MODEL MIND

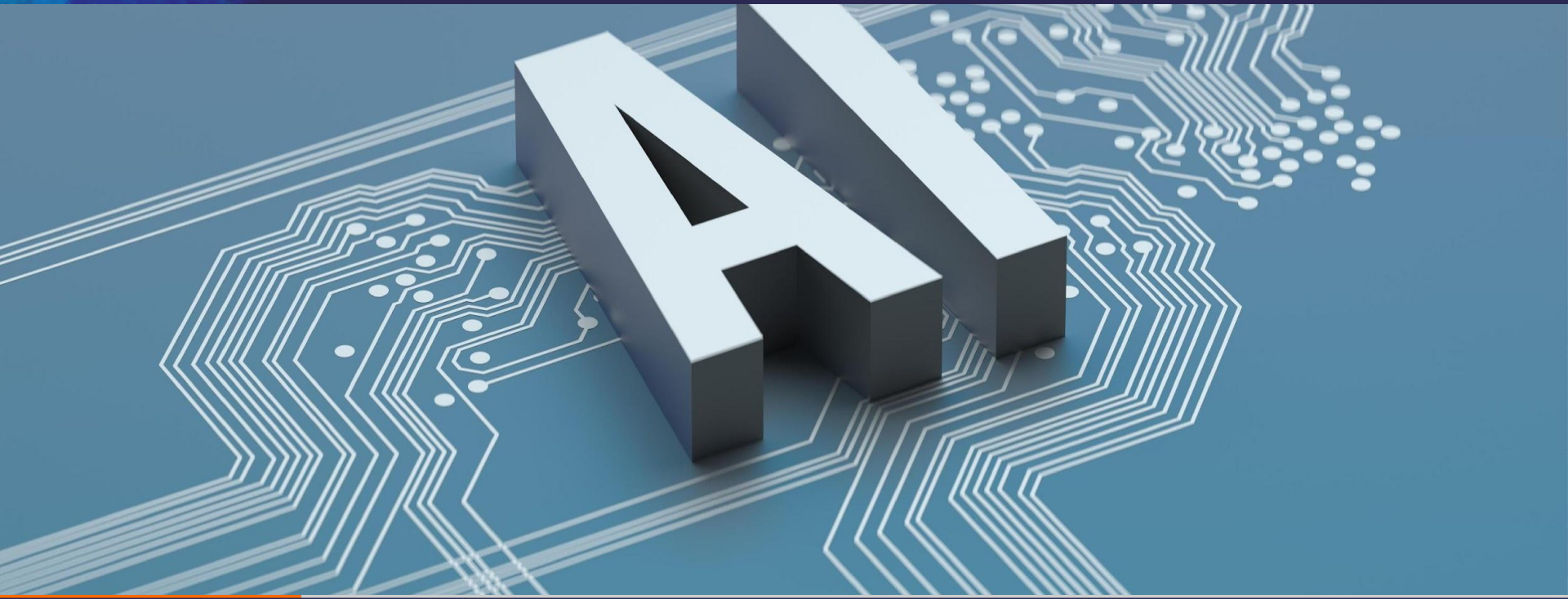
UNLEASHING THE POWER OF AI

Transforming Growth-Oriented Businesses

“The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the Internet, and the mobile phone”

-- BILL GATES

WHAT IS ARTIFICIAL INTELLIGENCE?



MACHINE LEARNING

TRAINING DATA

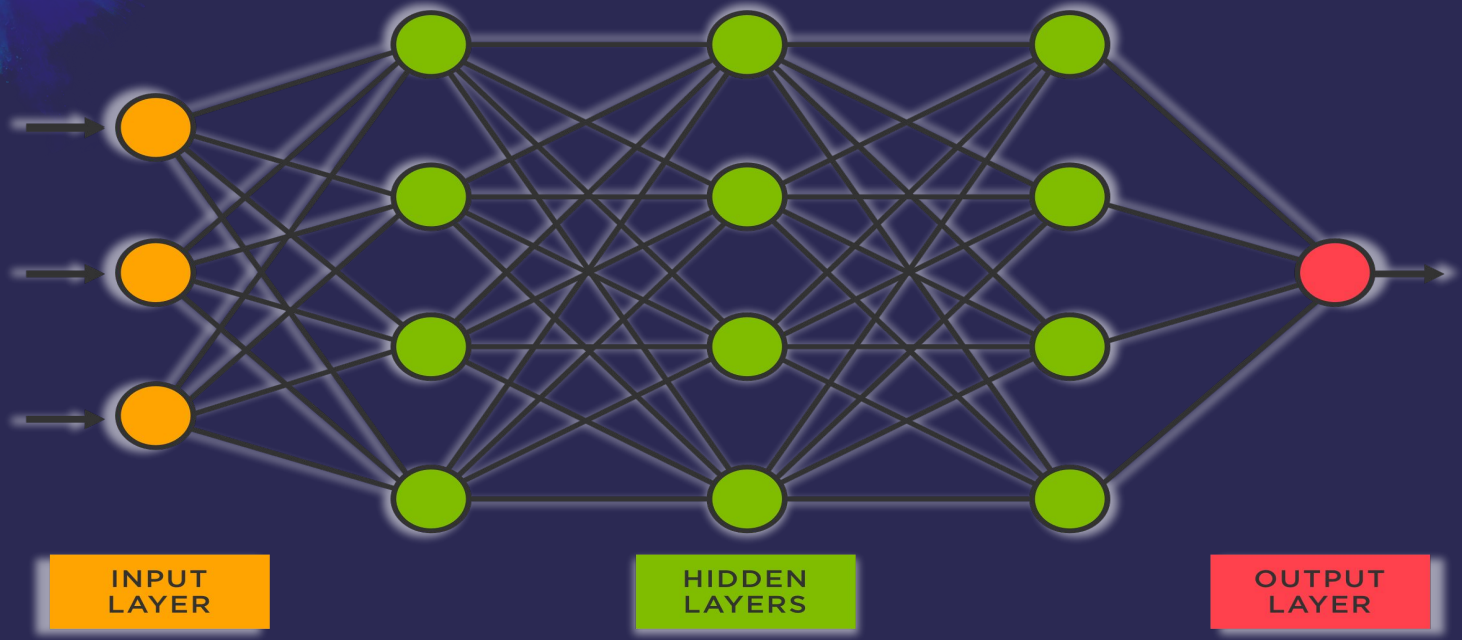
ALGORITHM

LEARNING

TRAINED MODEL

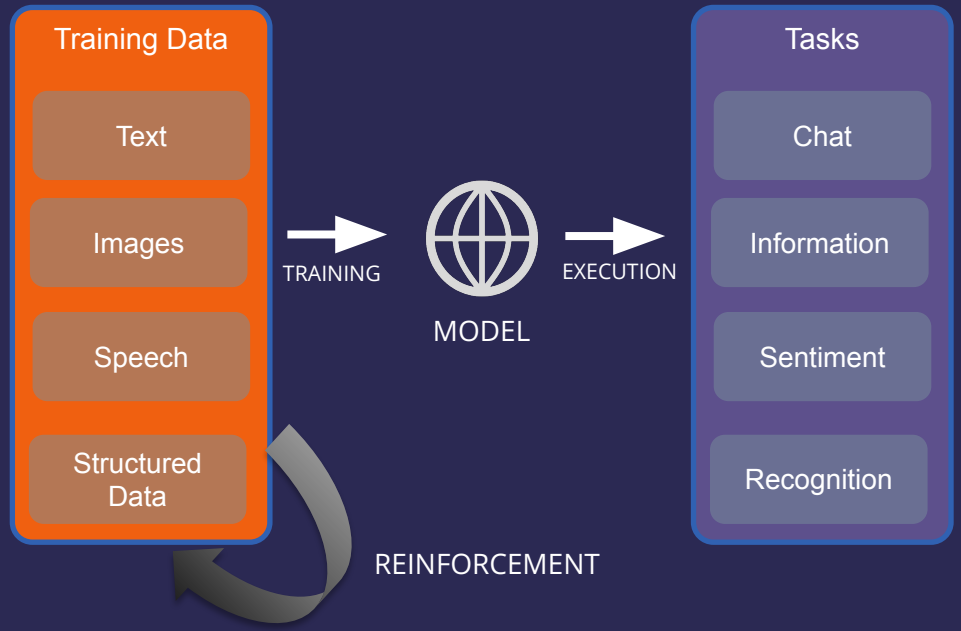
RESULTS

NEURAL NETWORKS

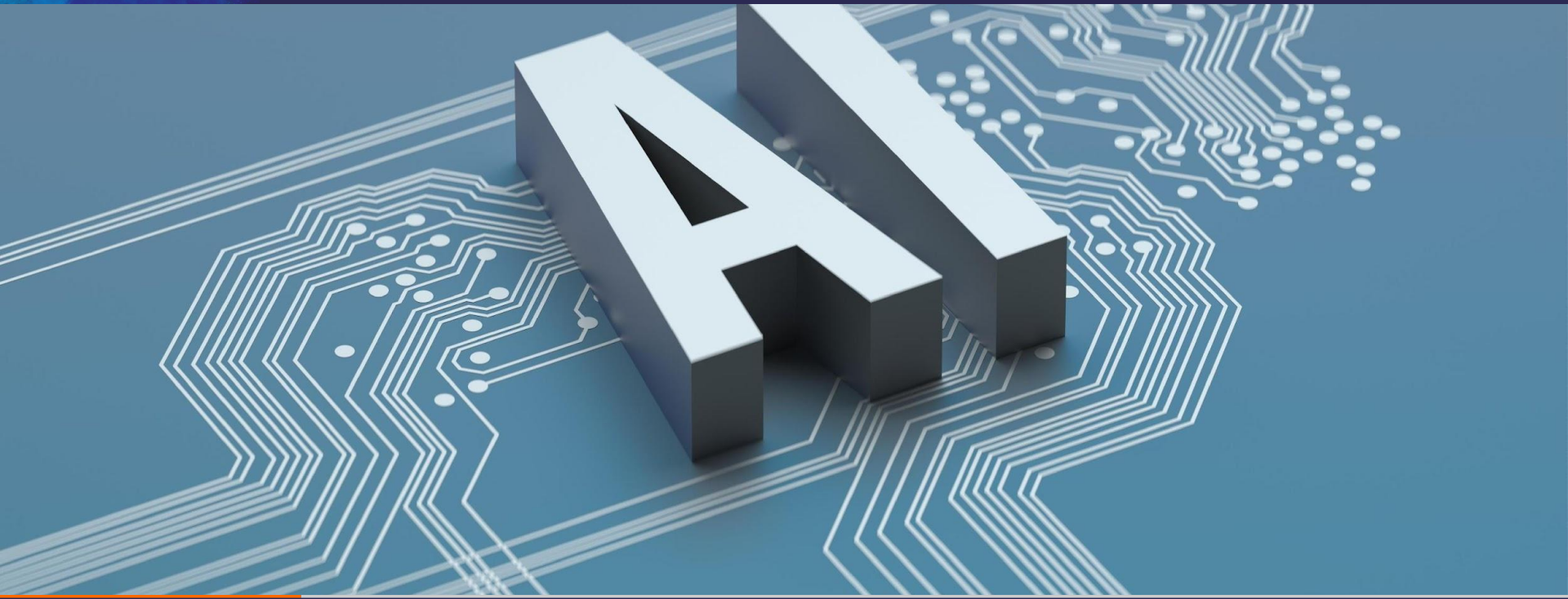


LARGE LANGUAGE MODELS (LLMs)

- Trained on massive amounts of data
- LLM's have so much data they can be good at multiple functions
- GPT's



STATE OF AI



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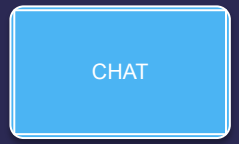
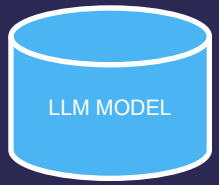
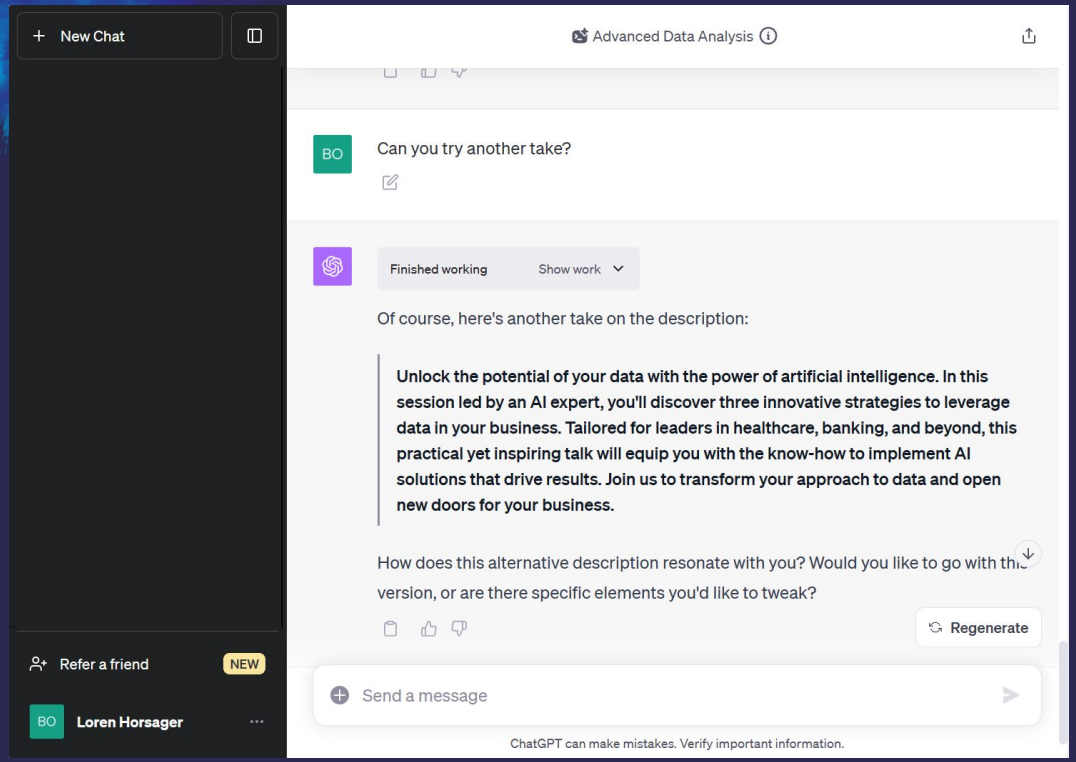
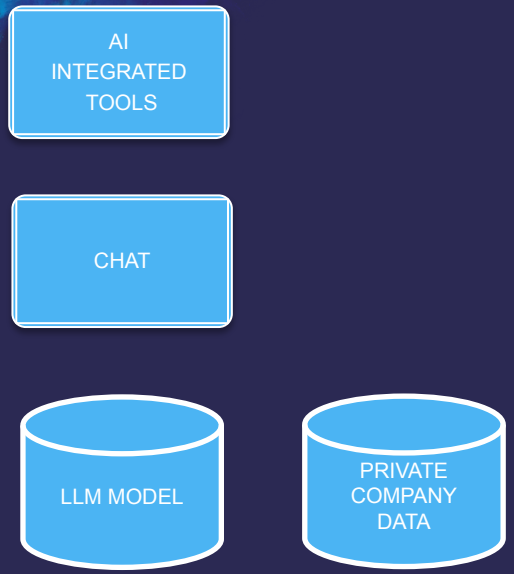




CHAT

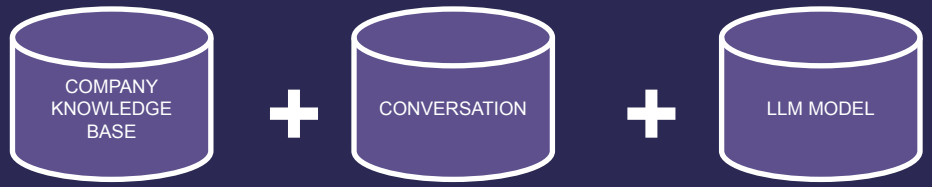

New Chat
Advanced Data Analysis
BO
Can you try another take?
Finished working
Show work
Of course, here's another take on the description:
Unlock the potential of your data with the power of artificial intelligence. In this session led by an AI expert, you'll discover three innovative strategies to leverage data in your business. Tailored for leaders in healthcare, banking, and beyond, this practical yet inspiring talk will equip you with the know-how to implement AI solutions that drive results. Join us to transform your approach to data and open new doors for your business.
How does this alternative description resonate with you? Would you like to go with this version, or are there specific elements you'd like to tweak?
Regenerate
Refer a friend
NEW
BO
Loren Horsager
Send a message
ChatGPT can make mistakes. Verify important information.

STATE OF AI



TRAINING ON COMPANY DATA

- Make sure your data is private!
- Data Sets for each functional area



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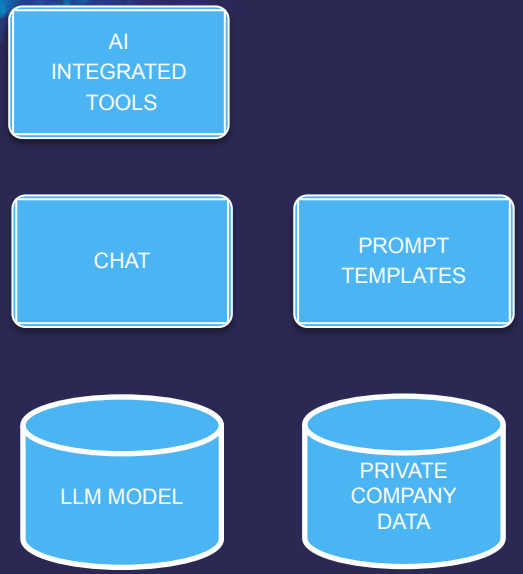
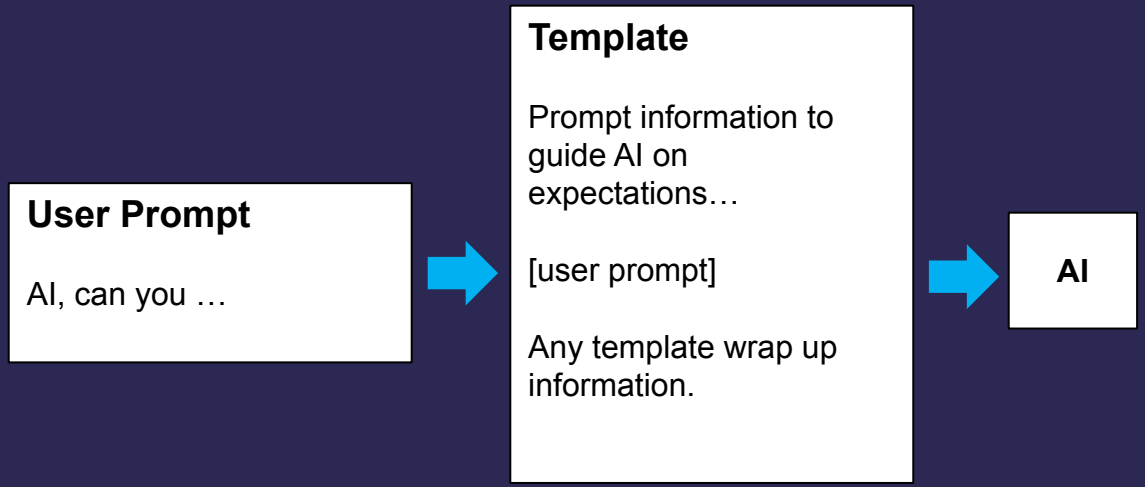

AI
INTEGRATED
TOOLS
CHAT
PROMPT
TEMPLATES
LLM MODEL
PRIVATE
COMPANY
DATA

PROMPT TEMPLATES

- Develop Prompt Templates for Your Teams
- Define AI Expectations
  - Voice
  - Content
  - Output Format
  - Audience



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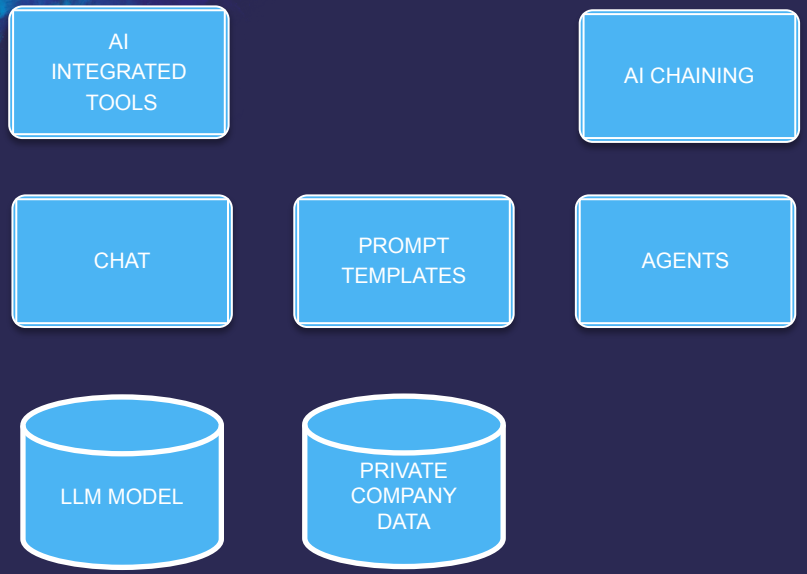
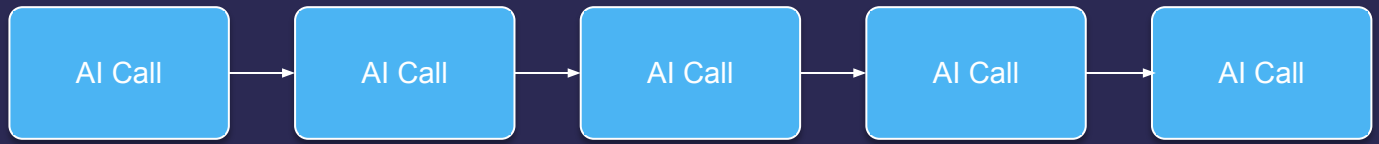

AI INTEGRATED TOOLS
AI CHAINING
CHAT
PROMPT TEMPLATES
AGENTS
LLM MODEL
PRIVATE COMPANY DATA

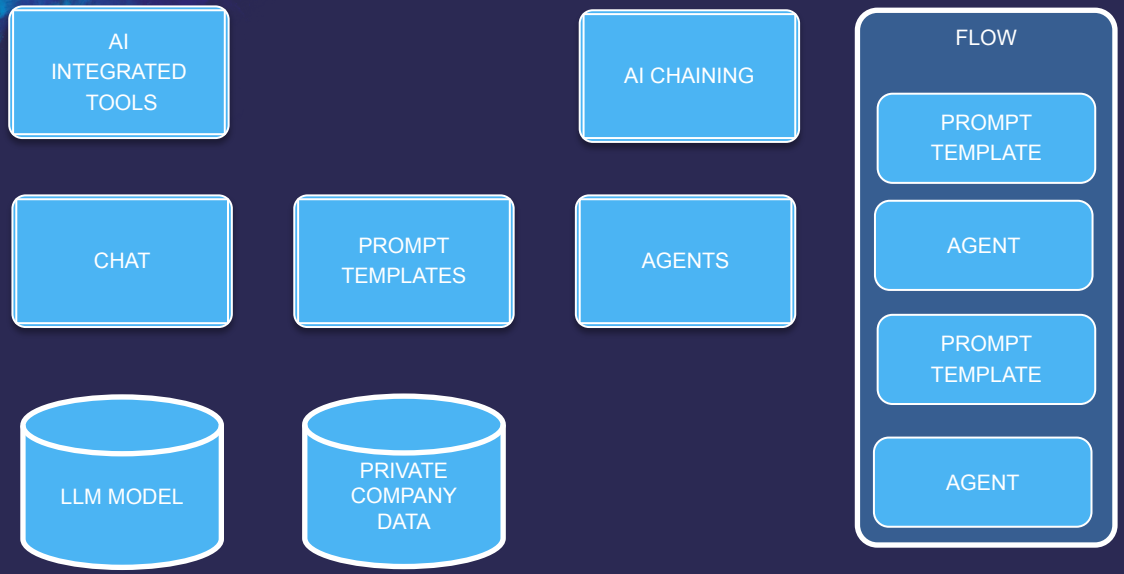
CHAINING AI



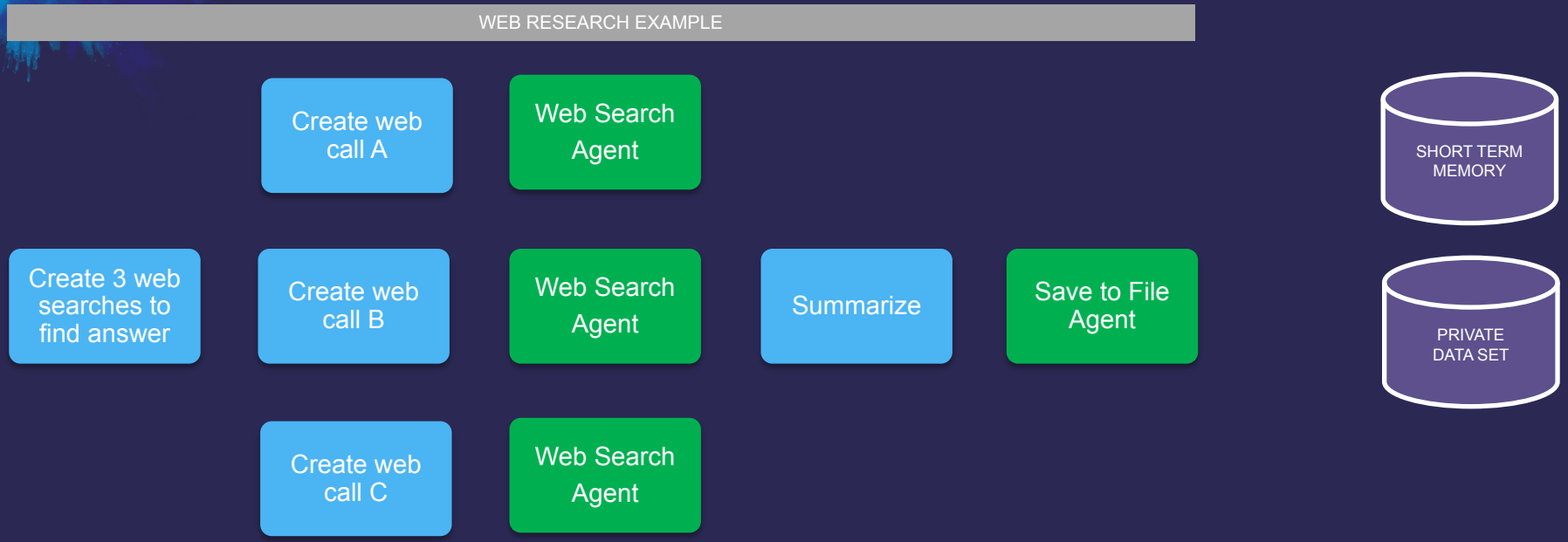
AGENTS

- Web Browsing
- Image Editing
- Video Editing
- Slack / Teams
- File System
- Zapier / Power Automate
- REST Api's
- Custom System Integration

STATE OF AI


AI INTEGRATED TOOLS
AI CHAINING
FLOW
PROMPT TEMPLATE
CHAT
PROMPT TEMPLATES
AGENTS
AGENT
PROMPT TEMPLATE
LLM MODEL
PRIVATE COMPANY DATA
AGENT

FLOWS


WEB RESEARCH EXAMPLE
Create web call A
Web Search Agent
Create 3 web searches to find answer
Create web call B
Web Search Agent
Summarize
Save to File Agent
Create web call C
Web Search Agent
SHORT TERM MEMORY
PRIVATE DATA SET

STATE OF AI

AI INTEGRATED TOOLS

CHAT

LLM MODEL

PROMPT TEMPLATES

PRIVATE COMPANY DATA

AI CHAINING

AGENTS

FLOW

PROMPT TEMPLATE

AGENT

PROMPT TEMPLATE

AGENT

BOT NETWORKS

BENEFITS AND RISKS?

HOW CAN THIS BENEFIT YOUR BUSINESS?

- AI In Your Current Tools
- Chat for Creative Tasks
- Automate Processes and Integrations
- Custom ML Processes

CHALLENGES: BUSINESS RISKS

- Hallucinations
- Data Security
- Lack of Explainability And Transparency
- Integrations Third Party
- Infrastructure
- Data Leakage
- Misalignment
- Skills Gap
- Legal and Regulatory Compliance

CHALLENGES: GENERAL RISKS

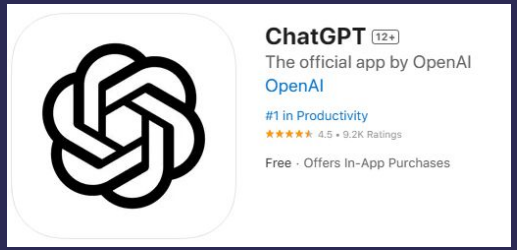
- Ethical Uses
- Bias
- Job Displacement and Workforce Adaption
- Malicious Use
- Concentration of Power
- Dependence on AI Systems
- Regulatory

IMPLEMENTATION AND GOVERNENCE

HOW TO GET STARTED?

Play with LLM's like ChatGPT

Create an AI Strategy Team



CREATE AN AI STRATEGY TEAM

- 3-5 People
- Broad scope of understanding your organization
- Management buy-in

HOW TO GET STARTED?

Play with LLM's like ChatGPT

Create an AI Strategy Team

Communicate to your Organization

COMMUNICATE TO YOUR ENTIRE ORGANIZATION

- Vision
- Risks
- Expectations
- Plan

HOW TO GET STARTED?

Play with LLM's like ChatGPT

Create an AI Strategy Team

Communicate to your Organization

AI Strategy Team

AI STRATEGY TEAM

- Identify High Value Use Cases
- Develop Implementation Plan
- Review and Repeat
- Learn Prompt Engineering
- Train Organization
- Update Best Practices
- Analyze AI Strategies for Use Cases
- Build Company Knowledge Base
- Identify and Evaluate Tools
- Monitor Solution

PROMPT ENGINEERING - BASIC

STANDARD PROMPT:

Extract the airport codes from this text: “I want to fly from Orlando to Boston”

EXAMPLE PROMPT

Extract the airport codes from this text:
“I want to fly from Los Angeles to Miami.”
Airport codes: LAX, MIA
Text: “I want to fly from Nashville to Kansas City.”
Airport codes: BNA, MCI
Text: “I want to fly from Orlando to Boston
Airport codes:

PROMPT ENGINEERING – ROLE BASED

You are an expert in X. You have helped people do Y for 20 years. Your task is to give the best advice about X. Reply 'got it' if that's understood.

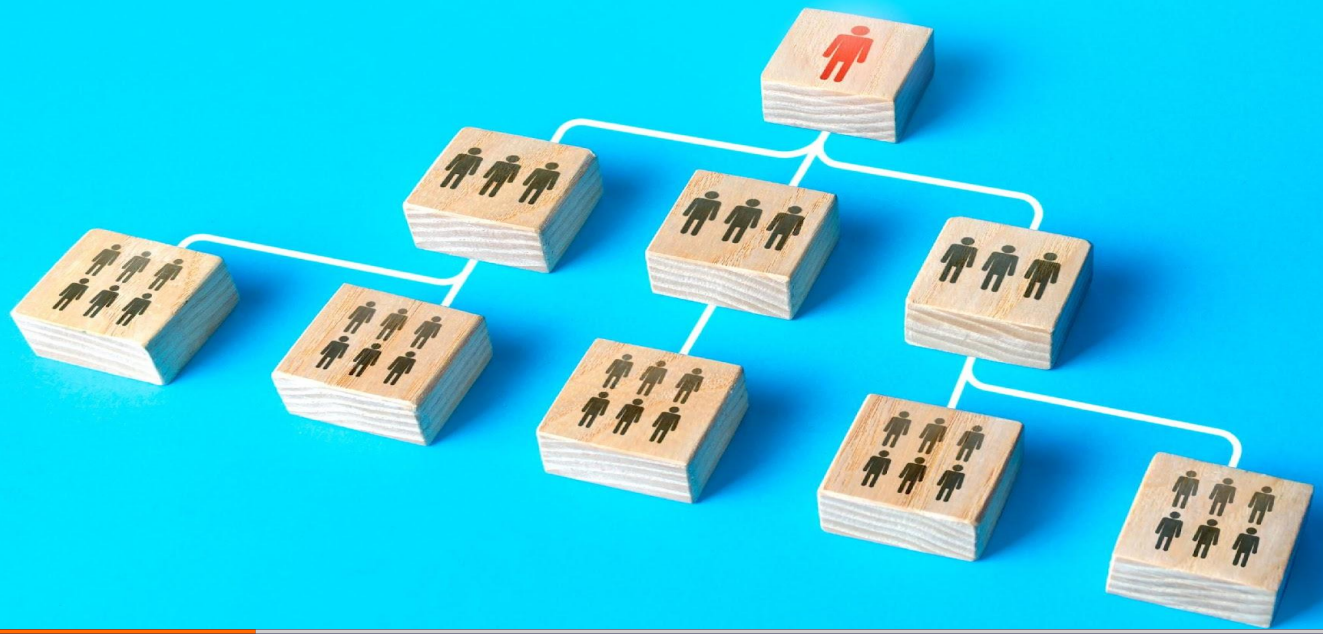
PROMPT ENGINEERING – DETAILED INFORMATION

Write a witty 500-blog post on why AI will not replace humans. Write in the style of an expert in artificial intelligence with 10+ years of experience. Explain using funny examples

PROMPT ENGINEERING – GENERATED KNOWLEDGE

Use queries to generate knowledge and feed it to future questions to set context

WHERE CAN I APPLY AI?



USE CASE: IDEATION, NEW BUSINESS IDEAS

- Brainstorming
- Problem Solving
- Business Plan Development
- Define Target Market
- Understand Changes to Target
- Naming
- Logo
- Tag Lines

USE CASE: CONTENT CREATION

- Marketing Copy
- Blog Posts
- Social Media Posts
- Product Descriptions
- Build Consistent Brand Voice
- Train On Your Voice
- Scripts
- Video

USE CASE: MARKET RESEARCH

- Market Trends
- Customer Preferences
- Competitor Strategies
- Leverage Plugins to Pull Up-to-date Data

USE CASE: CUSTOMER EXPERIENCE AND SUPPORT

- Handle Customer Inquiries
- Support Chat Bots
- Customer Engagement
- Training

USE CASE: HUMAN RESOURCES

- Improve Onboarding
- Improve Engagement
- Capture Inhouse Knowledge
- Create Better Training
- Write Job Posts
- Evaluate Resumes

USE CASE: TRAINING

- Create More Engaging Training Materials
- Create Continuous Learning Scenarios
- Create Documentation

USE CASE: SOFTWARE / WEB DEVELOPMENT

- Create Web Content
- Create Web Designs
- Generate Code
- Automate Processes
- Generate Web, Mobile, IoT Code
- Generate Documentation
- Generate Tests
- Explain Code
- Debug Code

USE CASE: LEGAL

- Summarize and Understand Agreements
- Create Draft Agreements
- Compare Options
- Document IP

USE CASE: FINANCIAL

- Analyze Financial Statements
- Create Budgets
- Create What Ifs for Decisions
- Integrate with Plugins
- Analyze Processes and Compliance
- Analyze Data
- Compare to Competitors
- Market Predictions
- Risk Assessments
- Fraud Detection

USE CASE: DAILY

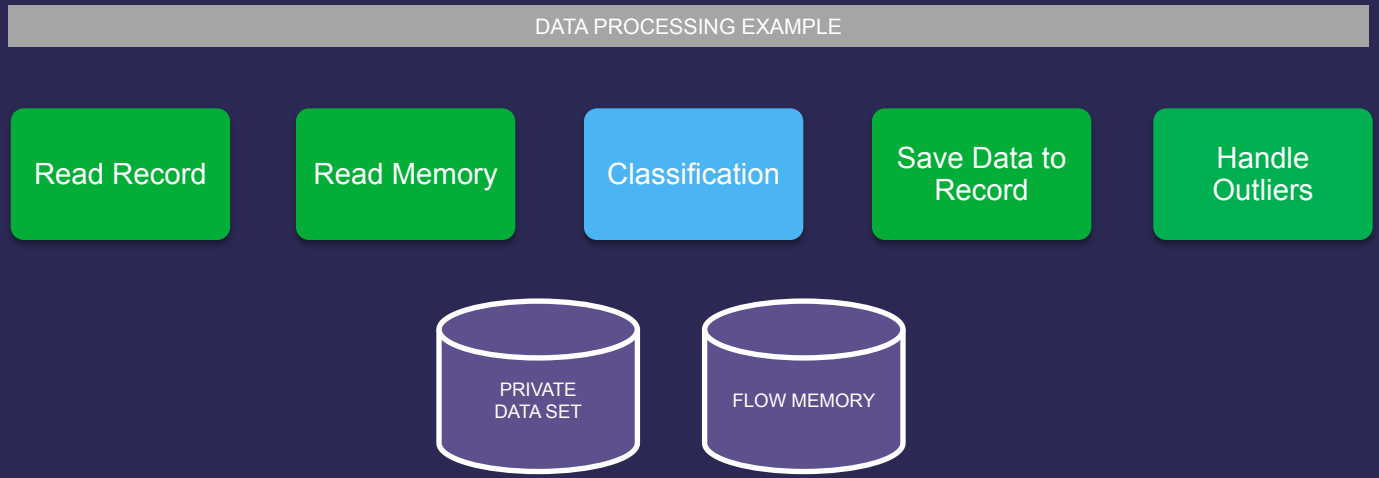
- Summarize Reports
- Write, edit emails, documents, proposals, reports
- Transcribe and summarize videos
- Summarize meeting notes

USE CASE: COMING SOON...

- CAD Design
- Electrical circuit design
- Financial Fund Management
- Security Assessment
- Robotics

USE CASE: DATA PROCESSING

- Excel, Databases, etc.
- Per Record Flow



USE CASE: BOOK WRITING

BOOK WRITING EXAMPLE

USE CASE: TOOL SPECIFIC

- Google Docs Plugin
- Excel Plugin
- Writing Tools
- Financial Tools
- Marketing Tools
- Business Process Tools

Can We Help?

TRAINING COURSE
AI For Business

- 15+ hours to kick start your AI Strategy Team
- Implementation Process
- 25 Page Course Workbook and Implementation Tools
- 10+ hours on business specific use cases

MANAGED AI PLATFORM
Private AI Platform

- Securely Managed AI
- Query Your Files
- Build Flows
- Run AI Processes

AI SERVICES
Custom AI Flows

- Design and Develop
- Flows
- Custom ML
- Integrations

THE FUTURE IS NOW!

“Our intelligence is what makes us human, and AI is an extension of that quality. Artificial intelligence is extending what we can do with our abilities. In this way, it’s letting us become more human.” — Yann LeCun

Q & A

REACH OUT

Loren Horsager

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