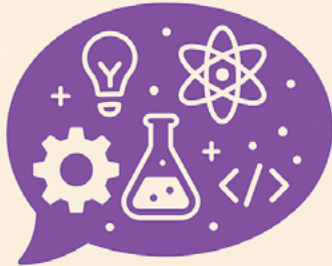


First Edition

WHEN SPARKS SPEAK

July 2025



**WHEN
SPARKS
SPEAK**



•
—
•
IDEJA BAJRA

Ideja Bajra
Founder, EdvanceAI



This magazine began with a simple idea: what if we brought together the stories of women in tech who are quietly, boldly, reshaping the world? That idea took root in a conversation I had with my co-editor after we connected on LinkedIn. It was an exchange that quickly grew into a shared vision. I've worked across innovation, tech, and strategic consulting, and I've seen how often women's contributions go unrecognized or under-celebrated. With this project, we aim to change that. Our goal is to amplify the voices and ventures that deserve a wider audience. We are thrilled to be starting with Ideja Bajra, whose work at EdvanceAI is both visionary and vital. This magazine isn't just about spotlighting success, it's about reimagining who gets to lead the conversation in tech.

Elise



When Elise and I first began this project, it felt like the start of something overdue. With my background in technology and education, I've long been aware of the imbalance in how stories are told and in whose stories are told in tech. What excited me most was Elise's drive to build something lasting, something that doesn't just feature women in tech, but centers them. Each profile we publish is a window into what the future of innovation could look like when equity and excellence go hand in hand. In this edition, we're honoured to introduce Ideja Bajra, a founder whose work exemplifies both intelligence and impact. We hope you come away from this issue not only informed, but inspired.

Michael





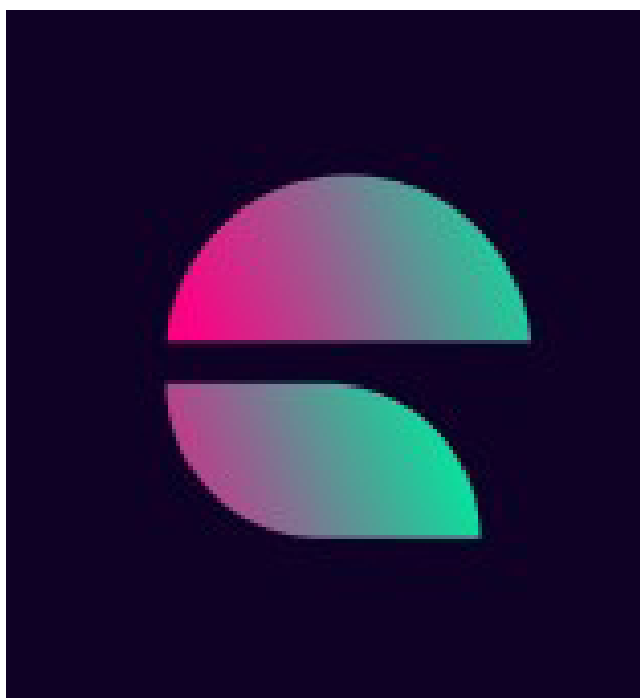
I'm Ideja Bajra, the founder of Edvance AI, an upskilling AI implementation company that helps business and SMEs navigate the AI revolution powered by Gen Z.

I come from a non-traditional AI background, currently studying cell biology at university in Scotland, which has given me a unique perspective on how AI intersects with science, education, and business.

“My journey into AI wasn't through coding - I started by asking questions, bridging knowledge gaps, and making AI more accessible to non-technical professionals.”

EdvanceAI

But entrepreneurship isn't new to me - I've been leading initiatives since I was 15. I founded a nonprofit that connects students from Kosovo and the UK through education and mentoring (Based In Science), which taught me how to build from scratch, navigate challenges, and turn ideas into action. Now, through Edvance AI, I'm on a mission to ensure AI education isn't just for engineers - but for everyone who wants to thrive in this new era.



How Did You Enter the AI Space?

"I love anything that allows me to enter a state of creative release. Often times, it's journaling, writing, reading, painting, drawing, but travel is my absolute favourite. I love learning about new cultures and seeing the country through the eyes of a local."



I found out first about ChatGPT nearly three years ago actually - I saw it was trending across LinkedIn and was also picking up on some conversations about the tool amongst my university. I then started using ChatGPT and from that moment on, I realised that the way we study, learn, work and even possibly live was going to fundamentally change.

This then helped me to build a start up in the AI space, when I was part of a women in STEM business accelerator. I worked to upskill myself on AI first, and then realised this is where the niche and gap is..

What obstacles have you overcome?

Being a woman in such a male-dominated space (because unfortunately, even AI is if you look at it from a more start up, technical or even educational perspective) was initially hard to enter into. And attempting to juggle this entirely new field from my degree (for context, I am in my final semester of a cell biology undergraduate degree) was tough to manage in the early days. There were definitely a lot more late nights than normal adjusting to this change.



Where did you turn for help?

Some incredible mentors in the space of AI who were also building AI agencies to support businesses with implementation (I found them from an AI Youtuber's online community in 2023, and they are still my mentors to this day), and also a lot of education and EdTech mentors I reached out to on LinkedIn. It started as me finding people I looked up to in those industries and taking the initiative to reach out to ask for their guidance, and then blossomed into frequent mentoring to this day. (And of course, my incredible family members)

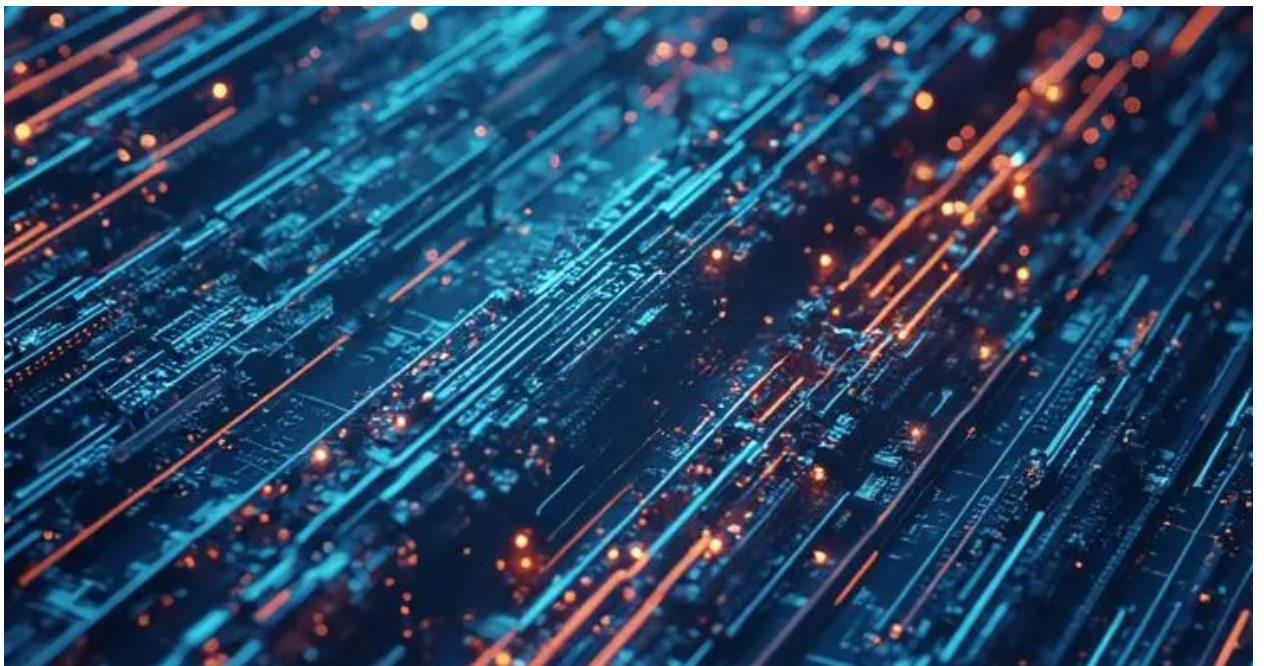
Lessons Learned

What is a mentorship moment that changed your career, and how did it shape your approach to leadership or problem-solving?

Being told that I have natural speaking and commercial abilities, but that I just need full confidence to express them, completely rewired my brain. Especially as a woman, pricing, money and finances is never an easy topic to navigate, and so being told that I already had those skills from a seasoned professional in AI was empowering.

What is the most valuable lesson you have learned from mentoring others, and how has it impacted your work?

Understanding that there is no “right way” to do something, and that everyone’s path is highly individualised. From this moment I realised that a good mentor will never straight up tell their mentee what to do, but will offer strategic guidance or simply just tell their story in the hopes of inspiring the mentee. Because everyone’s journey is very different.





Was there ever a time you felt like giving up? How did you push through? What kept you going?

Absolutely, in the super early days especially. I started out building AI solutions for EdTech companies, but I soon realised that there were many compliance and regulatory barriers to bypass when effectively integrating such systems, and that this market was severely underfunded.

I then had to pivot into more of an AI upskilling / consultancy component in the summer 24, and that's when I realised I found my niche.

Before this pivot, I was juggling university and business trips to London, and had strong moments of stress and panic, until the load of exams started to lighten. My friends and mentors who were checking in with me during this time period helped me to keep going.



WHEN SPARKS SPEAK

What is a skill outside of Tech that made you a better technical expert?

Communication actually. Being able to explain complex things in a really simple and easy to understand manner makes all the difference in this field.

A lot of the time, the very technical-driven researchers or people in this space often struggle to communicate advancements or ideas to a lay audience, which subsequently increases the barriers for people to learn more about and understand AI from the ground up. I have a strong mission to change that with the AI videos I post.

What book, movie or podcast has significantly shaped your thinking?

Not AI related, but "Start with Why" made me shape why I love talking about AI, and hence led to the creation of my AI start up.

Speaking About Artificial Intelligence

If you had to describe AI with one metaphor, what would it be and why?

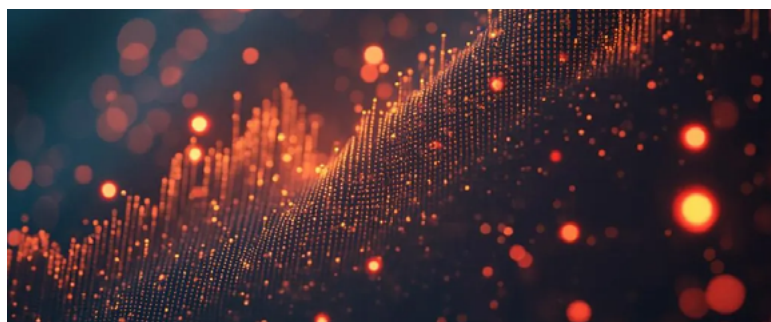
AI is like an orchestra conductor. It doesn't replace the musicians but enhances how they play together, ensuring harmony, efficiency, and precision. Just as a conductor brings out the best in an ensemble without playing an instrument, AI optimises human potential by streamlining tasks, uncovering insights, and augmenting creativity - but the music still depends on us.

In your opinion, what is a currently underappreciated AI innovation or trend that should be getting more attention?

One overlooked trend is AI for accessibility - especially in making workplaces, education, and digital spaces more inclusive. From real-time captioning for deaf users to AI-generated tactile graphics for visually impaired learners, these innovations have the power to reshape how people interact with technology. However, they often receive less attention than the latest generative AI breakthroughs. We should be focusing more on AI that empowers marginalised communities, not just automates workflows.

What do you consider the most significant ethical challenge AI faces right now, and how should we address it?

Whether in hiring, finance, or healthcare, biased datasets lead to skewed AI decisions that perpetuate inequalities. We need stronger transparency, diverse data representation, and accountability mechanisms to prevent AI from amplifying human prejudices. Companies should treat AI models like financial audits - regularly checked, stress-tested, and openly reported. AI isn't neutral, so it's on us to course-correct.



What is the biggest current myth about AI that you wish to debunk and why?

Myth: AI will replace humans.

Reality: AI will replace tasks, not people - unless people refuse to upskill.

The idea that AI is an unstoppable force taking over jobs ignores a key factor: AI still needs human oversight, creativity, and ethical judgment. Rather than fearing automation, individuals and companies should focus on AI upskilling, integrating AI as a collaborator rather than a competitor. The future belongs to those who know how to work with AI, not against it.



**WHEN
SPARKS
SPEAK**



How do you handle data quality issues when training AI models, and what steps do you take to ensure the data is suitable for model building?

Ensuring high-quality data is the foundation of a reliable AI model. I approach data quality issues by implementing a structured pipeline that includes data validation, bias detection, and continuous refinement.

Key steps I follow:

Data Cleaning: Removing duplicates, filling missing values, and standardising formats.

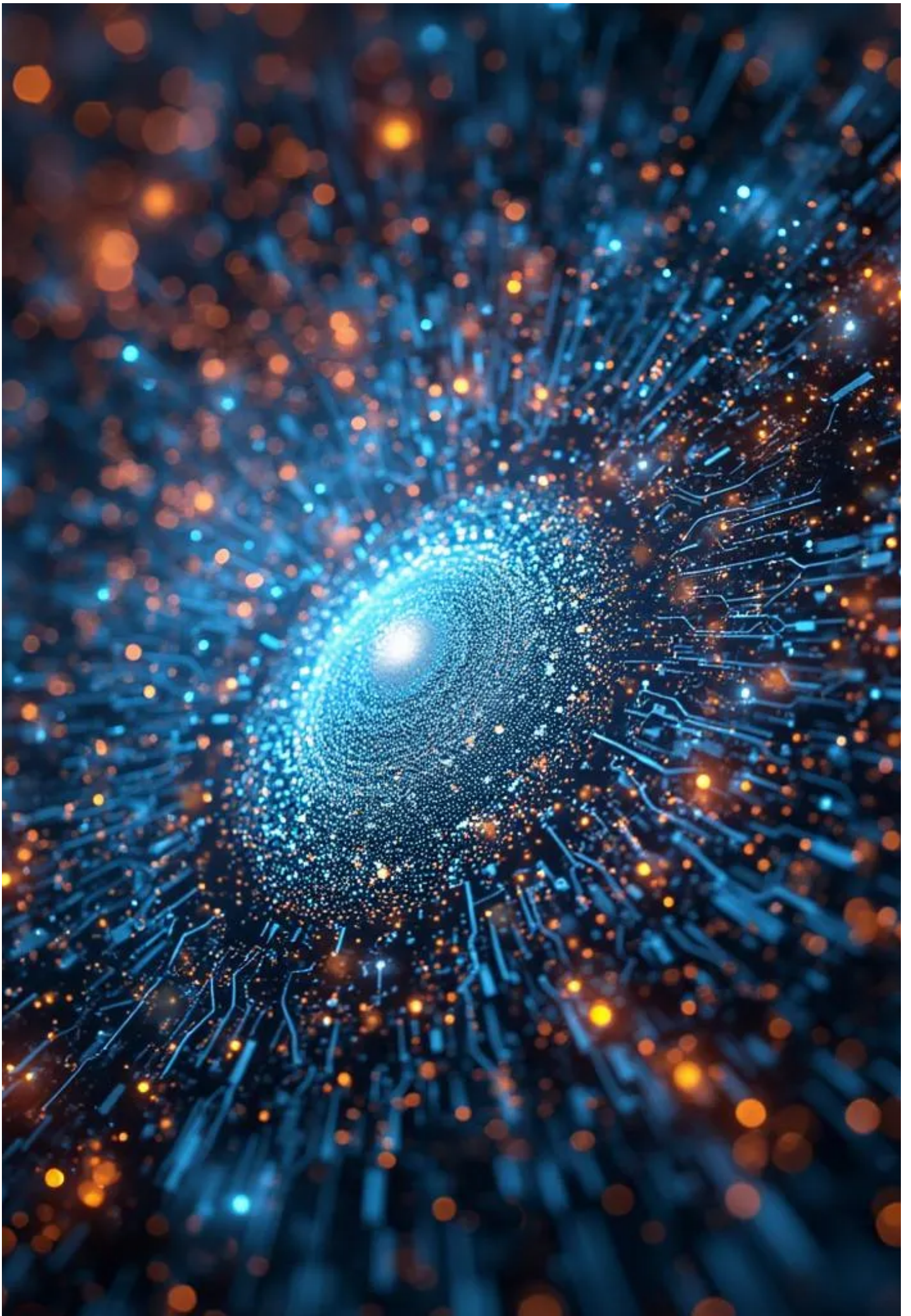
Bias Mitigation: Applying fairness metrics to detect and correct biases, ensuring diversity in training data.

Validation & Testing: Splitting data into proper training/validation sets and conducting stress tests to ensure robustness.

Human-in-the-Loop: Incorporating expert review to catch nuances that raw data might miss.

“Ensuring high-quality data
is the foundation of a reliable
AI model”

“I approach data quality issues by implementing a structure pipeline that includes data validation, bias detection, and continuous refinement”



AI Application



If you were building an AI tool from scratch, which frameworks, languages, or tools would you choose? Could you explain the reasoning behind your choices in regard to your experience or personal projects?

For an AI-powered upskilling tool, I'd choose:

Python (TensorFlow / PyTorch): Python is the industry standard for AI, with vast libraries for NLP, vision, and automation. TensorFlow/PyTorch provide flexibility and scalability.

FastAPI: A lightweight framework for building AI-powered web applications with fast deployment and API integration.

LangChain + OpenAI API: If incorporating conversational AI, I'd use LangChain for structured LLM-based applications, allowing for dynamic learning experiences.

Weaviate / Pinecone: For vector databases that enable better search and AI memory in an educational context.

Since my focus is AI upskilling, these tools would allow me to create a highly interactive, explainable AI platform that personalises learning while maintaining transparency and adaptability.

Unconventional



Unconventional UNCONVENTIONAL

unconventional wisdom

Could you share an experience where you had to make an unconventional decision, that went against popular opinion or current trends, on an AI project. How did you navigate that situation?

When I started Edvance AI, many believed AI education should be purely technical - focused on coding and machine learning algorithms. However, I saw a gap: non-technical professionals were being left behind in AI adoption.

Instead of following the traditional AI training route, I focused on upskilling entire teams, making AI practical, understandable, and directly applicable - without requiring deep technical expertise.

Navigating this required:

Conviction: Sticking to my belief that AI adoption isn't just about engineers - it's about every professional learning how to work alongside AI.

Market Validation: Talking to executives and decision-makers to confirm the pain points and craft a solution that resonated.

Storytelling & Education: Building content and workshops that bridge the gap between AI hype and its real-world applications.

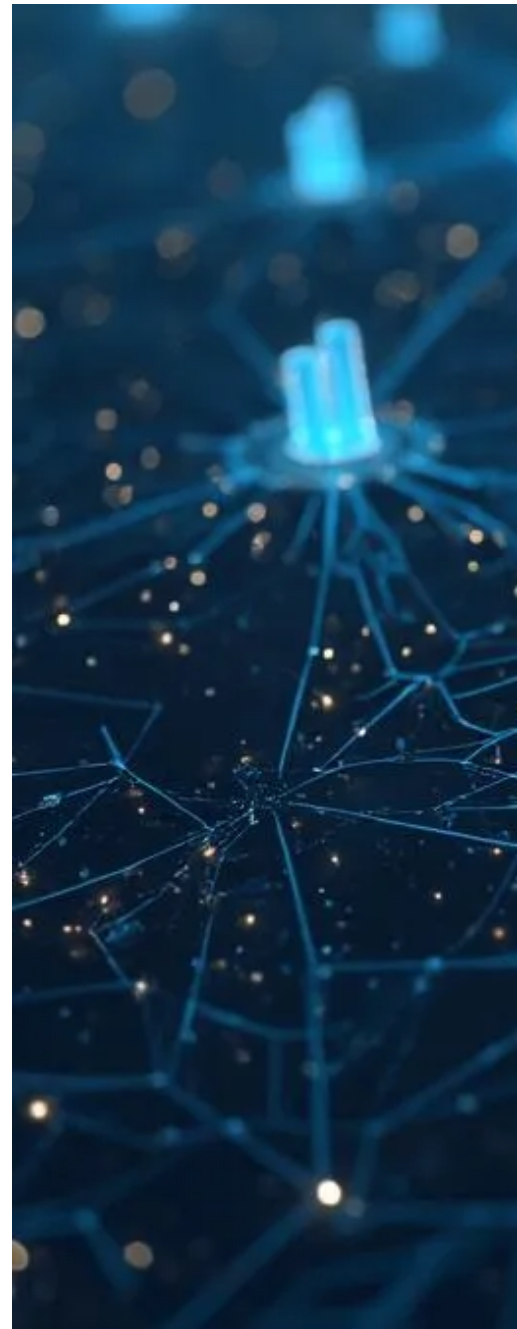
A Note to Our Readers

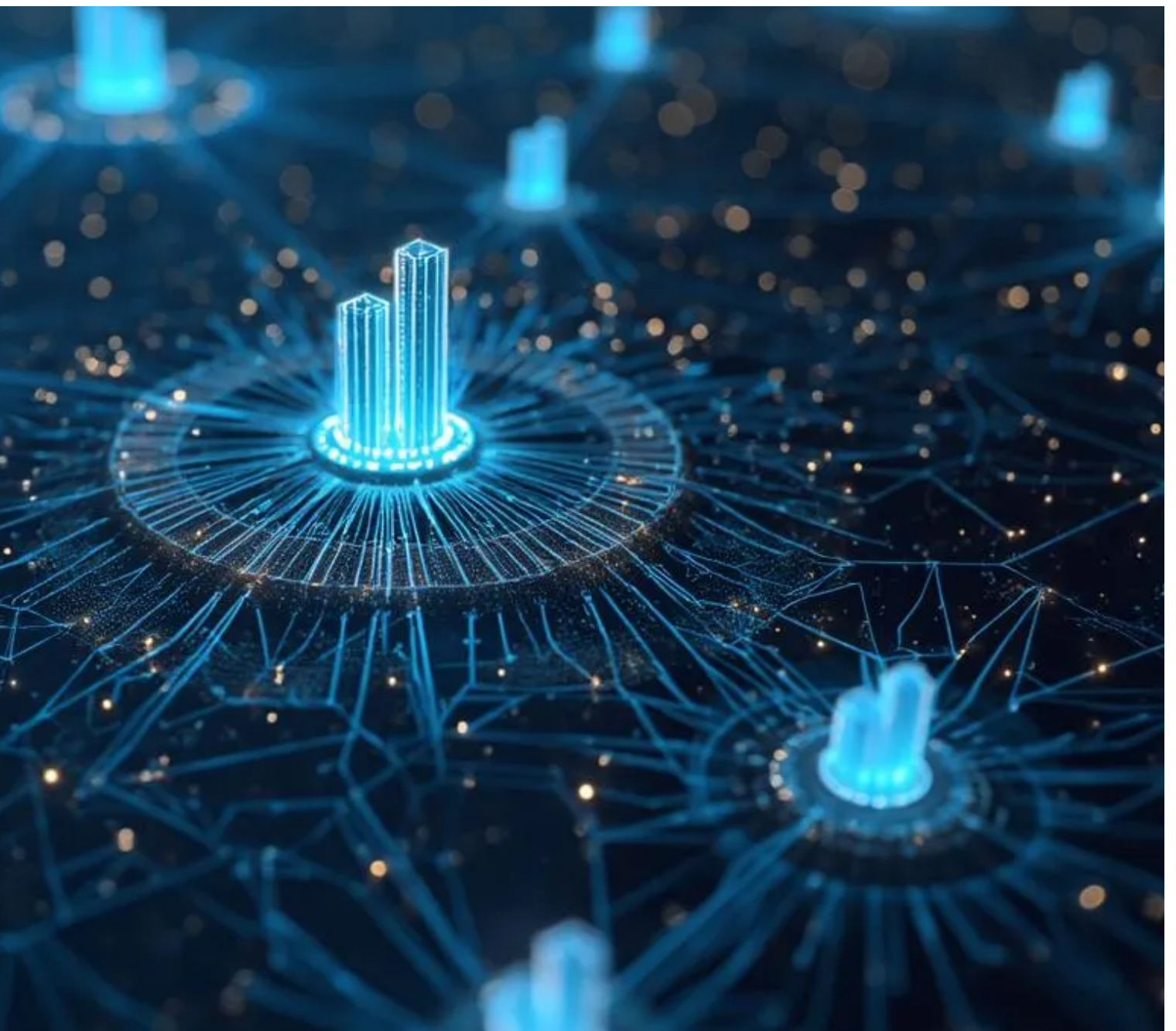
A Note to Our Readers

This first issue was built from a conversation, a shared sense that stories like Ideja Bajra's need more space to be seen, celebrated, and studied. We're proud to have launched this project with a founder who embodies what it means to lead with both vision and values. But this is only the beginning.

We're building a platform—not just a publication—where women in tech at every stage of their journey can be heard. If you know someone we should feature, if you are someone with a story to share, or if you want to contribute as a writer, photographer, or thought partner—we'd love to hear from you.

The future of tech is not written yet. Let's make sure it's co-authored by the many women already shaping it.





THANKS



Contact Us

Elise
Michael

email
gmail
michael.carter8@me.com

WHEN SPARKS SPEAK