IDC HERZLIYA

The AI & Big-Data MBA Program

PRACTICUM
Projects

Cohort
2020

Lagoon
Funded Startup

Lagoon empowers investment professionals with data science capabilities without the need to write a single line of code

Participants:
Omri Shtayer, Assaf Amitai
Mentorship: TechStars

Automated Ad bidding using NLP and ML on social videos

The planned system & POC detects innovative trends per subject matter, such as dating and gaming.

Participants:
Peleg Amon, Lee Kleiman
Yotam Nahum, Rotem Salman

Mentor: Yaron Gurovitch
Company: Natural Intelligence

Deliver.ai
Startup Track

New type of affiliation that creates 3xWin situations.
The big store is allowing stores to take responsibility on deliveries from them and alongside promote the small store's services.

The customer gets the delivery faster and can add more items as if they were buying in a mall.
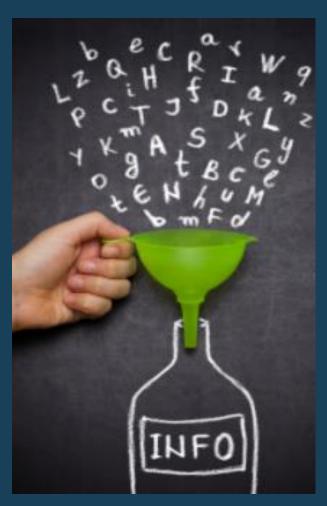
Participants:
Guy Gourovitz, Omer Perach, Or Harpaz, Yoav Ostrinsky
Mentor:Natti Baron

SmartPost - Startup

Prevent information leakage from the company through automatic detection of texts that can constitute a security breach.

Participants: Shay Oren, Yotam Shavit, Anya Katz

Mentoring: Dr. Hagit Perry

HAILD - Startup

Harness the 'Wisdom Of the Crowd' for financial investment. We analyzed tweets that mention the companies in the S&P 500 index using NLP. Each asset got a score for different emotions such as 'Joy' and 'Fear'. The analysis was done for varied period lengths to find the most suitable period.
calculated for the overall index, using the original asset weights used to calculate the index itself.

Participant: Ilan Kerpel
Mentor: Dan Daniel | Mentoring company: Altshuler Shaham

Business Trips Personal Planner

An AI based recommender system that finds the best hotels, restaurants, cars, and more for employees on their business trips. Saves time and raises the chances to have a fruitful trip that complies with the business goals.

Participants: Julia Korsunsky , Eilon Bar, Maytal Turgeman, Nofar Andivo

Mentor: Inbal Latner | Company: VATBOX

LTV & Cancellation Prediction

The system is using big-data and varied machine learning algorithms, such as random forest and logistic regression. The data includes information about visits and schedules of varied service providers. The system predicts the probability for service cancellation. It also predicts customer life-time value. The system used NLP as well.

Participant: Elad Toister
Mentor: Dr. Ronen Meiri
Company: Workiz

Unsupervised Lawsuits' Clustering

Use historical information of insurance companies about lawsuits.
Apply unsupervised clustering to automatically group lawsuits using large variety of variables and better understand why they happen and what can be done to improve the situation. The planned system uses NLP on the lawsuits.

Participants: Yeal Shafran, Ayalon Peretz, Ram Panker
Mentor: Natti Baron
Company: LawGeex

Fraud Detection in the health insurance market

Automatic detection of fraud (excessive pricing, for example) in health insurance refund requests, intended to be used by insurance companies.

Participants: Anya Katz, Itamar Lapidot, Omer Tzdaka
Company Mentoring: Noogata

Anomalies in Credit Card Transactions

Market research and pitch statement for how to apply better AI based Anomaly detection for credit card companies. The project included business development and product management perspectives.

Participants: Orel Nir, Orr Hadar, Natan Akav, Ory Porat

Mentor: Boaz Ziniman
Company: Anodot

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