

Case for Teaching

Nuveo: Digital Ethics and Artificial Intelligence for Real World Challenges



Nuveo: Ética Digital e Inteligência Artificial para Desafios do Mundo Real

Discipline: Information Technology, ESG
Subject: Digital Ethics, Artificial Intelligence
Industry: Information Technology, Public Security
Geography: Brazil

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THE OPPORTUNITY OF A NEW BUSINESS

September 2019. While the arrival of spring heralded the beginning of a new cycle for nature, José Flávio Pereira — founder and CEO of Nuveo — wondered if the time had come to start a new cycle for his startup, expanding the offer of its image recognition solutions to something more than process automation.

Nuveo had been acquiring important clients with its proprietary artificial intelligence (AI) technology for analyzing structured and unstructured data in documents and images. José Flávio identified an opportunity to expand its computer vision solution for a purpose that did not involve process automation: facial recognition to locate criminals.

He had read recent research that showed that the use of image recognition technology for surveillance/security would be one of the drivers of the global facial recognition market and estimated that the growth of the Brazilian market would follow the forecasts for Latin America, revolving around 16% a year.

He had also mapped the growing interest of government agencies in this type of tool for public safety, including a forecast of government incentives to encourage the use of this technology¹. One of them, in particular, would soon undertake contracting image recognition technology for public safety.

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