

# La inteligencia artificial como palanca de crecimiento

Por: Matías Dell'Anno Irigoyen

[matias@imjackie.ai](mailto:matias@imjackie.ai)

Twitter: @matdell

Instagram: @matdell

[linkedin.com/in/mdellanno](https://www.linkedin.com/in/mdellanno)

14 de Octubre de 2021



# Presentación

## Un poco sobre mi

- Fundador de Jackie (Plataforma de IA)
- Director de Relevance (Agencia de Marketing Digital) desde 2011
- Coautor de Superjump ([superjumpbook.com](http://superjumpbook.com))
- Docente en Universidad de San Andrés, UCES, Siglo 21 y UBA
- Licenciado en Publicidad UCES y MBA Universidad Torcuato DiTella
- Miembro de EO Argentina

[matias@relevance.com.ar](mailto:matias@relevance.com.ar)

Twitter: @matdell

Instagram: @matdell

[linkedin.com/in/mdellanno](https://www.linkedin.com/in/mdellanno)



The background features a circular, futuristic interface with a glowing red center and blue outer rings. A bright yellow light is visible in the center of the red area. The text is overlaid on this interface.

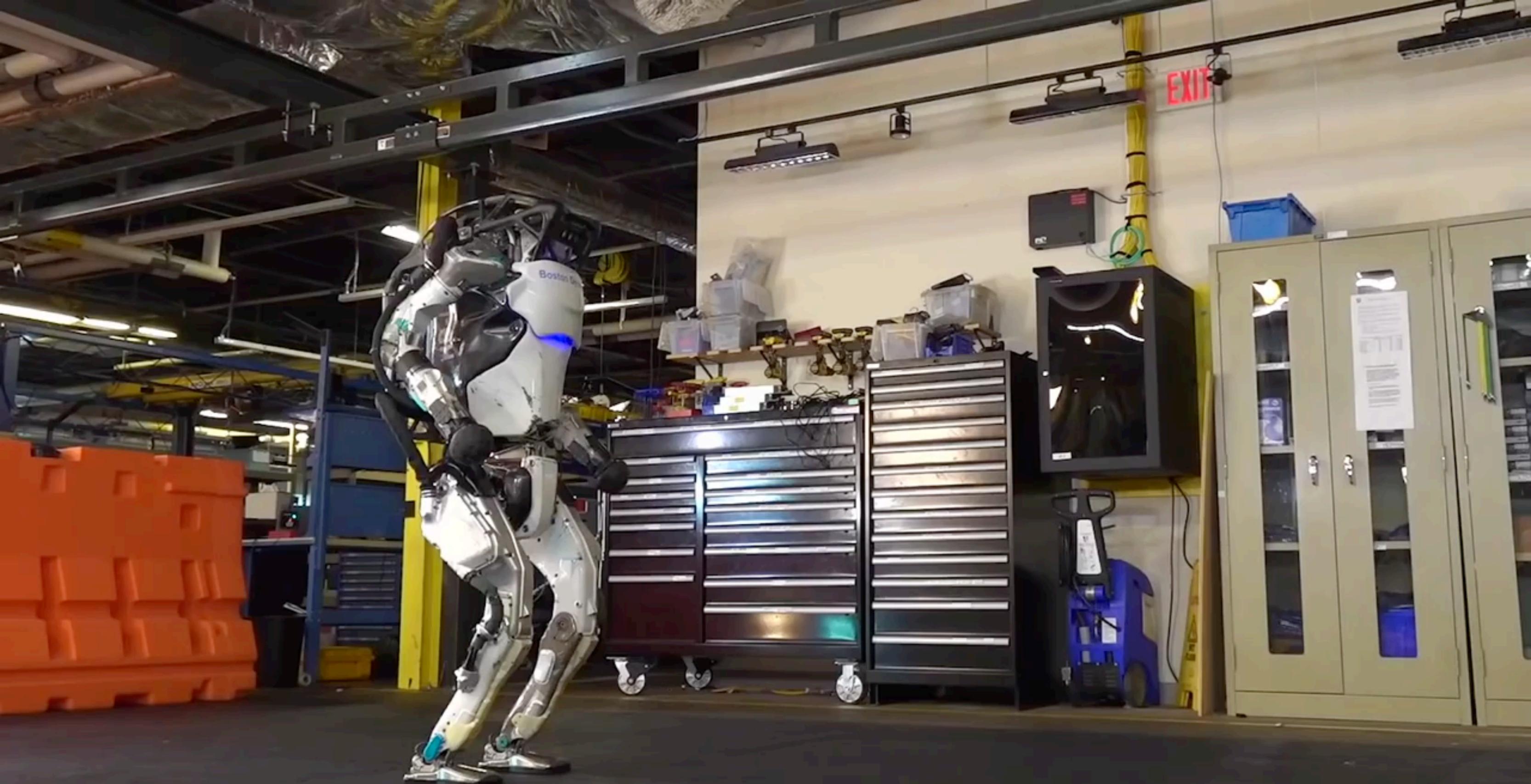
**¿QUÉ ES LA I.A.?**

**SLOW-MOTION (12X)**

**SUB1**  
*Reinvented*

**FASTEST ROBOT TO SOLVE A RUBIK'S CUBE**





Boston Dynamics

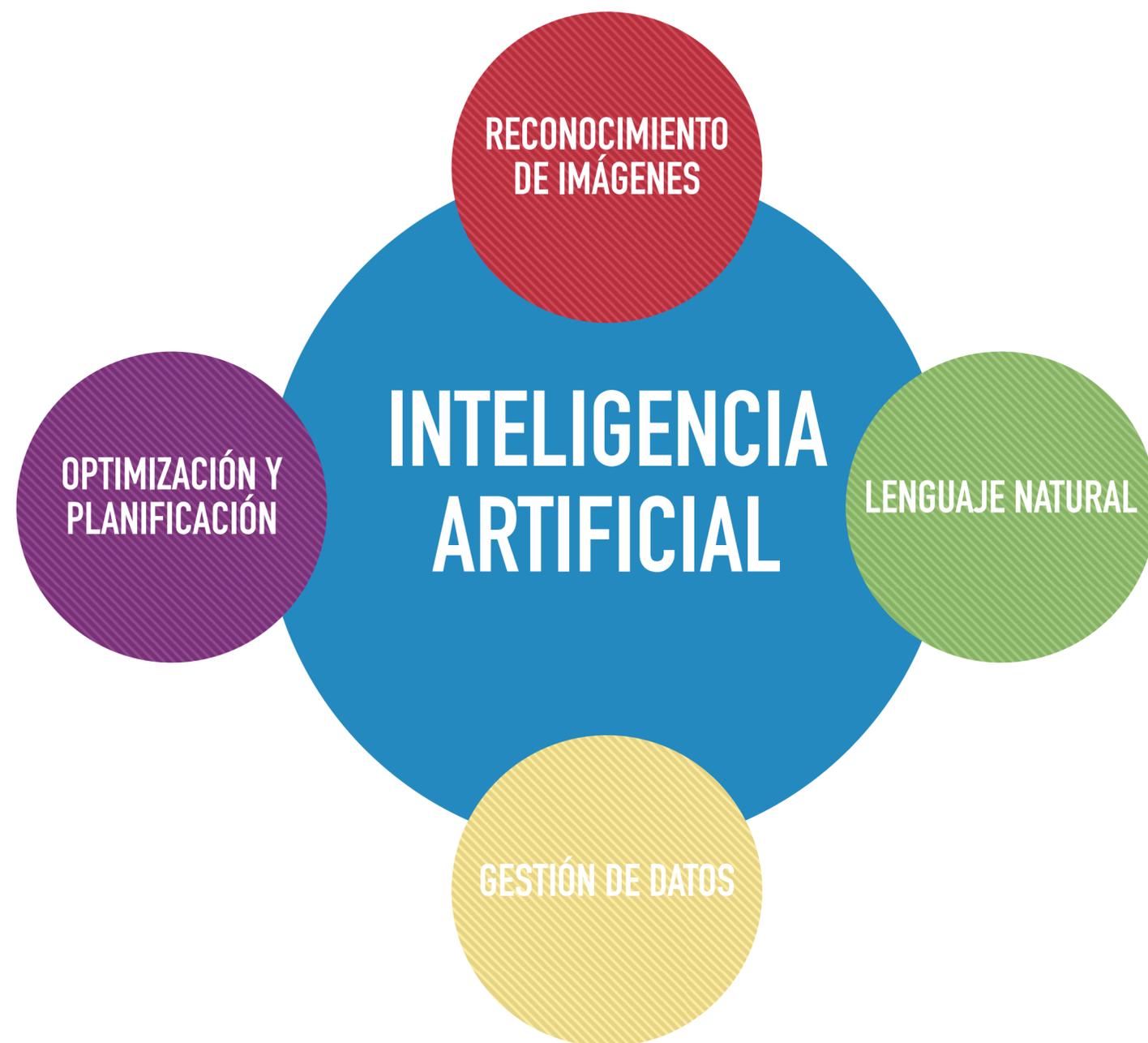
**LA I.A. ESTÁ MÁS CERCA  
DE LO QUE PENSAMOS**

A woman with dark hair, wearing a dark business suit, is seated at a desk in an office. She is looking towards the right side of the frame. The office environment is filled with numerous colorful sticky notes (pink, green, yellow) attached to the wall and desk. The lighting is soft, and the overall atmosphere is professional and busy.

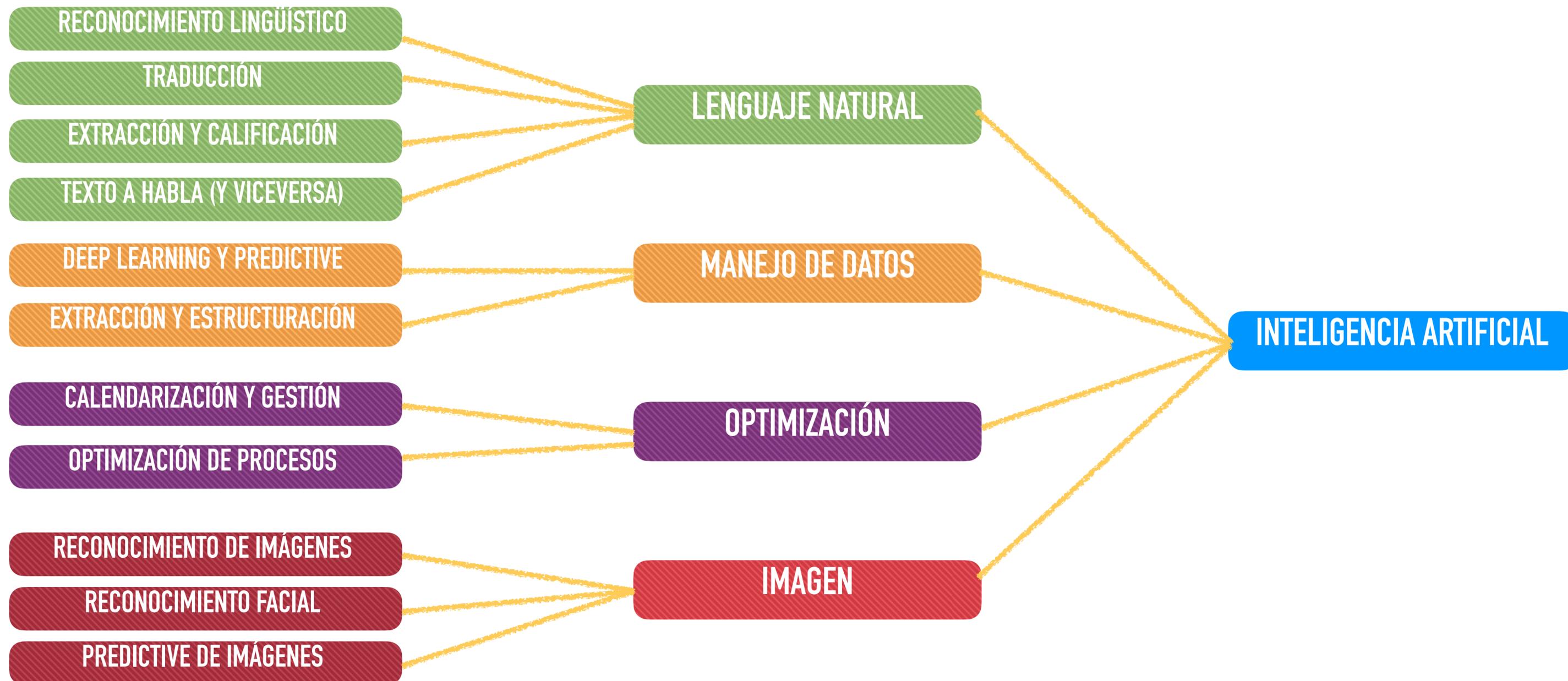
**¿CUALES SON LOS  
CAMPOS DE ACCIÓN?**

---

# Y HOY SE ENFOCA EN LOS SIGUIENTES CAMPOS:



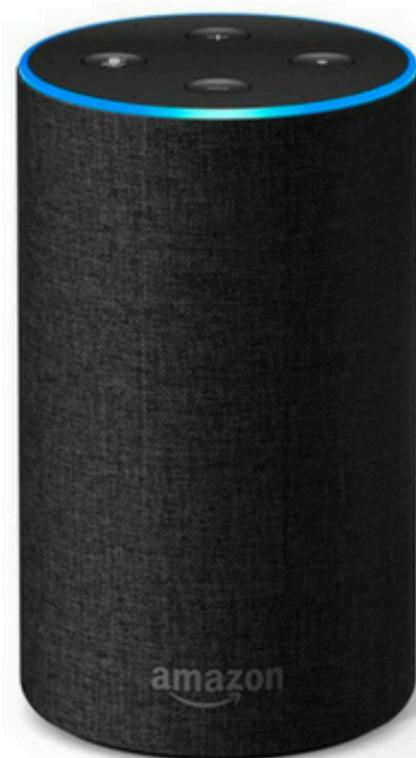
# ORGANIZADOS DE LA SIGUIENTE FORMA:



---

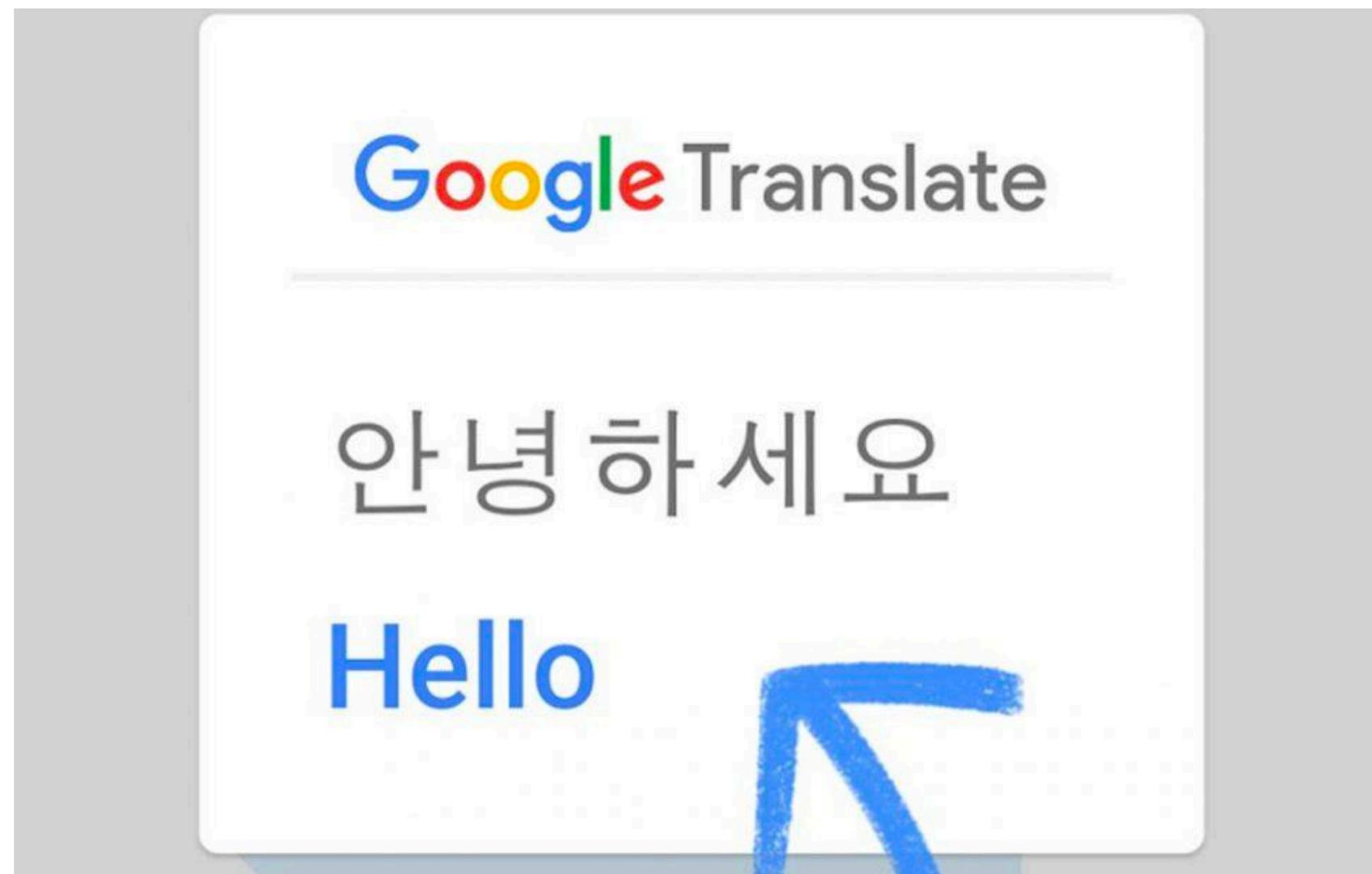
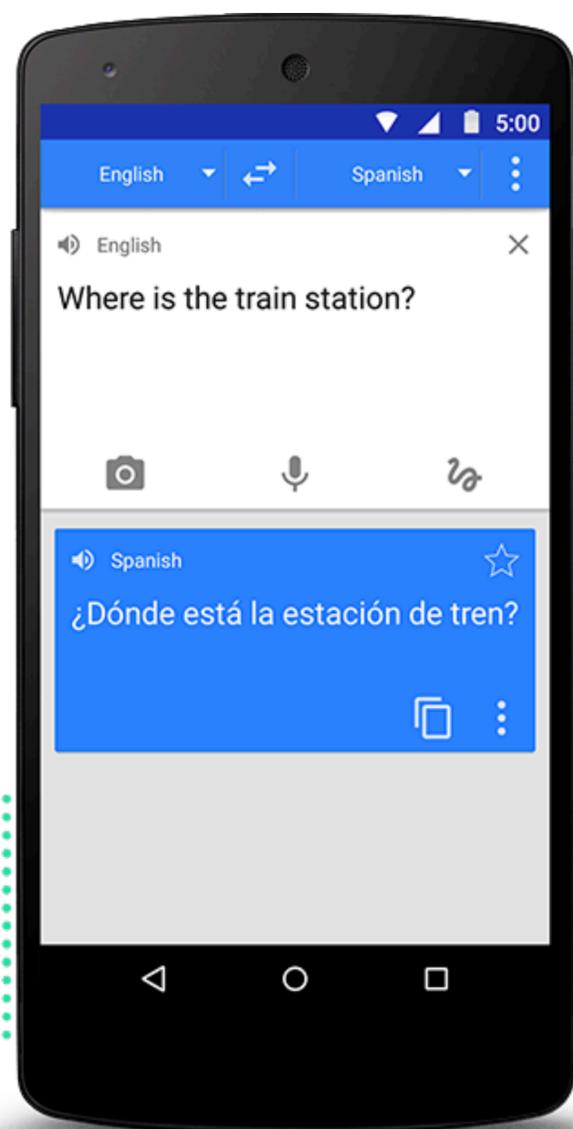
# LENGUAJE NATURAL

RECONOCIMIENTO LINGÜÍSTICO



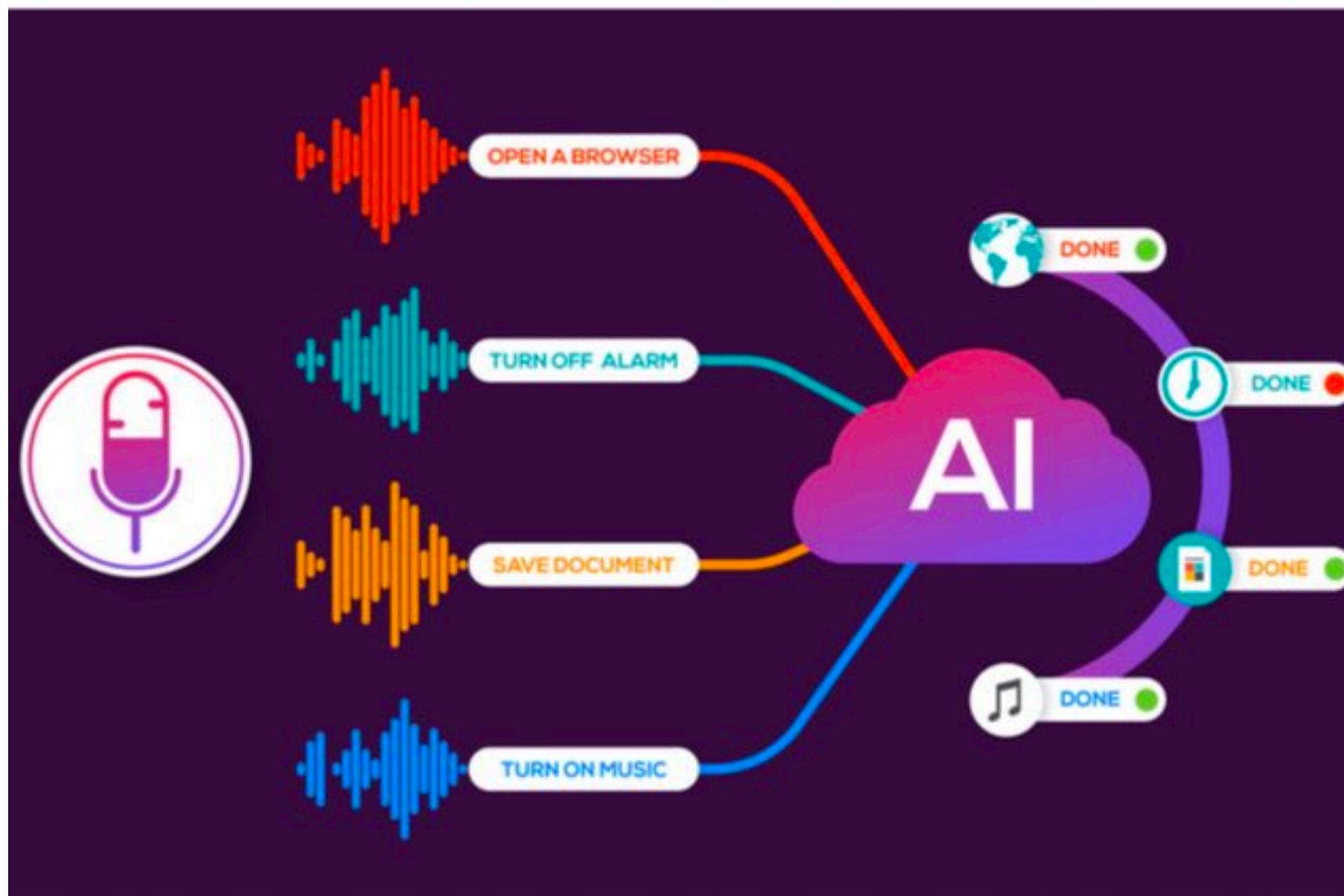
# LENGUAJE NATURAL

TRADUCCIÓN



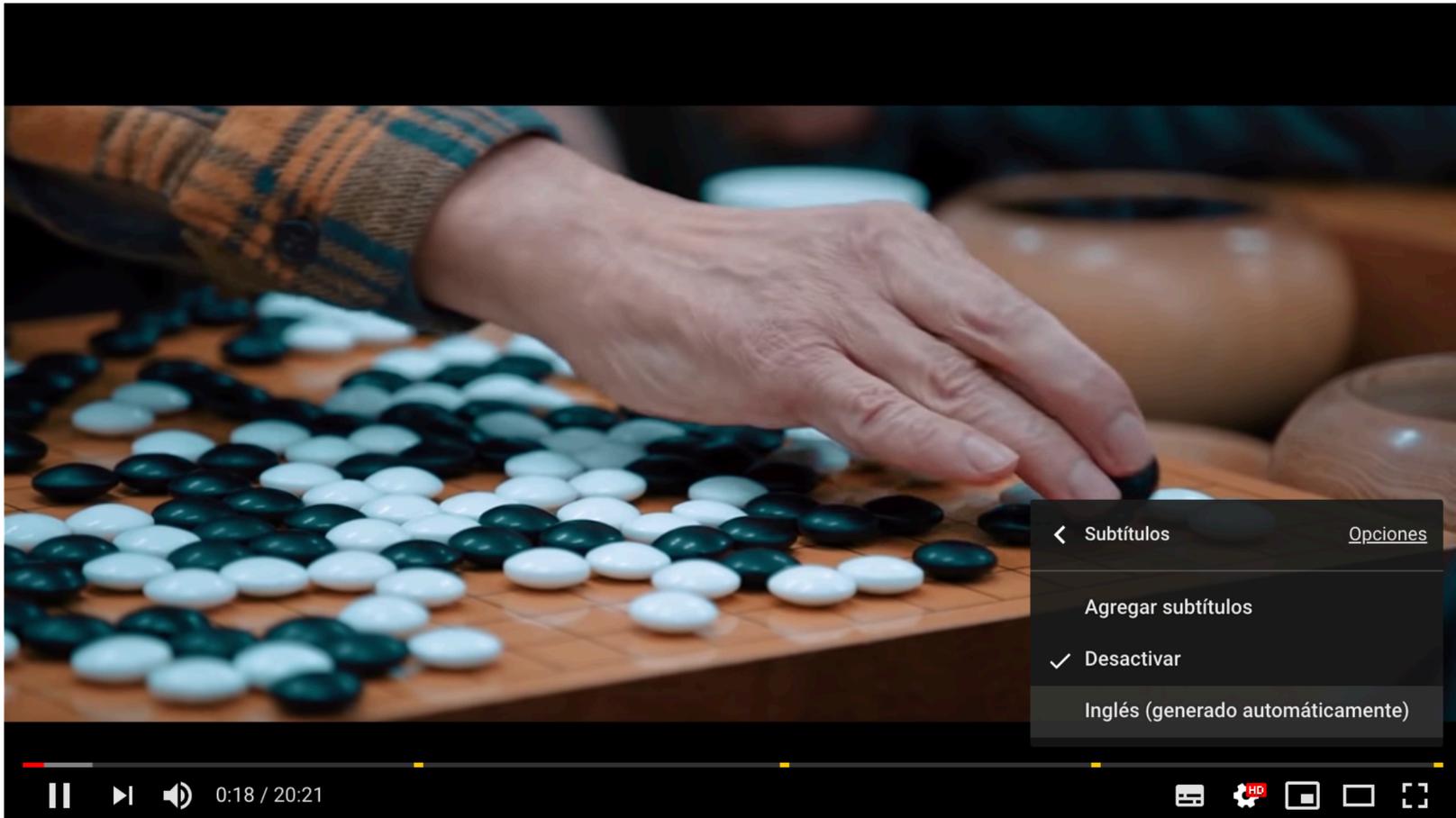
# LENGUAJE NATURAL

EXTRACCIÓN Y CALIFICACIÓN



# LENGUAJE NATURAL

TEXTO A HABLA (Y VICEVERSA)



The image shows a YouTube video player interface. At the top, there is a search bar containing the text "artificial intelligence". Below the search bar is a video player showing a close-up of a person's hand moving a black Go stone on a wooden board. The board is covered with many white and black stones. A subtitle menu is open in the bottom right corner of the video player, displaying the following options: "Subtítulos", "Opciones", "Agregar subtítulos", "Desactivar" (with a checkmark), and "Inglés (generado automáticamente)". The video player controls at the bottom show a play button, a progress bar at 0:18 / 20:21, and icons for volume, HD, and other settings.

Artificial Intelligence: Mankind's Last Invention

# MANEJO DE DATOS

DEEP LEARNING Y PREDICTIVE



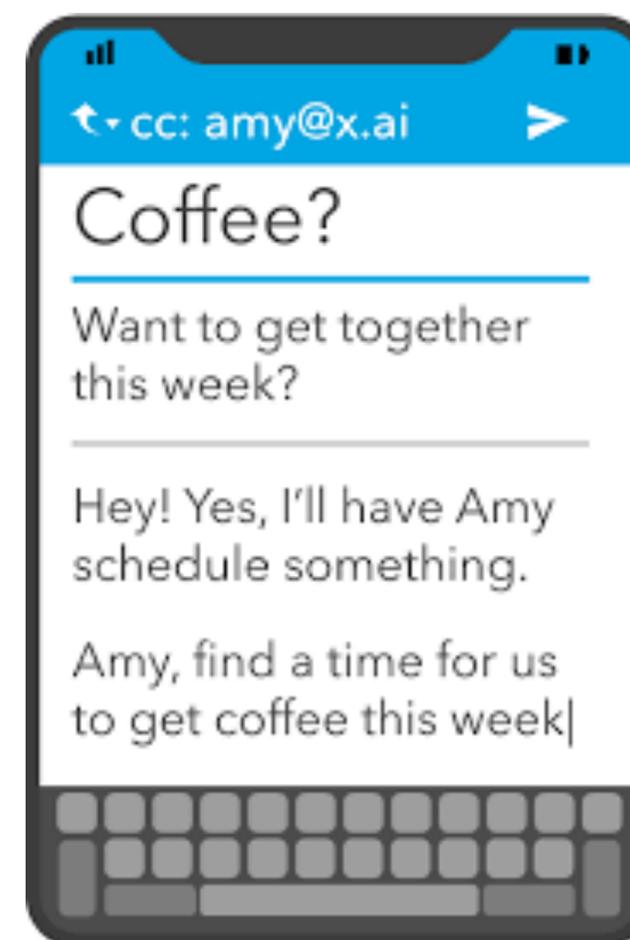
# MANEJO DE DATOS

EXTRACCIÓN Y ESTRUCTURACIÓN



# MANEJO DE DATOS

## CALENDARIZACIÓN Y GESTIÓN



# MANEJO DE DATOS

## OPTIMIZACIÓN DE PROCESOS

Figure 3  
Example AI companies active across the drug lifecycle



Source: L.E.K. research

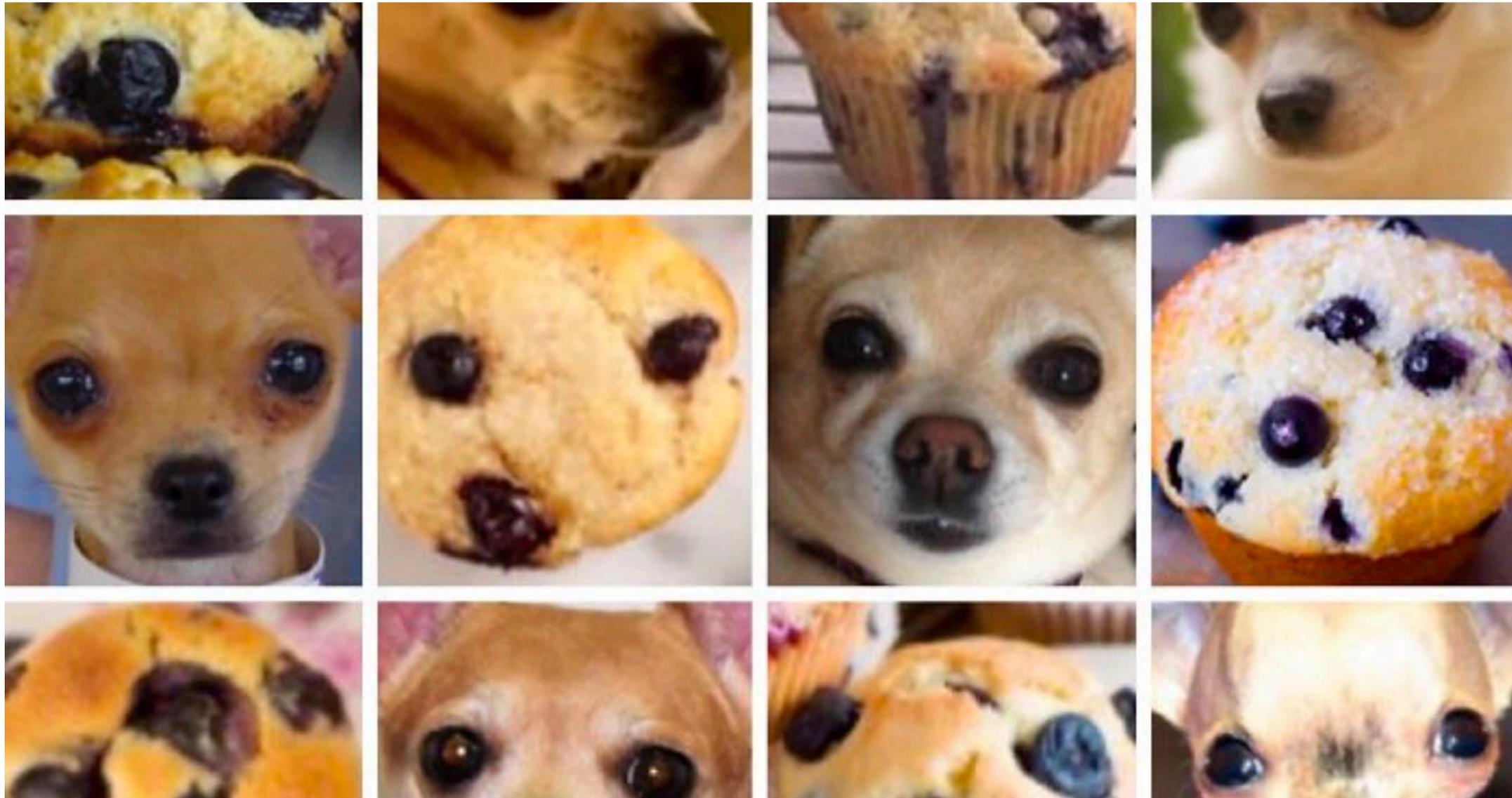


# GESTIÓN DE IMÁGENES



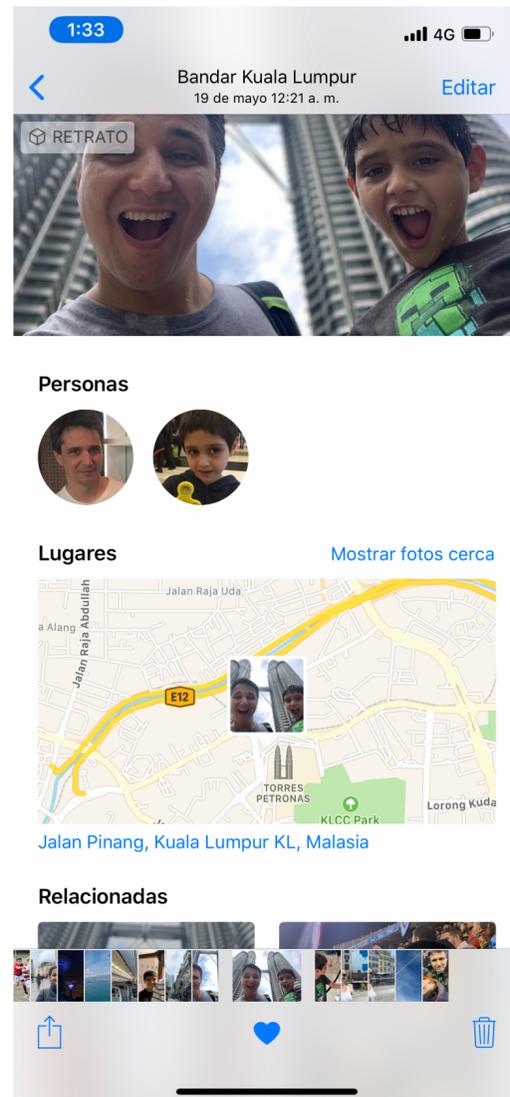
---

# GESTIÓN DE IMÁGENES



# GESTIÓN DE IMÁGENES

## RECONOCIMIENTO FACIAL



---

# GESTIÓN DE IMÁGENES

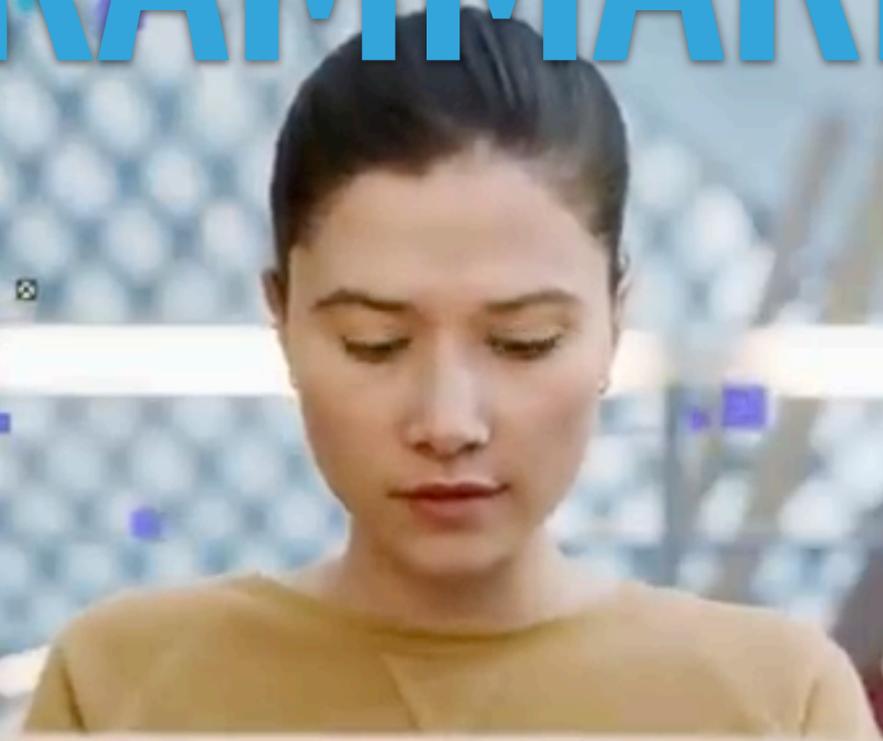
PREDICTIVE DE IMÁGENES



# ¿CÓMO PODEMOS UTILIZARLA?

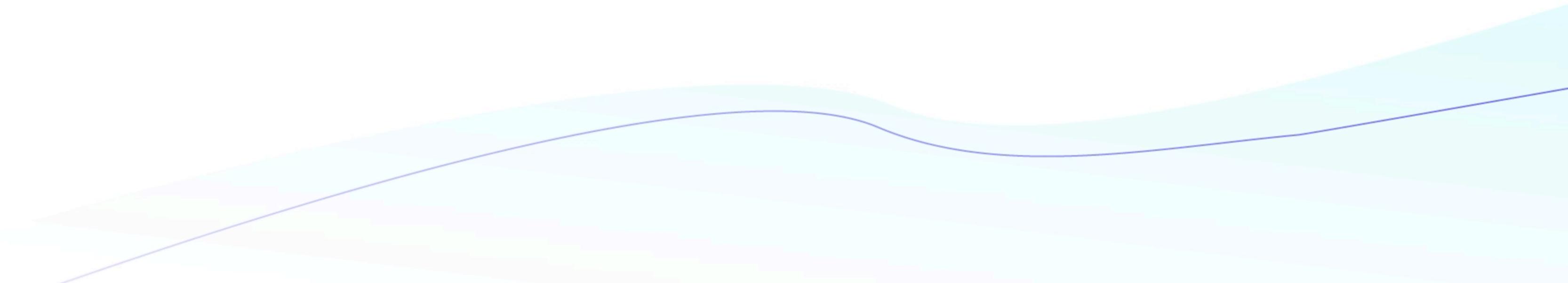


# GRAMMARLY



 [grammarly.com](https://www.grammarly.com)

# IMJACKIE.AI



# ZENDESK (CHATBOT)

# Preguntas



A close-up shot of a man's face, likely from a movie. He has a prosthetic eye on the left side of his face, which is dark and textured. There is a small, bloody wound on his forehead. The background is dark and out of focus, with some bokeh light effects. The text "Hasta la vista Baby!!" is overlaid at the bottom in white, bold font.

**Hasta la vista Baby!!**

# Muchas Gracias!

Matías Dell'Anno Irigoyen



[matias@relevance.com.ar](mailto:matias@relevance.com.ar)

Twitter: @matdell

Instagram: @matdell

[linkedin.com/in/mdellanno](https://www.linkedin.com/in/mdellanno)

14 de Octubre de 2021