

What if AI knew your business?

AI, entrepreneurship and the challenge of using what your company already knows

Mikko Auranen

Tampere University / University Consortium of Seinäjoki



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South Ostrobothnia is a region of entrepreneurs



13 %

of employed people
are entrepreneurs



17 864

active companies
in South Ostrobothnia

South Ostrobothnia



Company size structure

	Microenterprises (<10 employees)	16 907	95 %
	Small companies (10–49 employees)	850	4.76 %
	Mid-sized companies (50–199 employees)	92	0.52 %

Companies employing 0–4 people



Source: South Ostrobothnia Regional Council; Statistics Finland.
Company structure data from 2018.



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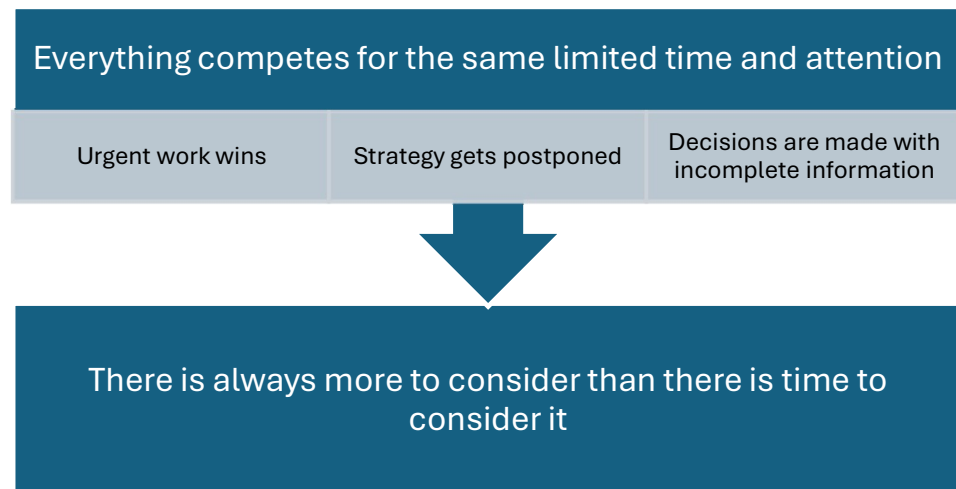
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The reality of running a small business

One person, many roles

- Strategy
- Sales
- Customers
- Projects
- Finance
- Administration
- Daily operations

The scarce resource is attention



Ocasio (1997); Gifford (1992)

AI can give a small company more capacity



For a micro-enterprise, AI can increase the capacity of the people already there.



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OECD: Generative AI and the SME Workforce
https://www.oecd.org/en/publications/generative-ai-and-the-sme-workforce_2d08b99d-en/full-report/component-4.html

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Companies already have a lot of knowledge



- Your company knows a lot
 - Emails
 - Documents
 - Offers
 - Meeting notes
 - Financial information
 - Project materials
 - Strategy
 - People
- The problem is often not missing information.
- The problem is using the right information at the right time.



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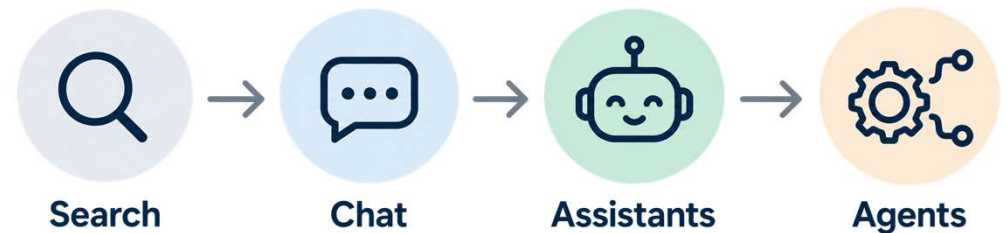
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Generative AI changed access to knowledge

- Access to external knowledge has become dramatically easier.
- AI may know your industry.
- It does not necessarily know your company.



Sources: Microsoft, IBM: [IBM: AI agents vs. AI assistants](#) Microsoft: [Copilot Search](#)

What if AI knew your business?

Generic AI

"What should a small company consider when entering a new market?"

Firm-grounded AI

"Considering our strategy, customers, previous analysis and available resources, what should we consider?"



Firm grounding = General AI knowledge
+ Your company's knowledge

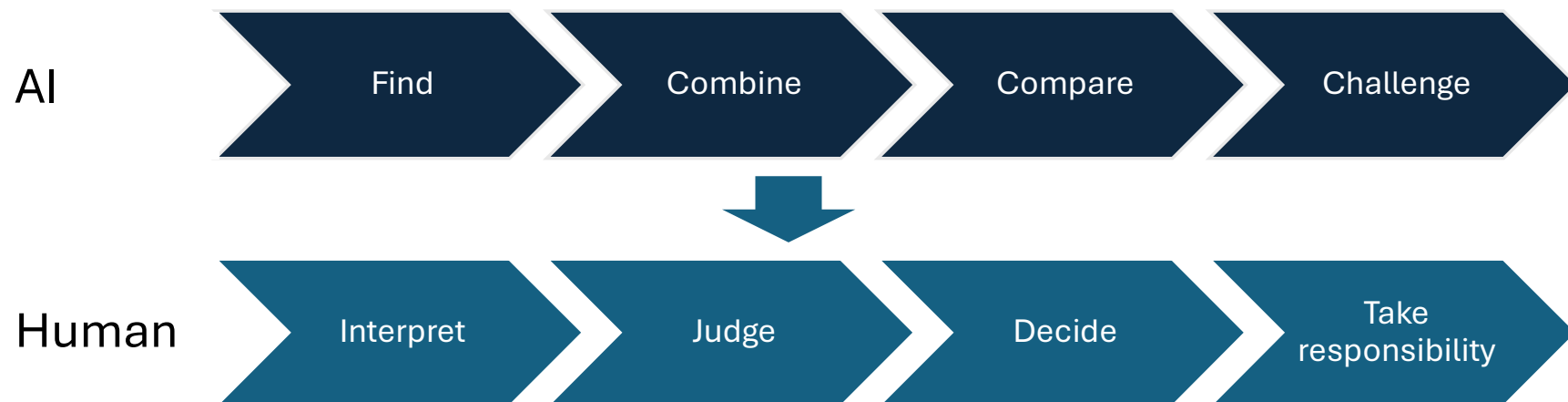


Strategy , Customers , Products ,
Projects , Financials , Previous
decisions



From a generic AI assistant to a
company-specific discussion partner

AI supports the decision. You make it.



- Better information and another perspective, not automated management

This became the starting point for AI-BASS



AI-based Support
of Startup
Companies



Company-specific
knowledge



Conversational AI



Real SMEs



Real managerial
work



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AI-BASS chat



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Select user:

John W Rautanen (+358505234113)



Clear Chat

John W Rautanen – CEO

Logout

Type a message...

Send