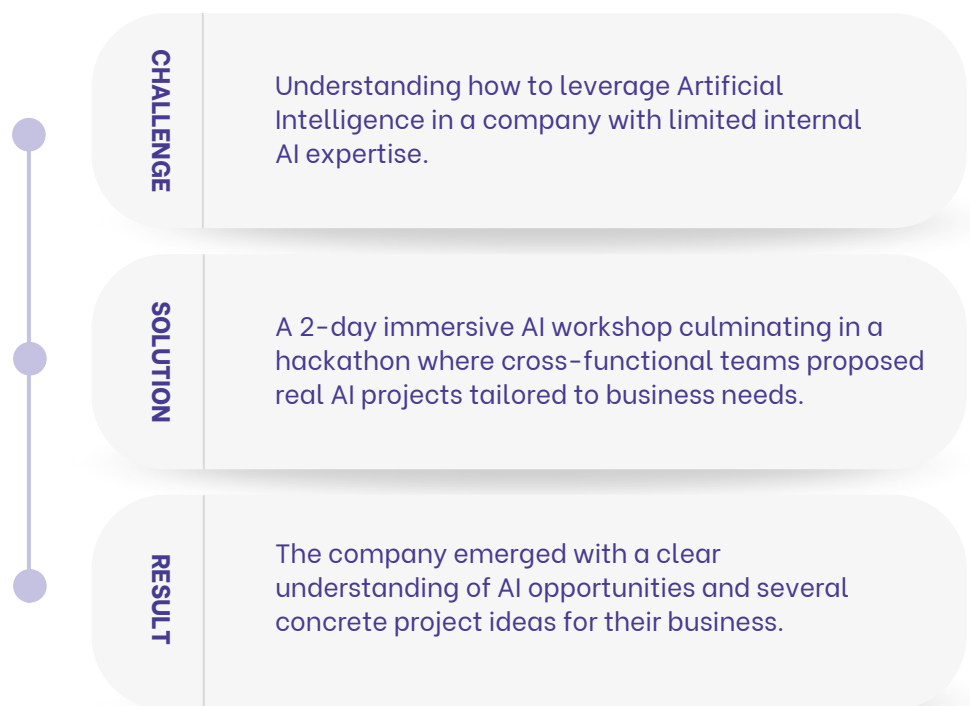
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# Introduction

Many organizations across industries are eager to explore the benefits of Artificial Intelligence, from process automation to improved decision-making and customer engagement. Yet, a major barrier remains: building internal AI understanding and identifying actionable starting points. The AI Academy is designed to bridge that gap by equipping teams with the knowledge, tools, and confidence to kickstart meaningful AI projects.



## Challenge

A shipping company had growing interest in Artificial Intelligence, but its IT department faced a common hurdle: limited practical knowledge and uncertainty about where to begin. Team members were familiar with AI as a concept but lacked a clear understanding of how it could apply to their daily work or broader business goals. With no dedicated AI team or internal roadmap, the organization risked missing opportunities to innovate, automate, and optimize its operations using modern AI tools—especially with the rise of generative AI and large language models.

## Solution

To address this challenge, the company partnered with our team to design and run a 2-day AI Academy tailored to their context and needs. The agenda included:

- Day 1: Introduction to Artificial Intelligence and Large Language Models (LLMs). Clearbox AI covered AI fundamentals, real-world applications, and how LLMs can be applied in business.
- Day 2: A full-day AI Hackathon, where participants were divided into 5 teams. Each team ideated and structured an AI project relevant to their department or operational challenges, covering aspects such as:
  - Business value
  - Data availability
  - Required skills and roles
  - Budget estimation
  - Implementation timeline
  - KPIs and expected outcomes

Throughout the workshop, practical examples and interactive sessions ensured high engagement and knowledge retention.

## Result

By the end of the two-day workshop, the company had a much clearer and more confident view of how AI could be integrated into its workflows and services. Five cross-functional teams presented well-developed AI project concepts, including solutions for predictive maintenance, intelligent document handling, and process automation, each tied to real operational challenges.

During the workshop, participants began thinking critically about how AI could help them work smarter and more efficiently. They moved beyond abstract ideas to practical implementation thinking, asking the right questions about data, feasibility, and impact. The leadership team left with a shortlist of concrete project ideas and a deeper understanding of where AI can bring value.

humans && machines

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