

# The Ignite Applied AI Lab - Human-Centric AI Adoption for SME's

## Challenge / Need

- SMEs face strong pressure to adopt AI, but lack **confidence, skills, and trusted guidance**
- AI support is often **tool-driven or fragmented**, not aligned to real business needs
- Founders are concerned about **ethics, risk, data use, and responsibility**



### A Human-Centric Solution

Ignite Applied AI Lab is a founder-first, applied AI programme helping SMEs move from AI curiosity to confident, responsible adoption.



### Key differentiators:

Starts with **people, workflows and decisions** — not technology



### Progressive pathway:

*Fundamentals & ethics* → *productivity* → *automation* → *AI-enabled business models*



### Trusted, multi-partner delivery model

*Delivered in collaboration with specialist AI practitioners and educators*



### Responsible AI embedded from day one

Hands-on learning, experimentation and real SME use cases



### Impact:

SMEs adopt AI in ways that are **practical, ethical and commercially meaningful** — not hype-driven.