THE NEW WAVE OF AI:
Shaping the future of Business

by Abir Chermiti
Elle Media Empire LLC
Who is Abir Chermiti?

- All time IEEE & WIE Member since 2014
- Software Engineer & Tech Leader
- Certified Harvard Business Strategist
- Certified Entrepreneurship & Business Coach
- Founder & Host, EllePod
- Founder & CEO, Elle Media Empire
- Award Wining Women in Tech Ally

Founder & Chair of the most successful IEEE Women In Engineering Leadership Summit in Tunisia 2018
WHAT IS AI?

- AI stands for artificial intelligence, which refers to the creation of intelligent machines that can perform tasks that typically require human intelligence.
- AI involves creating algorithms and computer programs that can learn from data and make decisions based on that learning.
- AI is a broad field that includes many subfields, such as machine learning, deep learning, natural language processing, and robotics.
- AI is being used in a wide range of industries, including healthcare, finance, transportation, and manufacturing, to perform tasks such as data analysis, image recognition, speech recognition, and automation.
- AI has the potential to revolutionize many aspects of our lives, from the way we work to the way we interact with technology.
- However, there are also concerns about the impact of AI, including the risk of job displacement, bias in algorithms, and the potential for misuse of the technology.
AI vs ML vs DL vs Generative AI

- **AI Engineers**
- **AI producer**

**Human Brain**

- Multi Layer NN
- Understand about
- Statistical analysis, visualization,
- prediction and forecasting

**Data**

- Netflix ➔ Recommendation System
- Self Driving Car

**Build application that can perform its own task without human intervention**
WHY IS IT TRENDING TODAY?

Availability of Data

In 2023, there are estimated to be 4.89 billion total social media users worldwide.

Increase investments

- Big Tech Companies investing in AI solutions
- Microsoft investing $10 Billions in Chat GPT

Increase of use

- 1 million user in 5 days from launch
- 1.6 billion visits in March 2023
Advancements in computing power: The increasing power and affordability of computing technology has made it possible to train large-scale AI models and run complex algorithms.

Progress in machine learning algorithms: Machine learning algorithms have made significant progress in recent years, enabling computers to learn from data in new and innovative ways.

Improvements in natural language processing: Natural language processing, which enables computers to understand and process human language, has made significant progress, opening up new possibilities for applications such as chatbots and voice assistants.
Increased efficiency: AI can automate many tasks, reducing the need for human intervention and increasing efficiency.

Improved decision-making: AI can analyze large amounts of data and provide insights that would be difficult or impossible for humans to uncover, leading to better decision-making.

Enhanced customer experience: AI can be used to provide personalized recommendations and experiences, improving customer satisfaction.

Reduced errors: AI can perform tasks with greater accuracy than humans, reducing errors and improving quality.

Increased safety: AI can be used in situations that are too dangerous for humans, such as space exploration, disaster response, and military operations.
CONS

- Job displacement: As AI automates more tasks, it may lead to job displacement for some workers, particularly those in industries that are heavily reliant on manual labor.
- Bias in algorithms: AI algorithms can be biased if they are trained on data that is not representative or if the design of the algorithm is flawed, leading to unfair outcomes.
- Privacy concerns: AI can collect and analyze vast amounts of personal data, raising concerns about privacy and surveillance.
- Dependence on technology: As AI becomes more integrated into our lives, we may become overly reliant on it, potentially leading to a loss of skills and independence.
- Potential for misuse: AI could be used for nefarious purposes, such as developing autonomous weapons or conducting surveillance on individuals without their consent.
WHAT IS CHAT-GPT?

- **Artificial Intelligence Chatbot**
- It uses machine learning algorithms to understand natural language and generate responses to questions and prompts.
- Capable of producing Human Like unique results.
- It can be used in a wide range of applications, such as customer service, language translation, and content generation.
- ChatGPT is part of a broader trend in natural language processing and AI, which is enabling computers to better understand and interact with human language.
- While ChatGPT is capable of generating impressive responses, it is important to note that it is still an artificial intelligence and may not always provide accurate or unbiased information.
- ChatGPT can:
  - write code
  - write essays, books, email campaigns ... aka content
THE BRILLIANT BRAIN BEHIND CHATGPT?

- She joined OpenAI in 2018 and oversees the rollouts of Dall-E and ChatGPT.
- Born in Albania and previously worked at Tesla, where she led development of the Model X.
- Murati has a long history of influencing how people interact with new technology, starting with her work on AI-enabled driver-assistance software at Tesla.
- She is passionate about testing OpenAI’s products with the general public, and is a primary advocate of public testing.
- Murati is in favor of regulation for AI and has been outspoken that the industry needs it.
- She is focused on how humans will interact with AI and wants OpenAI’s systems to be learning from real, live humans.
- She hopes the next generation of GPT will cause less of a frenzy than ChatGPT.
create a presentation layout for a speaking topic under title: the new wave of AI

Slide 1: Title Slide

- The New Wave of AI

Slide 2: Introduction

- Brief overview of AI
- How AI has evolved in recent years
- The new wave of AI

Slide 3: AI Applications

- Examples of AI applications in various industries (healthcare, finance, manufacturing, etc.)
- How AI is transforming these industries

Slide 4: Machine Learning

- Explanation of machine learning and its importance in AI
- Real-world examples of machine learning applications

Slide 5: Deep Learning

- Explanation of deep learning and its importance in AI
- Real-world examples of deep learning applications
HOW AI IS SUPPORTING ENTREPRENEURSHIP?

- Improving customer service: Chatbots powered by AI tools such as ChatGPT can provide round-the-clock customer service, answering common questions and resolving issues quickly and efficiently.
- Personalization: AI tools can analyze customer data to provide personalized recommendations.
- Automating routine tasks: AI tools can automate routine tasks, such as data entry and report generation.
- Enhancing decision-making: AI tools can analyze large amounts of data and provide insights that would be difficult or impossible for humans to uncover, enabling better decision-making and improving business performance.
- Optimizing processes: AI tools can identify inefficiencies and opportunities for improvement in business processes, leading to cost savings and increased efficiency.
- Enabling new business models: AI tools can enable new business models, such as subscription services or on-demand delivery, by providing the infrastructure and algorithms needed to make them possible.
- Empowering small businesses: AI tools can level the playing field for small businesses by providing access to advanced technology that was previously available only to large enterprises.
HOW ENTREPRENEURS ARE CHAT-GPT?

- **Content creation:** ChatGPT can help generate content such as articles, blog posts, and social media posts, either from scratch or by providing inspiration and ideas for further development.
- **Copywriting:** ChatGPT can assist with writing marketing copy, such as ad headlines, product descriptions, and email campaigns, and help refine language and messaging.
- **Customer service:** Chatbots powered by ChatGPT can provide customer service and support, answering common questions and resolving issues in real-time, freeing up employees to focus on more complex tasks.
- **Market research:** ChatGPT can be used to analyze customer feedback, social media comments, and other sources of data to identify trends, pain points, and opportunities for improvement.
HOW CAN YOU USE CHAT-GPT?

- **Personalization:** ChatGPT can help personalize customer interactions, for example by suggesting products or services based on customer preferences and behaviors.
- **Lead generation:** ChatGPT can assist with lead generation by qualifying prospects, answering common questions, and providing information about products or services.
- **Employee training:** ChatGPT can assist with employee training by providing on-demand support and resources, answering common questions, and providing feedback and guidance.
- **Sales support:** ChatGPT can assist with sales by answering common questions, providing product information, and guiding prospects through the sales process.
FUTURE OF AI?

- Greater adoption
- Improved efficiency and productivity.
- Increased personalization
- Expansion of AI into new areas: new areas such as transportation and education.
- Enhanced collaboration between humans and AI: AI is expected to increasingly work alongside humans, rather than replacing them.
- Ethical and regulatory considerations: As AI becomes more prevalent, there will be increased focus on ethical and regulatory considerations, such as ensuring transparency and accountability in AI decision-making.
ENTREPRENEURSHIP: IS AI ENOUGH?
Beyond AI in Business?


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Y: WHY [PURPOSE]

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www.abirchermiti.com
contact@ellemediaempire.com
abir@ellemediaempire.com