

AI Can Do Great Things for Destinations

SPEAKER:



Dave Carruthers

Founder, Red Beard



ZARTICO

ChatGPT & Generative AI

What it means for you.

Written By: Dave Carruthers & ChatGPT





What to expect...

- Beginners Guide to ChatGPT
- Getting the most out of ChatGPT
- Use Case Ideas for Destinations
- Other Generative AI Tools
- Useful Resources
- Q&A – Happy Hour

Dave Carruthers



2003 - 2007

CTO

Business Directory
Fastest Growing
UK Franchise Ever



2008 - 2013

Founder

Digital Agency
& Venture Studio



2012 - 2015

Founder & CTO

Lone Worker Protection
Raised \$3m
Exited \$40m in 2022



2013 - 2022

Founder

Video Surveys
Zero to 8 Figure ARR
Raised \$24m



2022 - Present

Founder

SaaS & AI Consulting
GTM for \$1m to \$10m
Founder Coaching



Coming Soon

Founder

Digital Experiences
for Physical Products

Serial Founder

Focused on SaaS and AI

Which one are you..

A solid red square.

Doer

A solid dark grey square.

Thinker



What is the mission of ChatGPT



The mission of OpenAI, the organization behind ChatGPT, is to ensure that artificial general intelligence (AGI) benefits all of humanity by promoting and developing friendly AI in a way that is safe and beneficial for humanity.





Who are the founders of ChatGPT



OpenAI was founded by Elon Musk, Sam Altman, Greg Brockman, Ilya Sutskever, Wojciech Zaremba, and John Schulman in 2015.

● Explain ChatGPT like I'm 6

ChatGPT is a robot friend that can answer your questions and have conversations with you. Think of it like a magic box that knows a lot about many things, like animals, toys, and stories.

You can talk to ChatGPT just like you talk to your mom or dad, and it will do its best to understand and answer you. Cool, right?





+ New chat

Explaining ChatGPT to Child

Basket Team Substitution Rot

Bolt Chat: Empathy and Imme

SaaS Early Discovery Questi

Qrious Seed Round Update

SAFE vs Equity Financing

Clarification Requested

B2B SaaS Experience Manag

Clear conversations

Light mode

OpenAI Discord

Updates & FAQ

Log out

ChatGPT



Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

[ChatGPT Jan 30 Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

So just how smart is it?

Inc.

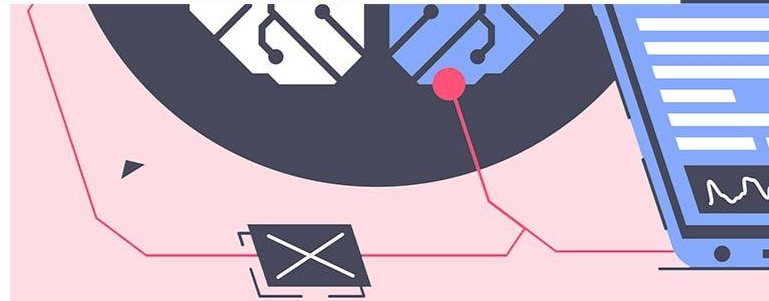
DIGITAL TRANSFORMATION

ChatGPT Just Passed an MBA Exam. How Will It Change Business? Can ChatGPT write my memo? How generative A.I. will shake up key business functions (and what traits it still can't capture). [🔗](#)

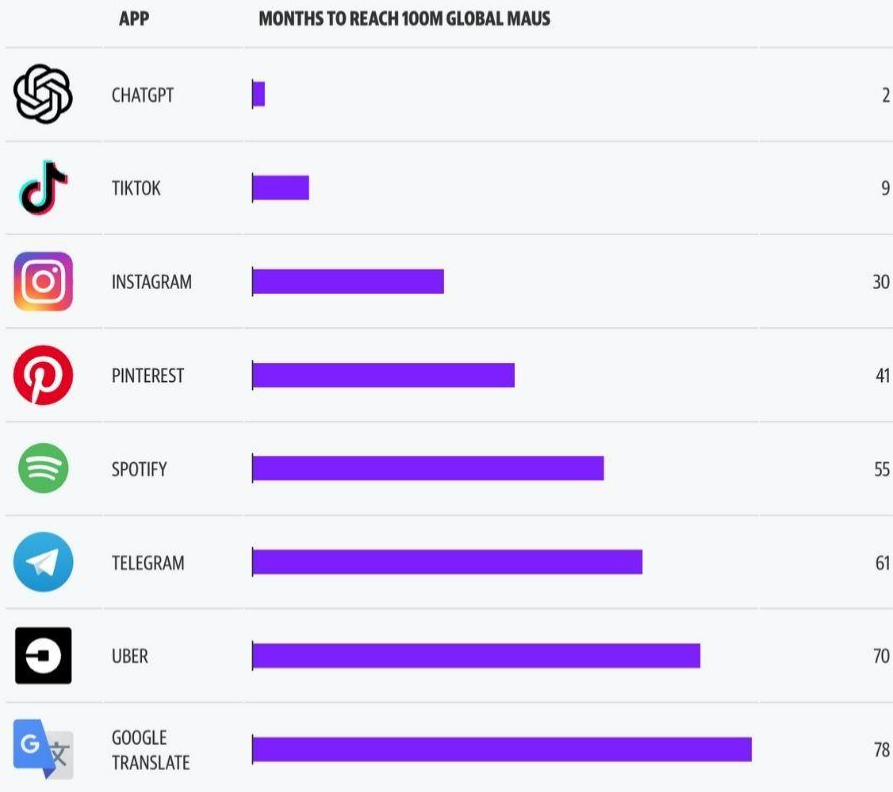
Forbes

FORBES > INNOVATION > CONSUMER TECH

GPT-4 Beats 90% Of Lawyers Trying To Pass The Bar



HOW LONG IT TOOK TOP APPS TO HIT 100M MONTHLY USERS



100m Active Users
in just 2 months

GPT-4



Up to September 2021

GPT-3



175,000,000,000

100,000,000,000,000



Is Tom Brady an active NFL player



As of my knowledge cutoff date of September 2021, Tom Brady was an active NFL player, playing as a quarterback for the Tampa Bay Buccaneers. However, I am not aware of any changes to his status since then.

Monetization



The new subscription plan, ChatGPT Plus, will be available for \$20/month, and subscribers will receive a number of benefits:

- General access to ChatGPT, even during peak times
- Faster response times
- Priority access to new features and improvements

We love our free users and will continue to offer free access to ChatGPT. By offering this subscription pricing, we will be able to help support free access availability to as many people as possible.

Monetization



Language models

Base models

Ada <small>Fastest</small>	Babbage	Curie	Davinci <small>Most powerful</small>
\$0.0004 /1K tokens	\$0.0005 /1K tokens	\$0.0020 /1K tokens	\$0.0200 /1K tokens

Multiple models, each with different capabilities and price points. **Ada** is the fastest model, while **Davinci** is the most powerful.

Prices are per 1,000 tokens. You can think of tokens as pieces of words, where 1,000 tokens is about 750 words. This paragraph is 35 tokens.

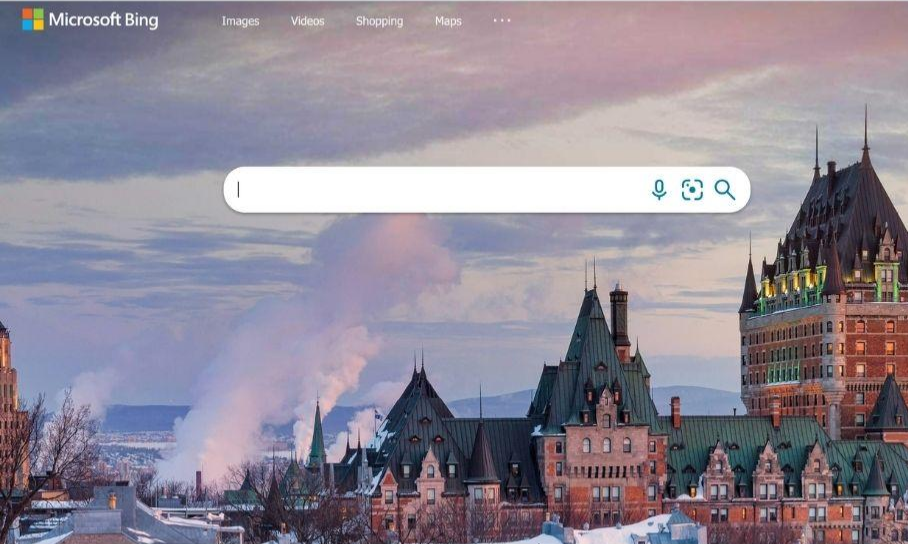
Fine-tuned models

Create your own custom models by fine-tuning our base models with your training data. Once you fine-tune a model, you'll be billed only for the tokens you use in requests to that model.

[LEARN MORE](#) ↓

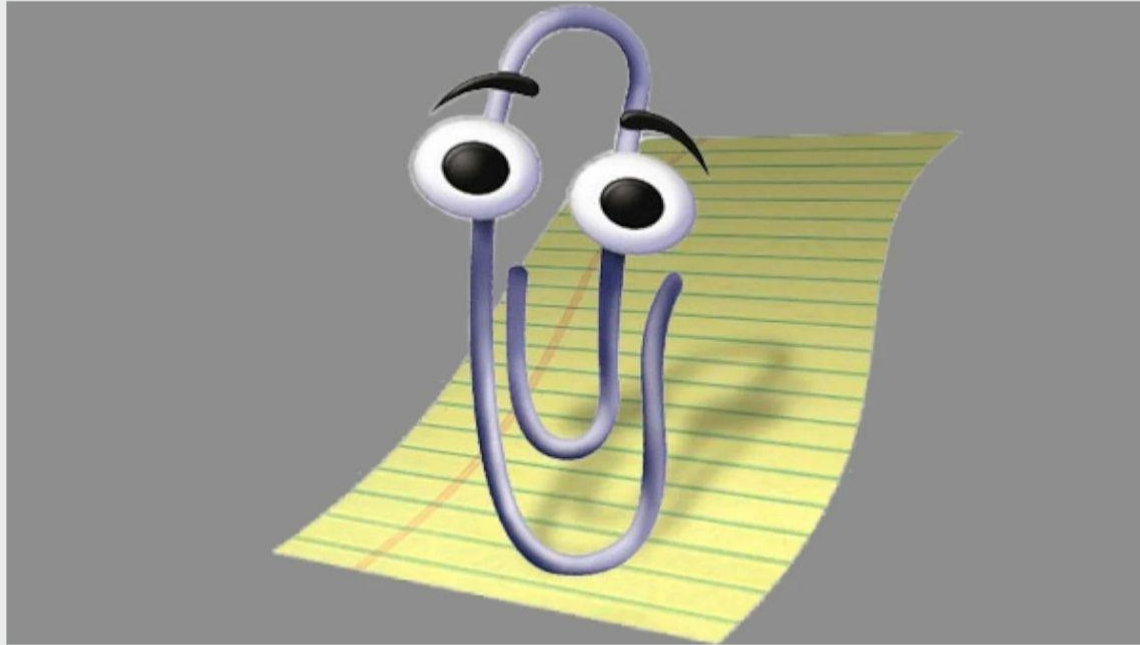
MODEL	TRAINING	USAGE
Ada	\$0.0004 / 1K tokens	\$0.0016 / 1K tokens
Babbage	\$0.0006 / 1K tokens	\$0.0024 / 1K tokens
Curie	\$0.0030 / 1K tokens	\$0.0120 / 1K tokens
Davinci	\$0.0300 / 1K tokens	\$0.1200 / 1K tokens

Microsoft invests \$10bn



Is this a Google killer?

Remember this little guy...





Copilot

*Create a budget proposal for
a research project|*

< >

⋮
👤
-
□
✕

📄
Sales Analysis Review
Chat
Files
Details
Recap
+

Close
🔒

Jan 21, 10:30 AM
🔗 Open in Stream

🗣️ Speakers
Topics
📖 Chapters

Mona Kane

Babak Shammass

Daniela Mandera

Meeting content
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📄 Sales report Q4...
📄 Capacity stats list...
📄 VanArsdelPitchDe...

📄 Notes
🧠 AI Notes
👤 Mentions
📄 Transcript
💬 Chat

💡 Your personal AI suggested notes and tasks
🔗 Share to Notes

Suggested notes

- ▶
💡
Serena wants to look at the sales report before she and Beth spend more budget on the campaign.
5:00
- ▶
💡
Beth explains that they are on track for new product release in December. But they will need to keep an eye on advertisement budget. She will follow up on that.
5:05
- ▶
💡
Beth explains that they are managing the capacity well. They could be a problem if they get more popular. Babak is going to double check on that.
5:34

Suggested tasks

- 💡
Beth will follow up on advertisement budget.
- 💡
Jon Shammass will double check with Amanda regarding the ETA for the release of the new product.

Activity
Chat
Teams
Calendar
Calls
Files
...
Apps

MICROSOFT 365

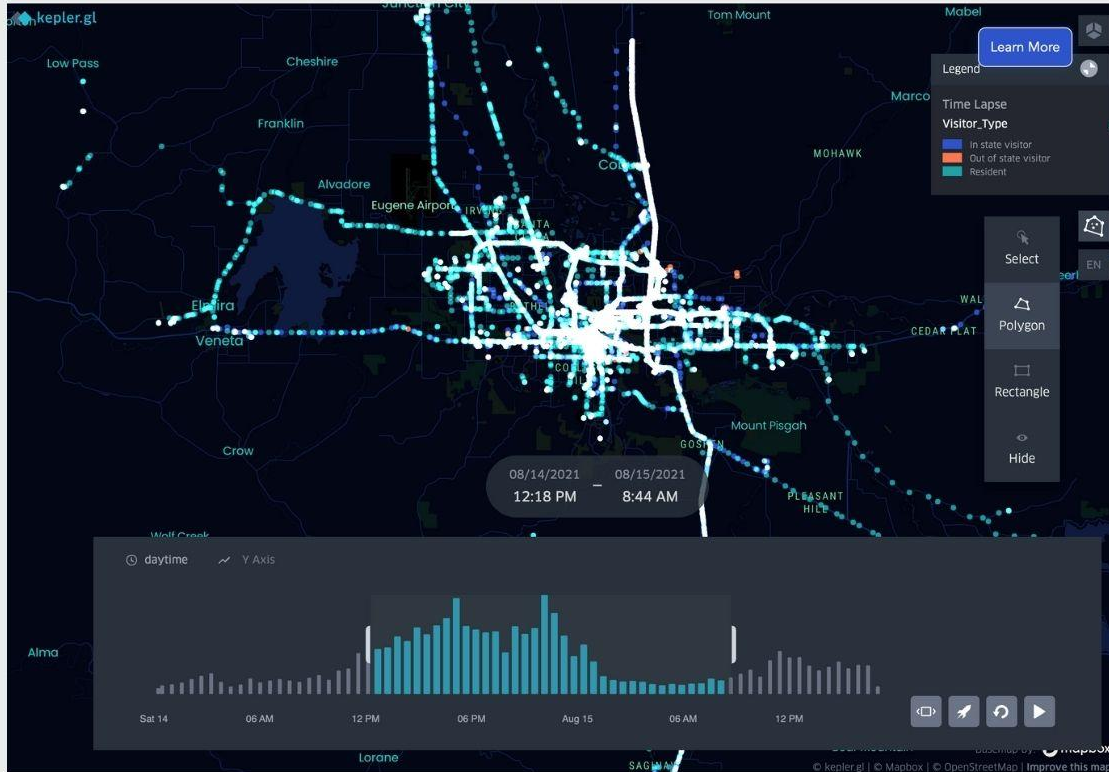
Copilot in Excel



Microsoft



Ask critical questions with natural language



What are the 3 top visitor destinations during March Madness.



During March Madness the most popular destinations for visitors was.

1. Portland - 57,250
2. Bend - 38,265
3. Seattle - 29,200

This was a 51% increase on the seasonal average from Portland.

4 Powerful Ways I use ChatGPT



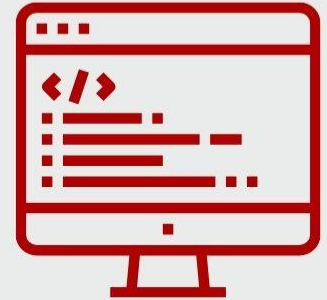
**Brainstorming
& Ideation**



**Simplifying
Complex Topics**



**Content
Generation**



**Building
Product**



Brainstorming & Ideation



What are 5 large unmet needs that AI might solve for Destination Marketing teams, for example Visit Tampa

Personalization

**Predictive
Analytics**

**Sentiment
Analysis**

**Image/Video
Anlysis**

**Chatbots
& VAs**



These are too generic, can you come up with something more specific

AR Experiences:

Destination Marketing teams want to provide visitors with immersive and interactive experiences that showcase their destination. AI-powered AR tools can create virtual tours, 3D models, and other immersive experiences that allow visitors to explore and interact with the destination in new ways.

Multilingual Content:

Destination Marketing teams want to provide multilingual content to accommodate visitors from around the world. AI-powered translation tools can automatically translate website content, social media posts, and other marketing materials, allowing teams to reach a wider audience and provide a more inclusive visitor experience.

Smart Itinerary Planning:

Destination Marketing teams want to provide visitors with customized itineraries that reflect their interests and preferences. AI can analyze visitor data and suggest personalized itineraries based on factors such as travel dates, budget, and activity preferences. Additionally, AI can optimize itineraries in real-time based on weather conditions, traffic, and other factors.



Simplify The Complex



What does this weird looking regex do?

```
/b((([01]?d)|(two[0-three])):([0-five]?d))?(:([0-five]?d)?s?(am|pm)?\b/i;
```



This regular expression appears to be for matching time values in a text. The regular expression uses a combination of numeric and word-based patterns to match a time value in the 12-hour clock format, with an optional seconds value and AM/PM indicator. 👍

The regular expression begins with ``\b`` which is a word boundary anchor. This will match the position between a word character and a non-word character. This is followed by a capturing group ``((...):(...)``, which will match the hour and minute values of the time.

The hour value is matched by the pattern ``([01]?d)|(two[0-three])``. This will match either a single-digit hour value in the range ``0`` to ``1``, followed by an optional digit in the range ``0`` to ``9``, or it will match the word "two" followed by a character in the range ``0`` to ``3``. This allows for the word-based representation of the hour value, such as "two" for 2, "three" for 3, etc.

The minute value is matched by the pattern ``[0-five]?d``. This will match an optional character in the range ``0`` to ``5``, followed by a digit in the range ``0`` to ``9``. This allows for the word-based representation of the minute value, such as "zero" for 0, "five" for 5, etc.

After the hour and minute values, the regular expression has an optional capturing group ``(:[0-five]?d)?`` which will match the seconds value of the time, if present. This uses the same pattern as the minute value to match the seconds.

Finally, the regular expression has an optional non-capturing group ``\s?(am|pm)?`` which will match an optional space character followed by an optional AM or PM indicator. The ``\b`` at the end of the regular expression matches another word boundary, ensuring that the matched time value is a complete word in the text. The ``i`` at the end of the regular expression specifies that the match should be case-insensitive.

Overall, this regular expression will match time values in the 12-hour clock format, with an optional seconds value and AM/PM indicator. The time can be represented using a combination of numeric and word-based patterns, allowing for flexibility in the input.



Content Generation



Write a 300 word blog post on Why Tampa is the perfect bachelorette destination, target it at females 25-35



Content Generation

Are you looking for the perfect bachelorette destination that combines sun, sand, and adventure? Look no further than Tampa, Florida! With its beautiful beaches, exciting nightlife, and endless opportunities for adventure, Tampa is the perfect destination for bachelorette parties for females aged 25-35.

First and foremost, Tampa boasts some of the most beautiful beaches in Florida. Clearwater Beach and St. Pete Beach are just a short drive from downtown Tampa and offer miles of white sand beaches and crystal-clear water. Spend the day soaking up the sun, taking a dip in the ocean, or trying out some water sports like parasailing or jet skiing.

If you're looking for something more adventurous, Tampa has plenty of options to satisfy your adrenaline cravings. Head to Busch Gardens Tampa Bay for a day of thrilling roller coasters, or try your hand at indoor skydiving at iFLY Tampa. For a more relaxing experience, take a sunset cruise or paddleboard through the calm waters of Tampa Bay

When the sun goes down, Tampa's nightlife scene comes alive. Ybor City, located just a short drive from downtown Tampa, is the city's historic district and home to some of the best nightlife in the area. With a variety of bars, clubs, and restaurants, there's something for everyone in Ybor City. For a more laid-back vibe, head to Seminole Heights or South Tampa for craft cocktails and local brews.

Finally, no bachelorette party is complete without some pampering. Tampa has a variety of spas and wellness centers to help you unwind and relax. Try the Spa at Saddlebrook Resort for a luxurious spa day, or head to The Salt Room Wesley Chapel for a unique salt therapy experience.

In conclusion, Tampa has everything you need for the perfect bachelorette party. From beautiful beaches to thrilling adventures and exciting nightlife, Tampa offers endless possibilities for your celebration. So grab your girlfriends and start planning your bachelorette party in Tampa today!



Building Products



Write react code for a forgot password screen



Sure, here is an example of React code for a forgot password screen. Please note that this is just a sample implementation and your implementation may differ depending on your specific requirements and design:

javascript

Copy code

```
import React, { useState } from 'react';

function ForgotPasswordScreen() {
  const [email, setEmail] = useState('');
  const [isEmailSent, setIsEmailSent] = useState(false);

  const handleEmailSubmit = (event) => {
    event.preventDefault();
    // Call API to send password reset email to the user's email
    // If the email is successfully sent, set isEmailSent to true
    setIsEmailSent(true);
  }

  return (
    <div>
      <h1>Forgot Password</h1>
      {isEmailSent ? (
        <p>A password reset email has been sent to your email address.</p>
      ) : (
        <form onSubmit={handleEmailSubmit}>
          <label htmlFor="email">Email Address:</label>
          <input
            type="email"
            id="email"
            value={email}
            onChange={(event) => setEmail(event.target.value)}
            required
          />
          <button type="submit">Send Password Reset Email</button>
        </form>
      )}
    </div>
  );
}
```



Building Product



Write a user story for a forgot password screen



As a user, I want to be able to reset my password if I forget it, so that I can regain access to my account.

When I click on the "forgot password" button, I should be taken to a screen where I can enter my email address or username associated with my account. Once I enter this information, I should receive an email with a link to reset my password.

The email should clearly state that it is a password reset email and include a secure link that will take me to a page where I can create a new password. The link should be valid for a certain period of time and expire after that time has passed for security reasons.

On the password reset page, I should be able to enter a new password and confirm it by typing it in again. The page should include clear instructions on password requirements, such as minimum length, required characters, and other security measures.

Once I have created a new password and submitted it, I should be taken to a confirmation screen that lets me know my password has been reset successfully. From there, I should be able to log in with my new password and regain access to my account.



Include acceptance criteria



Acceptance Criteria for Forgot Password Screen:

1. The "Forgot Password" button should be easily visible and accessible on the login screen.
2. The Forgot Password screen should ask for the user's email address or username associated with their account.
3. Upon submission, the user should receive a password reset email within a reasonable time frame (e.g. 5-10 minutes).
4. The password reset email should clearly state that it is a password reset email and contain a secure link that expires after a certain period of time.
5. Clicking on the link in the email should take the user to a password reset page with clear instructions on creating a new password, including password requirements.
6. The password reset page should allow the user to enter and confirm their new password and submit it.
7. Upon submission, the user should be taken to a confirmation screen that confirms their password has been reset successfully.
8. The user should be able to log in to their account with the new password.
9. If the user enters an invalid email address or username, an appropriate error message should be displayed.
10. The password reset link should expire after a reasonable amount of time (e.g. 24 hours) for security reasons.
11. The password reset page should be secure and use appropriate security measures, such as SSL/TLS encryption, to protect the user's data.
12. The password reset process should be tested to ensure that it works correctly and reliably in all supported browsers and devices.

**Impressive, but what about a complete
business blueprint?**

The One Hour Startup Experiment



Give me eight ideas that are more innovative, solve larger problems and have a good chance of reaching significant revenues?

A service that uses drones and AI to perform building inspections, reducing the need for human workers to access difficult or dangerous areas.

An autonomous electric transportation service that can be summoned on-demand using a mobile app.

A platform that utilizes AI to automate and optimize the underwriting process for insurance companies.

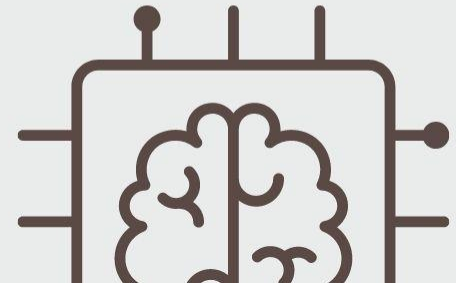
A platform that utilizes AI and natural language processing to improve communication and accessibility for people with disabilities.

A service that uses machine learning and computer vision to improve the efficiency and accuracy of medical diagnoses.

A blockchain-based platform for secure, decentralized voting systems.

A service that uses drones and machine learning to perform precision agriculture, increasing crop yields while reducing water and fertilizer usage.

A platform that utilizes AI and blockchain technology to improve the transparency and security of real estate transactions.



What else did ChatGPT solve?

- Came up with 10 catchy company names and slogans for the company.
- Came up with company Mission Statement
- Came up with 6 business/revenue models with tiers for the subscription.
- Identified 8 potential VAR channels
- Wrote a example slides for investor deck Market Opp and Comp Landscape
- Wrote an investor executive summary and gave advice on how to raise
- Recommended how to structure Engineering function and wrote CTO JD
- Reviewed an uploaded CTO resume and provided feedback and questions
- Suggestions for GTM motion and reaching PMF
- Wrote the spec for the MVP and code for a specific functions
- Structure and content for website with Tweets and Press Release

How will it impact your world...



2.5 MILLION TITLES

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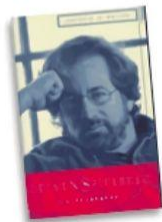
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May 28th--New on Our Shelves



Joseph McBride's new biography gives a fine spiel on [Steven Spielberg](#). [The Dilbert Future](#) has arrived in our Computer & Internet Super Room. Plus, new titles on our [Literary Fiction](#), [History](#), and [Nonfiction](#) shelves **discounted up to 40%**.

Book of the Day

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[Mystery BOTD](#)
[Wacky BOTD](#)

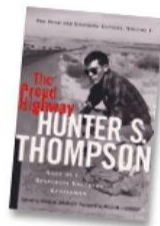
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journal

amazon.com

Amazon.com Journal. [The Proud Highway](#) peeks into Hunter S. Thompson's postal past during the Fear and Loathing years... [Marx & Duro](#) is a romp-pure, if not simple... Funny and illuminating, former U.S. Labor Secretary Robert Reich's [Locked in the Cabinet](#) proves even a friend of Bill can have trouble capturing the ear of Bill... An ill-fated expedition up Mount Everest makes for can't-put-it-down reading in Jon Krakauer's [Into Thin Air](#).

And in [Eclectica](#): Dertouzos redux. This, and more, in [Amazon.com Journal](#), where titles are offered at **up to 40% off list price**.



Titles in the News

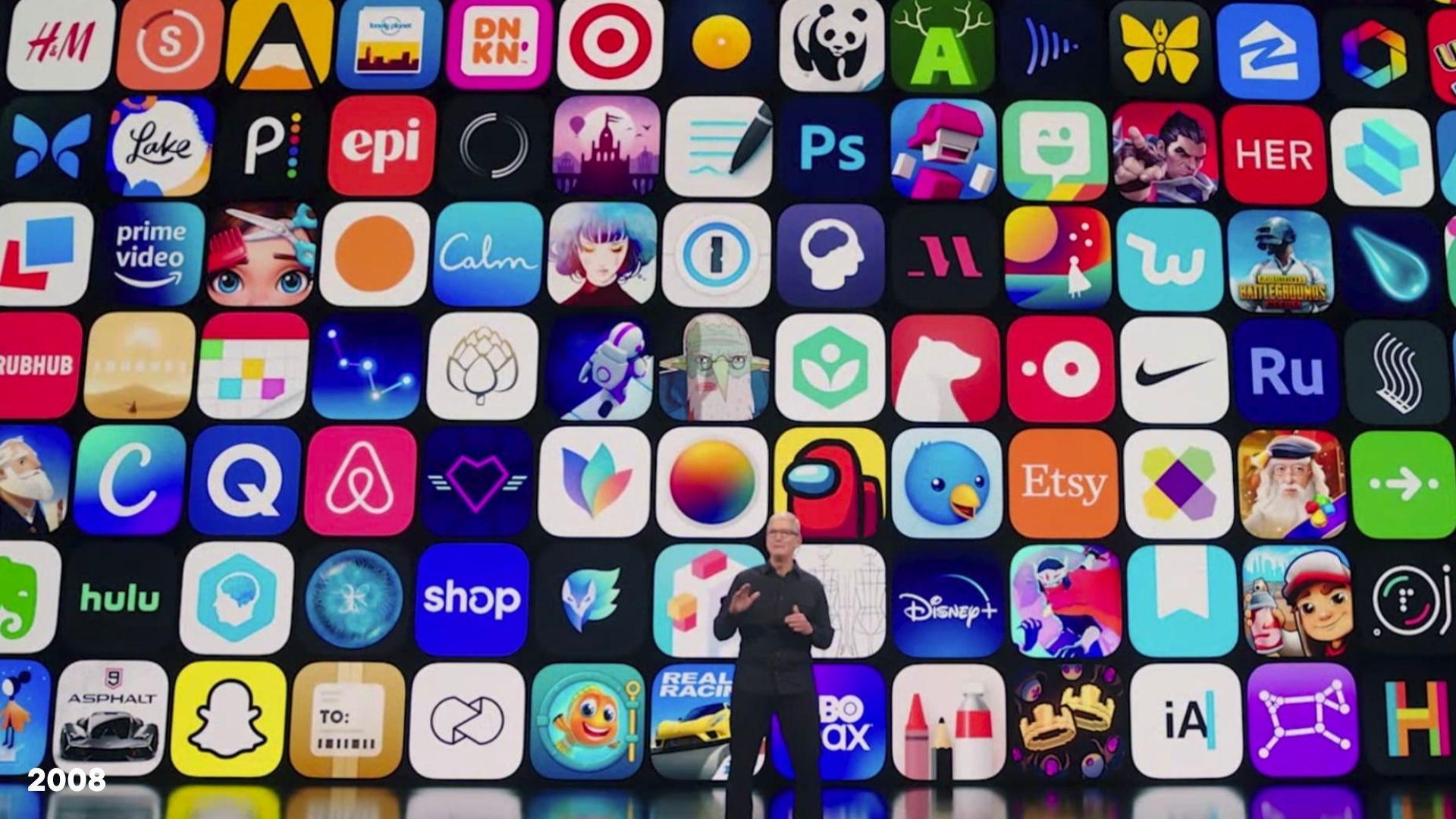
The *New York Times Book Review* books are in! If you ask us, Arundhati Roy's novel, [The God of Small Things](#), is a big thing indeed... [Che](#) is a stunningly good book about the man who drove Cuba's revolution but found disappointment in its success... And [The Perfect Storm](#) is a dramatic, gale-by-gale account of the 1991 "storm of the century" that pummeled the northeastern United States.

Check out the latest books reviewed in [The New York](#)





2007



2008



No thanks!

**We are
too busy.**



Decades



Years

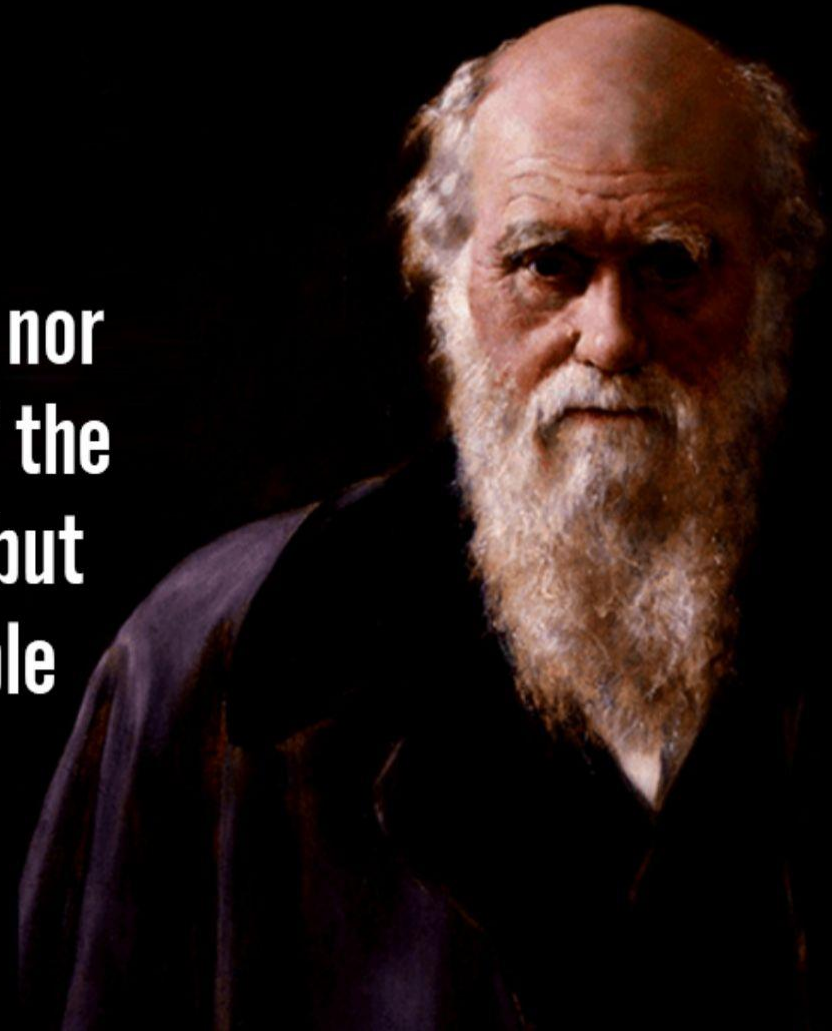


3000+ AI Apps

Months/Weeks

“

**It is not the strongest nor
the most intelligent of the
species that survives but
the one most adaptable
to change.**



How we plan trips completely changed....



I'm traveling to Tampa for a conference in May and I have 2 days of spare time, suggest an itinerary my interests are good food, bourbon, golf and I will have my daughters with me who are 10-12 they like horses and shopping - build my itinerary.

Start your day with breakfast at the popular **Oxford Exchange**, a beautifully designed space that serves delicious food.

After breakfast, head to **Topgolf Tampa**, where you can enjoy a round of golf with your family in a fun, interactive environment. It's suitable for all skill levels and ages.

For lunch, visit **Ulele**, a native-inspired restaurant featuring a fusion of Floridian fare with a beautiful waterfront setting.

From there, head to **In The Breeze Ranch** for a horseback riding experience your daughters will love. They offer guided trail rides and horse encounters suitable for all ages.

Post-lunch, take your daughters to the **Westfield Citrus Park Mall**, where they can enjoy shopping at various stores, including clothing, accessories, and toys.

For dinner, try the famous **Bern's Steak House**, known for its exceptional steaks, extensive wine list, and unique dessert room. Make sure to book a table in advance, as reservations fill up quickly.

Finish your evening with a visit to **Ciro's Speakeasy & Supper Club**, a hidden gem that serves creative craft cocktails, including a variety of bourbon-based drinks. Keep in mind that it is 21+ after 10 pm.

A ChatGPT plugin is an add-on that enhances the functionality and user experience of the ChatGPT platform by integrating additional features or capabilities.



Expedia

Bring your trip plans to life—get there, stay there, find things to see and do.



FiscalNote

Provides and enables access to select market-leading, real-time data sets for legal, political, and regulatory data and information.



Instacart

Order from your favorite local grocery stores.



KAYAK

Search for flights, stays and rental cars. Get recommendations for all the places you can go within your budget.



Klarna Shopping

Search and compare prices from thousands of online shops.



Milo Family AI

Giving parents superpowers to turn the manic to magic, 20 minutes each day. Ask: Hey Milo, what's magic today?



OpenTable

Provides restaurant recommendations, with a direct link to book.



Shop

Search for millions of products from the world's greatest brands.



Speak

Learn how to say anything in another language with Speak, your AI-powered language tutor.



Wolfram

Access computation, math, curated knowledge & real-time data through Wolfram|Alpha and Wolfram Language.



Zapier

Interact with over 5,000+ apps like Google Sheets, Trello, Gmail, HubSpot, Salesforce, and more.

Introducing



AutoGPT

ChatGPT



Prompt 1



Response 1



Prompt 2



Response 2

AutoGPT



Plan My Family Trip to Tampa

Build Itinerary



Here is Itinerary

Make Reservations



Thanks!!

Differences

Internet Access

Short Term Memory

Long Term Memory

Auto-GPT's abilities go far beyond that as you can ask it to complete a task you know nothing about and just watch it do all the work for you.



AI is much more than ChatGPT

<h3>Text</h3> <table border="1"><tr><td>MARKETING copy.ai Jasper anyword CONTENDA</td><td>regie.ai copysmith Writesonic Hypotenuse AI</td></tr><tr><td>SUPPORT (CHAT/EMAIL) TO COME</td><td>KNOWLEDGE glean mem</td></tr></table> <p>MODELS: OPENAI GPT-3 DEEPMIND GOPHER ANTHROPIC AI2 ALIBABA, YANDEX, ETC.</p>		MARKETING copy.ai Jasper anyword CONTENDA	regie.ai copysmith Writesonic Hypotenuse AI	SUPPORT (CHAT/EMAIL) TO COME	KNOWLEDGE glean mem	<table border="1"><tr><td>SALES LAVENDER Smartwriter.ai</td><td>OTHER Character.AI AI DUNGEON</td></tr><tr><td colspan="2">GENERAL WRITING wordtune OTHERSIDEAI WRITER</td></tr><tr><td colspan="2">COMPOSE AI Rytr LEX</td></tr></table> <p>MODELS: FACEBOOK OPT HUGGING FACE BLOOM COHERE</p>	SALES LAVENDER Smartwriter.ai	OTHER Character.AI AI DUNGEON	GENERAL WRITING wordtune OTHERSIDEAI WRITER		COMPOSE AI Rytr LEX		<h3>Video</h3> <table border="1"><tr><td>VIDEO EDITING/GENERATION runway</td></tr><tr><td>PERSONALIZED VIDEOS tavus synthesia HourOne. Rephrase.ai</td></tr></table> <p>MODELS: MICROSOFT X-CLIP META MAKE-A-VIDEO</p>	VIDEO EDITING/GENERATION runway	PERSONALIZED VIDEOS tavus synthesia HourOne. Rephrase.ai
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	BIOLOGY/CHEMISTRY TO COME														

Create any image you need.



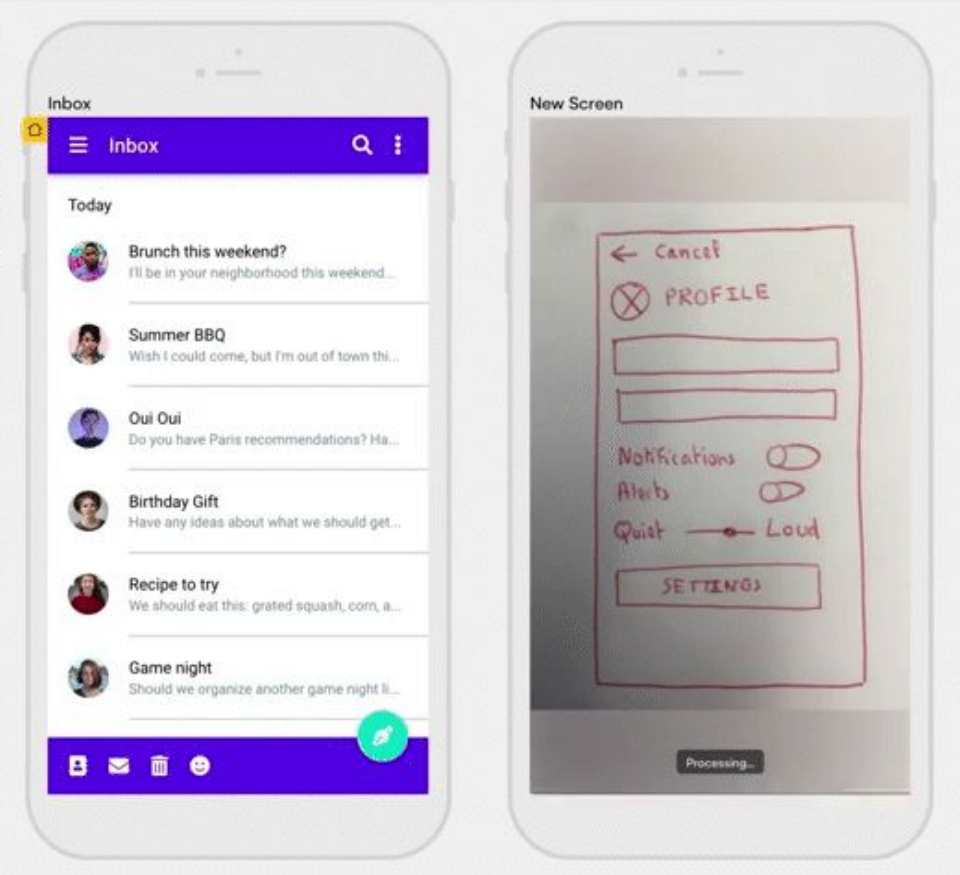
Some attendees enjoying vacation...



Build out marketing websites and apps...

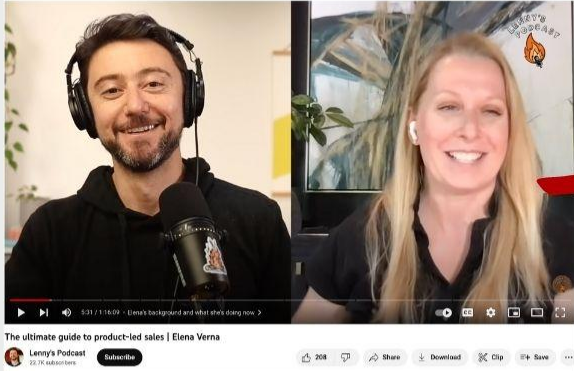


Build out marketing websites and apps...

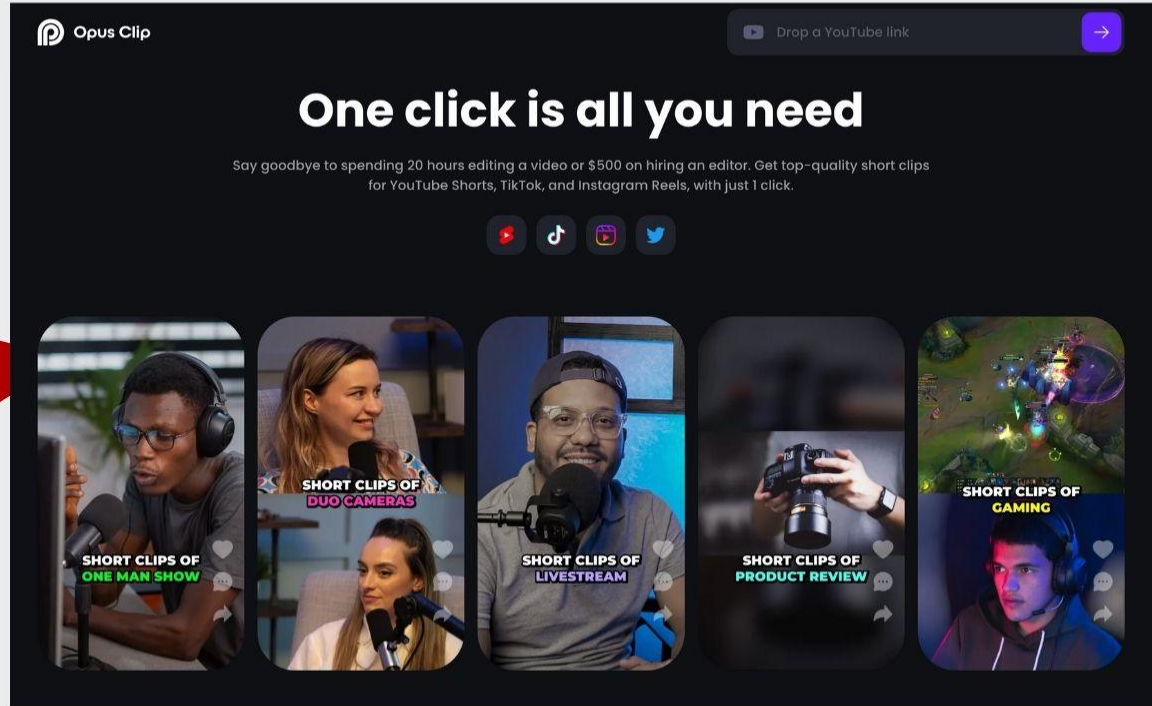


Produce Viral Videos

A 75 minute interview



Copy + Paste URL

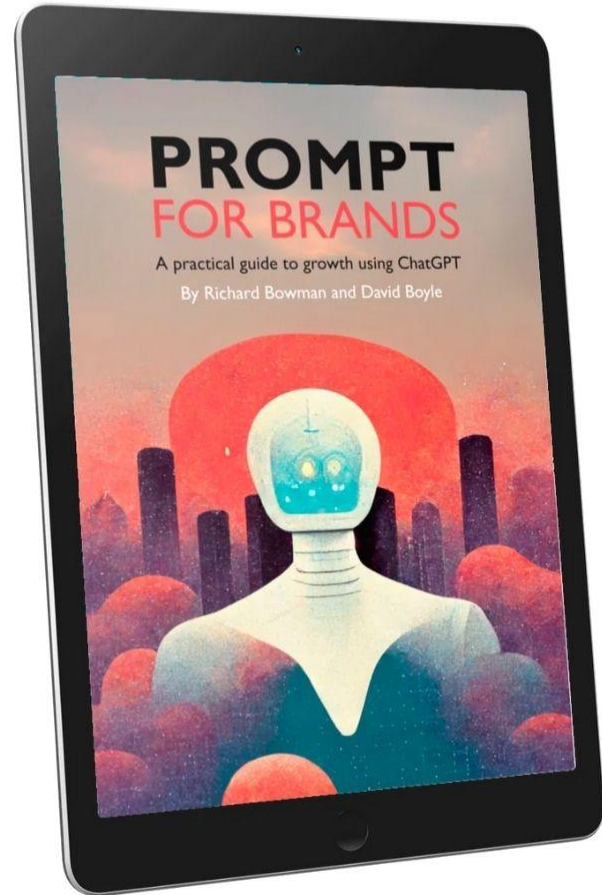


The image displays the Opus Clip website interface. At the top left is the 'Opus Clip' logo. A dark button on the top right says 'Drop a YouTube link' with a right-pointing arrow. The main headline reads 'One click is all you need'. Below this, a sub-headline states: 'Say goodbye to spending 20 hours editing a video or \$500 on hiring an editor. Get top-quality short clips for YouTube Shorts, TikTok, and Instagram Reels, with just 1 click.' Underneath the text are icons for YouTube, TikTok, Instagram, and Twitter. The bottom section features five rounded rectangular cards, each representing a different type of short clip: 'SHORT CLIPS OF ONE MAN SHOW', 'SHORT CLIPS OF DUO CAMERAS', 'SHORT CLIPS OF LIVESTREAM', 'SHORT CLIPS OF PRODUCT REVIEW', and 'SHORT CLIPS OF GAMING'. Each card includes a small heart icon and a right-pointing arrow.



Resources

www.prompt.mba





Resources

Sign in to save AIs for later (it's free!)

THERE'S AN AI FOR THAT

3,366 AIs for 938 tasks. Updated daily. Sponsored by [LoveGenius - AI dating profile optimizer](#)

Find AIs using AI

+! The biggest AI aggregator. Used by over 800,000 humans. !+

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Just launched

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Chatgodai +! ChatGPT for Whatsapp & Telegram 🕒 16 Apr 2023	LitGrades +! Flashcards 🕒 16 Apr 2023	Reroom +! Interior design 🕒 16 Apr 2023
Kupiks +! Data entry from email 🕒 16 Apr 2023	Staiyl +! Fashion design 🕒 16 Apr 2023	Alcontentzy +! Content generator 🕒 16 Apr 2023

Final Thought

Doers



vs

Thinkers



EMBRACE
AI
TODAY





Endless Possibilities
What will AI do for you?



Thank You
For Listening