

THINK BIGGER

*UNKNOWN USE
CASES IN GENAI*

September 11, 2024



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AGENDA

- Common use cases
- Unknown use cases and the flexible framework
- Case studies – *that are doable today*
- Free discussion and collaboration



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CORE USE CASES

- Content creation
- Editing
- Decision-making
- Planning
- Strategy
- Structured output/coding
- Meeting summaries/transcriptions



BENEFITS

Tier 1

- Efficiency and productivity: streamlining routine tasks
- Consistency and accuracy: reducing human error

Tier 2

- Adding capabilities to a person
- Scalability of human work: expanding operations without proportionate increases in workforce



DOWNSIDES

- No scale (lots of human involvement)
- Single task focused (no orchestration)
- No financial or capability ROI



WHAT'S THE UNKNOWN?

- Operations that can operate at scale
- With little human intervention or autonomy
- A framework than can apply to many different needs



FEATURES

- Complex long processes that can take advantage of GenAI's ability to understand and create language to bridge linguistic gaps in large processes (previously not possible to automate because it wasn't possible to get past certain semantic or creative gaps)
- Looking for processes where fuzzy reading or fuzzy writing is *needed*
- Not everything needs to be in a single prompt
- Multi-model GAN
- Orchestration
- Multi-tool framework



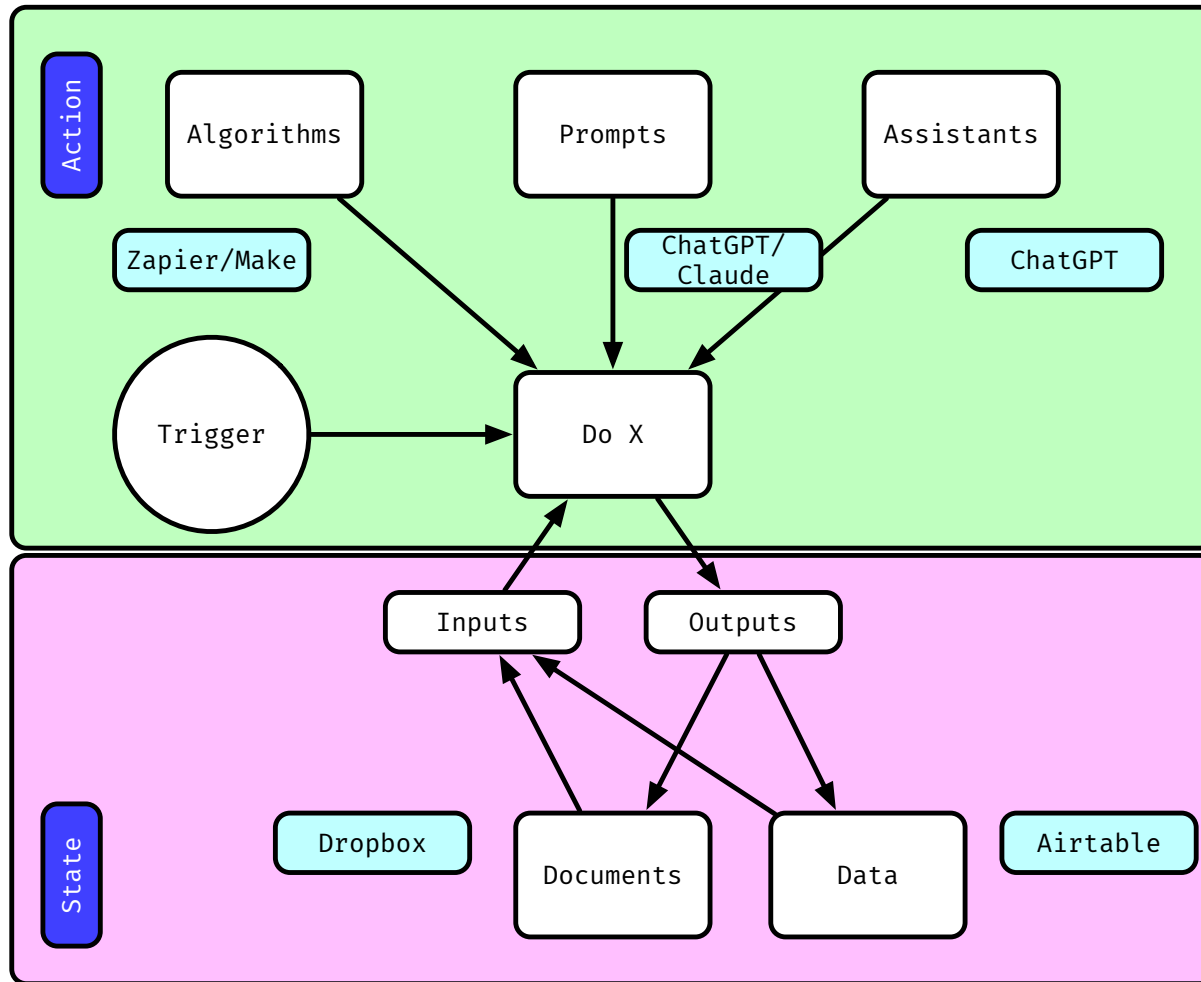
WHAT IS REQUIRED TO DO THIS?

- Process documentation
- Automation
- State maintenance
- Role Als



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EDITORIAL

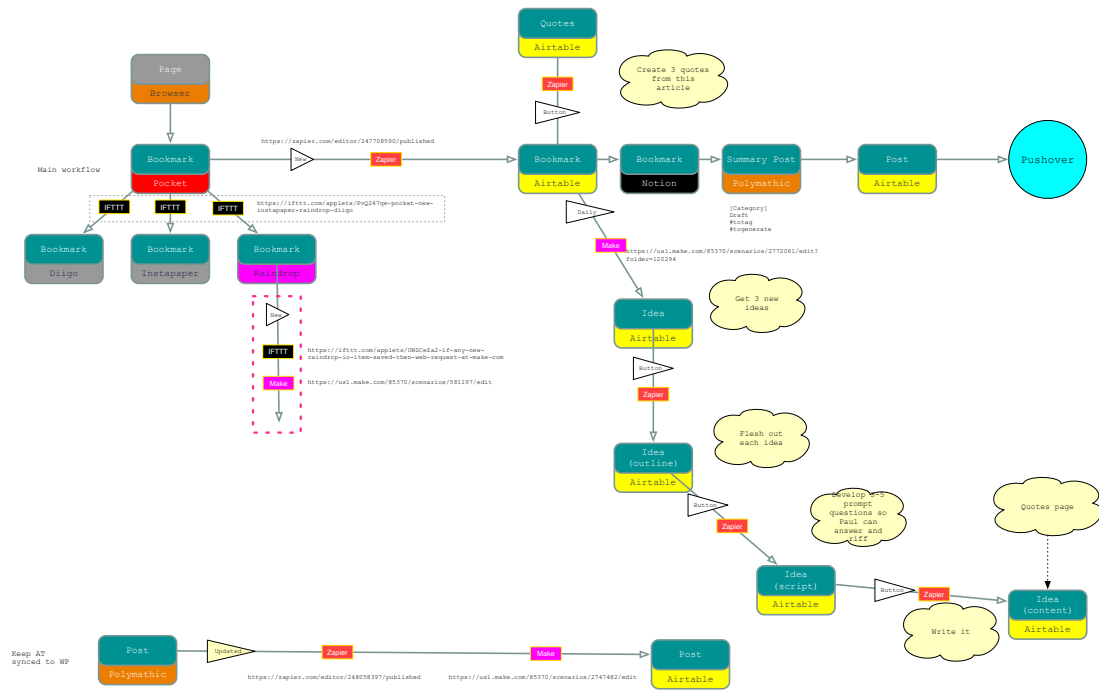
Notes
Ideas
Interests
Notes

Incoming bookmarks create ...
 1) Summary posts
 2) A bunch of later-mineable quotes for future original articles
 3) New ideas for original posts

Then...
 Evaluate new ideas etc

Problems...
 • How to store all notes, ideas, etc. in a useful place (Motion, Drafts, Notes, etc. etc.)

Editorial goals
 • What would be interesting ... case studies from ECE in transforming the business to AI?



SIMULATION

- Skeptical VC Bot – <https://chatgpt.com/g/g-NV1vxtPJr-venture-capitalist>
- Coaching



LEARNING DESIGNER

- Starts with a course concept and a targeted length
- Using an instructional designer bot, creates an overview, outline, and learning objectives
- Creates a profile of a SME and generates a content questionnaire
- Sends to a human or creates a new assistant based on the SME
- Receives questionnaire
- Creates slides/scenes and writes script
- Sends to Synthesia to create the media
- <https://share.synthesia.io/d956d31c-5592-4c6d-971c-a879a4d288b1>



PERSONALIZATION AT SCALE

- Tailoring experiences in marketing and user experience



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Q&A AND DISCUSSION



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Paul Welty - 9/11/24 - 14