

# Open AI Innovation Factory

## Business case & Try-out



*Difficulty of adopting AI*

“

**We are at a  
turning point.**

This is the era of AI. Artificial Intelligence is massively commoditizing. Whereas in the past, AI was meant only for PhD's and only the most advanced of companies, it is now open to anyone and everyone.

*Value of AI*

# What is ChatGPT?



## Generative Pre-trained models

A family of language models generally trained on a large corpus of text data to generate human-like text.



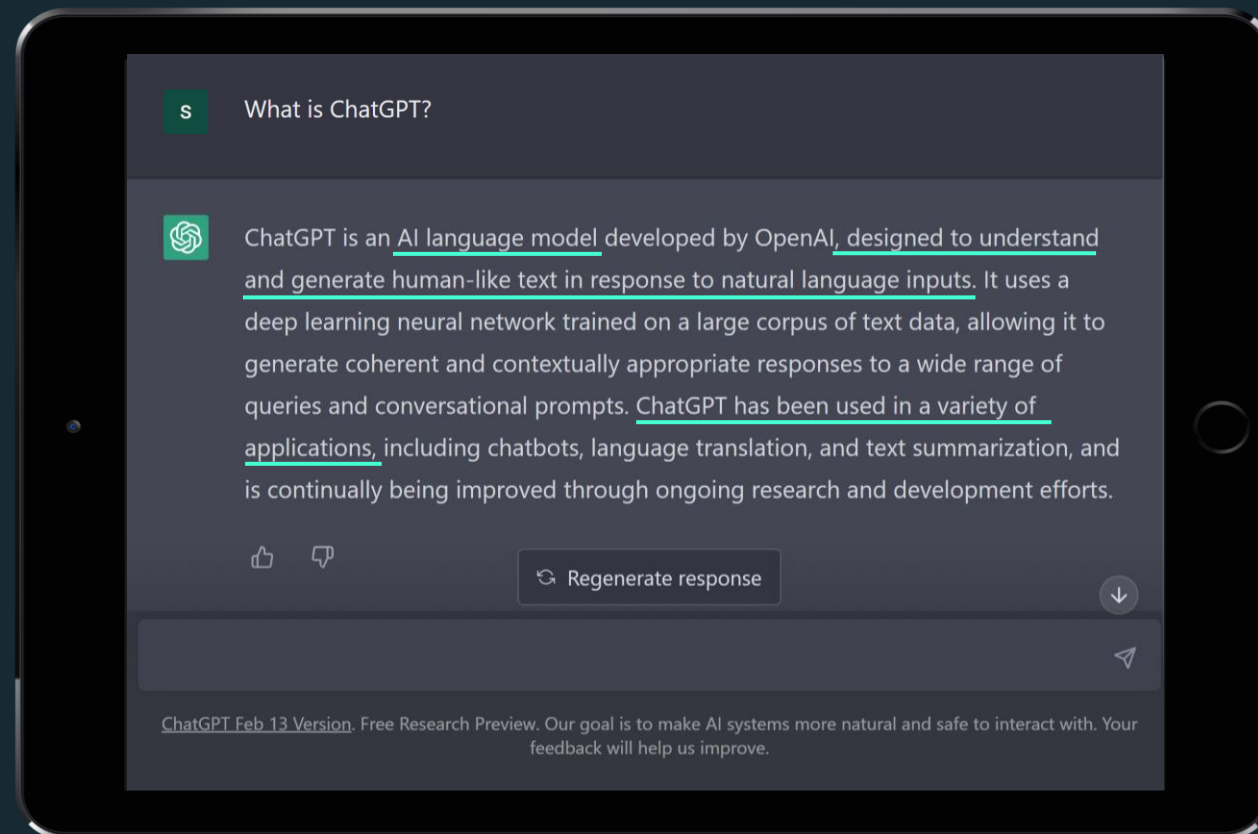
## GPT and ChatGPT

ChatGPT is a specific model within a range of GPT models, one that is finetuned for having human-like dialogues.



## Created by OpenAI. Fueled by Microsoft.

OpenAI is an AI research & development company est. in 2015. Microsoft recently acquired a 49% stake in OpenAI.



# It can do... a lot!

## Text analysis & editing

Grammar and punctuation, language translation, sentiment detection.

## Content generation

Generate text for various applications such as social media blogging but even writing scientific articles.

## Data extraction

Create tables from text, extract keywords.

## Programming

Create code, debug code, explain code in natural language, convert simple language to code.

## Classification

Text items into categories

## Performing automation

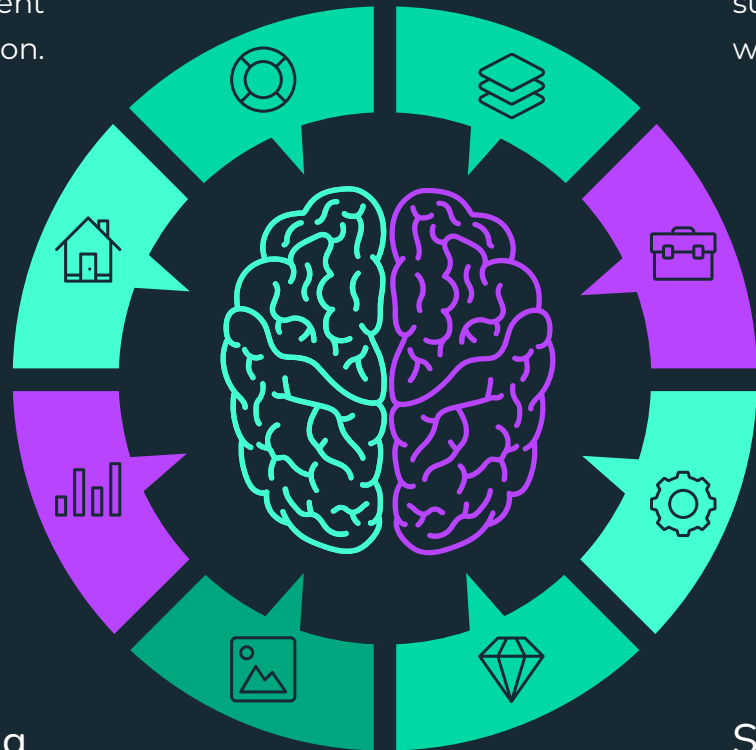
Draft emails/letters and automated answering.

## Summarizing

Understand text and meaning and ability to display key points in a structured manner.

## Search

Can search through the context or data that it is trained/fine-tuned on, summarize and generate appropriate responses to queries.



Or in general terms:

**Captivate**

**Reason**

**Create**



“

One should assume that EVERY knowledge process in a company can be – up to a degree – automated or reinvented with generative AI of which ChatGPT is the prime example currently.

For every organization it is therefore paramount to start & learn how to apply and get competitive.



# Generative AI Innovation Factory

The potential is enormous and speed is of the essence to stay ahead. That is why our Generative AI Innovation Factory is designed to have people experience the power of GPT, discover & test new innovations in a time boxed format.



## Discover, design, test

Tried and tested innovation funneling approach tailored to AI innovation.



## Bring Your Own Data (BYOD)

Attendees can experiment with the power of GPT and search on their own data in a deployable pre-built playground environment.



## Accelerated

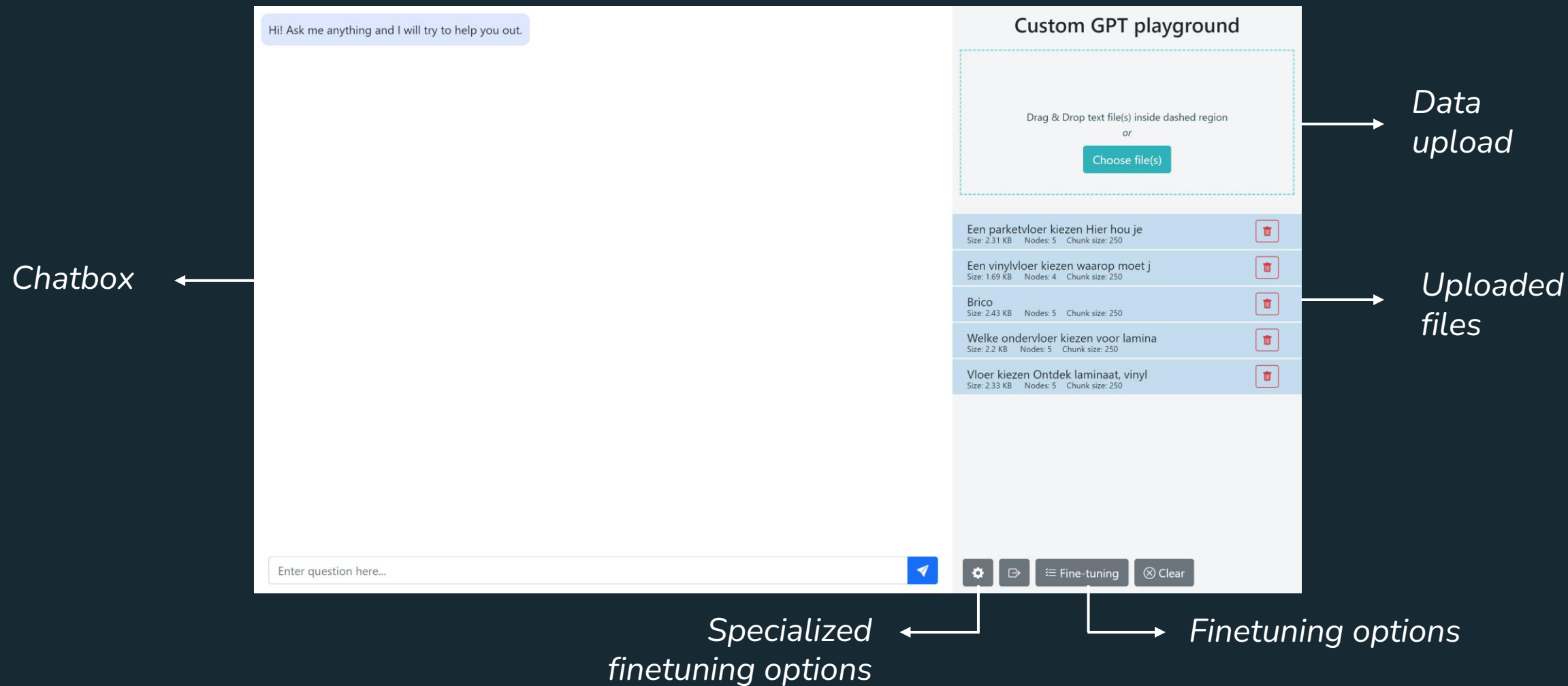
Team of dedicated AI translators, data & Generative AI engineers. Workshop formats, demo environments and business case templates help speed up time to test and delivery.



## Deploy at client

Demo environment and testable prototypes are deployed on client's Azure infrastructure.

# A playground





# Offer

## Discover ChatGPT

- 4 hour discovery session
- Witness the power of ChatGPT
- Bring your own data
- Reason about 'the next level of' your business processes
- Prioritize use cases

2,5k EUR

01

## Business case & try-out

- Discovery session
- Design the business case for your top case
- Preliminary test of your case on a temporary demo playground
- Prototype plan & budget

10k EUR

02

## A testable prototype

- Design sprint & UX mock-up
- Business case
- Prototype delivery
- Guided test phase to check for accuracy, bias, ToV.
- Implementation & new business use case roadmap

30k EUR

03

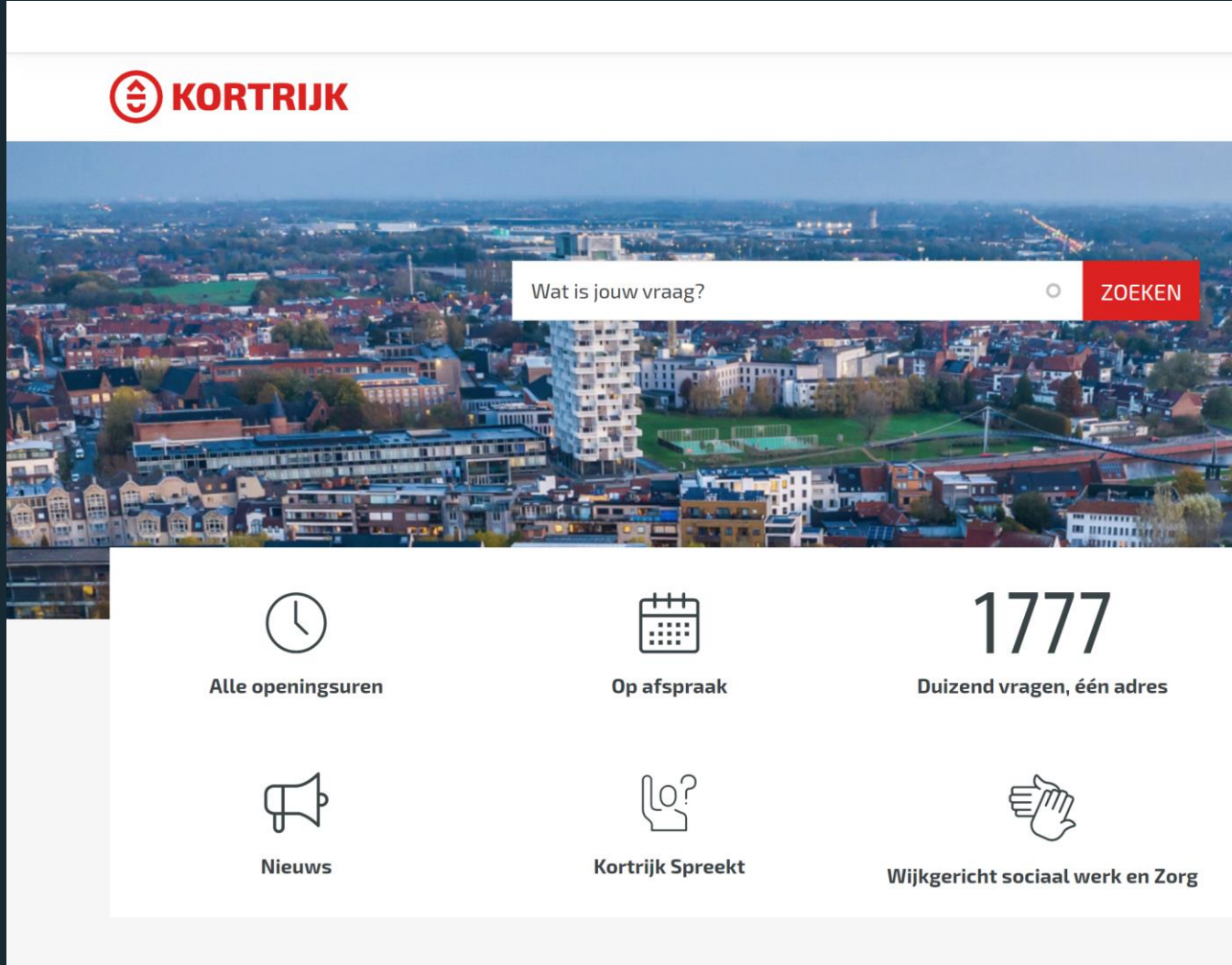
# Case: city of Kortrijk

Search functionality in natural (multilingual) languages

Result is validated by search engine and natural text is generated by GPT

*"When can I visit the town hall on Tuesday?"*

*"Combien coûtent les sacs poubelles en ville?"*



# Case: Supermarket

Hi! I would like to cook Italian for 6 people, 2 vegetarian, 3 courses.

I have salad, tomatoes and mozzarella as leftovers. Any ideas for my next meal for 2 people?

Hi! I would like a recipe for 4 people under 10 EUR pp, Chinese

> *Suggestions, recipes, link to buy online*

