The Universities AT SHADY GROVE

Artificial Intelligence for Entrepreneurs

Greta Ober-Beauchesne
Senior Librarian, Entrepreneurship & Business
Priddy Library
gretaob@umd.edu

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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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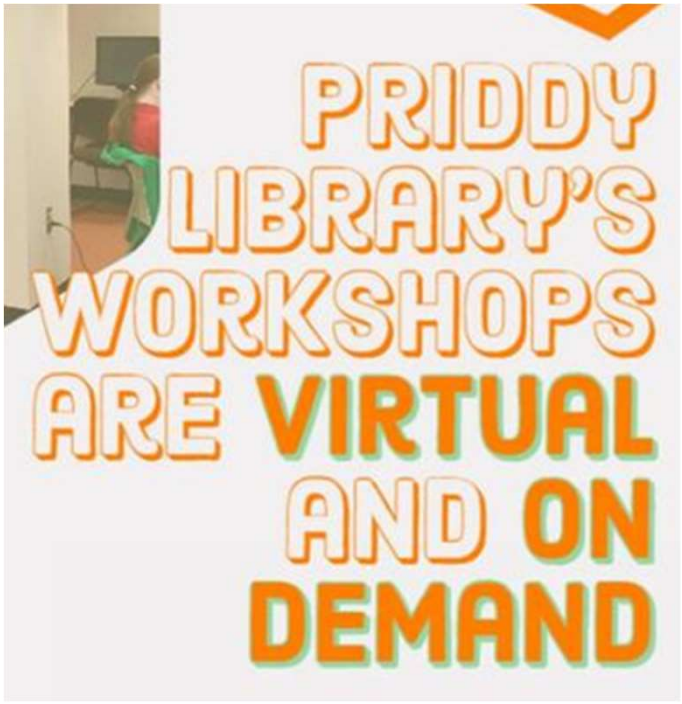
Library Support for Entrepreneurs



Library Support for Entrepreneurs

Access Resources Flyer (English and Spanish)

Artificial Intelligence for Small Businesses

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

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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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Graphic: Thomson Reuters. (2024). *Future of professionals report*.

Just Google it!

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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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Coding

Accounting

Bookkeeping

Cash flow

Marketing

Social Media

Virtual Assistant

Human Resources

Recruitment

Payroll

Customer Service

Chatbot

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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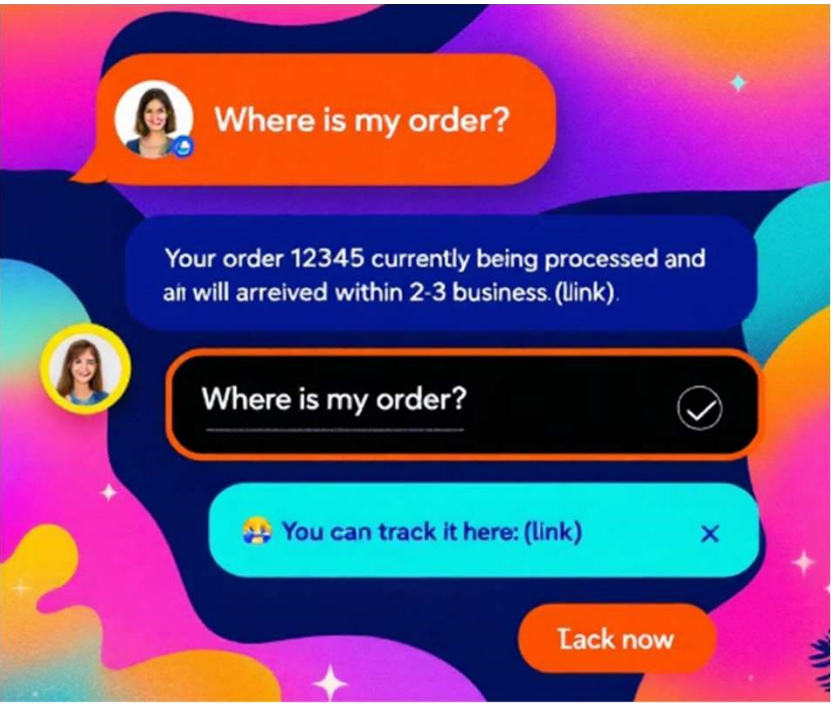

Engage with Customers

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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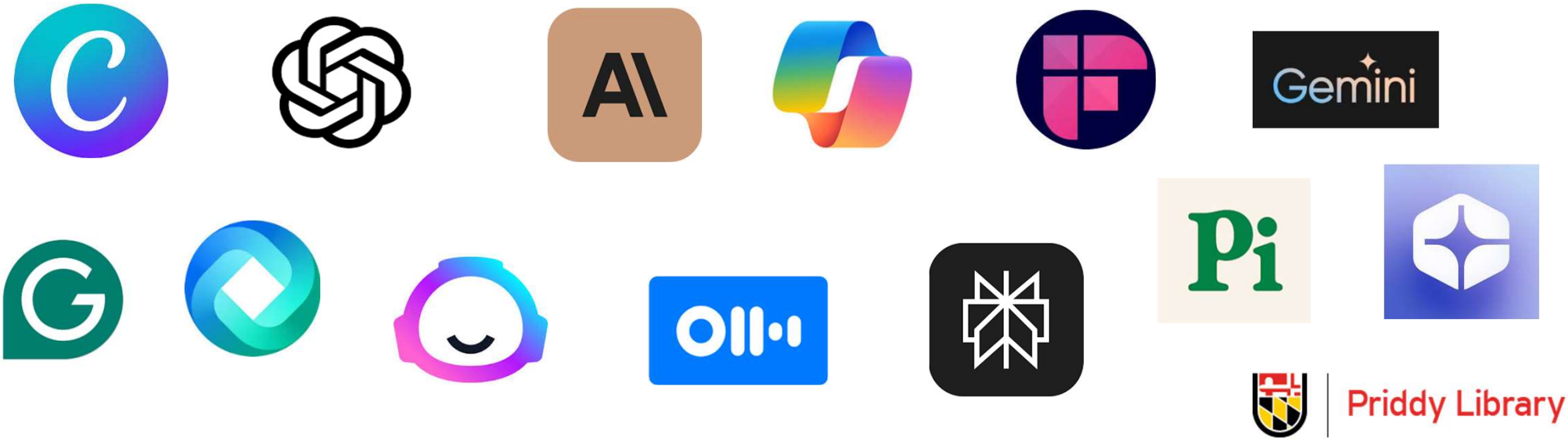
So Many

Tools



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Free AI Tools

➔Choose a Business Name

➔Create a Logo

➔Build a Website

➔Take Notes

➔Ask Questions/Generate Text

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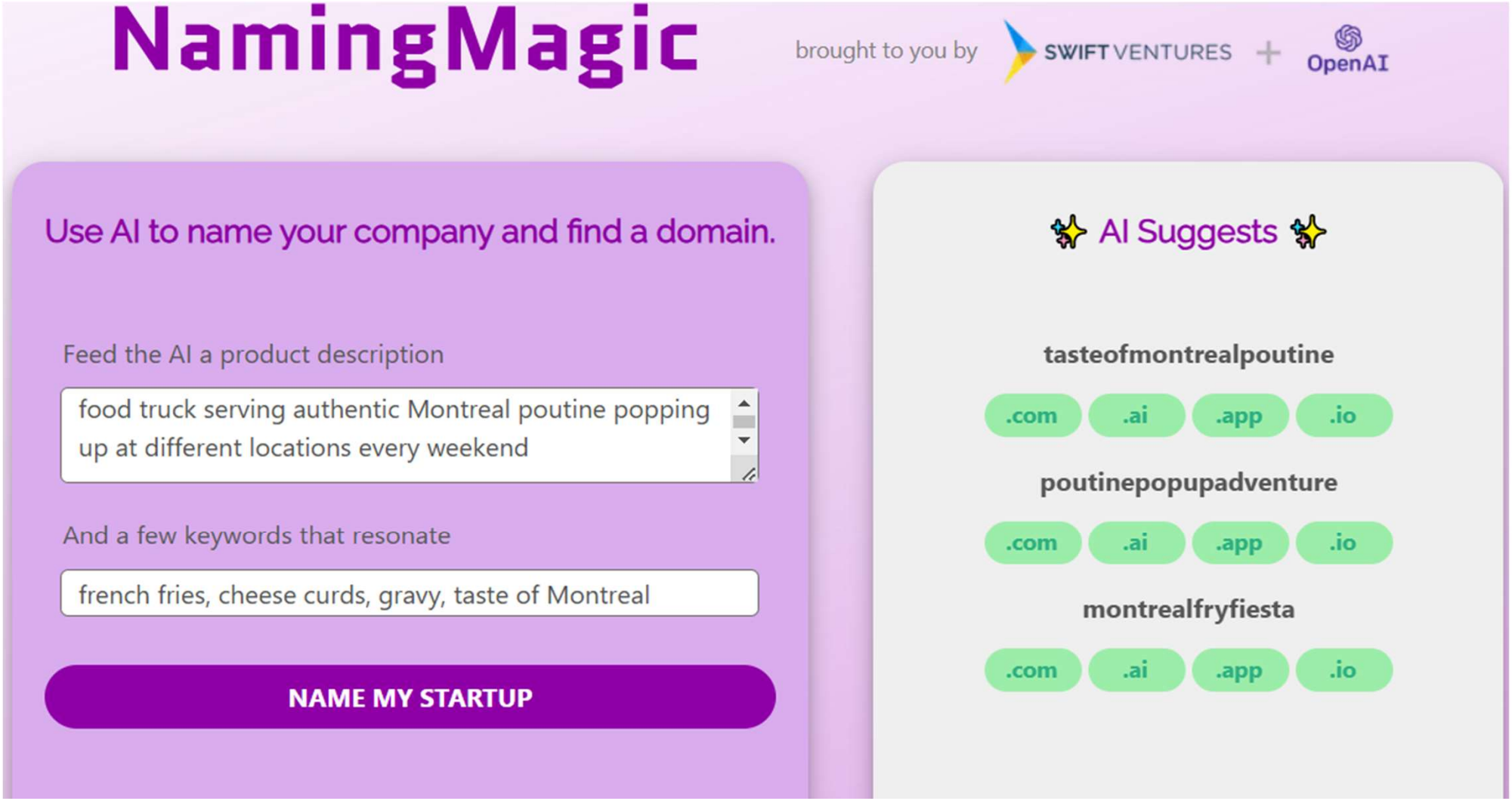
NamingMagic



Looka

Design your own beautiful brand

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

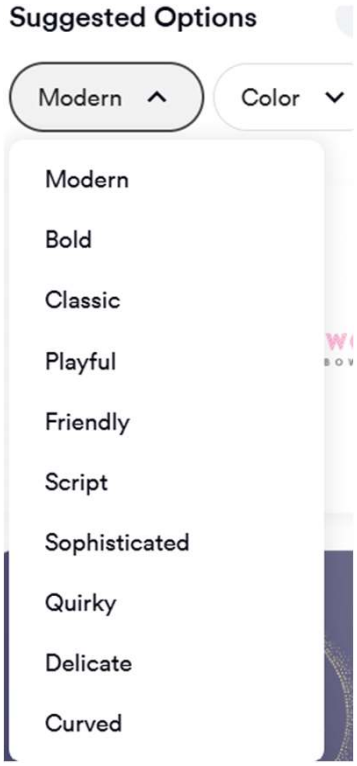
Rice Around the World

Get started

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

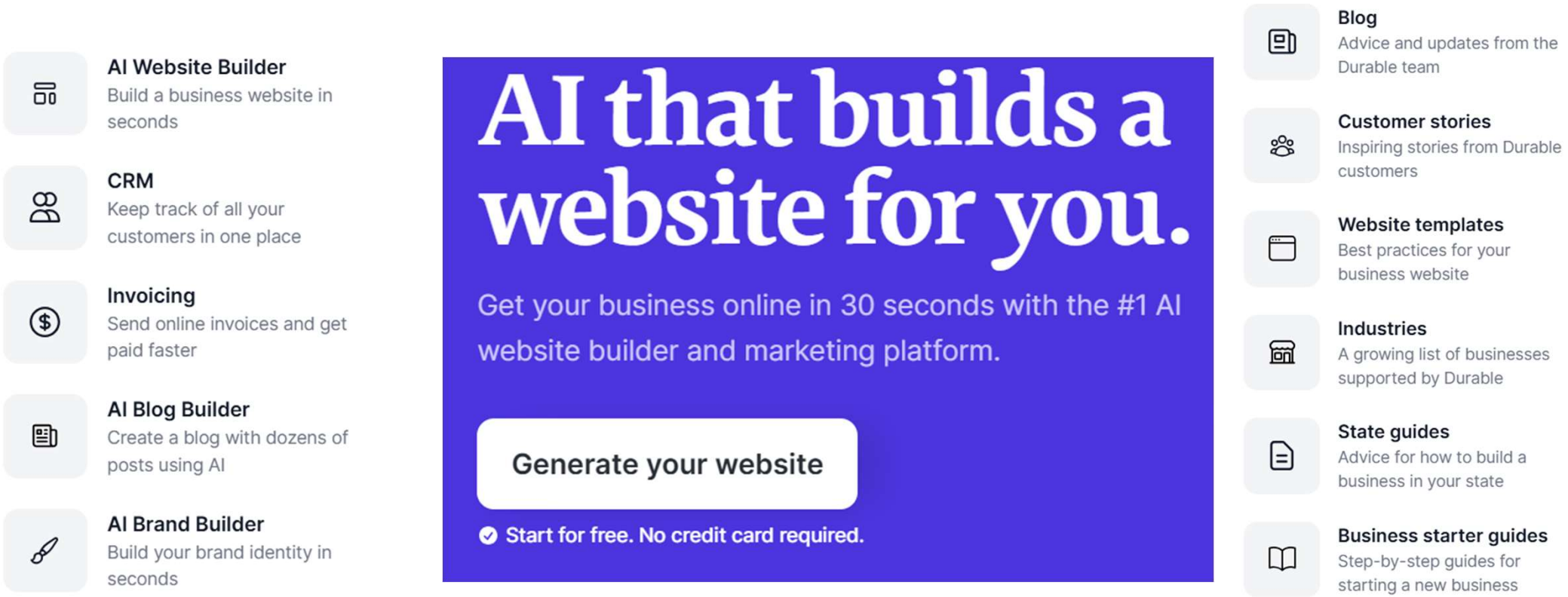
Get Logo & Brand Kit

Preview Brand Kit

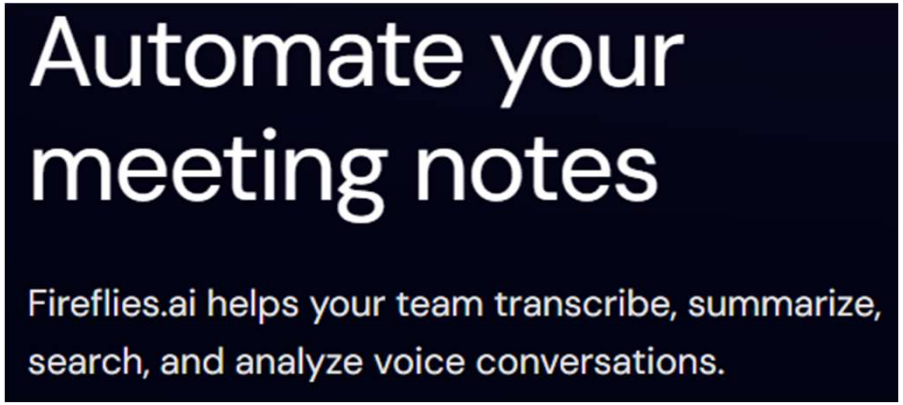


Durable

"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



Fireflies



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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OpenAI

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.

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

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AT SHADY GROVE

GRETA OBER-BEAUCHESNE
Senior Instruction/Liaison Librarian
Priddy Library, University of Maryland Libraries

9636 Gudelsky Drive
Rockville, MD 20850
T 301-738-6017
gretaob@umd.edu | shadygrove.umd.edu

GRETA OBER
Entrepreneurship &
Business Librarian,
University of Maryland,
College Park at USG
gretaob@umd.edu

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