

# AI in the Digital Gateway for Enterprises (DGE)

Conference presentation

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AND COMMUNICATIONS



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# Agenda

**1** Overview of the DGE

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**2** User needs

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**3** Lessons learned and best practices

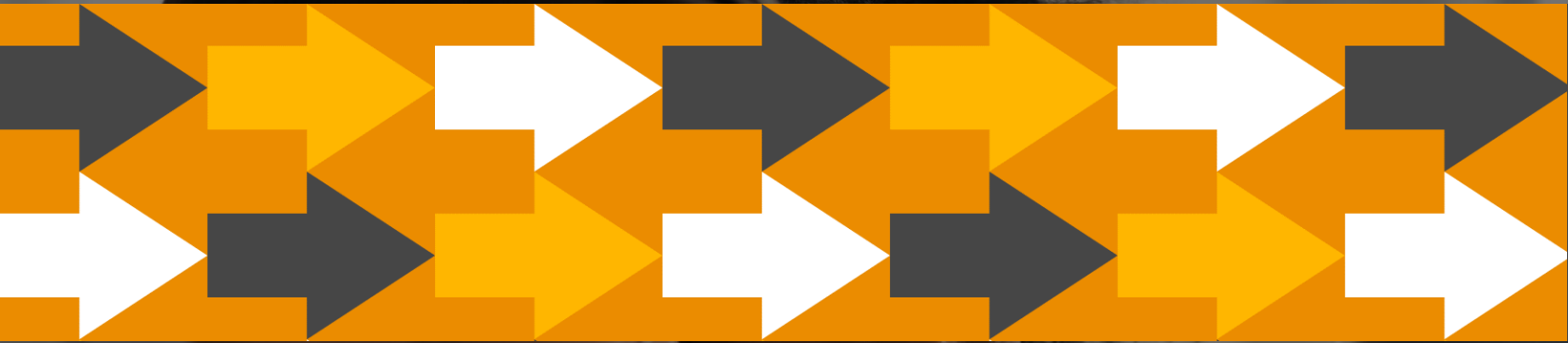
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**4** Potential AI use cases for the DGE

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**5** Implementing AI in the DGE

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What is Digital Gateway  
for Enterprises and its  
current state?

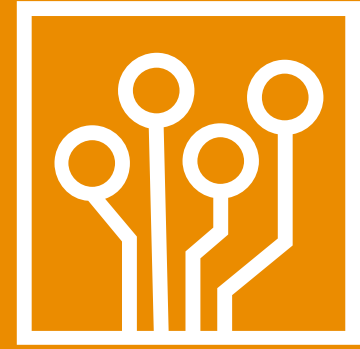
# Digital Gateway for Enterprises



**Single digital gateway** for delivery of public services to **entrepreneurs** managed by the Ministry of Economic Affairs and Communications of the Republic of Estonia (MEAC)



Emphasising **user-centric** and **proactive** approach based on events experienced by enterprises (business events)



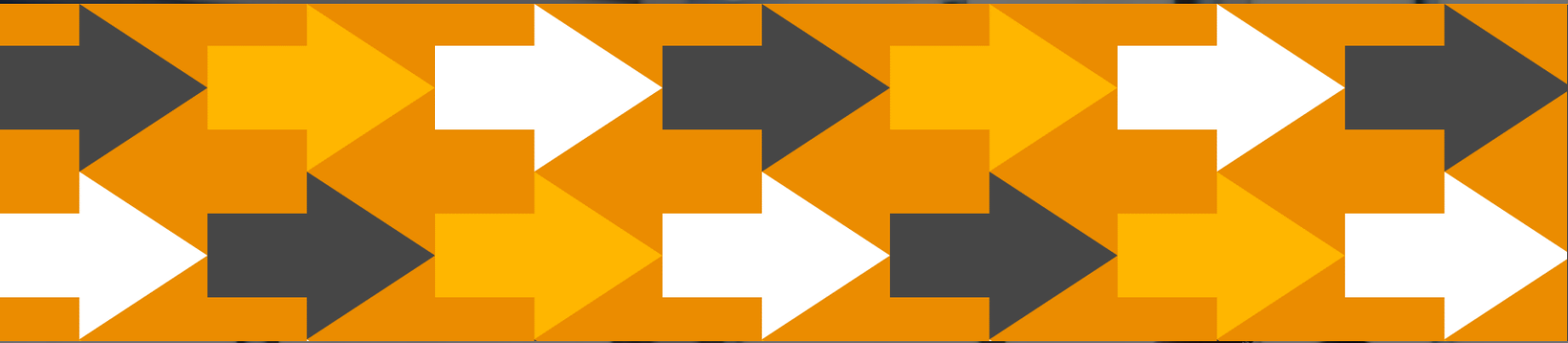
Moving towards more **seamless** public service provision, **reducing administrative burden** and creating **equal opportunities** for enterprises in different sizes

# DGE high-level roadmap

## 10 IT development projects planned by the MEAC

2022	2023		2024	2025
The portal has a data card (data on my company in the state)	Information transmitted by the state to the company in one place (national mailbox)	Information on suitable financing opportunities for the company can be found in one place	Services related to the company's employees from one place	Information and access to services necessary for establishing a company
	The company's obligations to the state are visible and presentable from one place	Company can grant and manage different authorizations in one environment	Public services that support and facilitate business (e.g. consulting)	An overview of public services related to exports
			Services related to activity licences and notices of economic activities from one place	





What are the main challenges for entrepreneurs, what are their needs and expectations?



# Main outcomes from the workshops with entrepreneurs

## Starting is easy

Entrepreneurs have repeatedly stressed that starting a business in Estonia is relatively easy, especially compared to other countries.

The information about it is easy to find and is rather straight forward regarding the steps to take.

## Obligations

Once the company is founded, the following steps become more unclear.

Given the large concentration of micro-enterprises in Estonia, minimizing of the entrepreneur's obligations will act as a business enabling mechanism.

## Support mechanisms

Applying for grants is complicated.

300 support mechanisms available at all time.

Saving and transferring company's information when reapplying for a support mechanism.

## Export

Support from the state: facilitate contacts, stamp of approval.

Understand the destination country culture.

State creates prerequisites, but responsibility is with the company.



Operating in the Estonian digital space makes you feel like you're on a fast track - everything moves quickly and usually without a hitch, but then you come across a function that doesn't work, and it irritates you because you feel like you've hit a wall at high speed, and it makes you feel like it's the end of the world, even though it might not be much at all.

**A participant from the workshop with Estonian entrepreneurs**

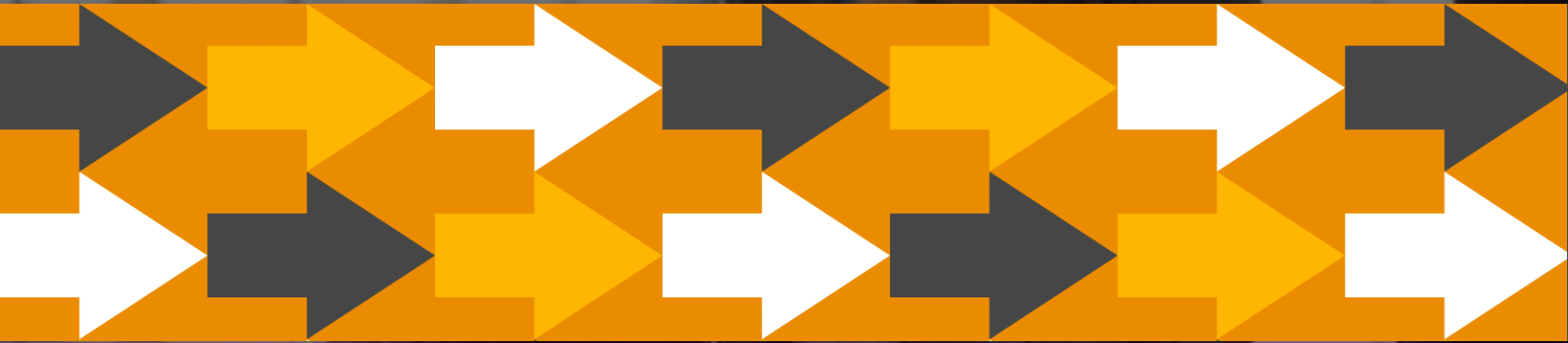




The things that the state wants the entrepreneur to do, should be no more than 3 clicks away.

Things that the state does not want the entrepreneur to do, should be more than 3 clicks away.

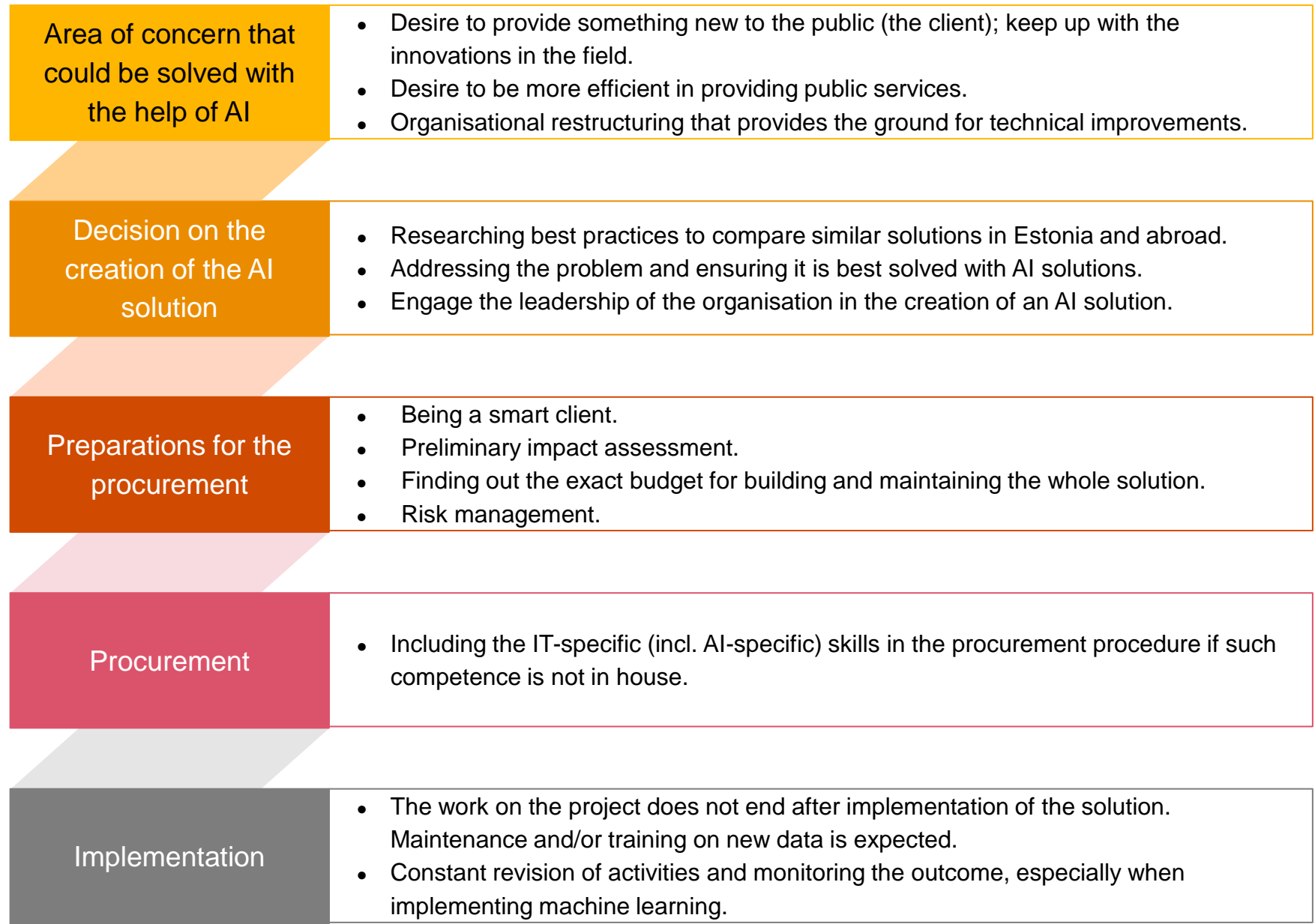
**A participant from the workshop with Estonian entrepreneurs**



What are the lessons learned and best practices for using AI in public sector service provision?



# Implementing AI in the Estonian public sector



# Foreign best practices



## Australia

### [business.gov.au](https://business.gov.au)

- Single entry point for the Australian businesses that includes information, grants, services and support from across government.
- **Step-by-step guides** that also include activities not related to obligations to the state (e.g. planning and marketing)
- **3 key moments** – starting a business, running a business, exporting

### [my.gov.au](https://my.gov.au)

- Information arranged around **events that happen in life.**
- **Personalised** home page, opportunity to link services.

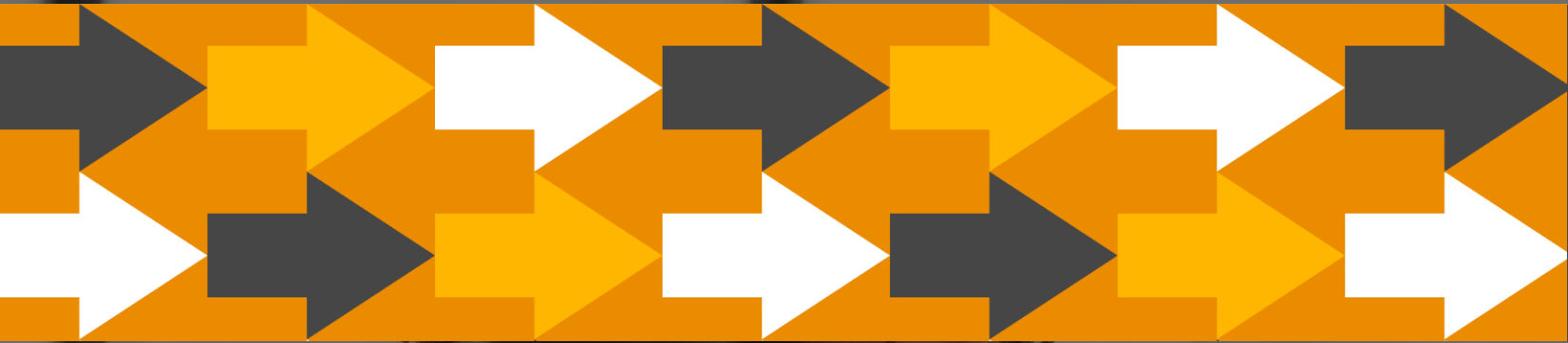


## Singapore

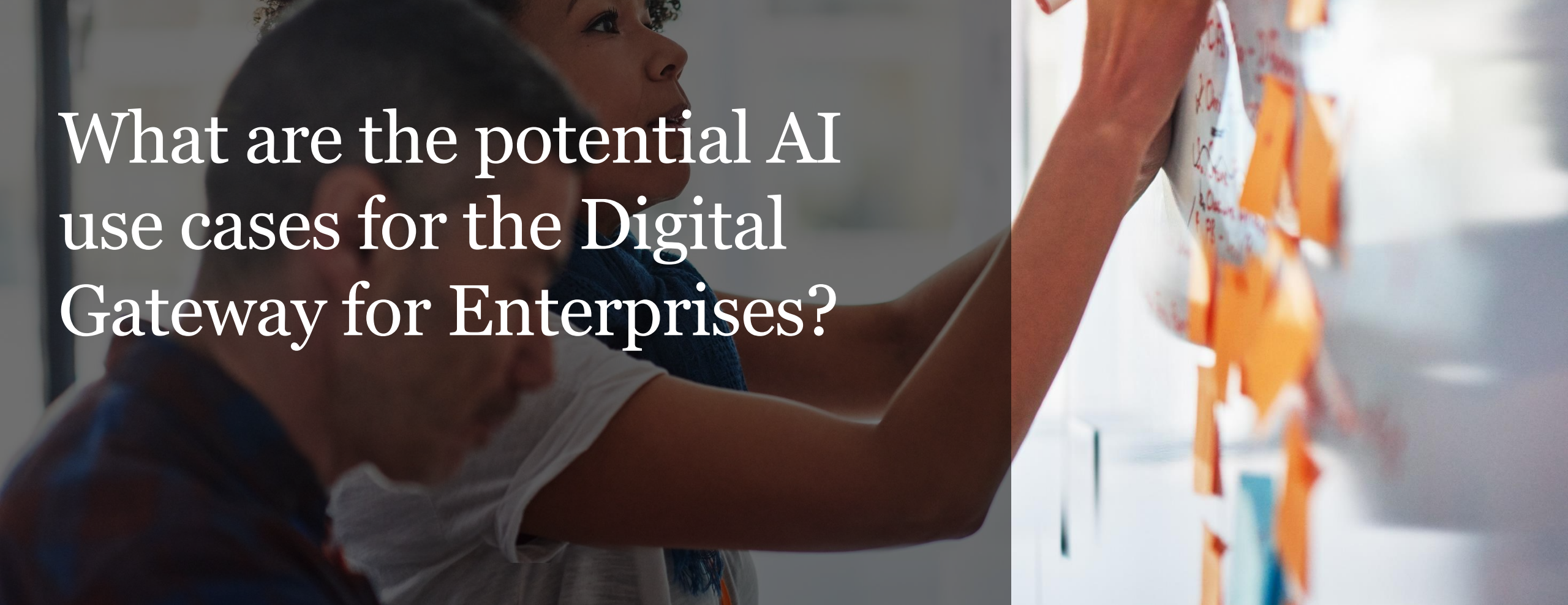
### [GoBusiness](https://go.business.gov.sg)

- Platform for businesses in Singapore to access public e-services and resources.
- **Guides** to businesses.
- **Tailored recommendations.**
- **e-Adviser** - guides businesses to the most relevant government assistance schemes via a short questionnaire on their business needs and profile.
- **Auto-filling** of information.
- **Simplified** and **easy-to-read** information.
- **Logical sequencing** and submission of applications.
- **4 key moments** – starting a business, running a business, help business grow, exiting a business.





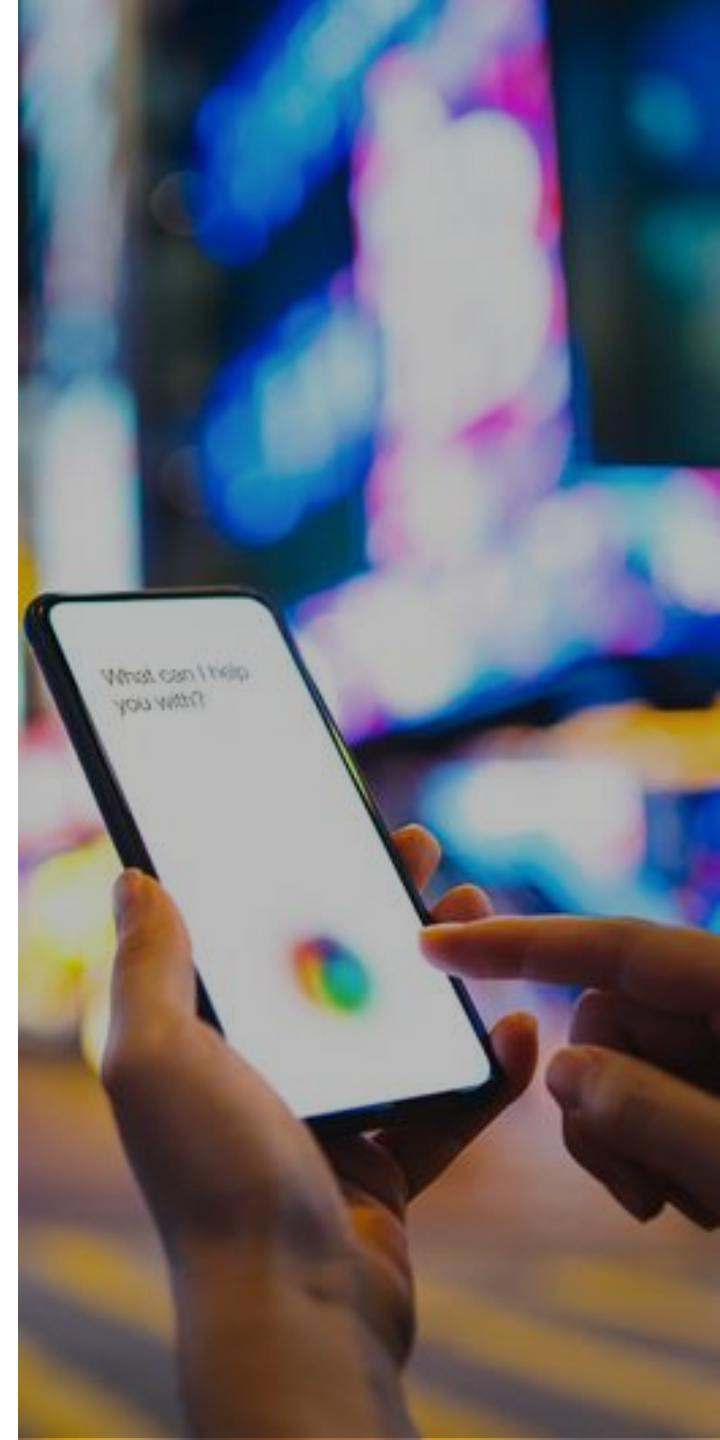
What are the potential AI use cases for the Digital Gateway for Enterprises?





# Potential AI use cases for the DGE

1	Increase DGE user engagement with <b>personalised recommendations</b>	7	Improve suggestions related to public sector <b>financing opportunities</b>
2	Enhancing the process of providing <b>license and compliance</b> information to entrepreneurs in the DGE	8	Smart search for <b>EU financing opportunities</b>
3	Improve the process of providing <b>tax and reporting</b> information to entrepreneurs in the DGE	9	Public <b>procurement recommendations</b>
4	Improve the DGE information channel for entrepreneurs to <b>share and suggest</b> business-related information	10	Improve the process of <b>finding the right experts in the public sector</b>
5	Guide entrepreneurs through the DGE's smart suggestions channel for <b>deadlines and obligations</b>	11	Smart DGE <b>search engine</b>
6	Recommendations for <b>training and events</b> in the public sector	12	Smart suggestions to <b>improve business export</b> and growth



# AI use cases' evaluation matrix

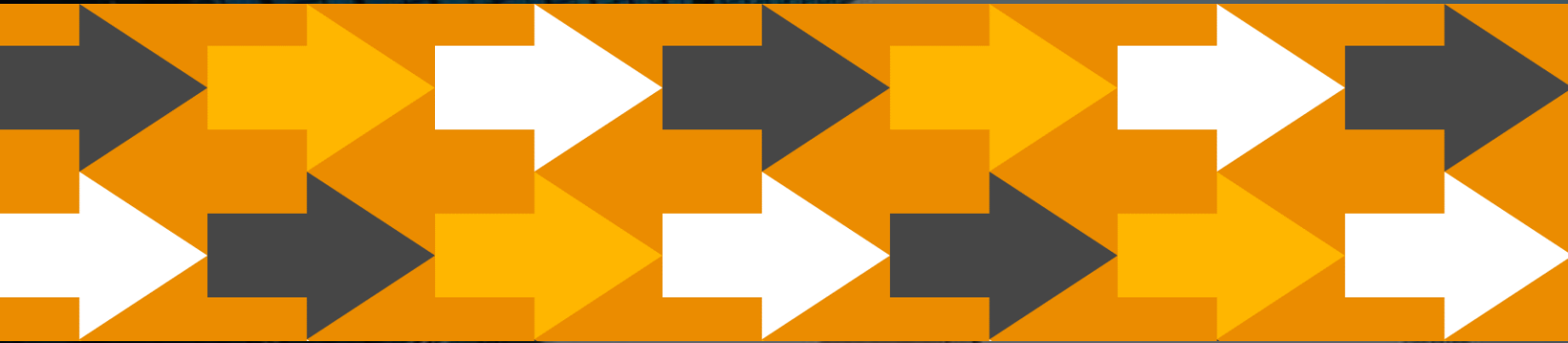


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Increase DGE user engagement with **personalised recommendations**

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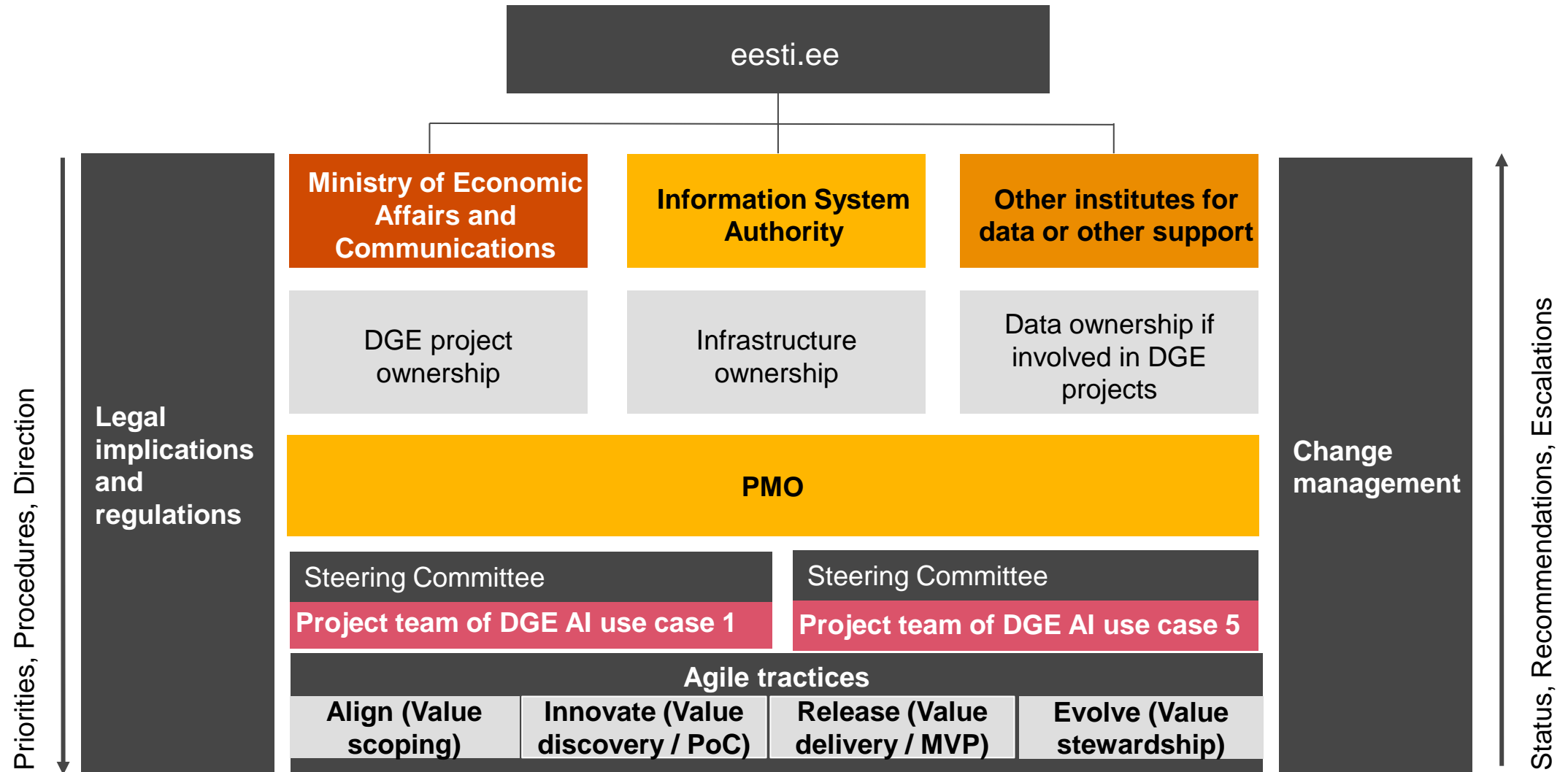
Guide entrepreneurs through the DGE's smart suggestions channel for **deadlines and obligations**



# How to implement the AI use cases in the Digital Gateway for Enterprises?

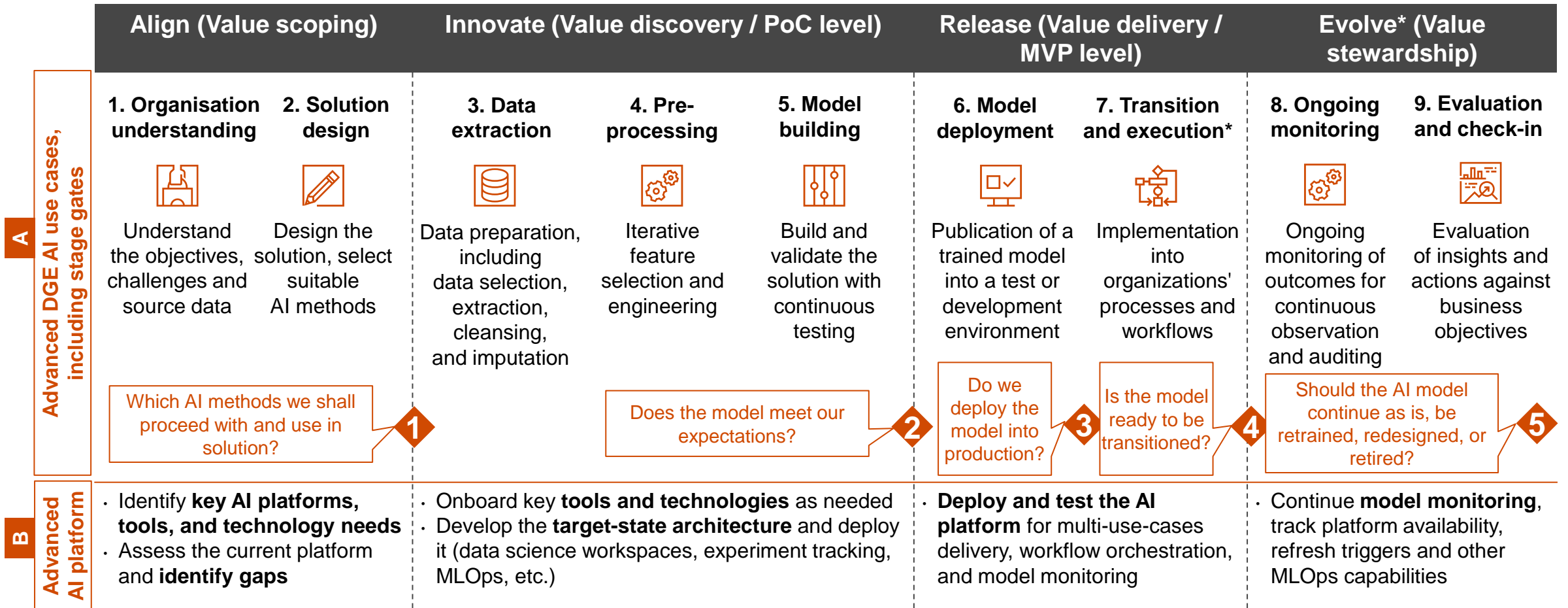


# Target governance structure





# End-2-End AI development process





Thank you!

