

DTIA 9: The Event That Declares AI Doesn't Matter, ROI Does

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EINPresswire.com/ -- The 9th edition of [Deep Tech Innovation Alley](#) (DTIA), hosted by [Network Science](#) at the iconic Jio World Convention Centre, concluded with resounding success. This invite-only gathering of 50+ visionary CEOs, showcased the latest advancements in AI and Deep Tech, offering an unparalleled platform for business leaders to engage, innovate, and lead transformative change.

From ground-breaking showcases to cutting-edge insights, DTIA 2024 delivered a unique experience designed to empower leaders with actionable strategies for leveraging AI to reshape industries and drive sustainable growth.

Key Highlights from DTIA 2024

1. AI 101 Masterclass: Empowering CEOs to Lead with Confidence

The event began with the AI 101 Masterclass, tailored to demystify AI for CEOs. The session provided practical strategies and insights on leveraging AI for enterprise-wide transformation. Participants explored real-world use cases, learning how Generative AI and related technologies can create new growth avenues and drive innovation across industries.

2. Innovation Alley: An Immersive Deep Tech Showcase

The star of DTIA 2024, Innovation Alley, featured 11 pioneering AI and Deep Tech innovations



developed in collaboration with NS[X] partners. Participants had the opportunity to “touch, feel, and experience” these innovations, including co-created intellectual properties, advanced conversational AI solutions, and AI-driven sustainability tools.

3. Andy – The AI Twin of our CEO, Sandy

One of the event’s most talked-about experiences was the live demonstration of Andy, an AI-powered digital twin. Andy answered complex, “out-of-syllabus” questions with lifelike expressions and emotions, providing a surreal glimpse into the future of human-AI interaction.



4. AI Ads That Wowed: A Creative Spin

Participants were captivated by AI-generated ad campaigns, including “SholAI,” a creative reimagining of the iconic Bollywood film Sholay. This innovative piece showcased the storytelling potential of Generative AI.

5. Zines on GenAI Trends

In a novel approach to presenting industry insights, our Market Intelligence team created Zines on AI and Generative AI trends across five high-demand sectors. This creative format resonated strongly with participants, sparking discussions on the future maturity and impact of AI.

6. The 2025 [Coffee Table Book](#)

DTIA 2024 also marked the launch of the 2025 Coffee Table Book, an enhanced edition featuring 10 interviews with global leaders and 10 case studies on successful AI implementations. This book serves as a definitive guide for CEOs navigating the evolving AI landscape.

7. Launch of the FONS Platform

The event concluded with the launch of the Friends of Network Science (FONS) platform, an innovation engagement ecosystem created in collaboration with Buzzmint, a UK based block chain innovator. This initiative aims to connect visionaries and innovators worldwide.

Words from Sandy Hardikar, CEO, Network Science

“DTIA 2024 was a convergence of creativity, leadership, and technology. It reaffirmed the transformative role of AI and Deep Tech in driving sustainable growth and solving industry challenges. The innovations showcased and the conversations sparked here are steps toward a

future defined by visionary leadership,” said Sandy Hardikar, CEO of Network Science.

About Network Science

Network Science is a global leader in Deep Tech Innovation, dedicated to transforming businesses and industries through AI and advanced technologies. With a mission to “Change the World with Deep Tech Innovation”, Network Science is committed to fostering sustainability, combating climate change, and building a more inclusive society through impactful, scalable solutions.

For media inquiries, please contact:

Kaustubh Gage
Network Science
kaustubh@networkscience.ai

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