AI-POWERED COMMUNICATION:

DRIVING INNOVATION IN THE BUSINESS WORLD

Ing. Vítězslav Klement, MBA

ARE COMPUTERS TAKING OVER?

AI
IT´S NOTHING NEW...

What is AI?

Original: Based on the Turing test from 1950, AI is a test of a machine's ability to exhibit intelligent behavior equivalent to, or indistinguishable from, that of a human.

2018 - LEXUS

2023 – COCA-COLA

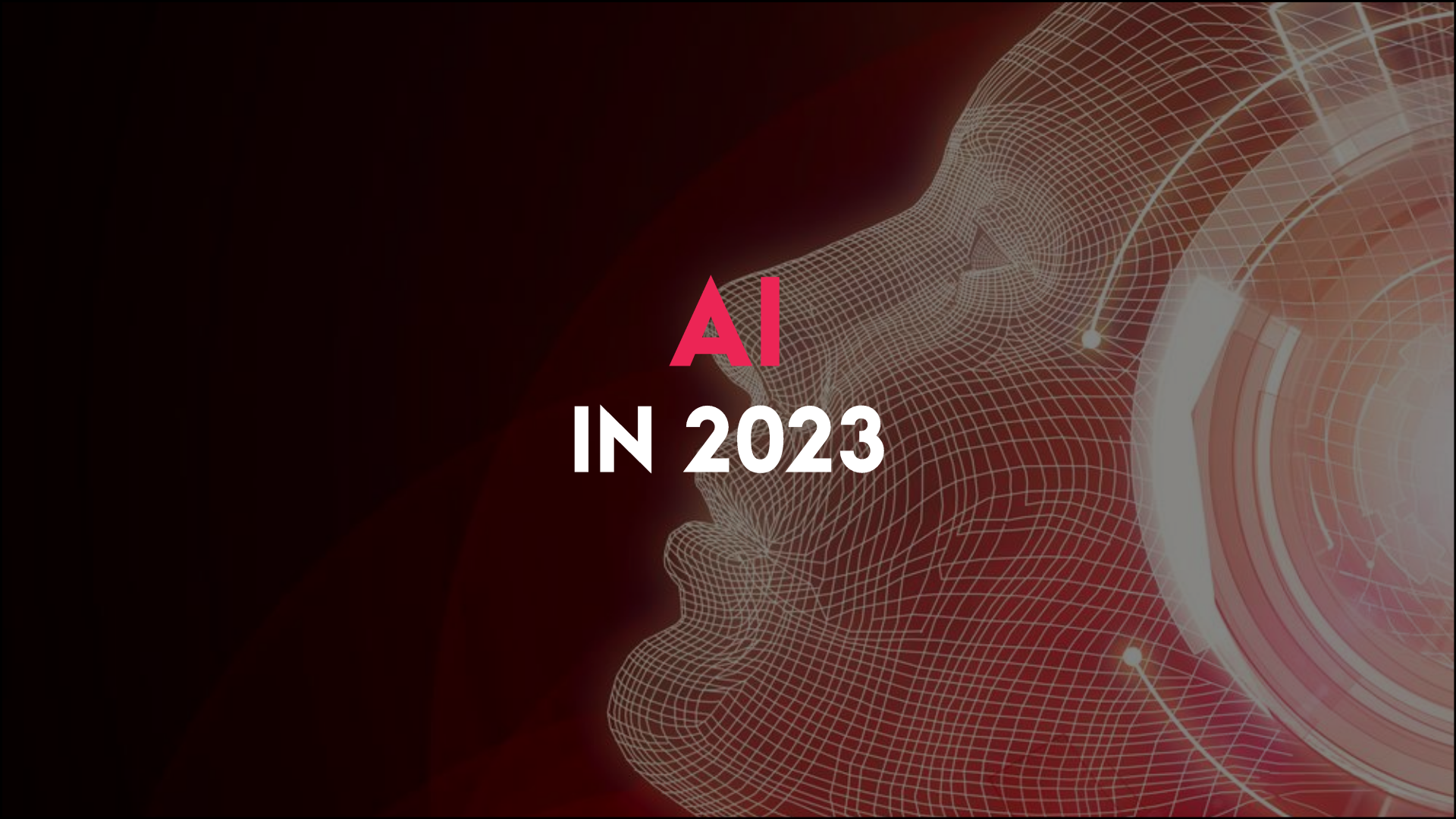
COKE WANTS FANS TO USE CHATGPT AND DALL-E TO CREATE BRAND ARTWORK

'Create Real Magic' campaign marks Coke's first use of AI technologies

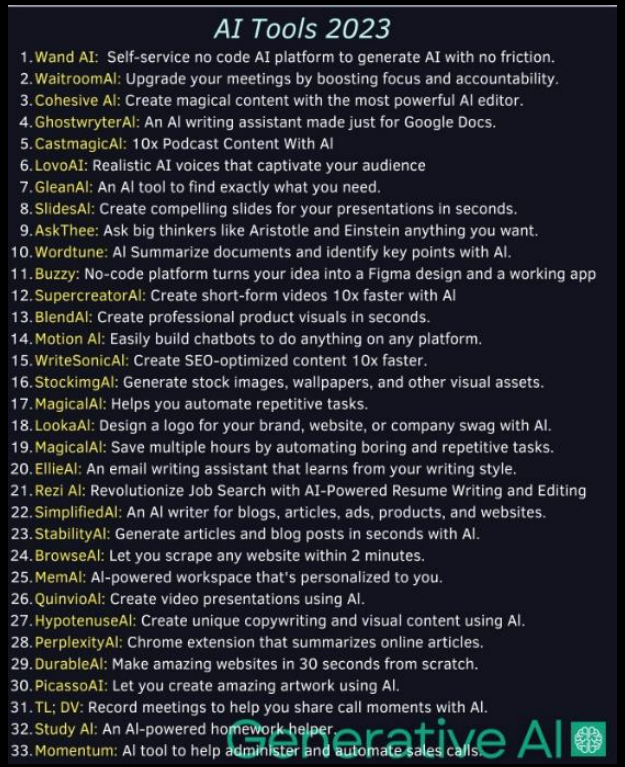
By Jon Springer. Published on March 20, 2023.

AI
AND IT WON´T REPLACE
YOU ☺

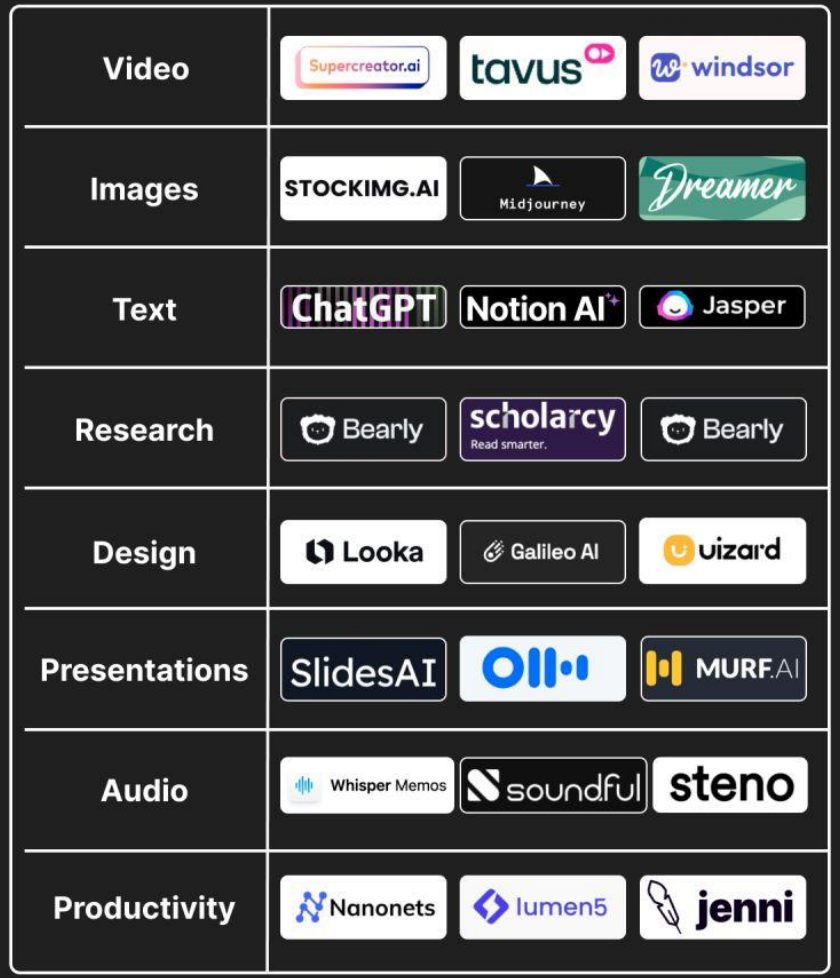
AI
IN 2023

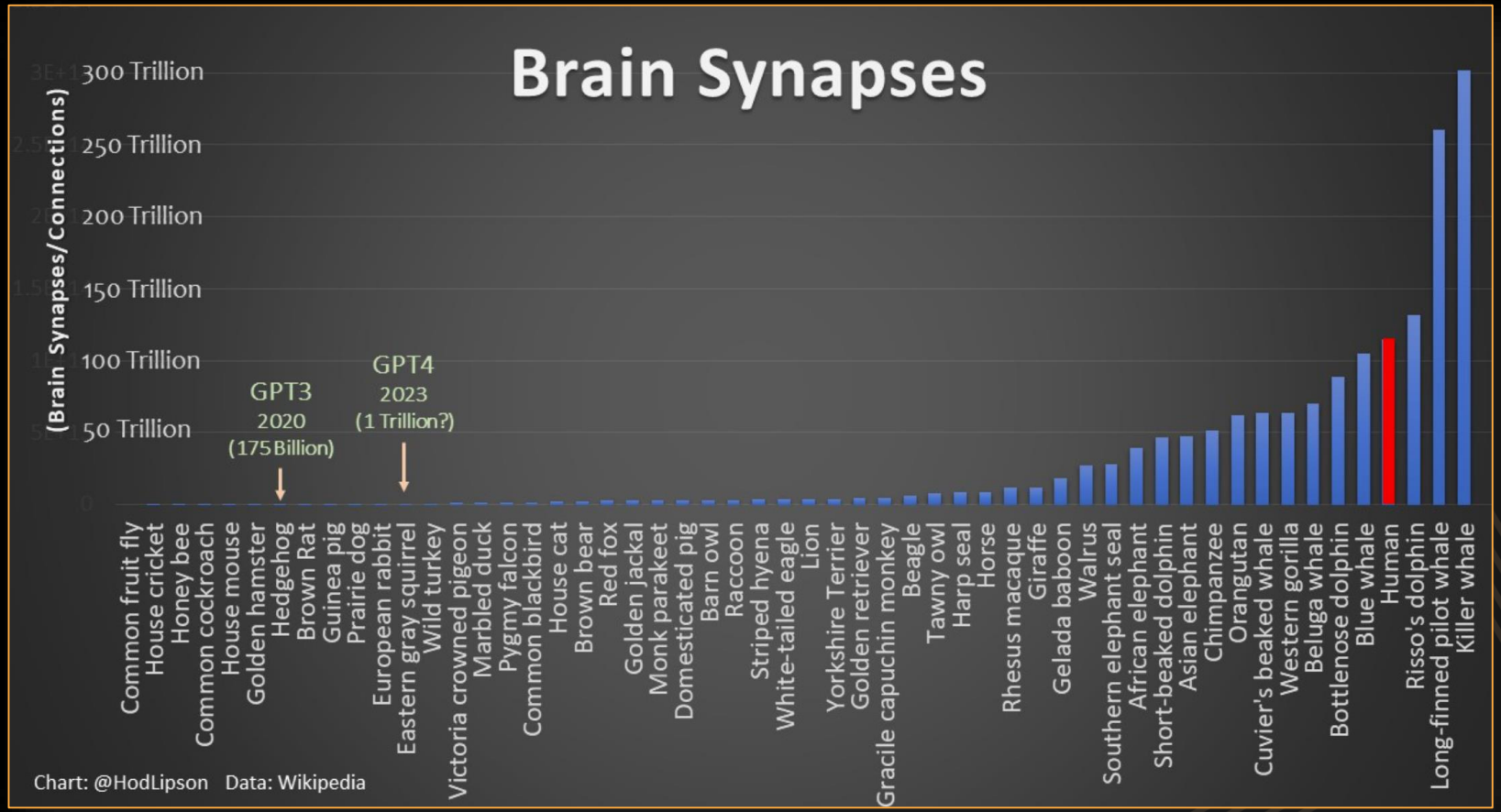


AI V ROCE 2023



AI V ROCE 2023



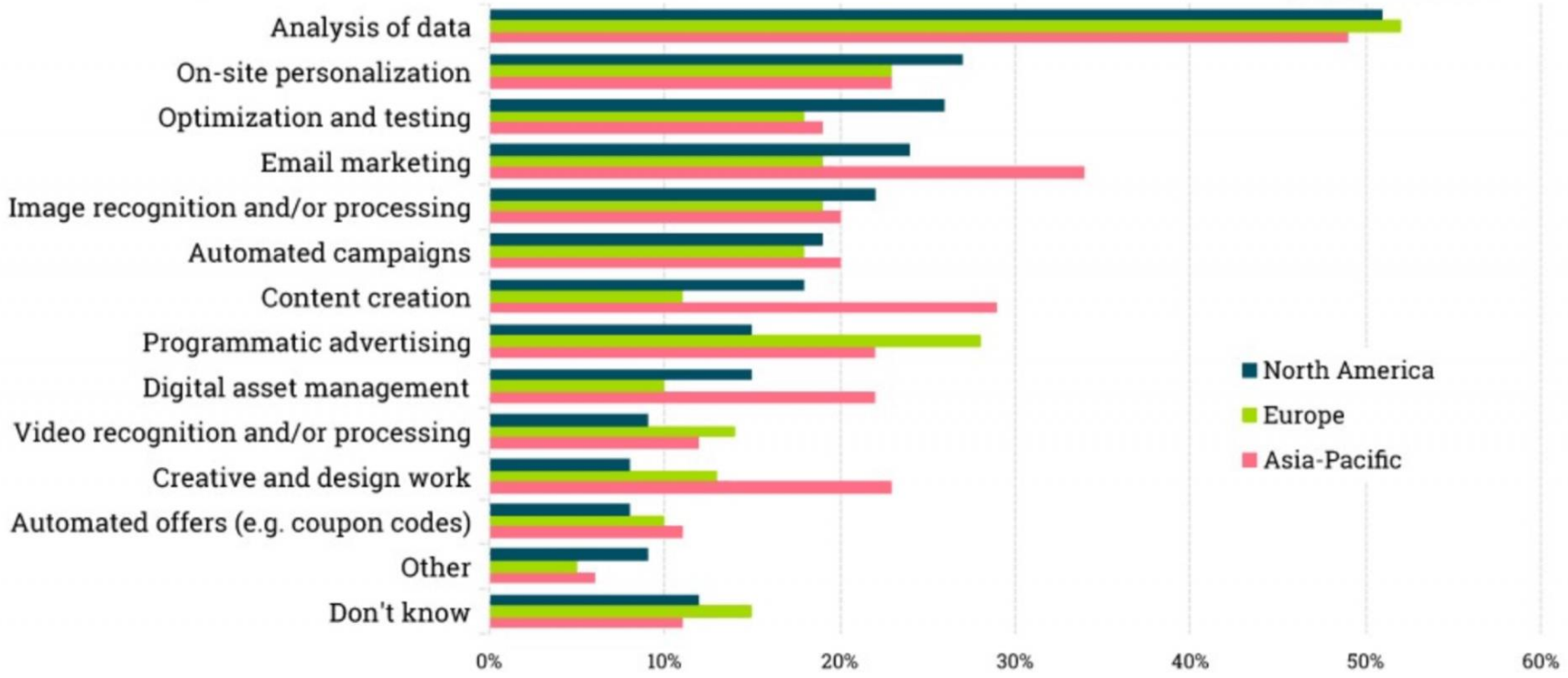

Brain Synapses
(Brain Synapses/Connections)
300 Trillion
250 Trillion
200 Trillion
150 Trillion
100 Trillion
50 Trillion
0
GPT3
2020
(175 Billion)
GPT4
2023
(1 Trillion?)
Common fruit fly
House cricket
Honey bee
Common cockroach
House mouse
Golden hamster
Hedgehog
Brown Rat
Guinea pig
Prairie dog
European rabbit
Eastern gray squirrel
Wild turkey
Victoria crowned pigeon
Marbled duck
Pygmy falcon
Common blackbird
House cat
Brown bear
Red fox
Golden jackal
Monk parakeet
Domesticated pig
Barn owl
Raccoon
Striped hyena
White-tailed eagle
Lion
Yorkshire Terrier
Golden retriever
Gracile capuchin monkey
Beagle
Tawny owl
Harp seal
Horse
Rhesus macaque
Giraffe
Gelada baboon
Walrus
Southern elephant seal
African elephant
Short-beaked dolphin
Asian elephant
Chimpanzee
Orangutan
Cuvier's beaked whale
Western gorilla
Beluga whale
Bottlenose dolphin
Blue whale
Human
Risso's dolphin
Long-finned pilot whale
Killer whale
Chart: @HodLipson Data: Wikipedia

AI in Business

Standard AI use cases for business

MARKETING & SALES	OPERATIONS	IT / ENGINEERING	RISK & LEGAL	HR	UTILITY / EMPLOYEE OPTIMIZATION
Write marketing and sales copy including text, images, and videos	Create or improve customer support chatbots to	Write code and documentation	Draft and review legal documents	Assist in creating interview questions for candidate assessment	Optimize communication of employees
Create product user guides	Identify production errors, anomalies, and defects	Automatically generate or auto-complete data tables	Summarize and highlight changes	Provide self-serve HR functions	Create business presentations
Analyze customer feedback	Streamline customer service	Generate synthetic data	Answer questions from large amounts of legal documents		Synthesize a summary
Improve sales force	Identify causes of interest				Enable search and question answering
Create or improve sales support chatbots					

How Companies Are Currently Using AI



AI Risks & Limitations

COMPLICATIONS INFLUENCING BUSINESS ADOPTION

- Like humans, generative AI can be wrong
- Filters are not yet effective enough to catch inappropriate content
- Systemic biases still need to be addressed
- Individual company norms and values are not reflected
- Risk of overtraining and flattening reality
- Human Freedom vs. Algorithmic Power
- Intellectual property issues are under discussion

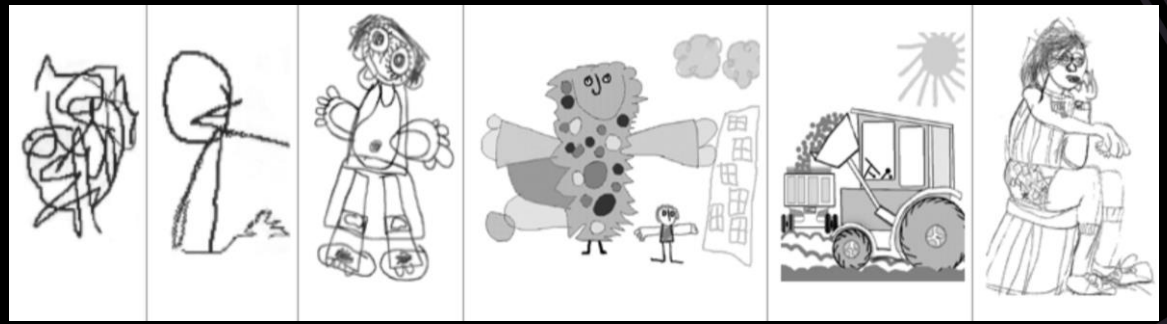
AI
GRAFICS

V1
March 22

V2
April 22

V3
July 22

V4
Nov 22



2 Years

3 Years

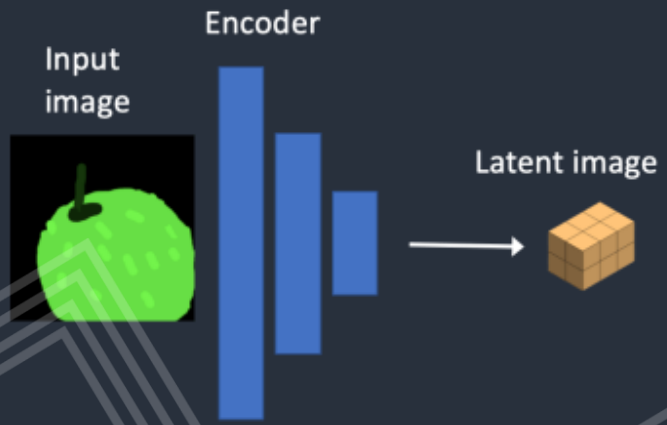
4 Years

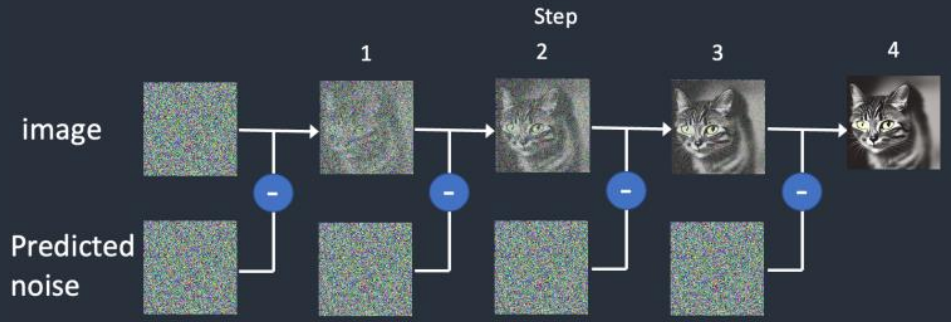
6 Years

8 Years

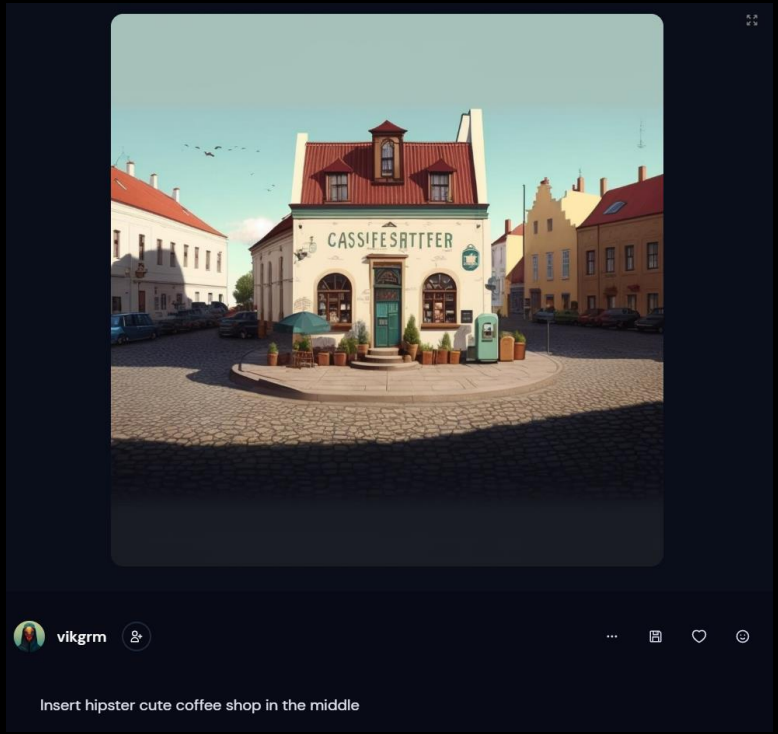
10 Years

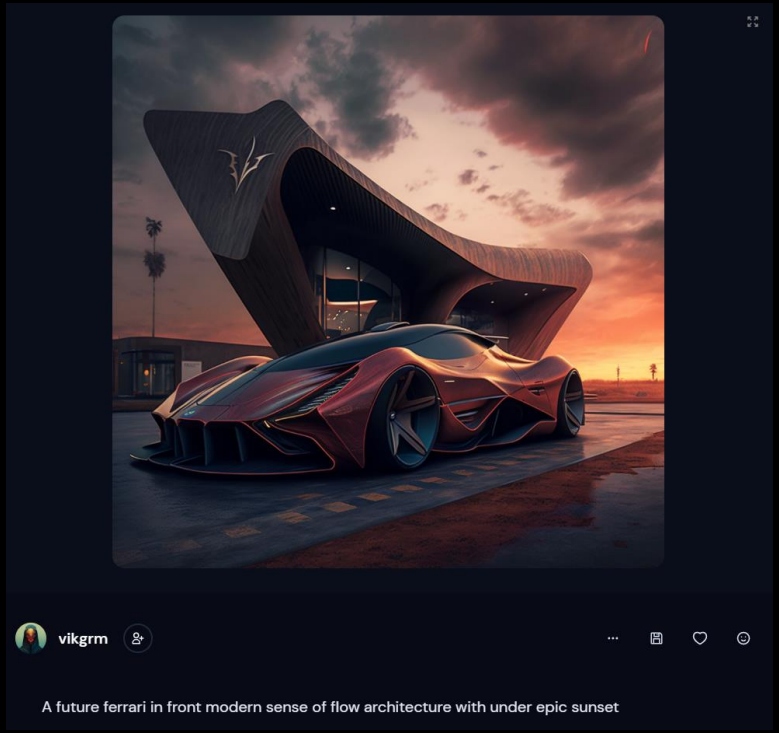
Two key parts of an AI stable diffusion neural network



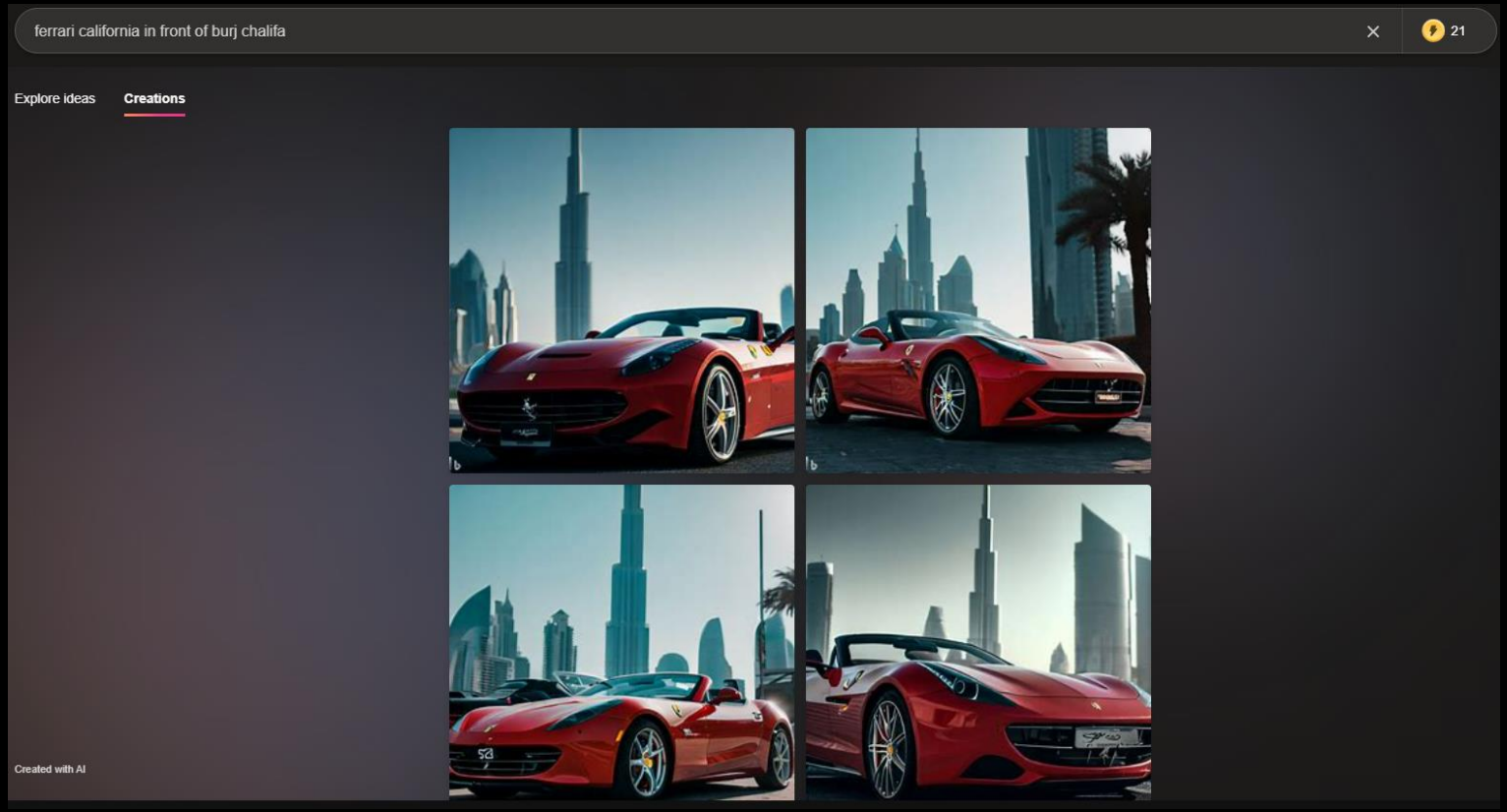


GRAFICS CREATING IN MIDJOURNEY





GRAFICS IN BING IMAGE CREATOR



AI
VIDEO

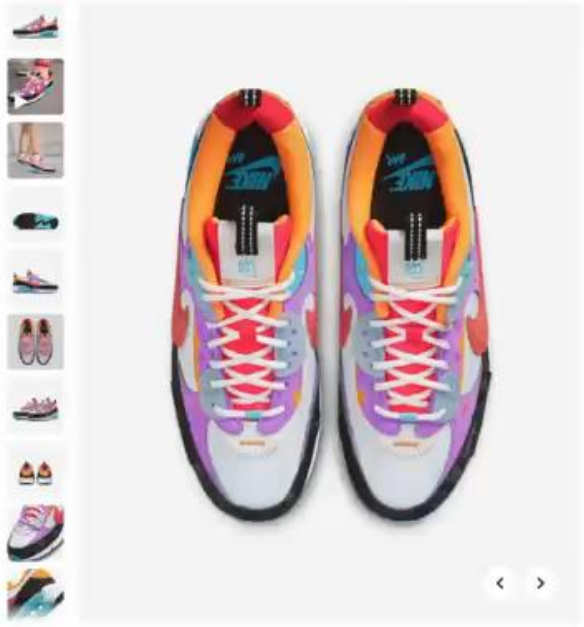
D-ID

vikgrm

Young woman working in media agency, staying in office with laptop, front face, 3D, HD, realistic, 4k, cinematic

D-ID

AI
CHAT GPT



Nike Air Max 90 Futura

Women's Shoes

$160

Select Size

Size Guide

5	5.5	6	6.5	7
7.5	8	8.5	9	9.5
10	10.5	11	11.5	12

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AND DO WE REALLY HAVE TO?

WE CRAFT
THE WORLD OF TOMORROW