

# AI and your business

Delivered by Sasha Arms for:



# AI tools

## **Types of AI**

- There are lots of types of AI tools you could use for your business.
- This session will go into most depth on writing /content production tools.
- We'll also look at some of the concerns people have with AI.
- We'll look at some other types of AI tools that could help your business.

# AI tools

## Artificial intelligence (AI) writing tools

- AI writing software creates content for you.
- It is known as generative AI, which creates new outputs such as text, photos, videos and more.
- Generative AI tools are trained on data and language sourced from across the internet to create plausible content.
- What it produces depends on user input. If you provide more detail, the output is better quality (in theory).
- You can use it for writing news items, blogs, website pages, social media posts and more.
- You could use AI writing tools to produce large volumes of content. It is always recommended a human checks and edits the content before you publish anything.

# AI tools

## ChatGPT

- It stands for Chat Generative Pre-trained Transformer (GPT), which means it is part of a family of large language models (LLMs).
- GPT-4o is the latest LLM ChatGPT uses to power it; the previous versions have fewer and less powerful functionalities.
- It's an AI chatbot that uses natural language processing (NLP). This means you can have human-like conversations with it.
- It is also a generative AI tool, so it has the ability to produce content too.
- It is free to use. You don't need a login (this is being rolled out to make it more inclusive), but if you create one you can save your chat histories.
- A paid-for version gives users access to the latest updates, enables you to create images and gives other perks. It also guarantees you access to GPT-4o, even when the free version of ChatGPT is at capacity with users.
- ChatGPT or search engine? Use a search engine for a range of up-to-date, accurate information. ChatGPT will collate some of this information to converse with you.
- Alternatives to ChatGPT include Microsoft Copilot and Google One AI.

# AI tools

## ChatGPT example

‘What is connectomics?’



Connectomics is the comprehensive study of the connections and networks within the brain. It involves mapping the intricate web of neural connections, often referred to as the "connectome," to understand how different regions of the brain interact and communicate with each other. This field aims to provide a detailed wiring diagram of the brain, from the level of individual neurons and their synapses to larger-scale brain regions and their interconnections.

Key aspects of connectomics include:

1. **Neuronal Mapping:** Charting the paths of individual neurons and their synapses to understand how they form circuits and networks.
2. **Brain Imaging Techniques:** Utilizing advanced imaging technologies such as diffusion MRI, electron microscopy, and two-photon microscopy to visualize and map neural connections.
3. **Data Analysis and Modeling:** Employing computational methods and algorithms to analyze the vast amounts of data generated by imaging studies and to model the structure and function of neural networks.
4. **Interdisciplinary Approach:** Integrating insights from neuroscience, computer science, engineering, and mathematics to tackle the complexities of brain connectivity.

# AI tools

## ChatGPT example: summarising a book

TLDR: Immune: A Journey Into the Mysterious System That Keeps You Alive by Philipp Dettmer



**Immune: A Journey Into the Mysterious System That Keeps You Alive** by Philipp Dettmer is an engaging and accessible exploration of the human immune system. Dettmer, the founder of the popular science YouTube channel Kurzgesagt – In a Nutshell, uses clear explanations, vivid metaphors, and humor to make complex scientific concepts understandable. The book covers various aspects of the immune system, including its components, how it fights off diseases, and what happens when it goes wrong. It's designed for readers of all backgrounds, providing a thorough yet approachable look at the body's defense mechanisms.



- Input TLDR into the chat box, which means 'too long, didn't read'.
- Then add in the name of the book.
- You'll get a summary of the book.
- You can ask follow up questions such as 'what are the chapters in the book?' and 'tell me more about the antibodies chapter'.
- You can do the same for research papers.
- You should have a base understanding of what the book or research paper is about to ensure the information is accurate.

# AI tools

## ChatGPT example: create tables and charts



Sure, here's a table of the top 10 locations in the UK with the highest COVID-19 case rates, their approximate coordinates, and the total population of each city:

| Location   | COVID-19 Case Rate (per 100k population) | Coordinates (Longitude, Latitude) | Total Population |
|------------|--|-----------------------------------|------------------|
| Birmingham | 150                                      | (-1.8904, 52.4862)                | 1,149,000        |
| Manchester | 145                                      | (-2.2426, 53.4808)                | 553,230          |
| Leeds      | 140                                      | (-1.5491, 53.8008)                | 793,139          |
| Liverpool  | 135                                      | (-2.9916, 53.4084)                | 500,500          |
| Sheffield  | 130                                      | (-1.4701, 53.3811)                | 584,853          |
| Bristol    | 125                                      | (-2.5879, 51.4545)                | 467,099          |
| Glasgow    | 120                                      | (-4.2518, 55.8642)                | 635,640          |
| Edinburgh  | 115                                      | (-3.1883, 55.9533)                | 527,620          |
| Cardiff    | 110                                      | (-3.1791, 51.4816)                | 481,082          |
| Nottingham | 105                                      | (-1.1581, 52.9548)                | 332,900          |

This table provides the case rates per 100,000 population, the approximate coordinates, and the total population for each city.

- Ask ChatGPT a question, e.g. 'where are the top 10 locations in the UK where people have covid-19 at the moment?'
- Then ask it to make a table for you.
- You can also ask it to make a bar chart, heat map or another form of data representation.
- If you're running the free version, it might tell you that you've reached your data analysis limit for the day.

# AI tools

## AI writing tools

### Writesonic

- Runs on Open AI, so you also get ChatGPT capabilities.
- Designed to write marketing content, do SEO writing, and other types of writing.
- You can give it details on your brand voice to help it learn your tone of voice.
- You can set the vocabulary quality, which ranges from economy to premium.
- It can produce long form content too. Include up to 3x URLs for citations and add information and context. Could be used for long form articles, white papers, reports etc.
- There is also an SEO keyword generator function.
- Users find there's a steep learning curve to understand how it works.



# AI tools

## AI writing tools

### Jasper

- It has lots of templates (blog post, social post, long form etc).
- You can customise the brand voice.
- It has a plagiarism checker too.
- It has a 'kid friendly / explain it like a 5th grader' function, which is helpful for converting jargon-heavy copy into plain English.
- It's good at adopting a certain tone of voice, but doesn't offer as much personality as other tools.

# AI tools

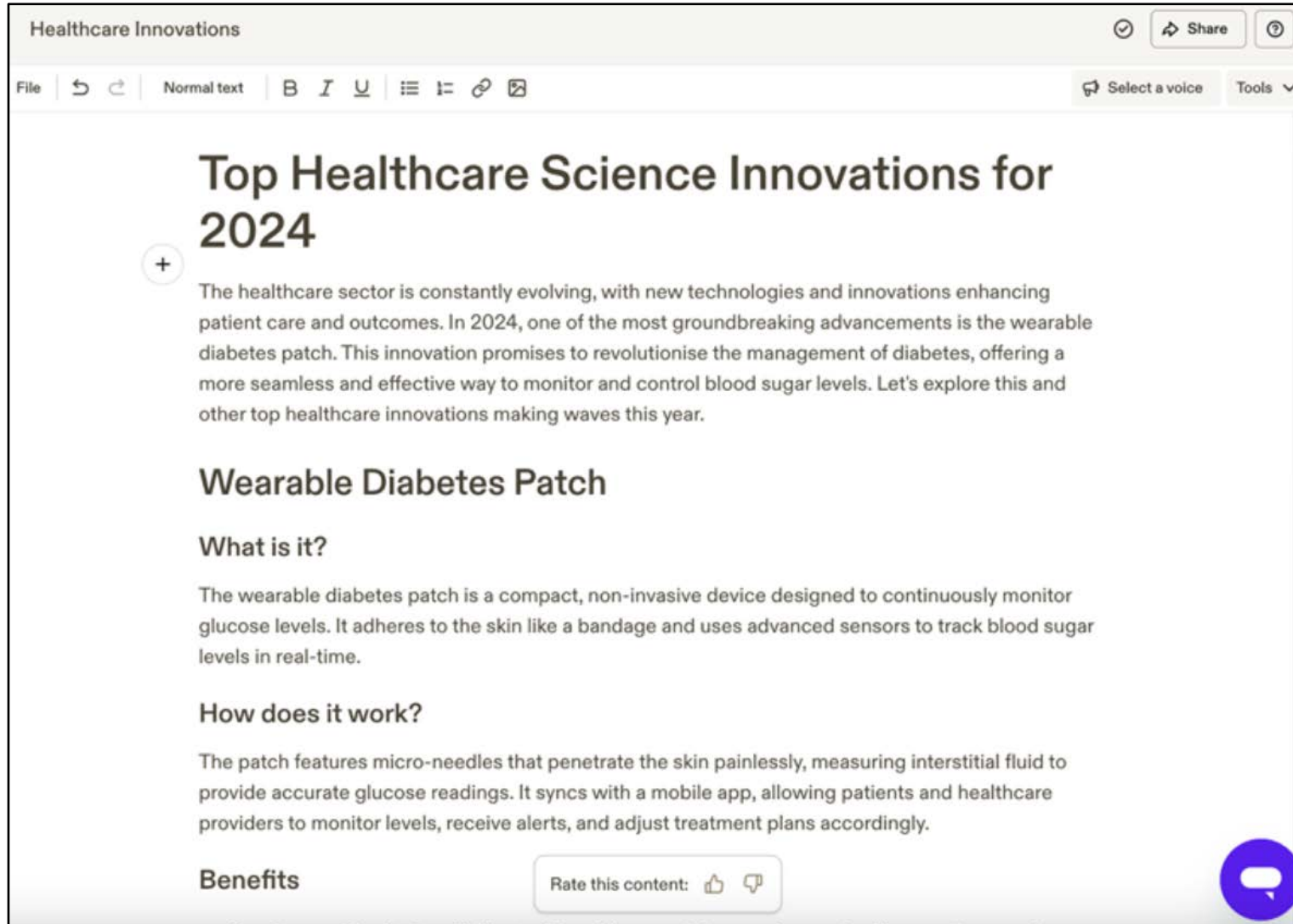
## AI writing tools: Jasper

The screenshot shows the Jasper AI writing tool interface. On the left is a sidebar with navigation icons for 'Create', 'Remix', 'Chat', and 'Favorites'. The main area is titled 'Create' and shows a document titled 'Untitled Document'. The document content is a blog post titled 'Healthcare Innovations' with the subtitle 'Blog post about the top healthcare science innovations in 2024'. Below the title, there is a 'Select a voice' button and a 'Language: English (British)' dropdown. The main content area has a heading 'Innovations list' and a question: 'What are the top healthcare innovations you want to highlight?'. Below the question is a text input field with a character count of '0/10'. There are suggestions for tags: 'Telemedicine Advancements', 'AI in Healthcare', and 'Precision Medicine Breakthroughs'. A 'Next' button is visible at the bottom right of the input area. Below the input area are two more dropdown menus for 'Audience' and 'Impact'. At the bottom, there is a button labeled 'Add more information' with a plus sign.

- Choose a template and a task, e.g. 'write a blog about the top healthcare innovations in 2024'.
- Add anything you want the article to highlight (e.g. wearable diabetes patch), choose an audience (e.g. healthcare professionals) and any impact on the industry that you want to highlight.

# AI tools

## AI writing tools: Jasper



The screenshot displays the Jasper AI writing tool interface. At the top, the document title is "Healthcare Innovations". The toolbar includes options for "File", "Normal text", "B" (bold), "I" (italic), "U" (underline), list creation, and link insertion. On the right, there are "Share" and "Tools" buttons. The main content area features a large heading: "Top Healthcare Science Innovations for 2024". Below the heading is a paragraph of text, followed by a sub-heading "Wearable Diabetes Patch". Under this sub-heading, there are two sections: "What is it?" and "How does it work?". At the bottom left, the word "Benefits" is visible. At the bottom center, there is a "Rate this content:" button with thumbs up and down icons. A blue chat bubble icon is located in the bottom right corner.

Healthcare Innovations

File | Normal text | B I U | Select a voice | Tools

## Top Healthcare Science Innovations for 2024

The healthcare sector is constantly evolving, with new technologies and innovations enhancing patient care and outcomes. In 2024, one of the most groundbreaking advancements is the wearable diabetes patch. This innovation promises to revolutionise the management of diabetes, offering a more seamless and effective way to monitor and control blood sugar levels. Let's explore this and other top healthcare innovations making waves this year.

### Wearable Diabetes Patch

#### What is it?

The wearable diabetes patch is a compact, non-invasive device designed to continuously monitor glucose levels. It adheres to the skin like a bandage and uses advanced sensors to track blood sugar levels in real-time.

#### How does it work?

The patch features micro-needles that penetrate the skin painlessly, measuring interstitial fluid to provide accurate glucose readings. It syncs with a mobile app, allowing patients and healthcare providers to monitor levels, receive alerts, and adjust treatment plans accordingly.

Benefits

Rate this content: [thumbs up] [thumbs down]

# AI tools

## AI writing tools: other tools

- INK
- Anyword
- Wordtune
- HyperWrite
- copy.ai

The screenshot displays the 'AI Writing Tools' interface. At the top, there is a navigation bar with tabs for different categories: All (selected), Social, Ecommerce, SEO, Business, Sales, Education, Website, Marketing, and Personal. Below the navigation bar, there is a grid of tool cards. Each card features an icon, a title, a brief description, and a 'NEW!' badge where applicable.

| Tool Name  | Description  | Category | Badge |
|--|--|----------|-------|
| Long Form Writing  | Generate long form content with our advanced AI-powered tool.  | All      |       |
| AI Assistant   | Quickly access all of our INK tools from a single interface!   | All      | NEW!  |
| AI Image Generator   | Create any image or art in seconds with the INK Image Generation AI. Subject to the INK Terms & Conditions | All      | NEW!  |
| Use Our New Facebook Listicle Tool to Write Unique Listicles               | Facebook Listicle  | All      | NEW!  |
| Scale Ad Copywriting with our New General Ad Copy Generator                | Ad Copywriting   | All      | NEW!  |
| Write Interesting Description Text with Our New Google Ad Description Tool | Description Text   | All      | NEW!  |
| Improve Your Website Copy with Our QUEST Copywriting Tool                  | Quest Copywriting  | All      | NEW!  |
| Brand Mission Statement Tool for Writing Brand Vision Statement            | Brand Vision Statement   | All      | NEW!  |
| Create a Brand Personality with Our Brand Voice Tool                       |  | All      | NEW!  |
| Generate Unique Motto with our AI-Powered Motto Generator                  |  | All      | NEW!  |

# AI tools

## Concerns about relying on AI for content production

- **Credibility.** If you produce AI generated content – or if your audience suspects you do – it can reduce your credibility. The public increasingly wants verified information from credible sources.
  - You could disclose that you use AI, or how you use AI, as a business.
  - Get to know what AI-written content sounds like, and try to avoid it. 50% of consumers can detect AI generated content! Read this: [www.telegraph.co.uk/news/2024/07/18/ai-academic-essays-marking-exeter-university](http://www.telegraph.co.uk/news/2024/07/18/ai-academic-essays-marking-exeter-university)
- **Copyright.** AI produced content cannot be copyrighted because there is no human creator. Does this mean the content you use AI to produce doesn't belong to you in the first place? AI systems can also create content very similar to copyrighted material.
  - Be aware that copyright laws around AI generated content might change.
  - Make sure there is a significant human contribution to your AI generated content to protect your brand.
  - Use plagiarism checker tools.
- **Is it factually correct?** AI generated content is produced by large language models (LLMs) which focus on making content sound plausible. The facts are not necessarily correct – these are known as "LLM hallucinations". One study shows accuracy ranges between 58% and 85%.
  - Fact check everything AI produces!
- **SEO.** AI generated content can help or hinder SEO.
  - Ensure content meets Google's "experience, expertise, authoritativeness and trustworthiness" criteria.
  - Disclose when content has been produced using AI to avoid 'penalties' in SEO rankings.

# AI tools

## **Can AI help with any of your content production?**

- Ask AI questions, and generate text to help with writer's block. But use the results as a starting point for your own writing.
- Use AI to transcribe the audio of your interviews. Do this through in-built transcription services in Microsoft Teams, or use a third party option such as Otter.ai.
- Consider running your content through an AI detector tool, e.g. QuillBot.
- Or look at QuillBot's paraphrasing tool, where there is also an option to choose different tones of voice.
- Check your content for spelling, grammar, errors and plagiarism with a tool such as Grammarly.
- Check the readability of your content using a resources such as the Hemingway app. There is also a function for you to fix your writing with an in-built AI tool.
- Consider using AI created images in appropriate circumstances, e.g. in Canva.

# AI tools

## QuillBot

The screenshot displays the QuillBot AI Detector interface. At the top, the QuillBot logo is on the left, the title "AI Detector" is in the center, and a green "Upgrade to Premium" button is on the right. Below the header, there are language selection tabs for English, Spanish, German, and French. The main text area contains an article about "Top Healthcare Science Innovations for 2024" with several paragraphs highlighted in yellow. The right sidebar shows a large "100%" result, indicating that all the text is likely AI-generated. Below this, a progress bar is filled with yellow. A table lists the detection categories: "AI-generated" (100%), "AI-generated & paraphrased" (0%), "Human-written & paraphrased" (0%), and "Human-written" (0%). At the bottom of the sidebar, there is a green box with the text "Enhance your writing in seconds" and a "Try Paraphraser" button. The bottom of the main text area shows "370/1,200 words", a thumbs up/down icon, and a green checkmark with the text "Analysis complete".

QuillBot AI Detector [Upgrade to Premium](#)

English Spanish German French

Top Healthcare Science Innovations for 2024

The healthcare sector is constantly evolving, with new technologies and innovations enhancing patient care and outcomes. In 2024, one of the most groundbreaking advancements is the wearable diabetes patch. This innovation promises to revolutionise the management of diabetes, offering a more seamless and effective way to monitor and control blood sugar levels. Let's explore this and other top healthcare innovations making waves this year.

Wearable Diabetes Patch

What is it?

The wearable diabetes patch is a compact, non-invasive device designed to continuously monitor glucose levels. It adheres to the skin like a bandage and uses advanced sensors to track blood sugar levels in real-time.

How does it work?

The patch features micro-needles that penetrate the skin painlessly, measuring interstitial fluid to provide accurate glucose readings. It syncs with a mobile app, allowing patients and healthcare providers to monitor levels, receive alerts, and adjust treatment plans accordingly.

370/1,200 words Analysis complete

**100%**  
of text is likely AI-generated

|                               |      |
|-------------------------------|------|
| AI-generated ⓘ                | 100% |
| AI-generated & paraphrased ⓘ  | 0%   |
| Human-written & paraphrased ⓘ | 0%   |
| Human-written ⓘ               | 0%   |

Enhance your writing in seconds

[Try Paraphraser](#)

# AI tools

## Hemingway

### Top Healthcare Science Innovations for 2024

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##### How does it work?

The patch features micro-needles that penetrate the skin painlessly, measuring interstitial fluid

[Write](#) [Edit](#)


Readability 


Grade 13

OK. Aim for 9.


Words: 370

[Show more stats](#) ▾

15 of 27 sentences  are very hard to read.

1 of 27 sentences is  hard to read.

Find grammar and spelling issues with Editor Plus.  
[Upgrade](#)

5 weakeners.   
[View details](#)



# AI tools

## Edited with Hemingway's AI tool, run back through Quillbot

### Top Healthcare Science Innovations for 2024

The healthcare sector **constantly** evolves with new technologies enhancing patient care. In 2024, a groundbreaking advancement is the wearable diabetes **patch** revolutionizing diabetes management. It offers a seamless and effective way to **monitor** and control blood sugar levels. Let's explore this and other top healthcare innovations making waves this year.

Write Edit

Readability **12**  
Grade 12  
OK. Aim for 9.

Words: 303  
Show more stats

### Wearable Diabetes Patch

#### What is it?

The wearable diabetes patch is a compact non-invasive device **monitoring** glucose levels **continuously**. It adheres to the skin like a bandage using advanced sensors. These sensors track blood sugar levels in real-time.

#### How does it work?

The patch has painless micro-needles that measure interstitial fluid for glucose readings. It **syncs with an app, enabling patients and providers to monitor levels and receive alerts**. Users can adjust treatment plans **accordingly**, ensuring accurate care.

### QuillBot AI Detector

English Spanish German French

Top Healthcare Science Innovations for 2024  
The healthcare sector constantly evolves with new technologies enhancing patient care. In 2024, a groundbreaking advancement is the wearable diabetes patch revolutionizing diabetes management. It offers a seamless and effective way to monitor and control blood sugar levels. Let's explore this and other top healthcare innovations making waves this year.

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The wearable diabetes patch is a compact non-invasive device monitoring glucose levels continuously. It adheres to the skin like a bandage using advanced sensors. These sensors track blood sugar levels in real-time.

How does it work?

303/1,200 words

0% of text is likely AI-generated

|                             |      |
|-----------------------------|------|
| AI-generated                | 0%   |
| AI-generated & paraphrased  | 0%   |
| Human-written & paraphrased | 0%   |
| Human-written               | 100% |

Enhance your writing in seconds  
Try Paraphraser

Analyze again

# AI tools

## **My tips!**

- Find the AI tools that save you time or help solve day-to-day issues in your business. E.g. interact with ChatGPT to brainstorm blog ideas for your website.
- Ensure there is plenty of human input in any written content you produce – it's better for your brand and you'll feel assured about the ownership and copyright status of the content.
- Also produce solely human-produced content, e.g. case studies. Interview someone, include lots of quotes, publish 'real' photos of them. There are many benefits to this for your brand and business – and one of the benefits is that it's obviously human-produced content.
  - The volume of commissions I've had to write case studies in the last couple of years – since AI tools became really prolific – has exploded. People really want human stories and content!
- Don't feel overwhelmed by the volume of content out there – AI or human produced. You and your business have valuable things to say and contribute.
- So do have a process of content production for your business. 'Content marketing' is a critical way that you'll be found as a business, and to show how you're relevant and active to your target audiences.
  - Google now uses AI to summarise key information for all searches.

# AI tools

Google now uses AI to summarise key information in relation to search terms. Your brand and website gets brilliant visibility if you come up as a source in this AI-generated section.

The screenshot shows a Google search interface. The search bar contains the text "what are the benefits of local networking groups". Below the search bar, the "All" tab is selected. The "AI Overview" section is prominently displayed, featuring a blue diamond icon and the text "AI Overview". It provides a summary of the benefits of joining a local networking group, including building confidence, raising your profile, strengthening relationships, and growing your personal brand. To the right of the AI Overview, there is a "Learn more" link. Below the AI Overview, a "Show more" button is visible. On the right side of the search results, there are several search results listed, including "Why Networking Events Are Beneficial For Your Business | The Loft on King" and "9 Benefits of Networking in Business | by Sarath CP | The Startup | Medium".

Google

what are the benefits of local networking groups

All Images Videos News Web Books Maps More Tools

◆ AI Overview Learn more

There are many benefits to joining a local networking group, including:

**Building confidence**  
Networking can help you build confidence by seeing that others have similar challenges and struggles.

**Raising your profile**  
Networking can help you build your personal brand and increase your visibility in your industry.

**Strengthening relationships**  
Networking can help you build trust by making new contacts and regularly engaging with existing ones.

**Growing your personal brand**  
Networking can help you expand your network and connect with like-minded

Show more

Why Networking Events Are Beneficial For Your Business | The Loft on King  
Creates Job and Business Opportunities. When you attend networking events, you also give your business a chance to...  
The Loft On King Street

9 Benefits of Networking in Business | by Sarath CP | The Startup | Medium  
6 Jun 2018 — Satisfaction from helping others. If you are a person who loves to help others and feel that growing is not j...  
Medium

10 Benefits of Business Networking

# Thank you!

Delivered by Sasha Arms for:



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