



AG 5 DIGITAL ALPS CONFERENCE 2024 - IZOLA

# SCALING UP IN THE ALPS

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Leveraging A.I. and No-Code Tools for Alpine  
Youth Entrepreneurship

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# Today's Agenda

## Scaling Up in the Alps

Introduction

[The Alpine Entrepreneurship Landscape](#)

[AI & No-Code tools: definitions and basic concepts](#)

[A.I. = A Catalyst for Alpine Businesses](#)

[No-Code Tools: Democratizing Tech](#)

Conclusion

60%

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KEY STATISTIC

of Alpine youth consider entrepreneurship as a  
carrer (*Les Echos 2023*)



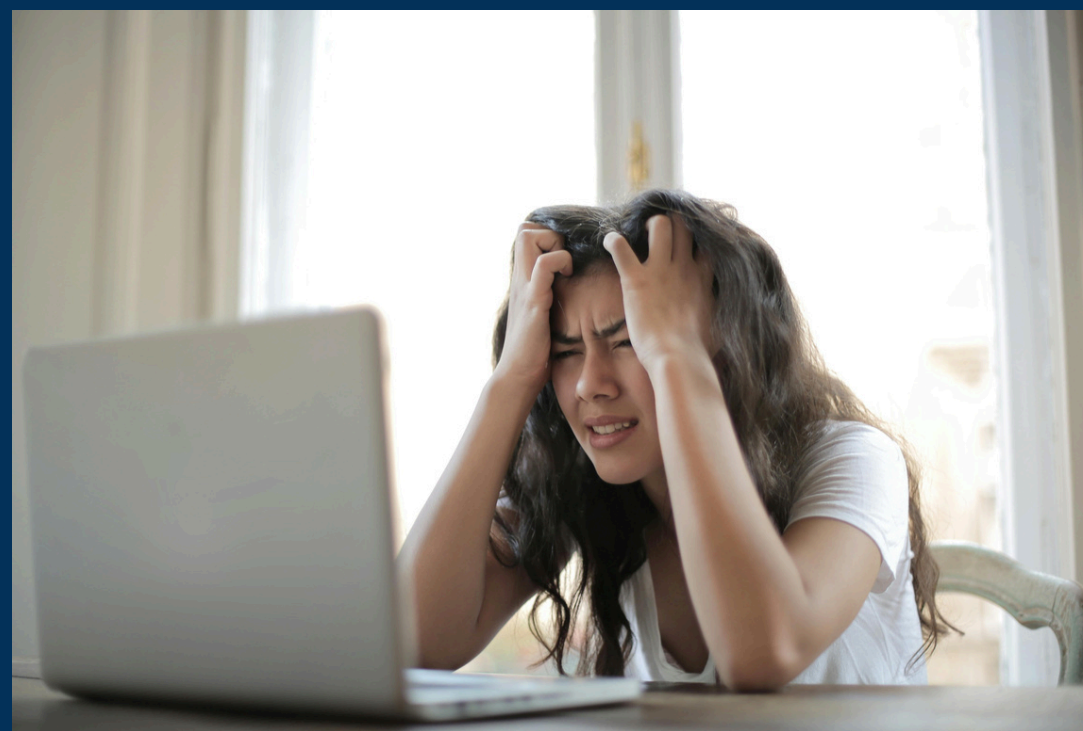
# The Alpine Entrepreneurship Landscape



# Challenges



**RUGGED TOPOGRAPHY &  
SPARSE POPULATION**



**LIMITED CONNECTIVITY**



**SEASONALITY & CLIMATE  
VULNERABILITY**



# Opportunities



**SUSTAINABLE TOURISM**



**PRECISION AGRICULTURE &  
RENEWABLE ENERGY**



**WELLNESS & HEALTH**





# AI & No-Code tools: definitions and basic concepts







# Large Language Model = enough for AI ?



$10^{13}$  Bytes = 100 000 years to read (12 h / day)



16000 h - 1 pétaoctet ( $10^{15}$  Bytes = 1 million of gigabytes)



No-Code adoption in European Companies



# No-Code/Low-Code Adoption in European Companies

from 2021 to 2024

Between 2021 and 2024, the adoption of no-code tools in Europe has grown significantly. By 2023, over 65% of application development in Europe was performed using no-code or low-code platforms.





# AI: A Catalyst for Alpine Businesses

# AI-Driven Sustainable Tourism Platforms

"EcoAlps Explorer"

An AI-powered app created by a 23-year-old entrepreneur

- Features: Personalized eco-friendly itineraries, real-time crowd prediction for attractions
- AI application: Natural Language Processing for multilingual support, Machine Learning for personalization
- Impact: 50,000+ downloads, partnered with 200 local sustainable businesses
- Opportunity: Showcase how AI can help create scalable tourism solutions with minimal staff





# Precision Agriculture for Alpine Farms

"MountainHarvest AI"

Developed by a team of young agronomists and computer scientists

- Technology: Drone imagery analysis and IoT sensors for crop monitoring
- AI application: Computer Vision for plant health assessment, Predictive Analytics for optimal harvesting times
- Results: 30% increase in crop yield, 40% reduction in water usage for participating farms
- Opportunity: Demonstrate how AI can modernize traditional Alpine agriculture





# AI-Enhanced Artisanal Product Marketing

"AlpineCraft Connect"

AI-driven e-commerce and marketing tool for young artisans

- Features: Automated product tagging, dynamic pricing, and personalized marketing campaigns
- AI application: Image Recognition for product categorization, Recommendation Systems for cross-selling
- Success story: A 19-year-old woodcarver increased sales by 300% using the platform
- Opportunity: Show how AI can help traditional crafts reach global markets





# Climate Tech Innovations

## "GlacierGuard"

AI system for glacier health monitoring, created by university students

- Technology: Satellite imagery analysis, climate data processing
- AI application: Deep Learning for change detection, Predictive Modeling for glacier evolution
- Impact: Providing crucial data for local governments and tourism industry
- Opportunity: Highlight how young entrepreneurs can contribute to pressing environmental issues



A black and white photograph of a mountain landscape. In the foreground, a person is rappelling down a rope, with their legs and feet visible. The background shows rugged, snow-capped mountains under a cloudy sky. The overall scene conveys a sense of adventure and challenge.

# No-Code Revolution: Empowering Alpine Youth Innovators





**LISA, 22**

from a small village in the French Alps

**E-commerce Made Easy: 'AlpineMade' Platform**

🔧 No-code tools used: Shopify and Bubble

🔥 Features: Multi-vendor marketplace, integrated payment systems, inventory management



**MARCO, 25 & SOPHIE, 24**

Italian-Swiss duo

**Smart Marketing: 'EchoDesAlpes' Campaign Manager**

🔧 No-code tools used: Airtable, Zapier, Mailchimp

🔥 Features: Automated social media posting, email marketing, customer segmentation



**TEAM OF FRIENDS, 19-27**

from various Alpine countries

**Tourism Reinvented: 'AlpExplorer' App**

🔧 No-code tools used: Adalo and Glide

🔥 Features: Personalized itineraries, augmented reality (AR) mountain info, local experience booking



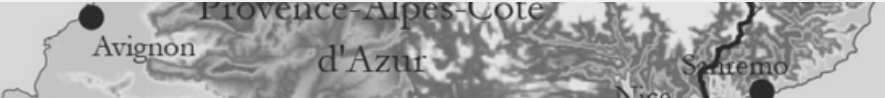
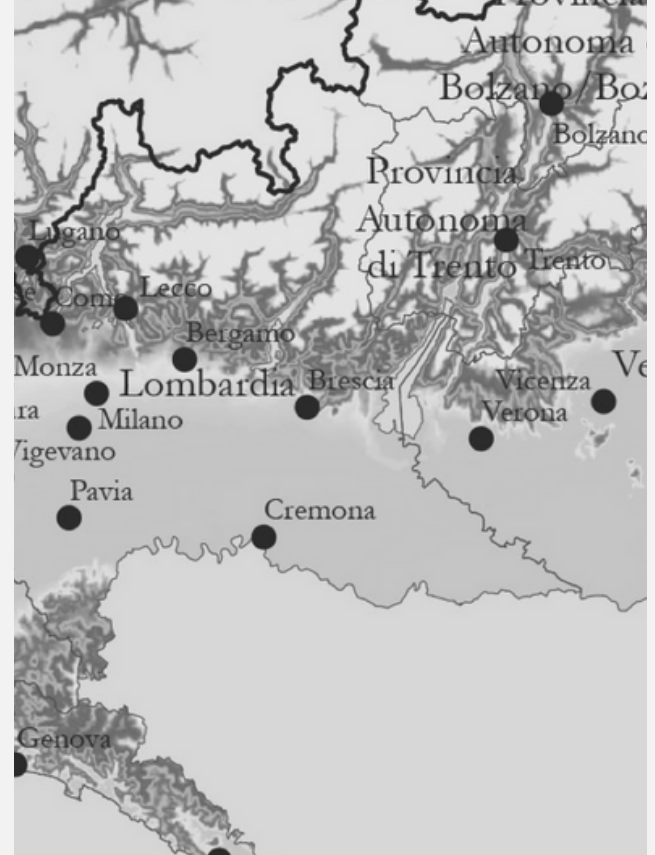
**JOHANNA, 26**

environmental science graduate

**Sustainable Solutions: 'GreenAlps' Environmental Monitoring**

🔧 No-code tools used: Thunkable and Airtable

🔥 Features: Citizen science app for tracking wildlife, reporting pollution, and monitoring trail conditions



# AI, No-Code Tools and Alpine Jobs (multi-activity ?)

	A.I.	No-Code Tools
Tour and Customer Experience	Google AI, Zoovu, Ada	Bubble, Landbot, Glide
Event and Activity Management	Bizzabo, Hubilo, Grip	Make, Airtable, Zapier
Emergency Response	One Concern, Corti, RiskIQ	Tallyfy, Jotform, Notion
Data Analysis and Collection	MonkeyLearn, Clarifai, DataRobot	Coda, Zapier, Sheetgo
Content Creation and E-commerce	Jasper AI, Copy.ai, Phrasee	Webflow, Shopify, Carrd
Fitness, Training and Booking	TrainAI, Fitbod, Mindbody AI	Appointlet, Calendly, Setmore
Scheduling and Management	X.ai, Clara, Clockwise	Trello, Monday.com, Notion
Event and Activity Management	Boomset, Eventbrite, MeetingPlay	Eventzilla, Tito, Whova





**Notion** 1  
Watch Database Items



**Router** 3

1st | INEXISTANT



**Google Calendar** 2  
Create an Event



**Notion** 4  
Update a Database Item

2nd | EXISTE



**Google Calendar** 5  
Update an Event



# Questions? Comments?

Thanks for your attention !

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