



PRIVATE SECTOR ENGAGEMENT ON STRENGTHENING COLLABORATION

Presented by CAWIL . AI




ABOUT US

- **Cherry Murillon-** Founder, Lead Innovator of CAWIL. AI

Our **mission** is to help humanities understand artificial intelligence. Our **vision** is to provide AI solutions to preserve biodiversity, livelihood, and environment; reliable and unbiased data analytics on demand.




SUMMER SALE: 12% OFF YELLOWFIN TUNA

 TRACE.AI [Log In](#)

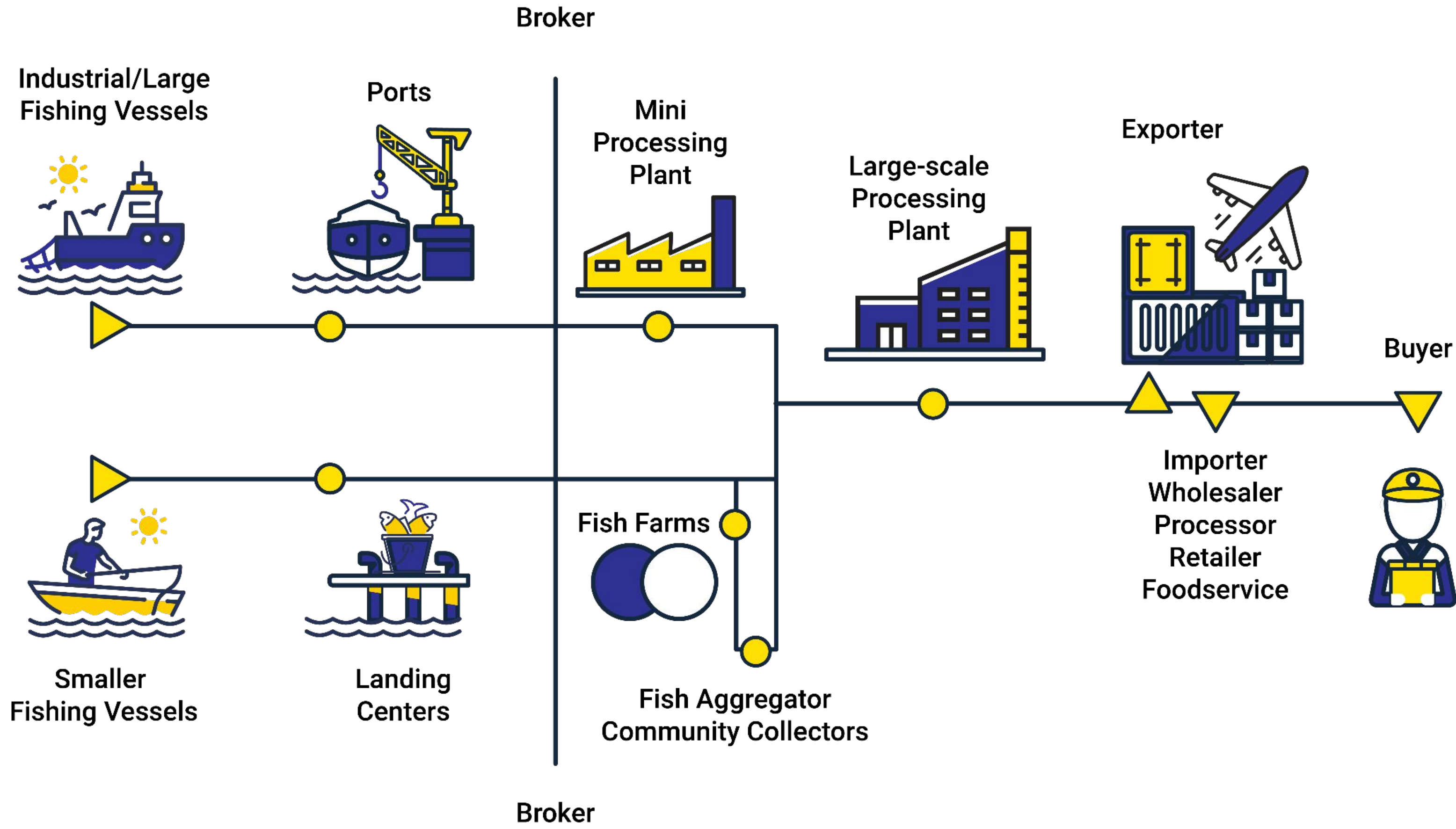
**Philippine Seafood
you can trust.**

Register as an **exporter** or **distributor**.

[Sign Up](#)

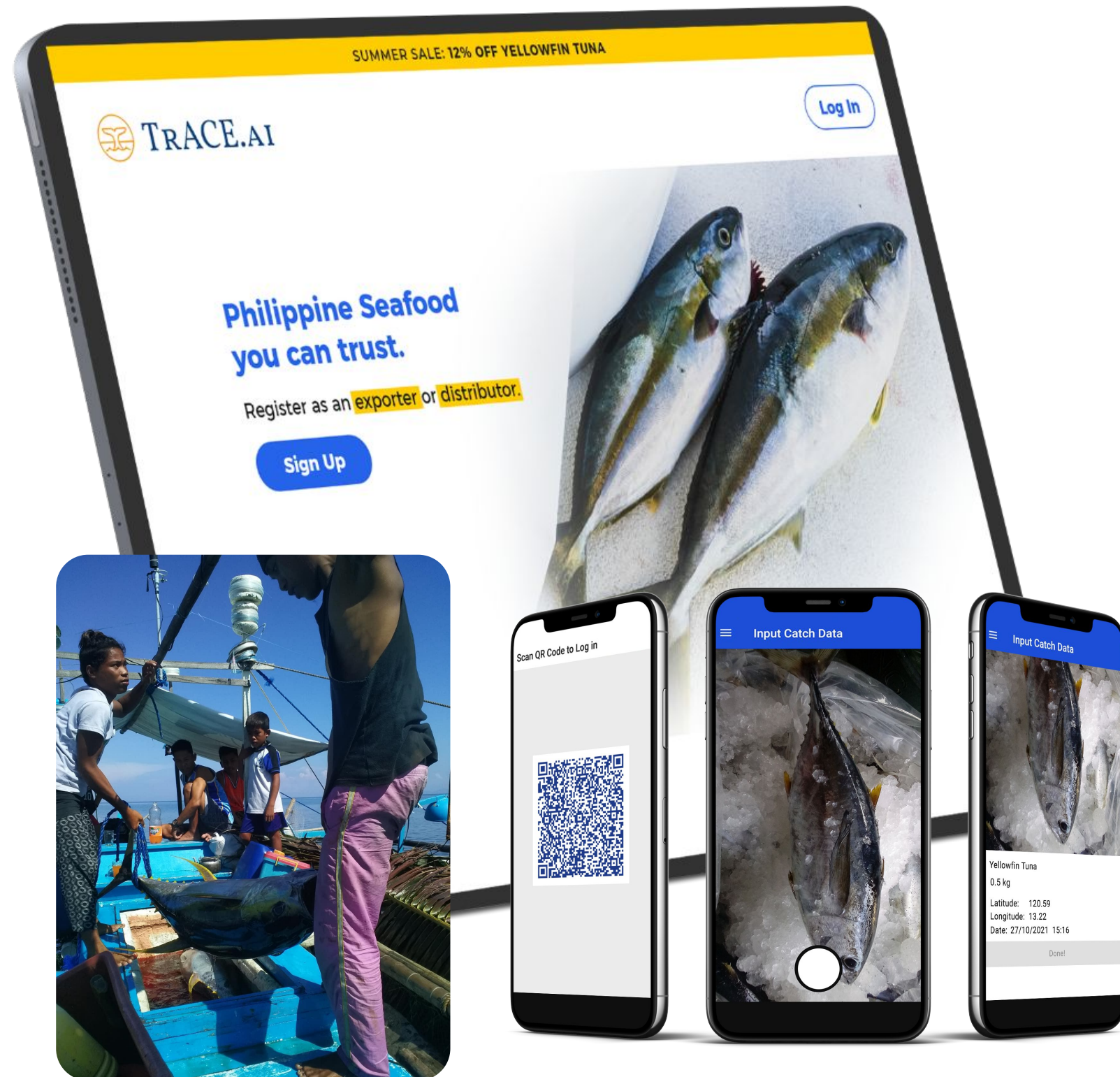


SEAFOOD TRACEABILITY



Enhanced

End-To End Traceability



A smart software system for seafood traceability

seamless dashboard, marketplace and logistics for an end-to-end traceability for local and export market

Registered brokers and buyers registers fishermen via the **TrACE.AI web app**

HIGH INCOME FOR FISHERS

Seafood Catch Origin Monitoring and Traceability

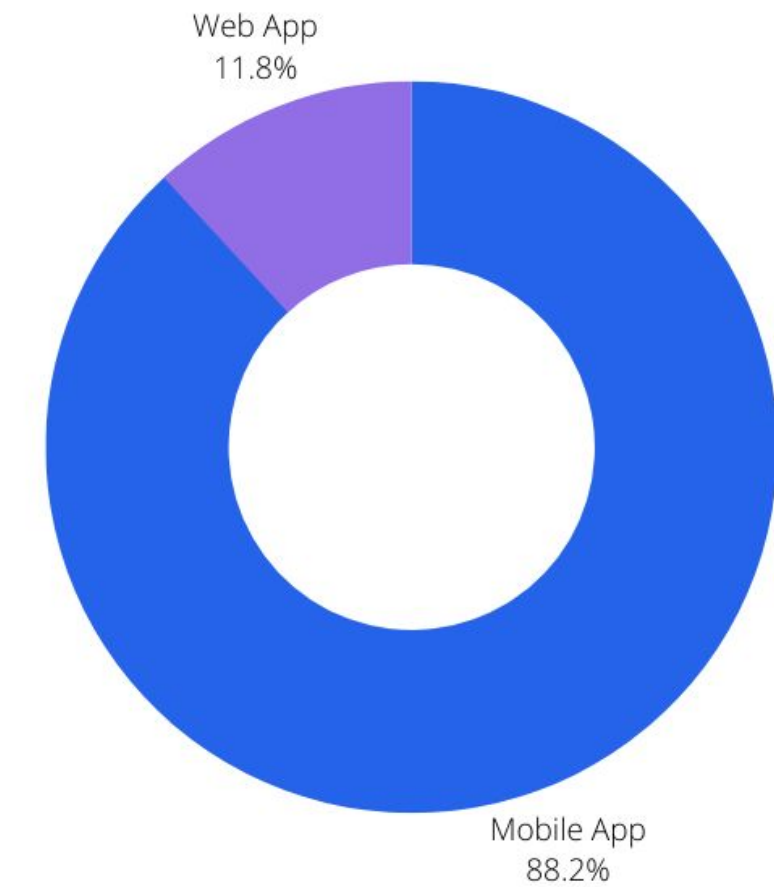


DEMOGRAPHICS

Majority of the test users were fishermen who had to understand how the mobile app works for their electronic documentation as part of their compliance for legal fishing.



All of the 70 respondents has said that TRACE.AI is the first electronic catch documentation they have tried.



TECHNOLOGY AND DEVELOPMENT SUPPORT



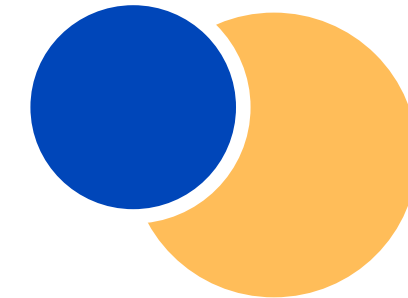
**Access to database system
for research & development**

Improved data system and management will help increase the AI's accuracy



**Simplify hardware and
software**

Interoperability is the key to make AI cheaper and provide value to the less capable region and community



**Research integration
and Funding**

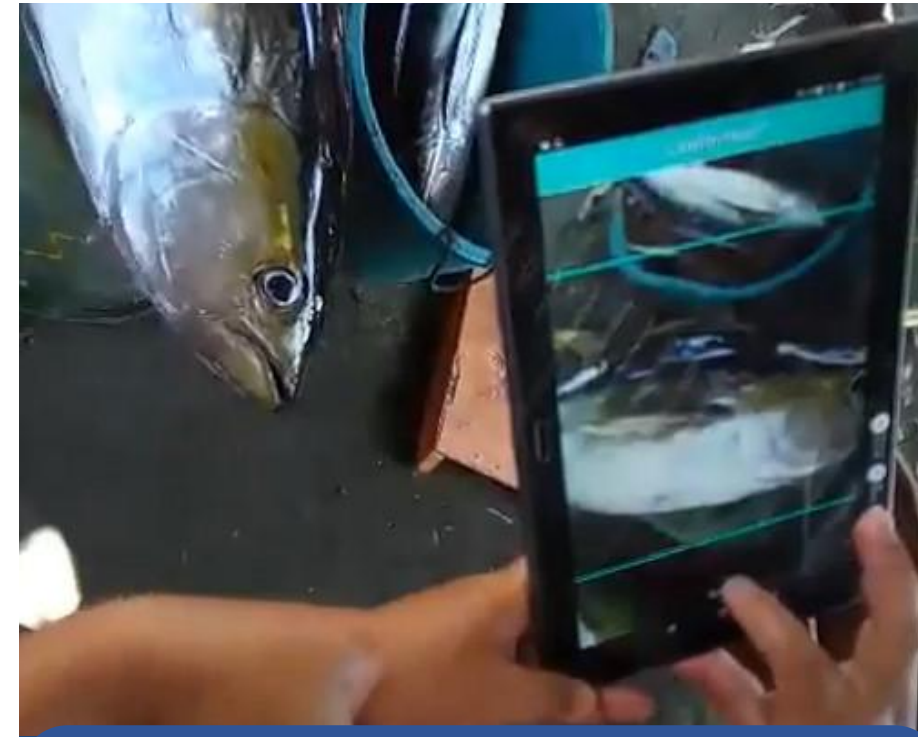
Highly funded research and capacity building with MSME supported by government & big industry partners to eliminate silos

COMMUNITY COLLABORATION



Data to provide financial support

for fishers and fisherfolks association through credit scoring



Access to hardware and software

for better understanding of data management



Incentivise fishers

to gather and share data to improve AI and machine learning for the digital blue planet

LESSONS LEARNED FOR EFFECTIVE COLLABORATION

The **TrACE.AI** implementation has shown that partnership is better cultivated if;

- regular consultation between public and private entities to **better map out** the sectorial need and not target just a local/micro need
- quick testing **to immediately capture target user feedback**
- working with a **small test group with preliminary ask for referral support** can help further spread awareness about a project/initiative.
- partnerships are **better forged under an environment of transparency**

Digital Directory

<https://cawilai.co/>

 AiCawil  AiCawil  hi.info@cawilai.co

