



**Stanford University**  
Human-Centered  
Artificial Intelligence

# HAI CORPORATE AFFILIATE PROGRAM

PROGRAM AREA:  
**CONSUMER GOODS, RETAIL & AI**

This program focuses on the intersection of Consumer Goods, Retail & AI. Faculty focus areas specific to the sector provide the optimum environment for manufacturers, suppliers, distributors, retail chains and consumer goods and retail corporations to engage with Stanford at the nexus of their most fundamental AI challenges.



**AI-Augmented Decision Making**  
Michael Bernstein



**Digital Economy**  
Erik Brynjolfsson



**AI-Augmented Communication**  
Jeff Hancock



**AI Fairness and Explainability**  
Carlos Guestrin



**VR/AR for Retail and Consumers**  
Jeremy Bailenson  
Jeannette Bohg



**AI Safety**  
Clark Barrett



**Robotics and Human-Robot Interaction**  
Chelsea Finn  
Dorsa Sadigh  
Jeannette Bohg



**Cybersecurity**  
Dan Boneh  
Andrew Grotto



**AI and Organizational Design**  
Susan Athey  
Melissa Valentine



**Electronic Device Design**  
Zhenan Bao



**Retail AI**  
Ashwin Rao



**Molecules and Materials**  
Todd Martinez  
Eric Appel



**Supply Chains**  
Kostas Bimpikis



**Blockchain and Decentralized Systems**  
Dan Boneh  
David Tse



**Foundation Models**  
Percy Liang



**Human-Computer Interaction**  
James Landay

## \$109B Record annual retail tech funding.

Global retail tech funding boomed in 2021, passing \$100B for the first time, and more than doubling 2020's total. Deals rose 25%. E-commerce and supply chain tech funding hit new records. In-store retail tech funding also nearly tripled as stores prioritized inventory management, payments, and shopper tracking tech.

## 97 Retail tech unicorns born in 2021.

A record 97 companies hit a \$1B+ valuation in 2021, nearly quadruple the number born in 2020 and accounting for half of the current retail tech unicorn herd (192). The highest-valued new unicorns reach across e-commerce, from marketplaces to social commerce platforms to delivery tech.

## 291 Number of mega-rounds. 140% more than 2020.

71% of annual funding came from mega-rounds of \$100M+. These big deals flowed toward delivery tech, particularly for food. Investors also funneled money to platforms and tools to enable faster and more efficient order fulfillment.

## 184% YoY growth in e-commerce funding.

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[https://www.cbinsights.com/research/report/retail-tech-trends-2021/?utm\\_source=CPG+%26+Retail+Insights&utm\\_campaign=7ea3771402-newsletter\\_cpg\\_Thur\\_20220126&utm\\_medium=email&utm\\_term=0\\_5a34af6e3b-7ea3771402-91241113](https://www.cbinsights.com/research/report/retail-tech-trends-2021/?utm_source=CPG+%26+Retail+Insights&utm_campaign=7ea3771402-newsletter_cpg_Thur_20220126&utm_medium=email&utm_term=0_5a34af6e3b-7ea3771402-91241113)  
(State Of Retail Tech 2021 Report – CB Insights)



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PROGRAM AREA:

## CONSUMER GOODS, RETAIL & AI

LEVEL \$1M per year

### PROGRAM BENEFITS



**STANFORD WALLET**  
**\$400,000**  
CAN BE USED TOWARD



#### RESEARCH TOKENS (\$85K EACH)

Members can choose how to spend tokens to collaborate with researchers and support research projects and initiatives across Stanford that align with their priorities and corporate agendas.



#### EDUCATION

1 seat in each  
HAI Executive  
Education Program



#### STANFORD AFFILIATE PROGRAMS

Membership in mission-relevant affiliate programs across Stanford



#### POLICY

Opportunities to engage with and learn more about the constantly evolving AI policy landscape through our HAI Policy Team

#### STANFORD DIGITAL ECONOMY LAB



Membership in the S-DEL  
Corporate Affiliate Program

#### STANFORD ARTIFICIAL INTELLIGENCE LAB



Inaugural year: Special Membership in the SAIL Corporate Affiliate Program  
Membership includes one research token

#### STUDENT ENGAGEMENT PLATFORM



Opportunities to support student recruitment, DEI related activities and the strengthening of on-campus member visibility



#### VISITING SCHOLARS

2 visiting scholar opportunities

### ADDITIONAL BENEFITS

Executive breakfast series • Semi-annual member meetings • Early access to and engagement with the HAI Industry Briefs • Annual presentations of research by HAI-affiliated faculty and students • Conferences, seminars, and workshops • Acknowledgement at HAI's major public events

Learn more about the Corporate Members Program and the Stanford advantage.  
Contact Panos Madamopoulos, Managing Director for Industry Programs and Partnerships