

Intuicell, a spin-off company created based on the research performed in Ph-Coding, was recently covered in Dagens Industri, Sweden's leading business newspaper. The article covered Intuicell's goal of creating an AI that more closely mimics the functionality of a brain.

They are building an AI mimicking a human brain – “today's applications are stupid”

Intuicell is the name of one of the most recent companies that has drawn the attention of the super entrepreneur and investor Christer Fåhræus, to which he has contributed to with both capital and by becoming part of the company's board of directors.

“It's one of several AI-companies that's trying to find new approaches to generalization and deep learning. Despite having access to large amounts of data and massive computing power, many of today's AI-applications are strikingly stupid”, says Christer Fåhræus as he describes Intuicell.

Intuicell looks at how things work in our nervous system that can be the key to smarter AI. You do not tell what is right or wrong for the network, it instead gets to discover for itself what the world looks like.

The company is barely a year old, while the research behind it has been conducted over 30 years, with brain researcher and co-founder Henrik Jörntell being the mastermind behind it.

“We are building a biological AI system, a technology platform that will be more faithful to the functionality of a real brain, a network that learns in a manner similar to how humans learn.

This is in contrast to today's machine learning which is limited by enormous amounts of data and computation power, but also a sensitivity to noise and attacks in the data”, explains Intuicell's CEO Viktor Luthman.

What made him join the company was precisely the opportunity to develop an AI with the ability to generalize.

“Which can not only solve a problem in a narrow field and which falls flat if it ends up outside that field. It will be an important key to moving from artificial intelligence to artificial understanding.”

Intuicell has started developing a voice application, which allows secure identification with only the voice “your voice as a Bank ID”. The company now has dialogues with potential partners and customers to productize the solution.

“We will probably work with one of the large banks as a first step. But then I see great opportunities for wider use, such as when the EU now invests in a digital ID system that I believe opens up the possibilities for voice ID.

But they see opportunities for more than voice applications.

“We have also started exploring other areas such as object identification, a huge problem for, among other things, autonomous vehicles”, says Viktor Luthman.