AI SKILLS DEVELOPMENT ROADSHOW:

WRITING SKILLS WORKSHOP

Krish Chetty

5 October 2023

Writing Skills Workshop

TIME SUBSCRIBE

IDEAS • TECHNOLOGY

How the AI Revolution Will Reshape the World

We are still underestimating how widespread and revolutionary the changes from AI will truly be Getty Images/Yuichiro Chino

BY **MUSTAFA SULEYMAN**

SEPTEMBER 1, 2023 7:05 AM EDT

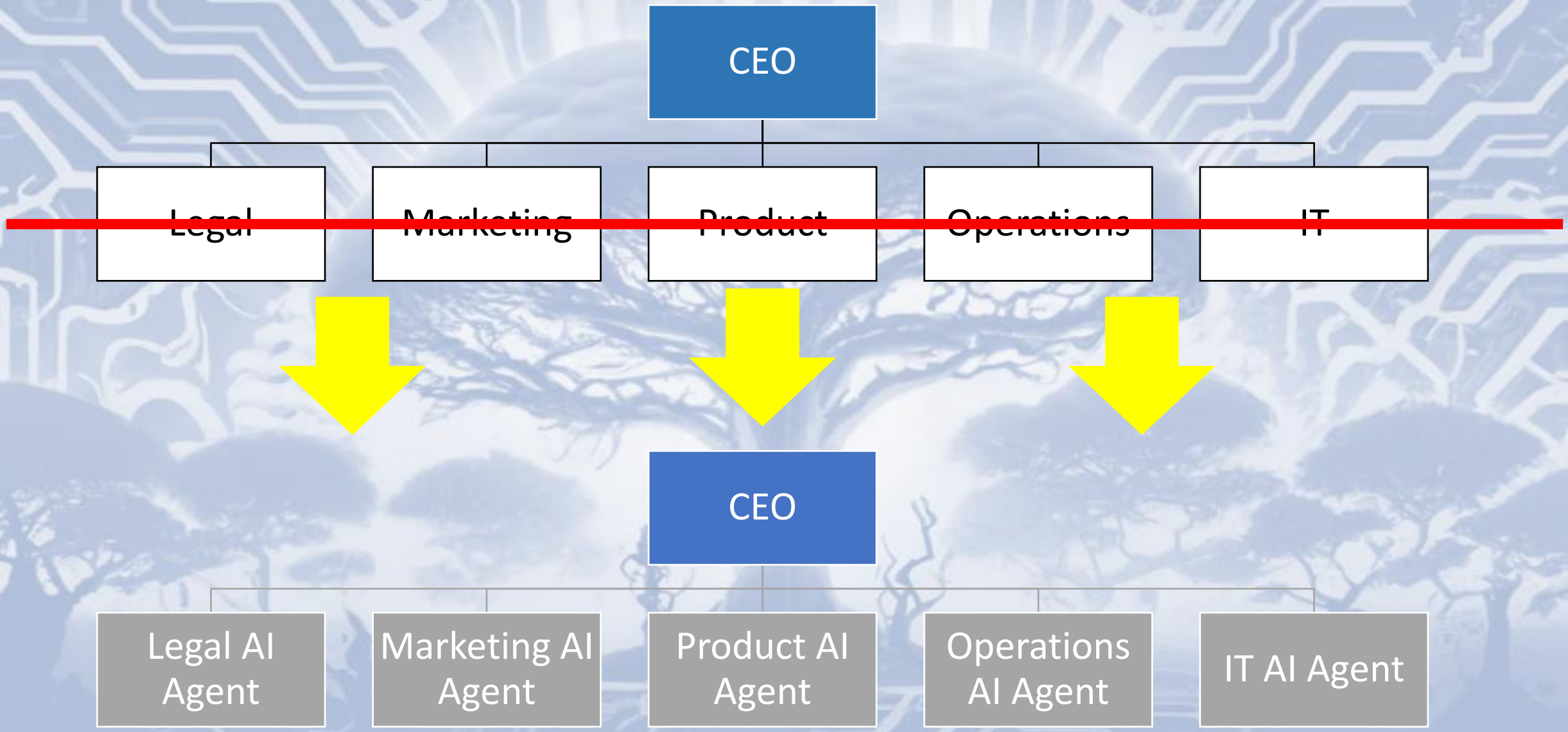
IDEAS

Suleyman is the co-founder and CEO of Inflection AI, in 2010 he co-founded DeepMind, which was acquired by Google, and is the author of the upcoming book The Coming Wave

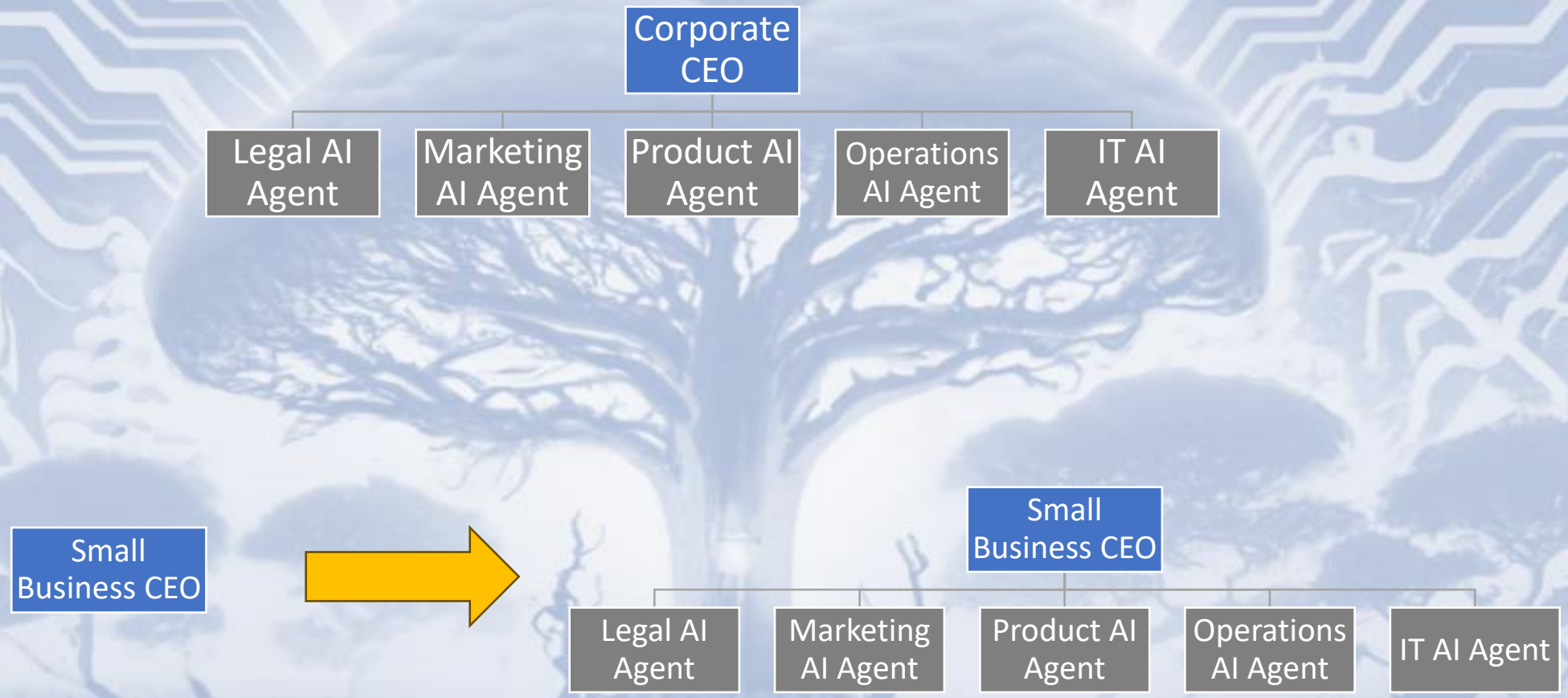
Mustafa Suleyman – CEO of Inflection AI and Co-founder of DeepMind (Later Acquired by Google)

How Good is AI Today?

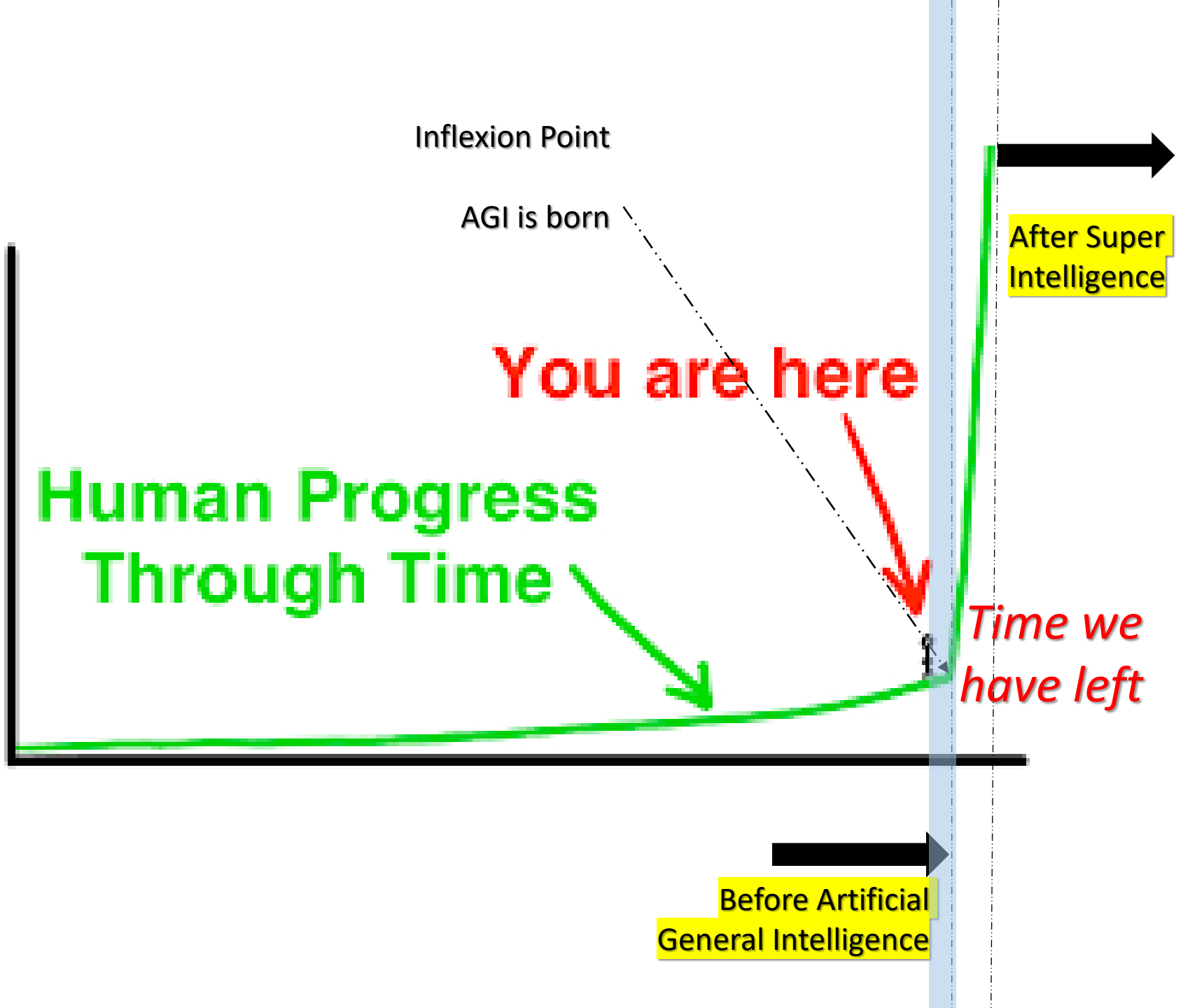
Job Losses Expected



AI Opportunities for Small Businesses



On the Cusp of Artificial General Intelligence



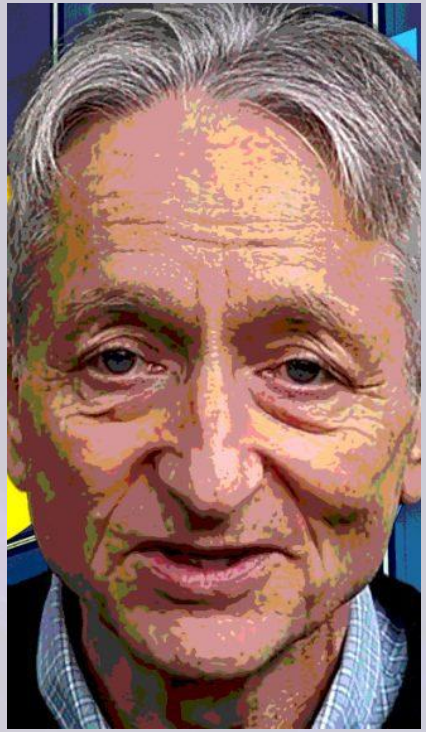
How much time do we have?

Noah Shinn
Undergrad

Invented Self Reflective Autonomous Agents this year

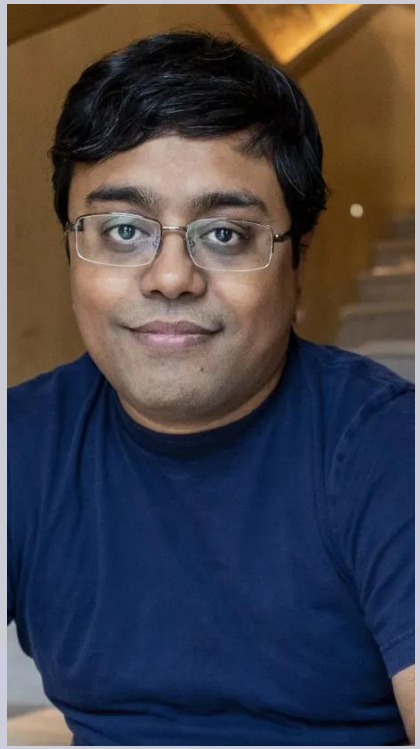
Sam Altman
Open AI CEO

“Near Future”



Geoffrey Hinton
Godfather of AI

5 to 20 Years



Emad Mostaque
Stability AI CEO

5 to 10 Years

Cathie Wood
Investor

“2028 - 2034”

David Shapiro
AI Automation Specialist

“October 2024”

GENERATIVE AI

Text

ChatGPT

Bard AI

Image

Bing

IDEOGRAM AI

Voice/Music

AIVA

Eleven Labs

Video

genmo

GEN-2 runway

Cool Stuff

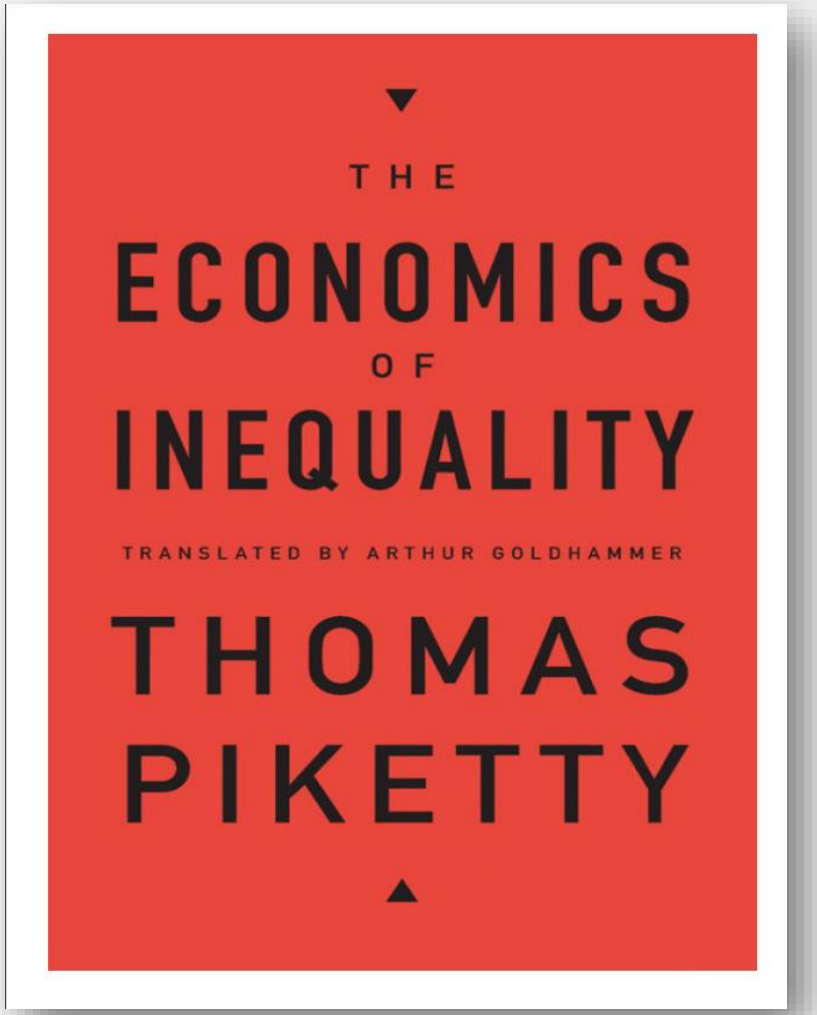
character.ai

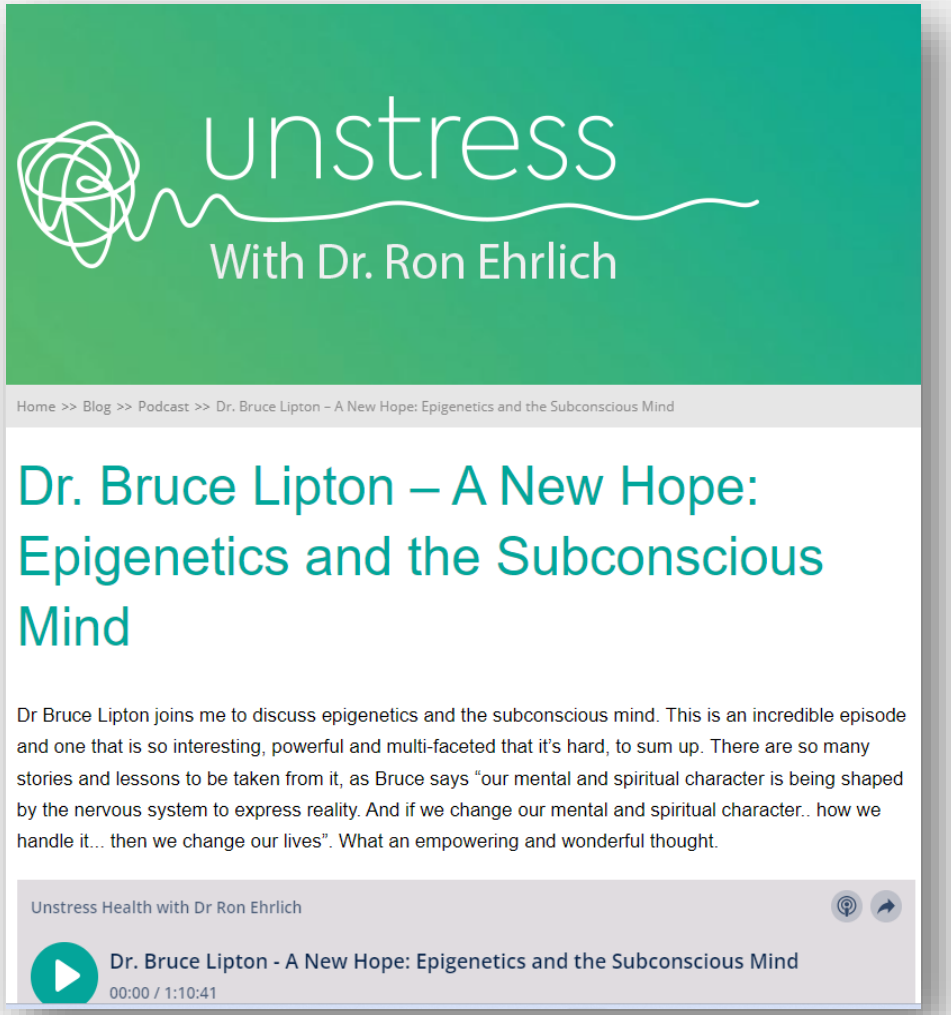
MIXO

TEXT GENERATION TOOLS

	ChatGPT 3.5	ChatGPT 4.0	Microsoft Bing	Google Bard	Anthropic Claude	Perplexity
Cost	Free	$20 per month	Free	Free	Free – limited to US & UK	Free
Features	No extra features Not live	Includes Plugins + Advanced Data Analytics (Quant Analysis) Multimodal – can understand images and audio DALL-E 3	Linked to the Internet Multimodal – can understand images DALL-E 3	Linked to the Internet Read out loud Multimodal	+ Quantitative Analysis	Built on GPT Engine Document analysis, Basic Quants, Academic writing, Search Reddit
Languages	85 languages	85 languages	85 languages	265 languages	10 Languages	85 languages
Token Window	16 000 tokens	4 000 tokens	2000 characters	1000 tokens	100 000 tokens	2 000 tokens

CLAUDE – CREATING NEW INSIGHTS





Use the token power of Claude

https://claude.ai/chat/1c7c930b-d397-496f-afb6-667f3e521a89

Here is a summary of a potential new economic theory integrating ideas from Thomas Piketty's book on inequality and Bruce Lipton's views on epigenetics:

The Theory of Epigenetic Capitalism

Fundamental Premise:

The economy is driven not just by the accumulation of financial capital, as in traditional economic theories, but also by the accumulation of epigenetic capital - the thoughts, beliefs, perceptions and behaviors that get encoded into our biology and passed down generations.

Key Points:

- Financial capital and wealth inequality shape economic outcomes, as Piketty describes, but so does epigenetic capital. The beliefs and perceptions people accumulate affect their economic success.
- Poverty and disadvantage can encode harmful epigenetic capital (e.g. perceptions of hopelessness, lack of agency) that impede economic success. Privilege and advantage can encode helpful epigenetic capital (e.g. perceptions of self-efficacy, expectations of success) that support economic success.
- Epigenetic capital accumulates over time and is passed down across generations, like financial capital. This can reinforce cycles of advantage and disadvantage.
- However, epigenetic capital is malleable, unlike financial capital. It can be consciously shifted through practices like mindfulness, therapy, education. This offers opportunity to disrupt negative cycles.
- Economic policy should focus not just on redistributing financial capital, but also on redistributing and enhancing epigenetic capital. Providing education, social support, mental healthcare, and programs to build healthy self-perception and efficacy among disadvantaged groups is key.
- Doing so will not only improve social justice and public health, but act as an economic stimulus by unlocking latent human potential.

In summary, this new theory argues that both financial and epigenetic capital accumulation drive the economy, interact with each other, and can entrench inequality over time. But the malleability of epigenetic capital also offers tools to disrupt this and build a more just, productive economy. It provides a biological basis to explain how poverty becomes entrenched but also new policy levers to potentially escape this.

WRITING A GOOD PROMPT

EG: CONCEPT NOTE

https://www.perplexity.ai/search/45af425d-a1e9-4fc0-a2b3-df5491663f37?s=c

Prompt Structure:

- Instruction
- Layout
- Useful information

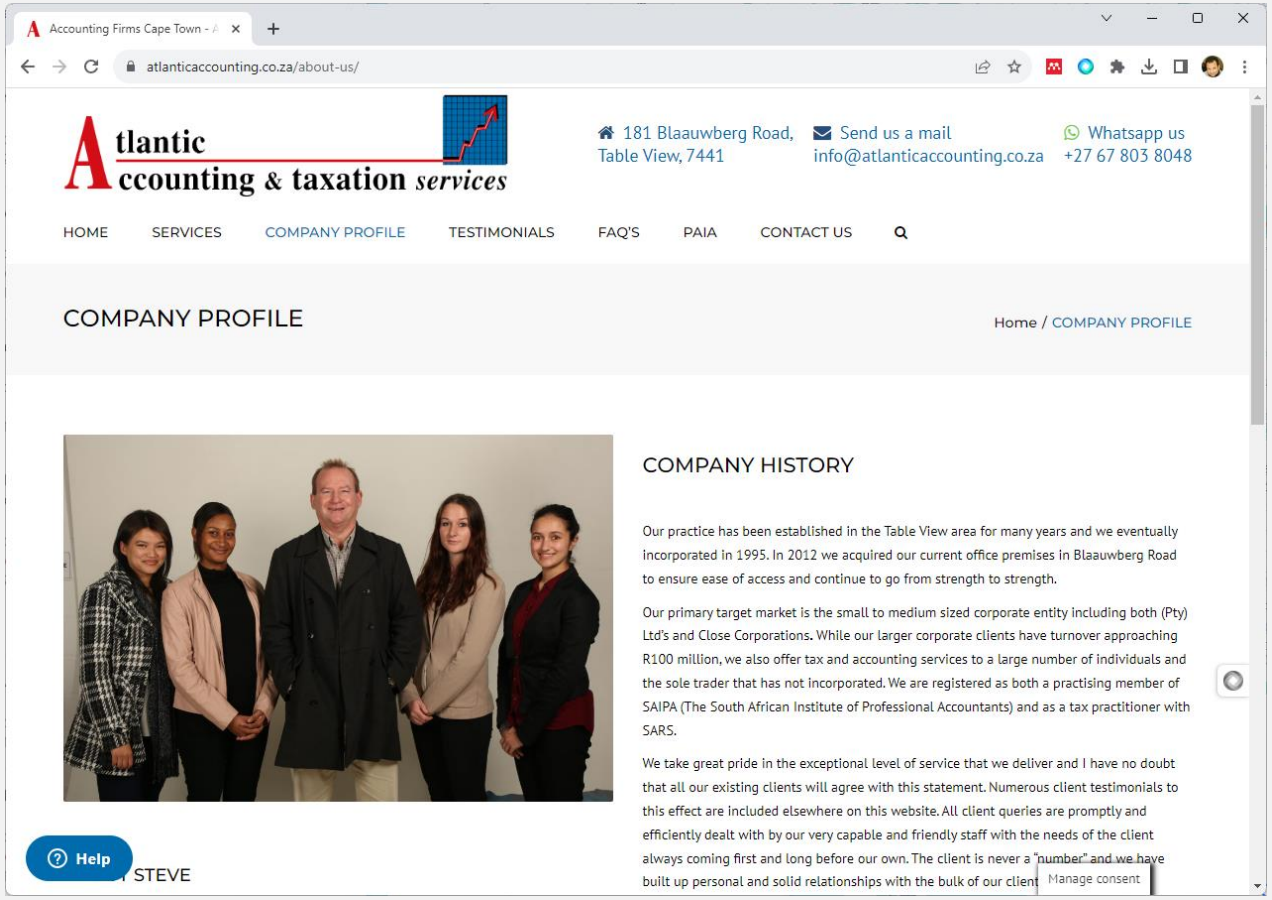
Critically engage with the output!!

CREATING A COMPANY LOGO

1. Sign Up on Ideogram.ai
2. Look for a logo style that you like
3. Remix!

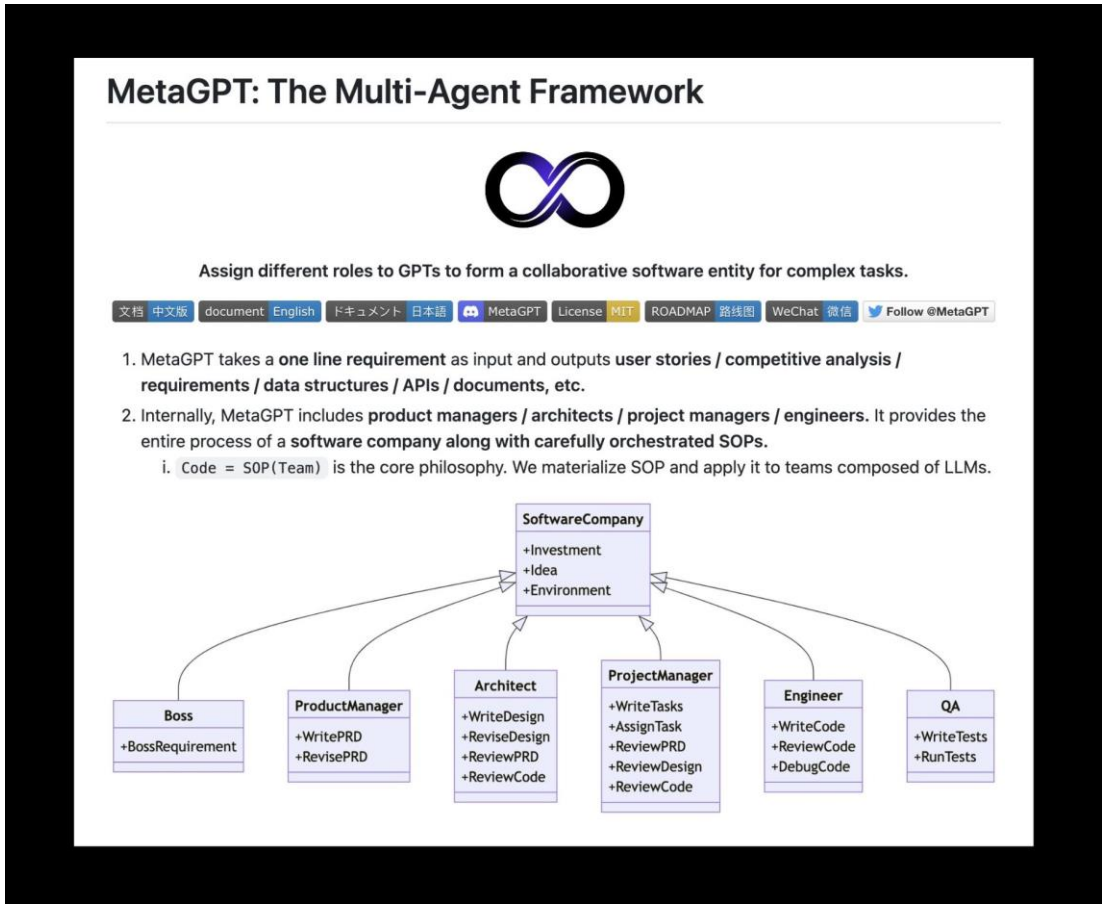
SOCIAL MEDIA ENGINE

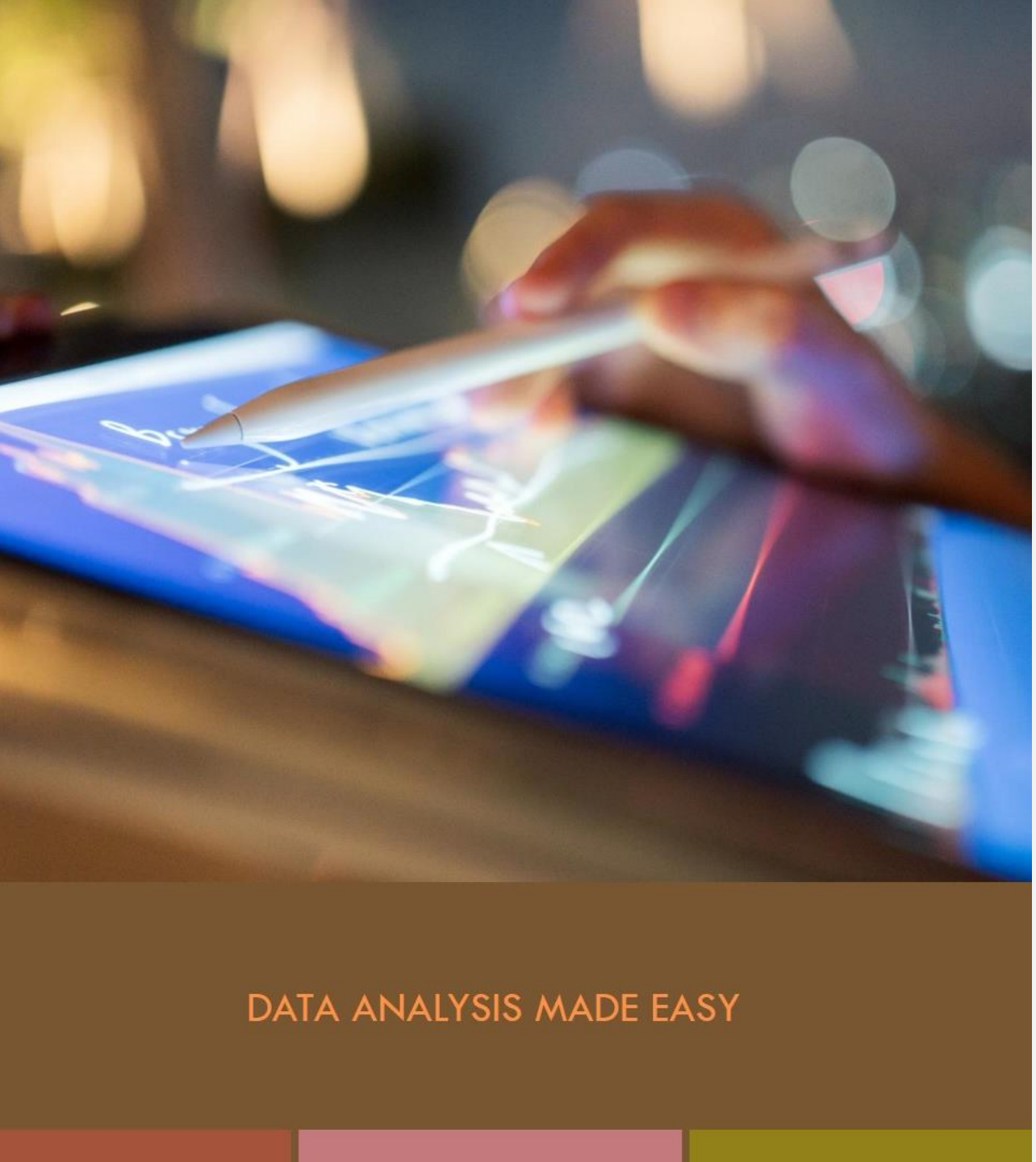
1. Ask for Tweet Schedule based on an existing document
2. https://chat.openai.com/share/b13c546b-2bd6-4002-bfd5-476ebb10d225



AI AGENTS

- Open Source code base to automate a Software Development Team.
- 1 small project costs about ZAR5





CHATGPT – ADVANCED DATA ANALYTICS

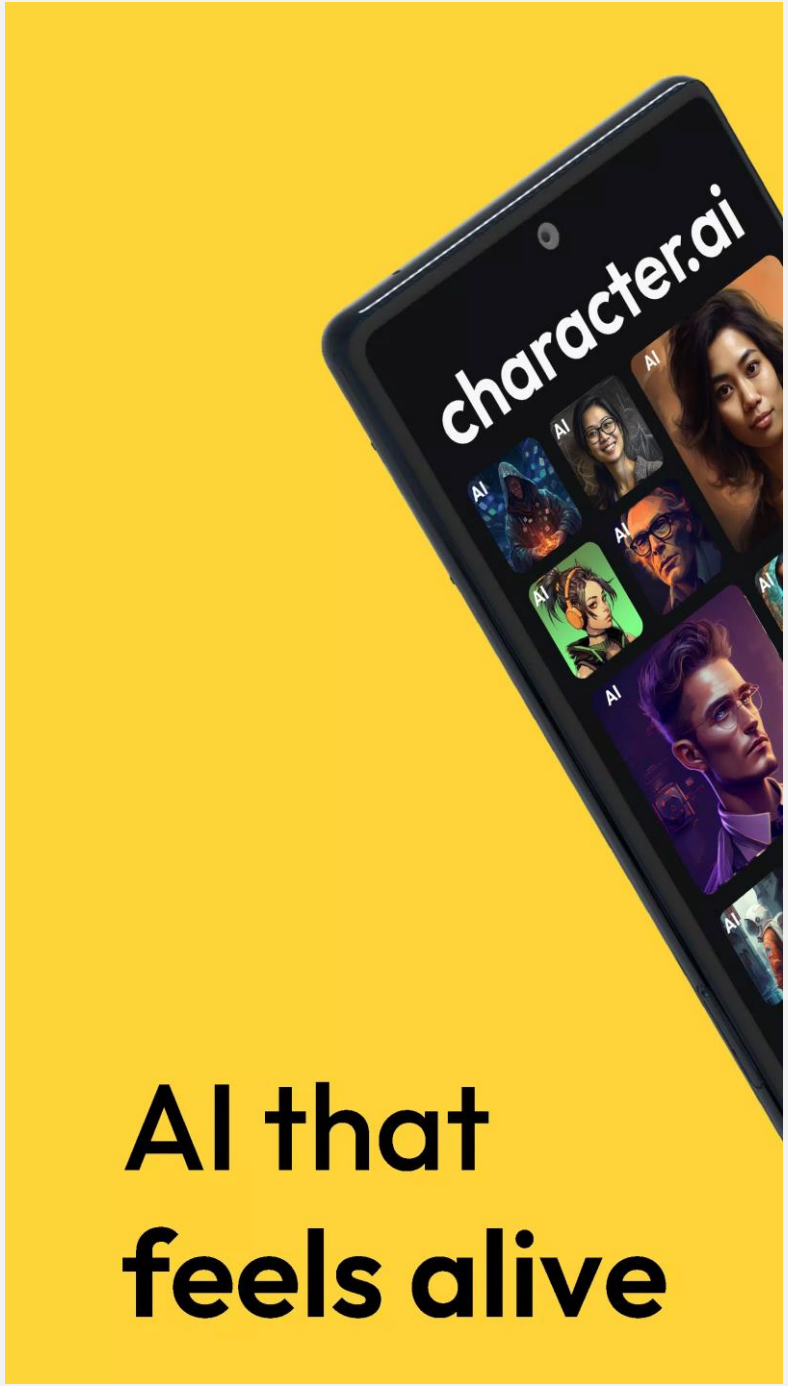
https://chat.openai.com/share/7a5025f0-202a-4d29-9721-1c5e6fcc42e2

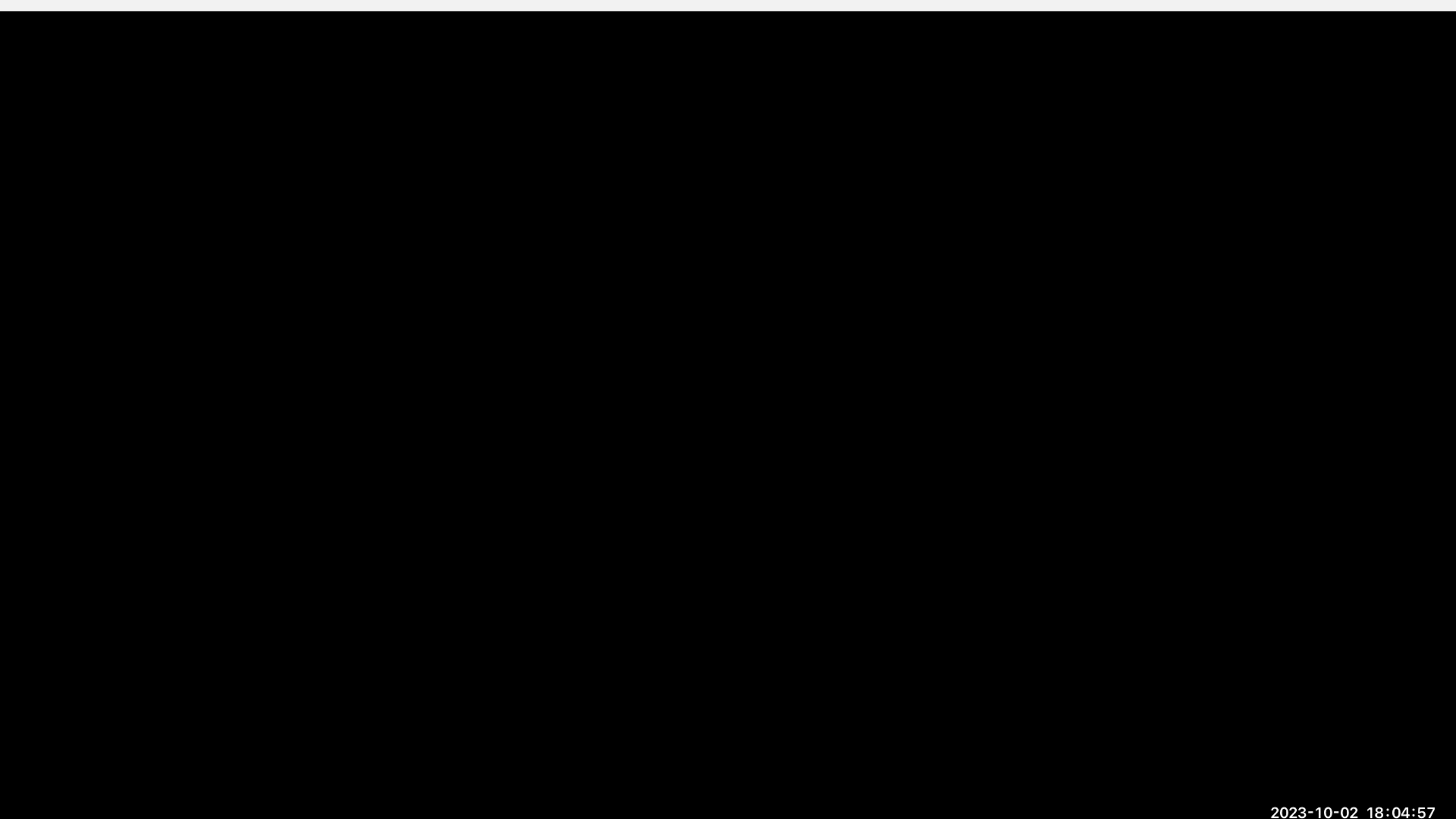
Data Analysis

- SIC CODE Distribution per SETA and Refracted Economy

INTERVIEW PREP

- Talk to Character.ai
- Share details about the position and ask for guidance




2023-10-02 18:04:57

MIXO

Build your own website in 1 prompt

Lets use MIXO.io to build a website

Build a website

2023-07-19 15:50:34

Technology has become
CREATIVE
EMOTIVE
NATURAL

GROUP EXERCISE:

WRITE YOUR BUSINESS PLAN TOGETHER

Your Task:

1. Time = 20 minutes
2. Break up into 2 Groups.
3. Nominate a spokesperson.
4. Your facilitator has a laptop ready with a prompt to start you off.
5. Will use Google Bard or Perplexity.ai

5 Minutes for Reflection

1. What do you think about these tools?
2. Is this something you could use in your everyday life?
3. How would you use them?
4. What impact could this technology have in your life?
5. Why would you not use these technologies?

Report Back

1. Spokesperson to read out the Summary and highlight Key Points from Group Reflection

CREATING A BUSINESS PLAN

Craft an enticing and detailed business plan that integrates the distinct viewpoints of a chosen group of entrepreneurs. The plan should present the objectives and resources of the proposed enterprise, while also discussing potential obstacles within the country setting. The plan must highlight the team's range of talents and explain how these skills will foster business success. Create a fun, catchy business name that combines and reflects the most appealing aspects of the provided business ideas, while factoring in identified strengths and challenges. Use the following structure to compose the business plan and make sure to weave in local contexts in your explanations. Be sure to use markup formatting in your response.

Ideas = [
Idea 1
Idea 2
Idea 3...
]
Strengths =[
Strength 1
Strength 2
Strength 3...
]
Challenges = [
Challenge 1
Challenge 2
Challenge 3...
]

Structure = [
Business Name:
*Come up with a young and exciting business name based on the business ideas
Executive Summary:
*Introduce the business concept.
*Highlight the key points of the plan.
*Include a concise overview of the company's mission and goals.

Company Description:
*Provide detailed information about the business, its name, and location.
*Explain the nature of the business, its products, or services offered.
*Describe the unique selling points and competitive advantages of the business.

The Secret Recipe:
*Explain why your business is an excellent investment opportunity.

Market Analysis:
*Conduct market research to identify target customers and their needs.
*Analyze the industry and market trends.
*Assess the competition and highlight the business's position in the market.

Product or Service Line:
*Provide in-depth details about the products or services the business offers.
*Describe how these products or services fulfill customer needs.
*Highlight any plans for future product development or expansion.
Sales and Marketing Strategy:
*Explain the marketing and sales approach to reach the target audience.
*Describe the pricing strategy and sales tactics.
*Include a marketing budget and promotional plans.