

Sudha Alagappan

NeuralBI



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Sudha Alagappan's set up her business, NeuralBI, in April 2025 after noticing a gap in the market for a company that offers services in AI transformation, AI validation, bias mitigation, and training in ethical AI and AI safety.

Originally from India, Sudha holds a Master's in Computer Science Engineering and later completed a Master's in Data Analytics at the National College of Ireland. She would go on to work in various software engineering roles in Data Analysis, R&D, automation, project management, and product ownership, before making the decision to embark on her own entrepreneurial journey.

"My work with NeuralBI focuses on helping organisations understand the risks that can emerge when AI tools are used without proper testing or safeguards, including concerns around privacy, bias and hallucinations. Ultimately, I want to encourage people to use AI as a tool, not hand over their thinking processes to AI," she says.

"NeuralBI offers training in ethical AI and AI safety and recently started working with cyberwise in UCD to prepare AI safety content for teachers and students in primary schools, helping them to learn how to use these tools safely and ethically in their classrooms. We also provide services in AI validation and bias mitigation in which we test AI tools before they are integrated into a system to check whether a tool is fit for purpose, safe, reliable, and free of bias per EU AI Act."

Sudha's profile has risen considerably since starting her business last year. She has launched an Ethics of AI event in collaboration with Kerry County Council, received a European EdTech Fellowship, represented Kerry in a presentation on rural regions' contribution to AI, and was highly commended as STEM Professional of the Year at the Business Woman of the Year Awards May 2026.

She credits ACORNS with helping her stay accountable to her goals and shift her focus from unpaid pilots and feedback-gathering towards revenue. "That periodic checking was very helpful," she says.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine