



**The Universities**  
AT SHADY GROVE

# Artificial Intelligence for Entrepreneurs

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# Entrepreneurship at USG



## Entrepreneurship Lab

Mentorship

Programs

Events

### Equity Incubator

- **8-week bootcamp:** 3 tracks  
(concept, product to market, scale)
- **Pitch competition**



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# Library Support for Entrepreneurs



**PRIDDY  
LIBRARY'S  
WORKSHOPS  
ARE VIRTUAL  
AND ON  
DEMAND**

**ARTIFICIAL INTELLIGENCE IN  
BUSINESS WORKSHOP**



**So you want to be an  
Entrepreneur? Have you  
done your Research?**

Do you know who your competitors are? Looking for company and industry information? You can access databases at Priddy Library to aid you in your entrepreneurship research.

**Starting a Business:  
what you need to know**

Have you always wanted to start your own business, but didn't know where to start? This workshop will guide you through the basic requirements.

# Library Support for Entrepreneurs

[Access Resources Flyer \(English and Spanish\)](#)

**Access Resources to Elevate Your Business**

Supporting entrepreneurs and small businesses in Montgomery County

**Accede a Recursos para Mejorar tu Negocio**

Respaldao a emprendedores y a pequeñas empresas del condado de Montgomery

## Priddy Library | LibGuides

[Shannon and Michael Priddy Library](#) / [LibGuides at Priddy Library](#) / [Entrepreneurship Toolkit](#) / [Entrepreneurship at USG](#)

### Entrepreneurship Toolkit: Entrepreneurship at USG

Entrepreneurship at USG

Industry Research

Market Research ▾

Company Information

Data/Statistics

Intellectual Property ▾

Business Plans/Models

Pitches

Funding Resources

Start-up Costs

For Alumni and Visitors

Library Resources ▾

Citing

Product Development

Consumer Research

Financials

Internet Resources

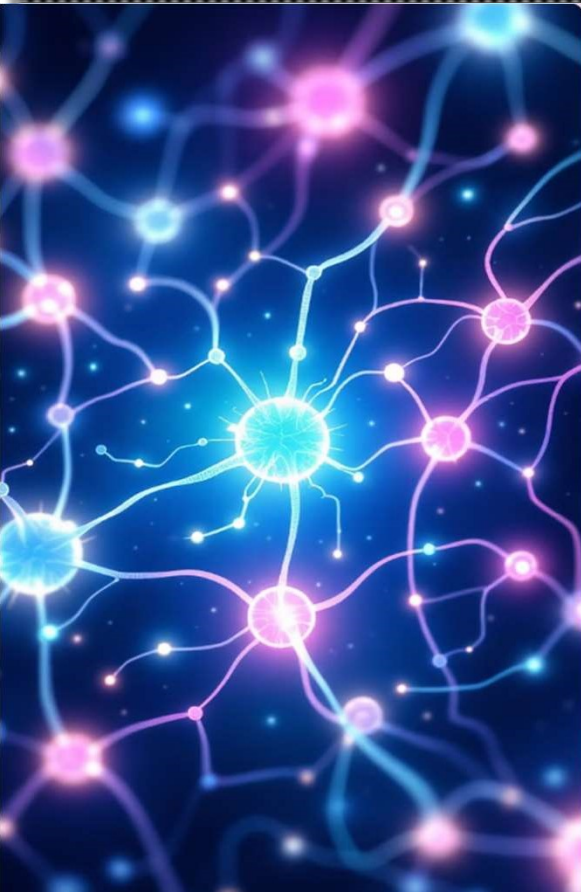
# Artificial Intelligence for Small Businesses



- ❖ What is Artificial Intelligence?
  - Generative AI
    - Prompts
  
- ❖ Benefits
  - Entrepreneurs/Small Businesses
  
- ❖ AI Tools
  - Free



# Artificial Intelligence (AI)



**What is AI?** Ability of machines to perform tasks that usually require human intelligence, such as learning, problem-solving, and pattern recognition

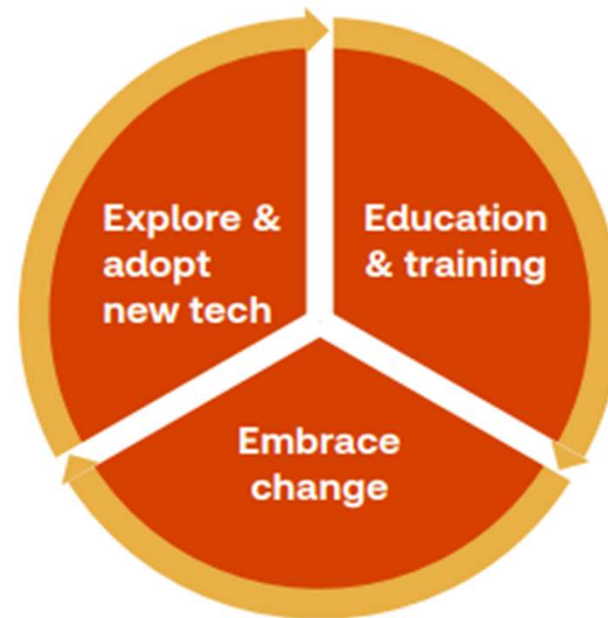
*“the science and engineering of making intelligent machines” ....*  
Stanford Professor John McCarthy  
(1955)



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# AI is here to stay!

**Be proactive –  
Implement/Use AI**



**Be empowered –  
Understand/Leverage AI**

**Be an agent for change -  
Embrace AI**



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# Just Google it!



**Just ChatGPT it!**



**Ask AI!**





# So what can AI do?

**The possibilities are endless**

*Predictive AI in **customer service** can foresee/solve issues - - enhancing satisfaction*

*In **Accounting** automating bookkeeping tasks can improve processes - - greater efficiency*

***Marketing** - personalized messages tailored to individual interests can increase sales (boosting ROI)*

Not just as a tool - - a **business revolutionizer!**

**“bootstrapping technology”**



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**Accounting**  
Bookkeeping  
Cash flow

**Virtual Assistant**

**Customer Service**  
Chatbot

**Coding**



**Marketing**

Social Media

**Human Resources**

Recruitment  
Payroll

**Product Development**



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# Benefits

Cost Savings

Improved  
Efficiency/Productivity

Enhanced Customer  
Service



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# Streamline Operations/Workflows

*Automate recurring/routine tasks*  
*Improves efficiency*  
*Increases productivity*



*Analyze large amounts of data*  
*Identify trends*  
*Predict future outcomes*

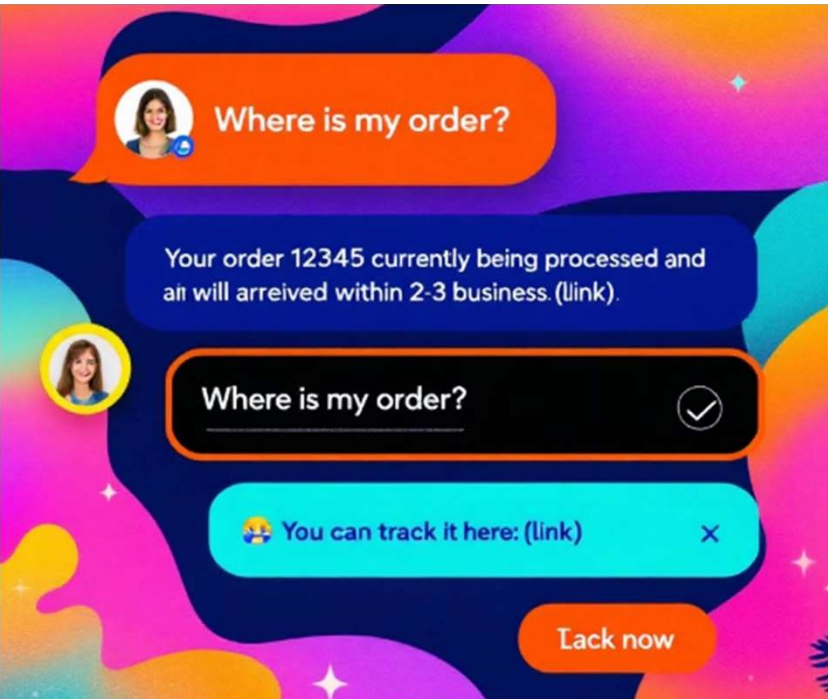
*Saves time/money*

*Data-driven decision making*

*Free your time to focus on strategic initiatives and grow your business*




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## Engage with Customers

AI driven marketing  
(email/social media campaigns)

 **Personalization**  
Offer personalized recommendations and targeted marketing messages.

*Tailors products/services to individual needs*

*Leads to greater customer engagement/satisfaction/retention*

 **Chatbots**  
Provide 24/7 customer support and answer common questions.

*Instant customer support*

*Reduce the volume of calls*

*Extend your customer service hours*

## Increase sales/revenue



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# So Many

# Tools



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# Free AI Tools

- Choose a Business Name
- Create a Logo
- Build a Website
- Take Notes
- Ask Questions/Generate Text



# NamingMagic

# NamingMagic

brought to you by



SWIFT VENTURES



Use AI to name your company and find a domain.

Feed the AI a product description

food truck serving authentic Montreal poutine popping  
up at different locations every weekend

And a few keywords that resonate

french fries, cheese curds, gravy, taste of Montreal

**NAME MY STARTUP**

🌟 AI Suggests 🌟

**tasteofmontrealpoutine**

.com

.ai

.app

.io

**poutinepopupadventure**

.com

.ai

.app

.io

**montrealryfiesta**

.com

.ai

.app

.io



[Looka](#)

# Design your own beautiful brand

Use Looka's AI-powered platform to design a logo and brand you love.

Rice Around the World

Get started



Your Brand Kit includes your logo and 300+ branded materials that update as you change your logo.

 Get Logo & Brand Kit

Preview Brand Kit

Suggested Options

Modern ^

Color v

Modern

Bold

Classic

Playful

Friendly

Script

Sophisticated

Quirky

Delicate

Curved



*“It’s almost like I’ve added a whole team of web developers and marketers, and don’t have to pay them”* - - [Meredith May](#), [Colour Wonder Balloons](#)



### AI Website Builder

Build a business website in seconds



### CRM

Keep track of all your customers in one place



### Invoicing

Send online invoices and get paid faster



### AI Blog Builder

Create a blog with dozens of posts using AI



### AI Brand Builder

Build your brand identity in seconds

# AI that builds a website for you.

Get your business online in 30 seconds with the #1 AI website builder and marketing platform.

**Generate your website**

✔ Start for free. No credit card required.



### Blog

Advice and updates from the Durable team



### Customer stories

Inspiring stories from Durable customers



### Website templates

Best practices for your business website



### Industries

A growing list of businesses supported by Durable



### State guides

Advice for how to build a business in your state



### Business starter guides

Step-by-step guides for starting a new business

# Fireflies

## Automate your meeting notes

Fireflies.ai helps your team transcribe, summarize, search, and analyze voice conversations.

### Find anything with AI-Powered Search

- ✓ Review a 1 hour meeting in 5 minutes.
- ✓ With 1 click, see action items, tasks, questions, and other key metrics.
- ✓ Filter and listen to key topics discussed in your meetings.



Education:

## Simplify taking notes

*automatically take lecture notes, highlight/mark important parts*

### Benefits

- Get meeting notes, transcripts, call recordings
- Focus on the lesson instead of scrambling to take notes
- Organize recordings/transcripts from different classes
- Flag important lecture moments
- Share lecture recordings/transcripts with classmates



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## ChatGPT

Ask questions and generate text with ChatGPT

DALL-E 3 (translate ideas into images)  
SORA (creating video from text)  
ORION (December 2024)

### Generative AI

- answer questions
- write reports/procedures
- write code
- product development
- create personalized messages/emails



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# Prompts

**Prompt Writing/Engineering** → text instruction to generate a desired response

## Could be:

- Instructions
- Questions
- Data
- Examples

## Guidelines:

- ✓ Begin with action words
- ✓ Be clear, specific and direct
- ✓ Provide context or data
- ✓ Provide instructions
- ✓ Start with a single question

**Frameworks** – structured guidelines to design prompts



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# Standard Operating Procedures

create a task list of daily cleaning and maintaining a kitchen line



Sure, here's a daily task list for cleaning and maintaining a kitchen line:

## Morning Shift:

### 1. Pre-Opening:

- Wash hands and put on clean uniform.
- Check the schedule and assign tasks to team members.
- Check inventory and restock if needed.

### 2. Initial Setup:

- Turn on all equipment, such as ovens, stoves, and grills.
- Set up the prep stations with necessary tools and ingredients.
- Ensure all safety equipment, like fire extinguishers, are accessible and in working condition.

### 3. Throughout the Shift:

- Maintain a clean and organized workspace by wiping down surfaces between tasks.
- Regularly empty trash bins and replace liners as needed.
- Keep floors dry and clear of any spills to prevent accidents.

# Brand Names

Propose names for a coffee shop in a public library serving brunch, lunch, dinner



Here are some creative name ideas for a coffee shop located in a public library that serves brunch, lunch, and dinner:

1. **The Reading Nook Café** – Cozy and inviting, perfect for a library setting.
2. **Chapter & Chai** – A blend of literary and coffeehouse vibes, offering a warm and creative space.
3. **Bookends & Brews** – Tying together the start and end of a great story, with tasty coffee and meals in between.
4. **The Bookmark Bistro** – Perfect for grabbing a bite while you're "bookmarking" your spot in a book.
5. **Café Literati** – Inspired by literary lovers, with a chic, cultured flair.
6. **Novel Bites & Brews** – A fun play on words with "novel" suggesting both books and something new to try.
7. **Pages & Plates** – Great for those who want to pair reading with a delicious meal.
8. **The Stacks Café** – Named after the "stacks" of books, a quiet, reflective space to enjoy food and drink.
9. **Prose & Pastries** – A sophisticated mix of storytelling and food, for a literary brunch or dinner



Sales

create a 5-slide pitch deck describing a new rice bowl meal kit service that uses AI to determine a custom menu. We will be using a subscription service and all meals are vacuumed sealed and frozen. We currently serve hundreds of bowls a day to various government and private companies. Most are repeat customers, and we have a great customer base for our new make-at-home bowls.



### Slide 1: Introduction

- Title: Revolutionize Your Meals with SmartBowls
- Subtitle: AI-Powered Custom Rice Bowl Meal Kits
- Visual: Eye-catching image of a delicious rice bowl with diverse ingredients
- Key Points:
  - Introduction to SmartBowls, an innovative rice bowl meal kit service.
  - Utilization of cutting-edge AI technology for personalized menus.
  - Proven success with hundreds of daily servings to government and private clients.

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Slide 2: The SmartBowls Experience





# More Tools

- Accounting
  - [Sage](#)
  - [Vic.AI](#)
  - [Zeni.AI](#)
- Content Marketing
  - [ChatGPT](#)
  - [Gemini](#) (formerly known as Bard)
  - [Grammarly](#)
  - [HyperWrite](#)
  - [Jasper.AI](#)
- Customer Insight
  - [Amazon Forecast](#)
  - [Tableau Einstein](#)
- Customer Service
  - [Customers.AI](#)
  - [Tidio](#)
  - [Zendesk](#)
  - [Zowie](#)
- Project Management
  - [Asana](#)
  - [ClickUp](#)
  - [Zapier](#)





# The Universities

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