



Alaska Small Business  
Development Center  
UAA BUSINESS ENTERPRISE INSTITUTE

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# ARTIFICIAL INTELLIGENCE AND BUSINESS

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# WHAT DO BUSINESS LEADERS THINK ABOUT AI?

## Forbes Surveyed 600 Businesses

- 97% thought ChatGPT would help their business
- 50% used AI to craft internal communications
- 64% believe AI will help customer relations

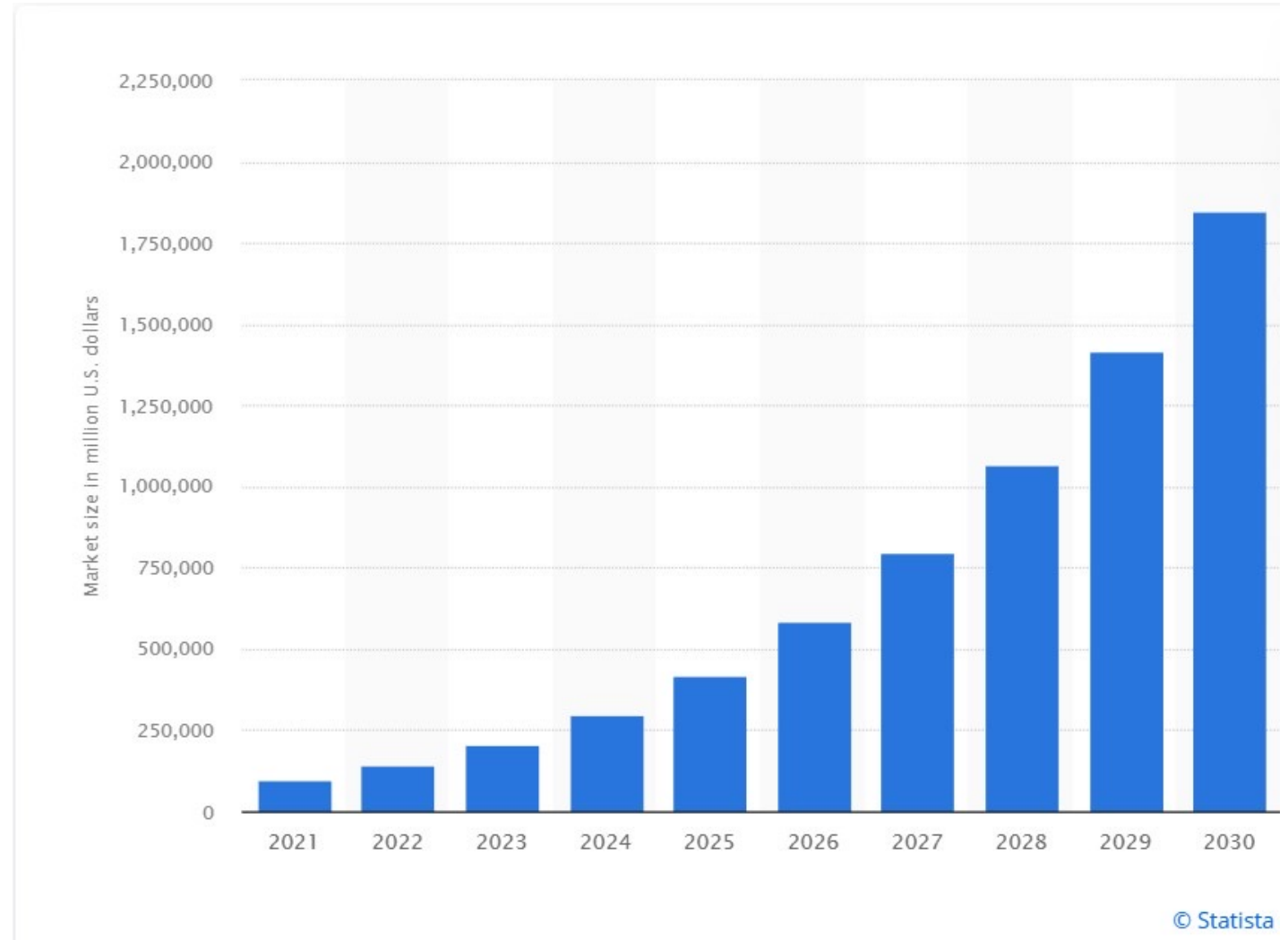
## McKinsey Surveyed 33,000 businesses

- 56% reported adopting AI in 2021
- Up from 50% in 2020

## Accenture Surveyed 5,000 Executives

- 84% think AI will help their business
- 65% said their companies were re-focused on investing in AI

## AI GLOBAL MARKET SHARE 2021-2030





# WHAT IS ARTIFICIAL INTELLIGENCE?

## Concept popularized in the 1950's

- Famed mathematician and early computer scientist Alan Turing wrote a paper on AI in the 1950s
  - Discussed how to build an intelligent machine and how to then test its intelligence (the Turing Test)
- Artificial Intelligence is a broad term that refers to any type of software that engages in “humanlike behavior”
- The field focuses on creating systems that can learn, apply knowledge, handle new situations, and carry out tasks that would typically require a human
- At the time, technology and data systems weren't robust enough to allow AI to develop



# HOW AI DEVELOPED FROM CONCEPT TO REALITY

## Machine Learning

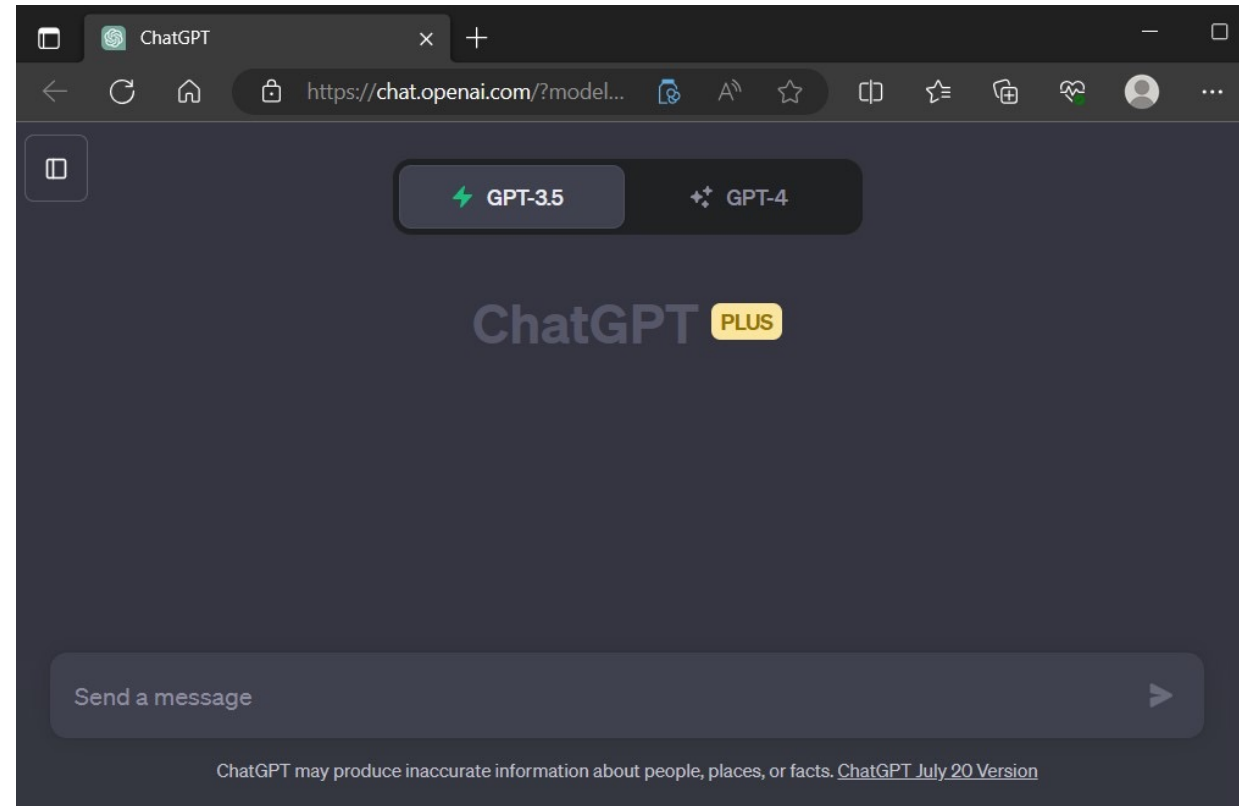
- The rise in available data allowed researchers to test their machine learning models on datasets
- One of the most common types of AI used today
- Used to process large amounts of data quickly

## Deep Learning

- Machine learning algorithms tend to plateau once a certain amount of data has been captured
- The development of “neural networks” allowed for the creation of deep learning models
- Allows for the possibility of self driving cars

## Generative AI

- Focused on creating new content based on training data and neural networks
- These models learn and improve without specific programming



# BUSINESSES ARE INVESTING HEAVILY

## Major Tech Companies Are Going All In

- Amazon, Google, IBM, Microsoft, Meta, and others are making huge investments and acquisitions

## Non-tech Companies are taking the plunge

- McDonald's made the largest tech investment in the company's history (\$300 million) to acquire a Tel Aviv based AI start-up
- The All England Lawn Tennis Club announced that it would partner with IBM to use AI to produce commentary for video highlights during Wimbledon
- DuoLingo is using AI Chatbots to help students understand their content better and get real time answers to questions
- Coca-Cola is using AI to develop segmented marketing and promotions to extremely personalized customer experiences.
- UK Based energy supplier Octopus Energy uses an AI chatbot to handle 44% of it's customer service inquiries and claims the bot does the work of 250 people



# AI'S IMPACT ON WORKFORCE

## Will AI Replace Existing Workers?

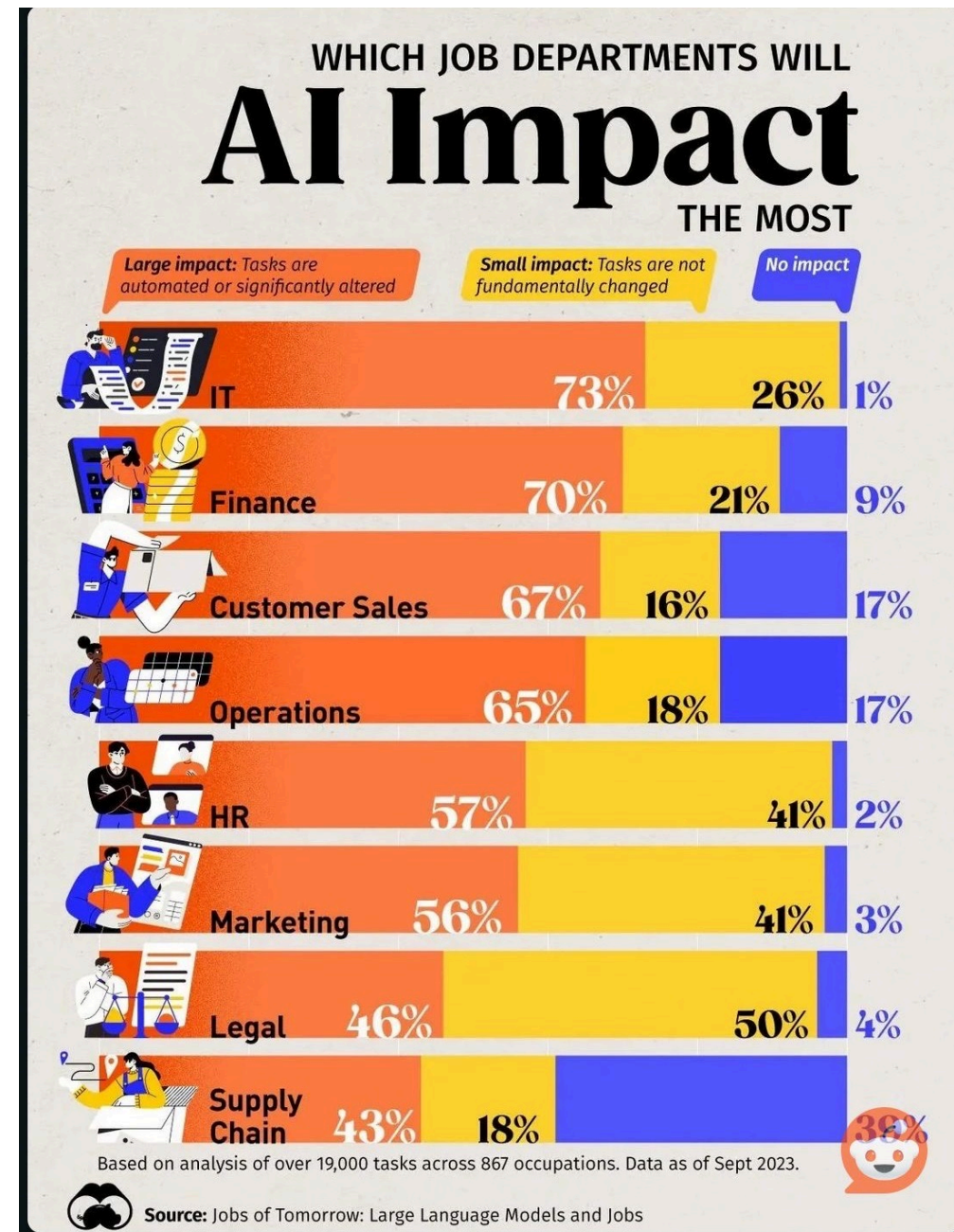
- White House Council on Economic Advisors estimates 10% of jobs nationwide impacted

## Most Believe AI Will Automate Tasks

- AI won't replace people, employees who know how to effectively use AI will replace those that don't

## Potential Benefit for Alaska

- Areas with low population or tight employment markets could benefit from increased efficiency and automation





# HOW CAN SMALL BUSINESSES USE AI?

## AI Chatbots

- Engage website visitors, collect contact info, qualify leads
- Schedule appointments and meetings, reducing the effort needed for staff and increasing efficiency.

## AI Website Builders/Coding Tools

- Create websites, generate art, code widgets and more
- Generate complete code snippets from prompts or code comments

## AI Marketing Tools/AI SEO Tools

- Generate new marketing text, product descriptions, sales copy, rewrite existing copy to keep it fresh
- Monitoring and analyzing your site to providing valuable insights and suggestions for improvement.

## AI Sales Tools

- Lead qualification and pipeline management to forecasting and outreach writing



# THERE ARE A GROWING NUMBER OF AI TOOLS

ARTIFICIAL INTELLIGENCE TOOLS BY CATAGEORY				
WRITING	CHATBOT	WEBSITE AND CODING	MARKETING	SALES
Rytr	Writesonic	GitHub Copilot	Jasper	Apollo
Jasper	Chat by Copy.ai	Amazon CodeWhisperer	Surfer SEO	Sendspark
Sudowrite	ChatBot	Tabnine	Ocoya	Gong
WordHero	Jasper Chat	Replit	Grammarly	Warmbox
Article Forge	Tidio+	Sourcegraph Cody	Pictory AI	Motion
ClosersCopy	Liveperson	AskCodi	Lately	OutreachWriter
Copy.ai	You.com	Codiga	Otter AI	Hoppy Copy
Frase.io	Ada	Bugasura	Adzooma	
Writesonic	Laiye Conversational AI	CodeWP	Tidio+	
Surfer SEO	Botsify	AI Helper Bot	GrowthBar	
Scalenut	Bard	Android Studio Bot	Personalize by human	
INK	ChatGPT	SinCode	Alli AI	
WriterZen	Zendesk Answer Bot	WPCode	Semrush	
	Landbot	Wix ADI	Surfer SEO	
	Drift Conversational AI	Framer AI	Frase	
	Socratic	Hostinger AI Website Builder	Diib	
		10Web	SE Ranking	
		Bookmark AiDA	Can I Rank?	
		GetResponse AI Builder		
		CodeWP.ai		



# AI DRIVEN CHATBOTS

## Self-Service Chatbots Coming Soon

To leverage human skills with ChatGPT, use chatbots and provide the following advantages:

- **Effortless Inquiry Handling:** Manage various questions and concerns at the same time.
- **Real-Time Response:** Deliver immediate answers.
- **24/7 Availability:** Offer uninterrupted assistance.
- **Resource Optimization:** Advisors can concentrate on more complex tasks.



Type of Business: fish tacos food truck  
Industry: food, restaurant, mobile food

### 1. Business Type

Vegan Food Truck

### 2. Business' Industry

Food, mobile food, restaurant

### 3. Products and services your business will provide

vegan food, salads, vegan burgers, vegan breakfast burritos

### 4. Which area of the business plan you need an explanation and examples?

What are the Cost of Goods sold for this business?

Submit

Copy

Cost of Goods Sold (COGS) is the direct costs associated with the production of the goods sold by a company. In the case of a vegan food truck, the COGS would include the cost of ingredients used to make the vegan food, such as vegan burgers, salads, and vegan breakfast burritos. This would include the cost of the vegan meat, vegan cheese, vegan mayonnaise, vegan bread, lettuce, tomatoes, onions, and other ingredients used to make the vegan food. It would also include the cost of packaging materials, such as paper bags, plastic containers, and other materials used to package the food. Additionally, it would include the cost of labor associated with preparing the food, such as the cost of the employees who are preparing the food.

To calculate the COGS, you would need to add up the cost of all the ingredients used to make the vegan food, the cost of packaging materials, and the cost of labor associated with preparing the food. For example, if the cost of ingredients used to make the vegan burgers is \$50, the cost of packaging materials is \$20, and the cost of labor associated with preparing the food is \$30, then the total COGS would be \$100.

Start over

**Prompt:** “Develop a table with social media platform demographics for a new vegan restaurant”

Social Media Platform	Age	Gender	Usage	Key Attributes
Facebook	72% of 18-24 y/o, significant presence of older demographics	43% Male, 57% Female (US)	2.8 billion monthly users	General audience targeting, community building, event promotion
Instagram	71% of 18-24 y/o	43% Female, 31% Male (US)	1 billion monthly users	Visual storytelling, influencer collaborations, younger audience engagement
Twitter	38% of 18-29 y/o	Nearly equal split between Men and Women (US)	330 million monthly users	News sharing, real-time updates, direct customer communication
Pinterest	Popular among younger to middle-aged demographics	46% Female, 16% Male (US)	400 million monthly users	Sharing recipes, vegan lifestyle inspiration, driving traffic to website
LinkedIn	37% of 25-29 y/o, 49% of 30-49 y/o	Slightly more popular among Men (US)	740 million members	B2B marketing, professional networking, job postings
TikTok	48% of U.S. 15-25 y/o	Fairly equal distribution between Men and Women (US)	689 million monthly users	Short-form video content, viral challenges, younger audience reach





# FACEBOOK POSTS FOR SOCIAL MEDIA MARKETING





**Prompt:** “Write a two sentence Facebook post for a vegan food truck”





**Prompt:** “Write a two sentence Facebook post for a vegan food truck that sells at breweries parking lots”





**Prompt:** “Write a two sentence Facebook post for a vegan food truck that sells to university students at campus”

**Prompt:** “Write a two sentence Facebook post for a vegan food truck that sells to office workers at their site”

  We're cooking up delicious and 100% plant-based dishes on our vegan food truck! Swing by to discover the ultimate comfort food that's kind to your taste buds, the planet, and all its inhabitants!   #VeganEats #FoodTruckLife

  Pair your favorite local brew with our mouth-watering vegan eats at the [Your Food Truck Name] parked at your favorite breweries! Join us for a perfect day of craft beer and compassionate cuisine!   #VeganFoodTruck #CraftBeerPairing

  Looking for a healthy, delicious and eco-friendly meal between lectures? Find the [Your Food Truck Name] on campus today, and let's fuel your studies with our scrumptious vegan delights!   #VeganOnCampus #StudyFuel

  Boost your productivity with our vegan power meals! Find [Your Food Truck Name] parked at your office site today, serving wholesome, plant-based lunch options that will keep your energy soaring through the afternoon!   #VeganLunch #OfficeFuel



# ALASKA SBDC'S NEW AI RESOURCE CENTER

## BUSINESS TOOLS

- AK SBDC staff have developed several new AI based tools that can assist clients particularly in remote and rural areas
- The tools are based on Chat-GPT, Formwise and existing small business data
- Alaska SBDC has been testing the tools in over a dozen other states through the national SBDC network

## TRANSLATION SERVICES

- As AI gets more sophisticated, the number of languages it can translate written materials into is growing rapidly.

## COMMUNICATIONS AND MARKETING

- The Alaska SBDC is using AI tools to help grow our communications outreach and automated customer service offerings

## GRANT WRITING

- The AK SBDC is working on streamlining the use of AI in grant writing, proposal writing and reporting

## WORKSHOPS AND TRAINING

- AK SBDC is using AI to improve and expand our internal professional development training as well as our external workshop offerings

# THANK YOU!

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