5 current technology & startup trends that everyone should be aware of

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While most startups are small in team size and limited in terms of financial capacity, there's one advantage they often have against their larger competitors – innovation and new business models for changing market conditions.

The year 2019 will see disruptive innovation in big markets such as online retail with the improved personalization of the shopping experience, using AI and machine learning to give buyers access to features as fascinating as virtual test rooms. It's also the year of further experimentation with blockchain and other new technologies that are becoming more and more part of our daily lives – even if we often don't realize it.

Here are five current startup and technology trends everyone should be aware of these days:

Artificial Intelligence/Machine Learning: AI is spreading across every industry. With new developments making headlines every week, it can be tough to determine whether they are relevant or not. One of the top AI trends to watch in 2019 is the growth of edge AI across applications. Tesla is developing a custom AI chip that enables instantaneous driving decisions, while Intel's Myriad X gives vision to baby monitors, drones, robots, and other devices that can respond to situations without internet connection.

Debates around the limits of AI have been raging with moral and ethical questions. However whether we like it or not, AI has already proved its huge potential and is here to stay. Indeed, it's brought benefits across several verticals and startups have leveraged AI technologies to turn them into different kinds of devices. We see that AI in medical devices are helping us to treat even some of the most difficult diseases, across all stages, from detection to operation – for example Therapixel is a French startup that provides touchless medical imaging for surgeons. Winner of the digital mammography challenge, the largest Artificial Intelligence challenge ever organized, it aims at providing early breast cancer detection through their Artificial Intelligence Algorithm: the MammoScreen.