
SUNY KOREA-TSINGHUA-POSTECH-YONSEI

2019 5th Joint Venture Global Innovation Project

Program Overview

- Theme: Beauty and Artificial Intelligence
- Project Period: Jan 28 (Mon), 2019 - Feb 1 (Fri), 2019
- Venue: SUNY Korea campus , Incheon, South Korea
- Participants/University: 12/ Tsinghua students, 15/ SUNY Korea and POSTECH, 5/ Yonsei students

Background

- Recently all over the world, AI technology became the dominant venue of manufacturing and marketing; in fact, it has already destroyed their traditional mechanism and become in the epicenter of all new innovation in business value chain.
- Along with the US, China became the leading country in the AI industry; as a matter of fact, the country has competitive advantages over the breadth, access and depth of the big data, which constitute major part of AI technology.
- Particularly, face recognition technology has been developed rapidly after the advance of voice recognition.
- There are four major areas of its application: security, autonomous car, mobile phone, and make-up/skin care
- The cosmetic industry has grown and will grow rapidly all over the world; in effect, it does not have to do with the up and down of the economy.

About the Project

- An Interdisciplinary Project for Students in Computer Science, Engineering, and Business through a Case Study.
- Groups of students are competing to develop the strategy for the addition of AI technology to the cross-border and manufacturing/020 retail of eMei (www.emeistore.com), which plans to take advantage of AI in the partnership with Sensetime from China, one of the three global players, including Google and Facebook.
- eMei has successfully expanded into Southeast Asia, Africa, US, and Europe.
- Students are to develop strategies to develop eMei's design platform with AI technology.

Project Goal

- Through the development of AI strategies, the students are to understand the commercial advantage of its technology and its implementation to the traditional industry.
- They are to understand the importance of teamwork in the new venture taking advantage of technological implementation.
- Each team composed of students from different schools is to propose its own AI strategy for fast manufacturing and global market.
- The main focus should be on tweaking of the existing technology and business model.

Head Advisors

- Dr. Phil S. Yang: Leading Professor of SUNY Korea
Chairman of TK Network, CKT Development and Eastern Beauty in Korea and Beijing Dongmei Investment in China, Director of Research Institute of Chinese Enterprises at Konkuk University, Advisor to Tsinghua University Endowment Foundation. Ph.D. in Chinese History from University of California, LA., former Professor of Konkuk University, former President & CEO of Seoul Chinatown Development and MChinatown.

Details of Program Schedule

- January 28, Mon- January 31, Thu @ SUNY Korea Academic Bldg. 3F, A313, Computer Lab

09:00-12:00 Workshop
12:00-13:00 Lunch Break
13:00-16:00 Team Project
- February 1, Fri @SUNY Korea Academic Bldg. 4F, A412

09:00-11:30 Presentation Competition
11:30-11:50 Certificate Delivery and Awards Ceremony
12:00-13:30 Lunch with SUNY Korea President ChoonHo Kim
14:00-15:00 Leave(Check-out)
- February 2, Sat
09:00-20:00 Cultural Tour for TSINGHUA students
- February 3, Sun
TSINGHUA students Leave(Check-out)

Application

- Submission: <https://goo.gl/VKPKgK>
- Due Date: December 3, 2018

Registration Fee

- Free of charge
- Meal and accommodation will be provided. Jan 27(Sun) 2019, early check-in is available.

Inquiry Information

- Research Support Team: 032-626-1704, shannon@sunykorea.ac.kr

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The poster features a central image of a woman's head in profile, facing left. Her face is human-like with blue eye makeup and red lips. Her neck and shoulders are replaced by a metallic, robotic structure. From the top of her head, a complex network of grey, segmented tubes and wires extends upwards and outwards, resembling a neural network or data flow. The background is dark blue with glowing blue geometric shapes and patterns. At the bottom, the text 'AI + Beauty Workshop' is written in a large, bold, white font. Below it, 'BEAUTY AND ARTIFICIAL INTELLIGENCE' is written in a smaller, white font, and 'Date: January 28 ~ February 1, 2019' is written in a white font.