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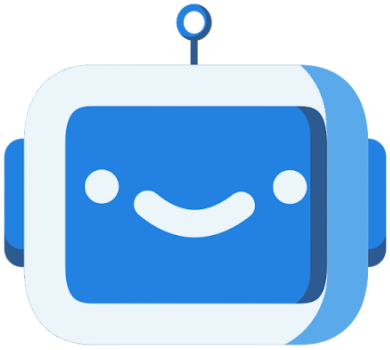

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Work Package n°2

French Case Library

1. French context

Artificial Intelligence (AI) adoption among SMEs in France is steadily growing, with increasing government and private sector support. French SMEs are leveraging AI to enhance efficiency, automate tasks, and drive innovation in various sectors, including design, manufacturing, and digital marketing. This case library presents four SMEs that have successfully integrated AI into their operations, showcasing their journeys, challenges, and impacts.

2. Case studies

SME #1				
	CASE TITLE:	AI-Driven Innovation in Design and Learning		
	SME Name:	Infinitivity Design Labs		
	Number of employees:	15	Years in operation:	8
	Sector:	Design and Digital Learning Technologies		

1. Overview and contents

Infinitivity Design Labs is a French design & research studio that blends immersive technologies, artificial intelligence, and instructional design to create deeply engaging, learner-centered digital experiences. Founded in 2018, their work spans e-learning, gamified learning environments, AR/VR, and interactive media, underpinned by rigorous research ("Playful Experience Design") and strong AI capabilities (natural language processing, generative AI, signal processing). By combining immersive engagement, user data and behavioral insights, and institutional capacity-building (training, change management), they

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help clients achieve real learning, usability, and customer / citizen engagement outcomes rather than just delivering static content.

2. Background

Initially established with a core focus on digital learning and user experience (UX) design, Infinitivity Design Labs began by developing e-learning platforms, MOOCs, and multimedia instructional solutions for organizations. Their early work emphasized accessibility, usability, and alignment with instructional design standards (such as SCORM and xAPI), ensuring that training materials could be deployed effectively across learning management systems.

3. Approach and Implementation

To address the challenges of personalization and engagement in digital learning, Infinitivity Design Labs adopted a multifaceted approach integrating artificial intelligence, data analytics, and immersive UX design. Their implementation strategy spans several complementary areas:

1. AI-Powered Content Generation
    - IDL leverages generative AI to automate the creation of multimedia learning content, including text, audio, video, and interactive elements.
    - This allows rapid prototyping of lessons, adaptive scenarios, and simulations, reducing development time while maintaining pedagogical quality.
    - AI tools also enable content localization and accessibility, such as automatic translation, transcription, and visual/audio adaptations to suit diverse learner profiles.
2. Adaptive Learning Systems
    - Using machine learning algorithms, IDL's platforms track learner behavior, performance, and preferences to deliver personalized learning paths.
    - Adaptive modules dynamically adjust content difficulty, sequencing, and feedback to optimize retention and engagement.

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- The system can identify knowledge gaps or learning bottlenecks, providing targeted exercises or hints to reinforce understanding.

3. AI-Driven UX Enhancements

   - By analyzing user interaction data, such as click patterns, time on task, and completion rates, AI models inform UX optimizations in real time.

   - For example, interface layouts, navigation flows, and visual cues are continuously refined to reduce friction and improve learner motivation.

   - Behavioral insights guide the integration of gamification elements and immersive experiences, aligning engagement strategies with individual user profiles.

4. Data Analytics and Continuous Feedback Loops

   - IDL incorporates advanced analytics pipelines to collect, process, and interpret user data at scale.

   - Insights from these analyses inform both content generation and adaptive learning models, creating a feedback loop that continually enhances learning effectiveness.

   - This approach ensures that AI-driven interventions are not static but evolve based on learner interactions and engagement patterns.

5. Integration with Immersive and Playful Design

   - AI complements AR/VR experiences, interactive surfaces, and motion-based learning environments, allowing learners to interact with content in sensory-rich and engaging ways.

   - This convergence of AI and immersive design enables highly personalized, motivating, and memorable learning experiences, setting IDL apart from conventional e-learning providers.

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4. Results and Impact

Infinitivity Design Labs has transformed digital learning through AI-driven personalization and engagement, delivering adaptive, interactive, and immersive experiences that improve learner retention and motivation.

AI tools such as chatbots, generative content, and analytics have been integrated across workflows and client solutions, enhancing efficiency and enabling instructional designers to focus on creative and strategic tasks.

The company also emphasizes responsible AI use and ethics, ensuring that data-driven and AI-generated solutions are transparent, unbiased, and human-centered.

Through side projects and prototypes, IDL continuously explores innovative applications of AI and immersive technologies, reinforcing its position at the forefront of digital transformation in education and UX design.

5. Lessons Learned

Implementing AI in digital learning and UX design is an iterative process that requires continuous testing, refinement, and evaluation. Key insights from Infinitivity Design Labs include:

- Ongoing iteration is essential: AI models and adaptive systems must be regularly updated based on learner data and feedback to remain effective.
- Human-centered oversight matters: Even with advanced automation, designers and educators need to monitor AI outputs to ensure accuracy, relevance, and ethical alignment.
- Integration across workflows is complex: Successful AI adoption involves not just the technology itself, but also redesigning processes, training teams, and aligning AI tools with pedagogical goals.
- Ethical considerations are central: Responsible AI use, transparency, and bias mitigation must be embedded throughout development and deployment.

Overall, AI enhances learning and UX outcomes only when combined with continuous refinement, human expertise, and ethical governance.

6. Future Directions

Infinitivity Design Labs aims to push the boundaries of AI-driven learning and UX design by continuously refining adaptive learning models, creating more personalized and engaging experiences, and integrating cutting-edge immersive technologies. The company also plans

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to expand its research on ethical AI, exploring responsible use, transparency, and bias mitigation in both content generation and data-driven learning solutions. Through these efforts, IDL seeks to remain at the forefront of digital transformation in education, ensuring that AI enhances learning outcomes while adhering to human-centered and ethical principles.

SME #2				
	CASE TITLE:	Tailored AI Solutions for Business Optimization		
	SME Name:	Galadrim_ Galadrim's website		
	Number of employees:	30	Years in operation:	NA
	Sector:	Information Technology (IT) services		

1. Overview and contents

Galadrim is a dynamic team of engineers and consultants specializing in artificial intelligence, dedicated to delivering tailored AI solutions that enhance business processes and productivity. With a focus on practical applications, Galadrim collaborates closely with clients to design, develop, and deploy customized AI models and applications that seamlessly integrate into existing technical infrastructures. Their expertise spans various domains, including generative AI, predictive systems, computer vision, and data engineering, enabling organizations to leverage AI technologies to drive innovation and achieve strategic objectives.

2. Background

Specializing in artificial intelligence, Galadrim was founded to help organizations harness AI for real-world business impact. The company focuses on integrating advanced AI models into core business operations to streamline workflows, automate repetitive tasks, and enhance decision-making processes. By leveraging techniques such as predictive analytics, natural language processing, and computer vision, Galadrim enables clients to extract actionable insights from complex datasets, optimize resource allocation, and improve overall productivity.

Over time, the company has also addressed challenges common in AI adoption, such as data quality, system integration, and aligning AI outputs with business objectives, positioning itself as a trusted partner for companies seeking to implement intelligent, scalable solutions.

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3. Approach and Implementation

Galadrim takes a consultative and end-to-end approach to integrating AI into business operations, combining technical expertise with a strong understanding of client needs. Their process typically includes:

1. Data and AI Audits
    - The team begins by assessing the client's existing data infrastructure, workflows, and AI readiness.
    - They identify opportunities for automation, predictive analytics, and optimization, as well as potential risks related to data quality or system integration.
2. Development of AI Applications
    - Galadrim designs and deploys custom AI-powered applications tailored to specific business challenges.
    - These applications may include recommendation engines, automated decision-support tools, predictive maintenance systems, or intelligent process automation platforms.
3. Creation of Custom AI Models
    - Leveraging expertise in generative AI, predictive modeling, computer vision, and data engineering, Galadrim builds models that address complex, domain-specific problems.
    - They ensure that models are scalable, interpretable, and seamlessly integrated into the client's existing systems.
4. Iterative Testing and Optimization
    - Solutions are continuously refined using data-driven insights and performance metrics to improve accuracy, efficiency, and business impact.

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- This iterative approach ensures that AI models remain aligned with evolving business goals and operational contexts.

5. Knowledge Transfer and Support

   - Beyond implementation, Galadrim provides training, documentation, and ongoing support, enabling clients to effectively leverage AI solutions and maintain long-term value.

4. Results and Impact

Galadrim has successfully deployed AI solutions across multiple industries, demonstrating tangible business impact. Notably, they developed an AI tool for Showroomprivé that automates the creation of product data sheets using multimodal large language models, saving time and improving accuracy. They also implemented predictive algorithms for Turboself to forecast school canteen attendance, enabling better resource planning based on historical and contextual data. These projects highlight Galadrim's ability to deliver custom AI solutions that enhance efficiency, decision-making, and productivity.

5. Lessons Learned

Developing effective AI solutions requires a deep understanding of each client's specific business processes. Off-the-shelf models or generic approaches often fail to address unique operational challenges. Continuous collaboration with clients is essential to ensure that AI applications are accurately aligned with workflow requirements, business objectives, and practical constraints. This iterative, client-centered approach helps maximize both the usability and impact of AI implementations.

6. Future Directions

Galadrim aims to democratize and simplify AI adoption for businesses, making advanced technologies more accessible and actionable. The company plans to stay at the forefront of AI research and development, continuously integrating the latest innovations in generative AI, predictive modeling, and data engineering. By doing so, Galadrim seeks to deliver state-of-the-art, scalable solutions that drive efficiency, enhance decision-making, and help clients fully leverage the potential of artificial intelligence.

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SME #3				
	CASE TITLE:	🎯 Smart Medical Care développe AI DiagMe		
	SME Name:	AI DiagMe (by Smart Medical Care) specializes in AI-assisted medical diagnostics.		
	Number of employees:	NA	Years in operation:	NA
	Sector:	Healthcare, Artificial Intelligence		

1. Overview and contents

AI DiagMe is a French healthtech company specializing in developing AI-assisted medical diagnostic tools aimed at enhancing the accuracy and efficiency of medical diagnoses. Their flagship service interprets blood, urine, and stool test results using machine learning algorithms to provide clear, personalized reports. These reports help patients understand complex medical data, facilitating more informed discussions with healthcare professionals. By simplifying medical terminology and offering actionable insights, AI DiagMe empowers individuals to take a proactive role in their health management. Their approach combines advanced AI technology with a strong commitment to data privacy and user-friendly design, ensuring both accessibility and security.

2. Background

AI DiagMe was founded in response to a pressing need for more accurate and efficient diagnostic tools in the healthcare sector, where timely diagnoses can be critical for patient outcomes. Traditional diagnostic processes often involve complex data interpretation, which can be prone to human error or delays. Recognizing this challenge, AI DiagMe leverages artificial intelligence and machine learning algorithms to analyze medical test results—such as blood, urine, and stool analyses—quickly and accurately.

By providing clear, personalized, and actionable reports, the company seeks to reduce diagnostic errors, support healthcare professionals, and empower patients to better understand and manage their health. This approach addresses both the operational efficiency of clinics and laboratories, as well as the overall quality of patient care.

3. Approach and Implementation

AI DiagMe employs a data-driven, AI-centric approach to improve medical diagnostics. Their methodology includes:

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1. Development of AI Models

    - The company develops machine learning models trained on large, diverse medical datasets, including blood, urine, stool test results, and medical imaging data.

    - These models are designed to recognize patterns, detect anomalies, and identify potential health risks that might be missed in conventional analyses.

2. Data Preprocessing and Validation

    - Raw medical data undergoes cleaning, normalization, and anonymization to ensure accuracy, consistency, and compliance with privacy regulations.

    - Rigorous validation processes are applied to guarantee the reliability and robustness of AI predictions.

3. Integration with User-Facing Applications

    - The AI models are incorporated into patient-friendly platforms, generating clear and interpretable reports.

    - These reports translate complex diagnostic data into actionable insights, helping patients understand their health and supporting healthcare professionals in decision-making.

4. Continuous Learning and Model Refinement

    - AI DiagMe implements continuous model training using new medical data and feedback from clinical use.

    - This iterative process ensures that the AI remains up-to-date, accurate, and aligned with evolving medical standards.

5. Focus on Compliance and Ethical AI Use

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- All AI solutions are developed with a strong emphasis on data privacy, security, and ethical standards, ensuring safe and responsible deployment in healthcare environments.

4. Results and Impact

AI DiagMe's AI-assisted diagnostic tools have significantly enhanced diagnostic accuracy, helping healthcare professionals detect patterns and anomalies that may otherwise be overlooked. By reducing the rate of misdiagnosis, the company has improved patient outcomes and increased confidence in medical evaluations. Additionally, the AI-driven approach streamlines the analysis of complex medical data, saving time for clinicians and allowing them to focus on patient care. These results highlight the potential of AI to transform healthcare diagnostics by combining precision, efficiency, and actionable insights.

5. Lessons Learned

One key lesson from AI DiagMe's work is the importance of continuous learning. AI models in healthcare must be regularly updated with new medical data to maintain accuracy, reliability, and clinical relevance. Additionally, ongoing validation and feedback from healthcare professionals are essential to ensure that AI outputs remain aligned with evolving medical knowledge and standards. This iterative approach helps sustain high diagnostic performance while fostering trust among clinicians and patients.

6. Future Directions

AI DiagMe aims to broaden the scope of its AI diagnostic tools to cover a wider range of medical conditions, enhancing its ability to support diverse clinical needs. The company also plans to strengthen collaborations with healthcare institutions to validate, refine, and continuously improve its AI solutions. By combining cutting-edge technology with real-world clinical insights, AI DiagMe seeks to advance reliable, efficient, and patient-centered diagnostic care while maintaining high standards of accuracy, safety, and ethical AI use.
🎯 Smart Medical Care développe AI DiagMe

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SME #4	CASE TITLE:	AI-Driven Customer Intelligence and Personalization		
	SME Name:	Synerise		
	Number of employees:	Approximately 160	Years in operation:	Since 2013
	Sector:	Software Development, Business Analytics, Artificial Intelligence		

1. Overview and contents

Synerise is a Polish software development company specializing in AI-driven business intelligence solutions. Their platform leverages AI to analyze and interpret behavioral data, automating business processes and enhancing customer relationship management.

2. Background

Founded in 2013, Synerise aimed to revolutionize how businesses interact with data. Recognizing the growing need for personalized customer experiences, they focused on developing AI tools that provide real-time insights and automation capabilities to businesses across various industries

3. Approach and Implementation

Synerise developed an enterprise-class data platform that integrates AI algorithms for recommendation and event prediction systems. Their proprietary solutions, such as Cleora and BaseModel, facilitate the transformation of raw data into actionable insights, enabling businesses to personalize customer interactions and optimize operations.

4. Results and Impact

- Enhanced Customer Engagement: By utilizing Synerise's AI tools, businesses have achieved more personalized marketing campaigns, leading to increased customer engagement and loyalty.
- Operational Efficiency: The automation of data analysis and business processes has resulted in significant time savings and reduced operational costs for clients.
- Market Expansion: Synerise's innovative solutions have attracted clients globally, leading to the opening of offices in Warsaw, San Francisco, and Dubai.

5. Lessons Learned

- Continuous Innovation: Investing in research and development is crucial to stay ahead in the rapidly evolving AI landscape.

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- Client Collaboration: Working closely with clients to understand their unique challenges ensures the development of tailored solutions that deliver tangible results.

6. Future Directions

Synerise plans to expand its global presence further and continue enhancing its AI capabilities. They aim to explore new AI applications, such as predictive analytics and advanced automation, to provide even more value to their clients.

3. Conclusion

The adoption of Artificial Intelligence (AI) among French SMEs is steadily increasing, supported by both government initiatives and private sector investments. AI is driving innovation across multiple industries, helping businesses automate processes, optimize decision-making, and enhance customer experiences.

France's commitment to AI innovation is further reinforced by initiatives like MIA (Maison de l'Intelligence Artificielle), a hub dedicated to fostering AI research, development, and adoption among businesses. MIA plays a crucial role in helping SMEs integrate AI into their operations through training, collaboration, and technological support.

Additionally, AI is taking center stage at major industry events such as the World AI Cannes Festival (WAICF). This event, held in Cannes, serves as a global platform where businesses, researchers, and policymakers come together to discuss the future of AI. The event provides SMEs with valuable exposure to cutting-edge AI advancements, networking opportunities, and insights into AI trends that can shape their strategic direction.

The success of these SMEs demonstrates that AI is no longer just for large enterprises—small and medium-sized businesses are harnessing AI to drive growth and transformation. However, challenges remain, including access to skilled AI professionals, ethical considerations, and the need for ongoing innovation. With continued support from initiatives like MIA and events like WAICF in Cannes, the AI ecosystem in France is set to thrive, enabling SMEs to unlock new opportunities and remain at the forefront of digital transformation.

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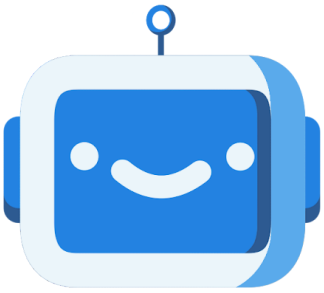

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