



LIOR

WEINSTEIN

INTRODUCTION

- Tech-focused entrepreneur - built & sold multiple tech companies
- Part CTO part CMO specialties - build things people want to use
- Computer vision and machine learning algorithms since mid 2000's
- 2 Patents in machine learning 'structuring of unstructured content'
- Helping companies integrate AI into their daily workflows to gain leverage and reduce busy work
- JV with 7-9 figure revenue companies to solve 5-6 figure problems

AI - MODELS & METHODS

*Use AI To Do Less Busy Work
And Gain Leverage*

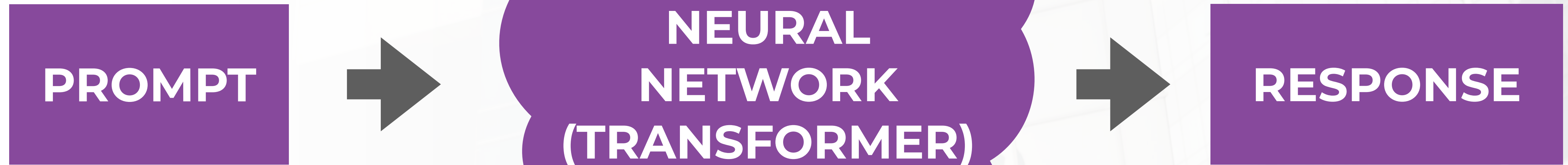
AGENDA

- What is ChatGPT and why should you care?
- Demo
- How do you best think about ChatGPT and AI
- How to implement it in your organization
- Q&A

ChatGPT

- Chat Generative Pre-trained Transformer
Generative Large Language Model (LLM) AI
- Launched November 30th 2022 by Open AI
- One million users in 5 days
- 100+ million users in 60 days
- A new iPhone moment - everyone loves it for different reasons

ChatGPT



Summarize
Suggest
Organize
Extract

...

ChatGPT - What Does It Do & How

- “Guess the next word”
“Old MacDonald Had A ...” Farm? Ship?
- Pre-trained on the a large web index (Wikipedia, Stackoverflow, etc)
- Trained with by human feedback

“What will happen if
I put cheese on a
hot stove?”

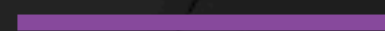
“It’ll turn into Ice” - 1 vote

***“It’ll melt until eventually it’ll burn if
the stove is hot enough.” - 10 votes***

ChatGPT vs. SEARCH ENGINES

- Search engines are limited by their index.
- Search engines will become 'answer engines'
- Generative AI creates on the fly

LET'S PLAY



EPISTEMOLOGY OF AI

HOW TO THINK ABOUT AI

- You won't be replaced by AI, you will be replaced by people using AI
- Prompt engineering
- "Human in the Loop"
- Eliminate "Start Friction"
- You now have an AI team
- Can AI help? A decision framework
- What AI can't do

AI WILL REPLACE OR ENHANCE COGNITIVE TASKS

- Tasks that involve routine or predictable processing of information will be automated.

“Find in this document all the personal contact details and put it in a table formatted where the name goes to Column A, Phone to Column B and Address to Column C”

- Tasks that require creativity or synthesis of information will be enhanced.

“Create an outline for a 20 minute talk based on this 10 page document”

PROMPT ENGINEERING

- Clear prompts
- Format responses for use
- Style as an option
- Creative vs. factual
- Talk to it like a person

1. Tone: Specify the desired tone (e.g., formal, casual, informative, persuasive).
2. Format: Define the format or structure (e.g., essay, bullet points, outline, dialogue).
3. Act as: Indicate a role or perspective to adopt (e.g., expert, critic, enthusiast).
4. Objective: State the goal or purpose of the response (e.g., inform, persuade, entertain).
5. Context: Provide background information, data, or context for accurate content generation.
6. Scope: Define the scope or range of the topic.
7. Keywords: List important keywords or phrases to be included.
8. Limitations: Specify constraints, such as word or character count.
9. Examples: Provide examples of desired style, structure, or content.
10. Deadline: Mention deadlines or time frames for time-sensitive responses.
11. Audience: Specify the target audience for tailored content.
12. Language: Indicate the language for the response, if different from the prompt.
13. Citations: Request inclusion of citations or sources to support information.
14. Points of view: Ask the AI to consider multiple perspectives or opinions.
15. Counterarguments: Request addressing potential counterarguments.
16. Terminology: Specify industry-specific or technical terms to use or avoid.
17. Analogies: Ask the AI to use analogies or examples to clarify concepts.
18. Quotes: Request inclusion of relevant quotes or statements from experts.
19. Statistics: Encourage the use of statistics or data to support claims.
20. Visual elements: Inquire about including charts, graphs, or images.
21. Call to action: Request clear call to action or next steps.
22. Sensitivity: Mention sensitive topics or issues to be handled with care or avoided.

HELP CHATGPT HELP YOU

“You are a prompt generation robot. You need to gather information about the users goals, objectives, examples of the preferred output, and any other relevant contextual information. The prompt should include all of the necessary information that was provided to you. Ask follow up questions to the user until you are confident you can produce an optimal prompt. Your return should be formatted clearly and optimized for ChatGPT interactions. Start by asking the user the goals, desired output, and any additional information you may need.”

“HUMAN IN THE LOOP” AUTOMATION

- Semi-automation is better than full automation.
- Co-pilot, Cognitive Robocop.

ELIMINATE “START FRICTION”

- Ultimate cure for Writer’s Block
- Great kindling for a creative process
- Editing is easier than creating
- Creative partner that’s always on
- Write a prompt, it completes your thoughts
- Rinse and repeat
- Expert in a variety of topics
- Ask how to think or what to say

YOU HAVE AN AI TEAM

- Access to 'experts' in any topic
- Mundane work & busy work
- No marginal cost of expertise

WHAT AI CAN'T DO

- “What’s the next best word?” -> based on trained data
- No volition - can’t make decisions
- No morals - no idea of right or wrong
- No standard of truth - doesn’t know truth from false
It makes stuff up!
- LLMs are bad at numbers (need extensions)

LET AI DO WHAT HUMANS DON'T WANT TO DO

**SYSTEMIZE THE PREDICTABLE SO YOU
CAN HUMANIZE THE EXCEPTIONAL**

HOW TO IMPLEMENT AI TODAY

BEST PRACTICES - TRAIN, ENGAGE, ITERATE

- **All hands active training sessions**

 - Introduction workshop

 - 2 Week Follow up #1 on examples where the team shares

 - 2 Week Follow up #2 with examples and reports on usefulness in day to day

- **Designate Company or Team AI Champion**

- **Curate Company-Specific Prompts on Slack / Teams**

 - 'Did you use ChatGPT for it? How did you use it? Give some examples.'

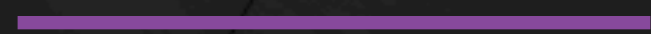
 - Every time someone thinks about a practical new way, we make them do a Zoom for the team about it

USEFUL SPOTLIGHTS

- “If you had 10X activity where would you feel you would break at the seams?”
- Standard operating procedures - clue for routines
- **Client emails**
 - Inbound email - prompt
 - Outbound email - response

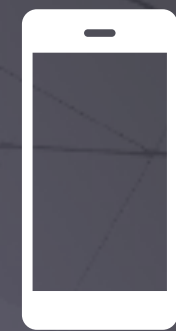
IT'S NOT THE END OF WORK
IT'S THE END OF BORING
WORK.

Q&A





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MEASURABLE IMPACT

1. 20%+ weekly time savings for engineers
2. 15-30% weekly time savings for data entry and VA type work
3. 2-4X capacity unlocked for client facing activities
4. Shortened report delivery time from weeks to days or hours
Same cost, significantly faster turnarounds

OTHER AI TOOLS

1. <https://www.futuretools.io/>
2. <https://www.bardeen.ai/>
3. <https://www.compose.ai/>
4. <https://fireflies.ai/>
5. <https://beta.elevenlabs.io/>
6. <https://www.bluewillow.ai/>
7. <https://www.midjourney.com/>
8. <https://www.sembly.ai/>

CAN AI HELP?

1. **REPETITION:** Is the task repetitive or involves a lot of data processing?
2. **COMPLEXITY:** Is the task too complex for humans to do manually or with traditional tools?
3. **HIGH-VOLUME TASKS:** Is the task a high-volume task that would benefit from the speed and scalability of AI?
4. **ERROR-PRONE TASKS:** Is the task error-prone, and would AI help reduce the risk of human error?
5. **COST:** Would using AI result in a cost-saving compared to traditional methods?
6. **ACCURACY:** Is it important to have high accuracy in the task, and would AI help achieve this?