AI SKILLS DEVELOPMENT:

INNOVATION AND AI IN PHILIPPI

Krish Chetty

23 October 2023, Philippi Village

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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

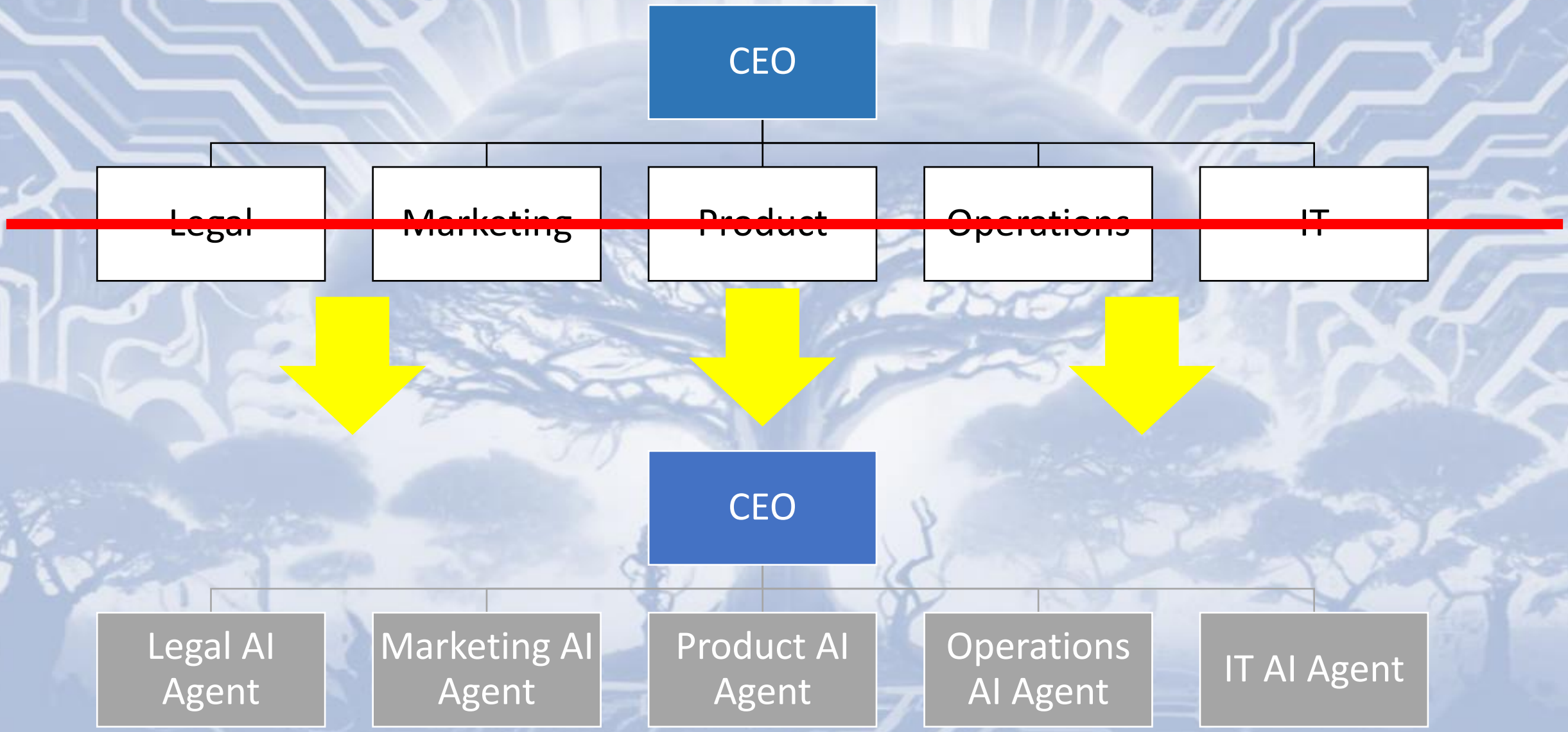
IDEAS

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

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

SET UP ON YOUR PHONE

ChatGPT	https://chat.openai.com/	Perplexity.ai	https://www.perplexity.ai/
Google Bard	https://bard.google.com/chat	Character.ai	https://character.ai/
MS Bing Image Creator	https://www.bing.com/create	Mixo	https://www.mixo.io/

GET EXPERT ADVICE

1. Select your Chatbot of Choice

- Compare Products
- Describe your problem
- Read a Contract
- Marketing Strategy

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

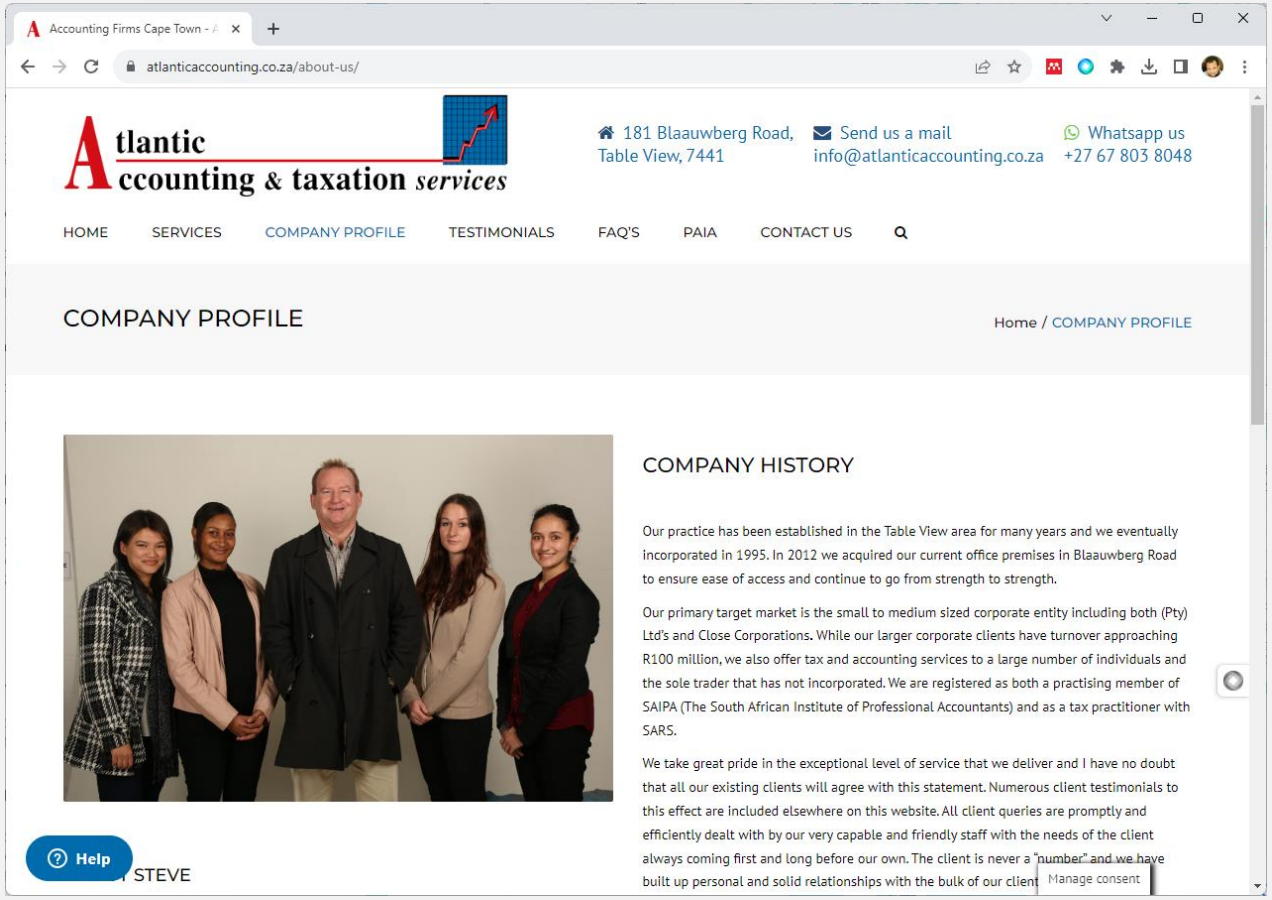
Critically engage with the output!!

CREATING A COMPANY LOGO

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

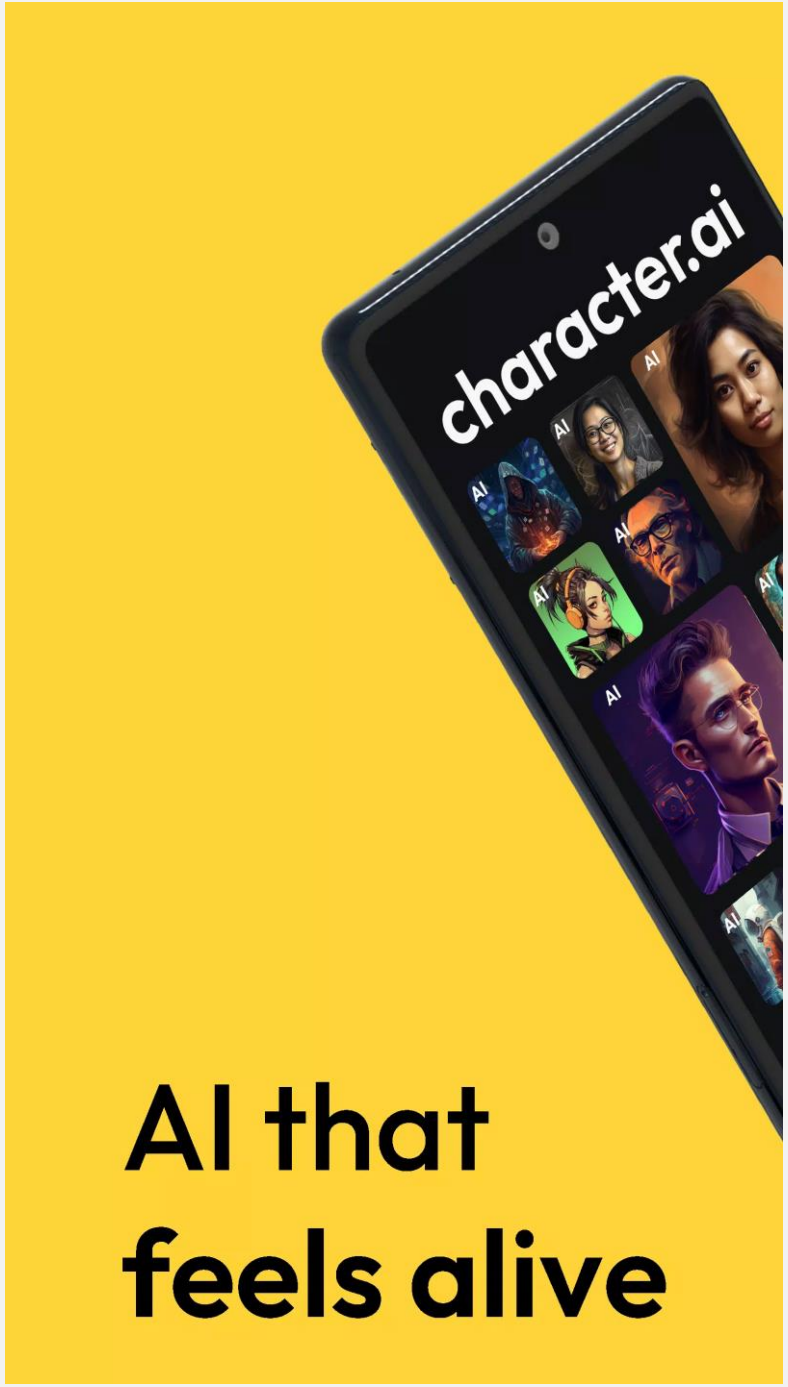
SOCIAL MEDIA ENGINE

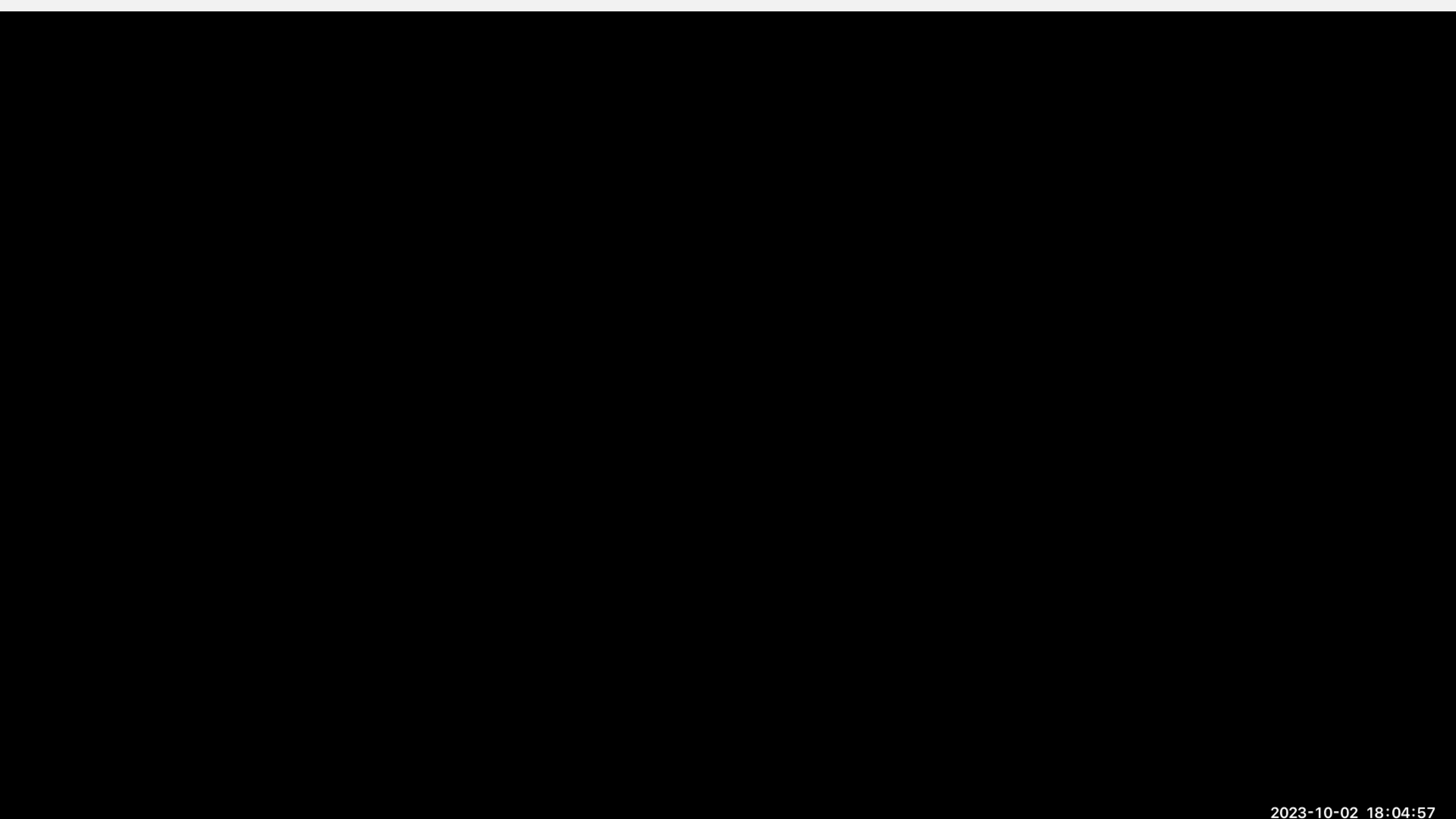
1. Ask for Tweet Schedule based on an existing document
2. https://chat.openai.com/share/b13c546b-2bd6-4002-bfd5-476ebb10d225



INTERVIEW PREP

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

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MIXO

Build your own website in 1 prompt

Lets use MIXO.io to build a website

Build a website

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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.