

# GEN AI

Intro, Implications &  
Implementation

**GATEONE**





Apps and Software Artificial Intelligence

# ChatGPT is the fastest growing app of all time

100 million users in two months.



Newsletter

# AI Deep Fake of the Pope's Puffy Coat Shows the Power of the Human Mind



Copy Link



# ChatGPT passes MBA exam given by a Wharton professor



Technology

# 'Google killer' ChatGPT sparks AI chatbot race



# Fired Google Engineer Doubles Down on Claim That AI Has Gained Sentience

CEO of Google's DeepMind says we could be 'just a few years' from A.I. that has human-level intelligence



# Could artificial intelligence really wipe out humanity?



ARTIFICIAL INTELLIGENCE

# Google is throwing generative AI at everything



HOW MANY DAYS  
IT TOOK TO REACH  
**1 MILLION** USERS

# AI

/Eɪ' ʌɪ/

**ARTIFICIAL INTELLIGENCE =**  
COMPUTER SIMULATION OF HUMAN INTELLIGENCE TO PERFORM TASKS  
(AUTOMATION)

**MACHINE LEARNING =**  
TYPE OF AI MODEL THAT 'LEARNS' FROM DATA PATTERNS TO SYNTHESISE  
NEW DATA  
(GENERATION)

**AI + ML = GENERATIVE AI**

# Q1

## WHERE ARE YOU RIGHT NOW ON YOUR GEN AI JOURNEY?

HAVEN'T GOT A FRICKING CLUE  
BEEN DABBLING BUT FEELING OVERWHELMED  
I'M PRETTY COMFY WITH IT  
HELLO, I'M AN EXPERT (MIC DROP)



Or use QR code



© Gate One 2023

1st



Been dabbling but feeling overwhelmed

2nd



I'm pretty comfy with it

3rd



Haven't got a frickin' clue!

4th



Hello, I'm an expert (mic drop)

54





# THE SCIENCE PART

## Transformative vs Derivative





It's not  
sentient,  
it's just  
very, very,  
**VERY** fast  
computing







**OUR (CURRENT) POSITION:**

IT TURBO CHARGES HUMANS:  
BUT IT CAN'T IMAGINE

DREAM BIG, DELIVER WITH CAUTION



**AI IS NOT GOING TO  
REPLACE PEOPLE...**

**...PEOPLE USING AI  
WILL REPLACE PEOPLE  
NOT USING AI**



# Q2

## WHAT IS HOLDING YOU BACK FROM GETTING STARTED WITH GEN AI?

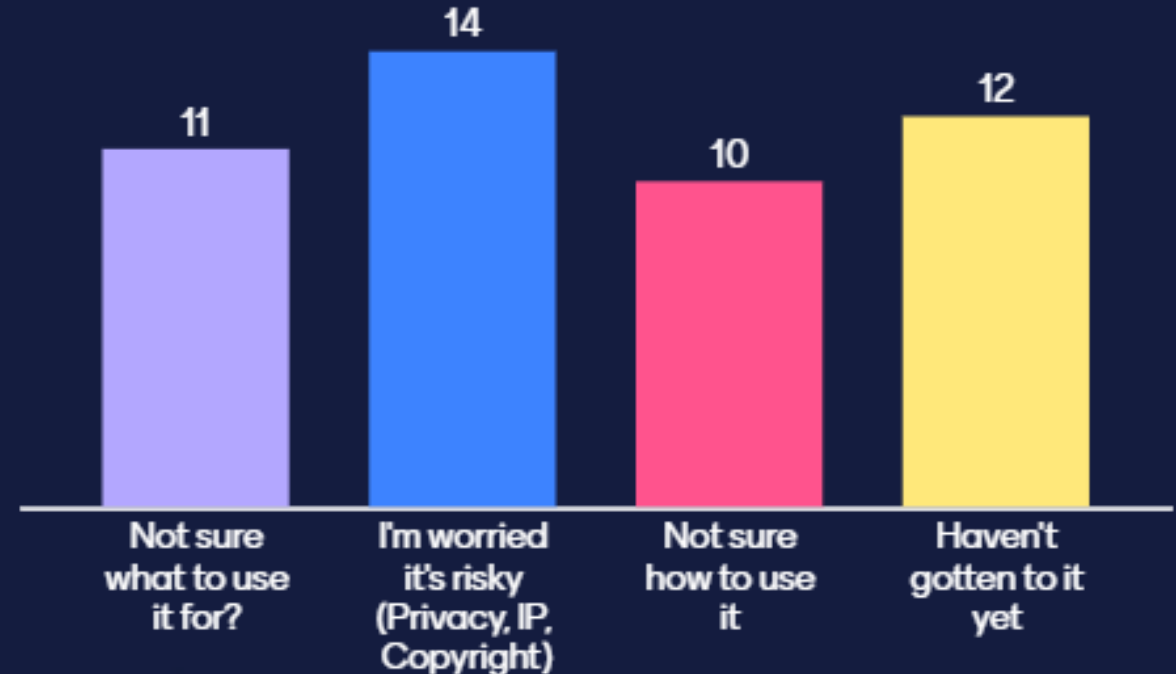
NOT SURE WHAT TO USE IT FOR  
I'M WORRIED IT'S RISKY (PRIVACY, IP, COPYRIGHT)  
NOT SURE HOW TO USE IT  
HAVEN'T GOTTEN TO IT YET



Or use QR code



© Gate One 2023



47





# GENERATE

Copy | Research | Analytics | Coding | Imagery | Animation | Video | Music  
Concepting | Naming | Social Hooks | SEO terms | Meta-tags | Ideation

# EXTEND

Copy variation | Translation | Image extending | Texture Tiling | Looping  
Story / Mood boards | Extrapolated Analytics | Seeding + Training Models

# EDIT

Copy editing | Image upscaling | Image retouch | Colour grading | Video editing  
AI + CGI blending | CGI automation | Frame Interpolation | 3D texturing |  
Animating

# **INSPO**

## **HOW ARE PEOPLE USING GEN AI?**



# TRENDS

PU What are some at home coffee drinking trends that became popular around the world during the COVID-19 pandemic? Please share the countries or regions where the trends originated.

The COVID-19 pandemic has resulted in many changes to our daily routines, including the way we consume coffee at home. Here are some at-home coffee drinking trends that became popular around the world during the pandemic and the countries or regions where they originated:

1. Dalgona coffee: This South Korean trend involves whisking together instant coffee, sugar, and hot water to create a frothy whipped coffee that is served over milk. The trend became popular in early 2020 and quickly spread around the world, with many people sharing photos and videos of their homemade Dalgona coffee creations on social media.
2. Home brewing and specialty coffee: With many coffee shops closed or limited to take-out service, people around the world turned to home brewing and specialty coffee to satisfy their caffeine cravings. In the United States, for example, sales of home brewing equipment and specialty coffee increased significantly during the pandemic. The trend was also seen in countries such as Australia, Canada, and the United Kingdom.
3. Coffee delivery services: With many people staying at home to avoid the spread of the virus, coffee delivery services became more popular around the world. In India, for example, coffee delivery services such as Blue Tokai and Third Wave Coffee Roasters saw a significant increase in demand during the pandemic. The trend was also seen in

# SWOT / PESTEL

Sure! Here's a PESTEL analysis for a B2B service that provides mental health in the workplace, such as Fika, focused on the US market in a table format:

Political	Economic	Social
Growing recognition of the importance of mental health	Growing concern over workplace stress and burnout	Increasing awareness of mental health issues
Potential for government regulations to support workplace mental health programs	Economic uncertainty and its impact on employer spending	Shifting attitudes towards mental health and willingness to seek support

Technological	Environmental	Legal
Advancements in telehealth and remote support	N/A	Legal requirements for workplace health and safety, including mental health
Growing use of technology in mental health treatment	N/A	Insurance coverage and reimbursement for mental health services

This PESTEL analysis is just one way to understand the political, economic, social, technological, environmental, and legal factors that may impact a B2B service that provides mental health in the workplace. It is important to continually monitor these factors and their potential impact on the business and market.

# COMPETITIVE MAP

PU I'm interested in mental health. Could you share 10 start-ups that focus on prevention in that space and who recently received a large funding round?

Sure, here are ten mental health startups that focus on prevention and have received recent large funding rounds:

1. Ginger: Ginger provides on-demand behavioral health coaching and has raised over \$100 million in funding.
2. Spring Health: Spring Health is a mental health platform that uses AI to personalize treatment and has raised over \$70 million in funding.
3. Woebot Labs: Woebot Labs offers a AI-powered mental health chatbot and has raised over \$15 million in funding.
4. Talkspace: Talkspace provides online therapy and has raised over \$160 million in funding.
5. Cerebral: Cerebral is a mental health platform that uses AI to match patients with care and has raised over \$20 million in funding.
6. BetterHelp: BetterHelp is an online counseling platform and has raised over \$60 million in funding.
7. MyTelemedicine: MyTelemedicine offers telepsychiatry services and has raised over \$25 million in funding.
8. Fika: Fika provides mental health support in the workplace and has raised over \$20 million in funding.
9. Happily: Happily offers digital tools to improve emotional well-being and has raised over \$70 million in funding.

Chat GPT to search, collate, and sort postcodes near 50 universities in the UK for ad targeting on social

#### 50 Universities Postcodes in the UK

"University of Aberdeen": "AB24 3FX",  
"Aberystwyth University": "SY23 3DT",  
"Anglia Ruskin University": "CB11PT",  
"University of Bath": "BA2 7AY",  
"Bournemouth University": "BH12 5BB",  
"University of Bradford": "BD7 1DP",  
"University of Bristol": "BS8 1QU",  
"Brunel University London": "UB8 3PH",  
"University of Buckingham": "MK18 1EG",  
"University of Cambridge": "CB2 1TN",  
"Canterbury Christ Church University": "CT11QU",  
"Cardiff Metropolitan University": "CF24 4SU",  
"Cardiff University": "CF10 3AT",  
"City, University of London": "EC1V 0HB",  
"Coventry University": "CV1 5FB",  
"Cranfield University": "MK43 0AL",

**Togetherall**  
Sponsored

Sometimes, it's hard to put a finger on what's wrong. And that's where we come in. Anonymously. Without [...see more](#)




togetherall.com  
If it's on your mind, it's on togetherall.

Sign Up

**Togetherall**  
Sponsored

**COLLATION**

If it's on trend, it's on TikTok.



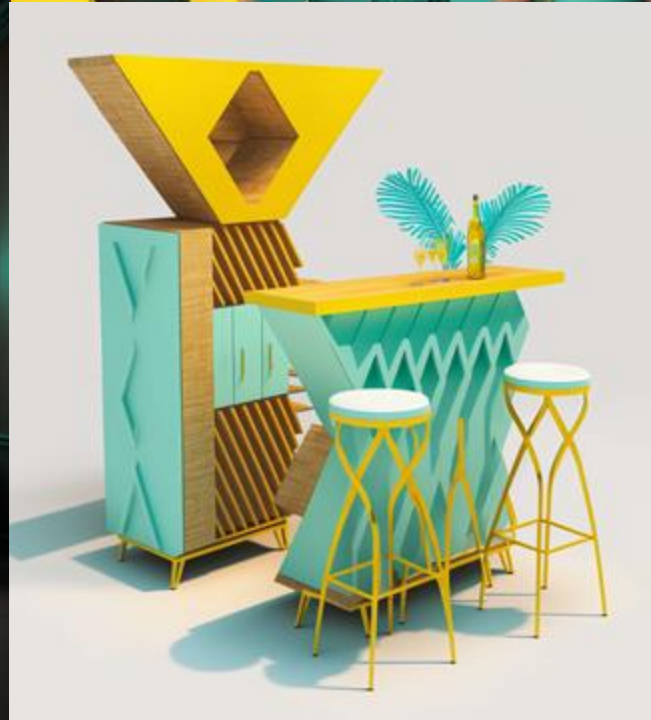
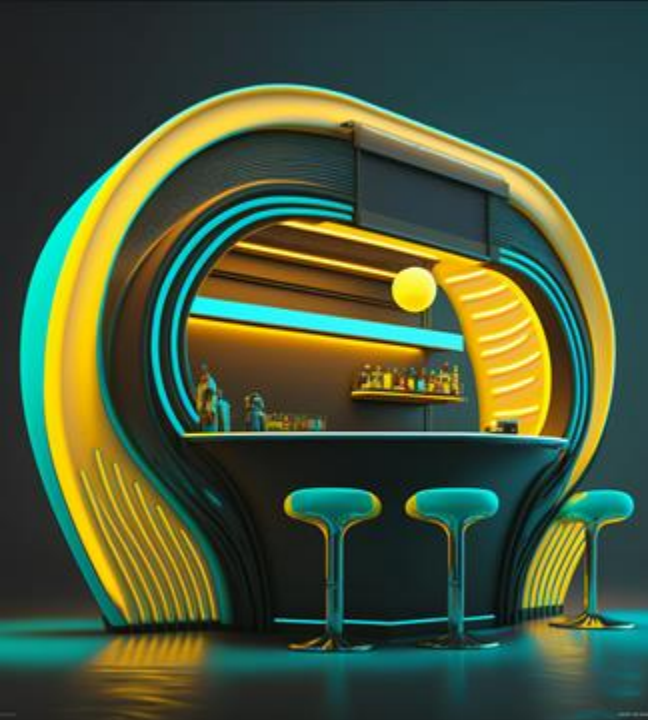
If it's on your mind, it's on togetherall.

Sign Up





**VISUALISATION**



# PRODUCTION



## PRE PRODUCTION

Rapid Ideation  
Script Processing  
Visualisation

## PRODUCTION

Avatar Generation  
Audio2Face  
NeRF  
Deepfake  
Custom Training  
Models  
Text to Video

## POST PRODUCTION

Editing  
Music Composition  
Text to 3D Texture  
Text to 3D  
Text to Colour  
Grade  
Image to Image  
Frame Interpolation

## AUTOMATION

Multi-format Output  
Language  
Automation  
Personalisation





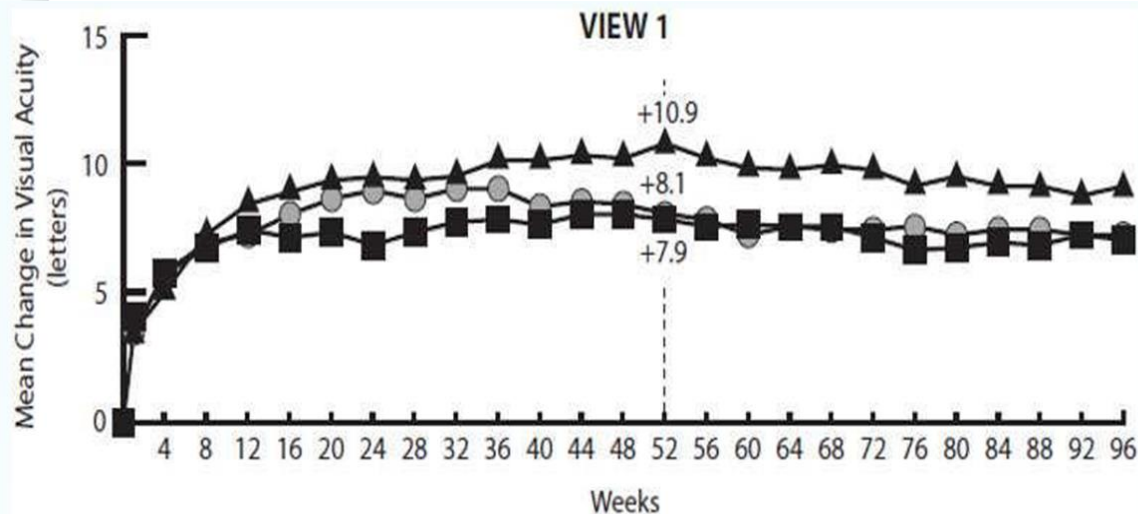
Hi, what would you like to learn about Eylea?

## INTERPRETATION



what is the efficacy?

The efficacy of EYLEA in the VIVID and VISTA studies is measured by the change in the Early Treatment Diabetic Retinopathy Study (ETDRS) Diabetic Retinopathy Severity Scale at week 52. Both EYLEA 2Q8 and EYLEA 2Q4 groups showed statistically superior improvement in BCVA compared to the control group, and this improvement was maintained at week 100 in both studies.



**REGENERON®**

The information contained herein is provided for general educational purposes. If you have any questions, talk to your doctor.  
For U.S. Residents Only

 **EYLEA®**  
(aflibercept) Injection  
For Intravitreal Injection

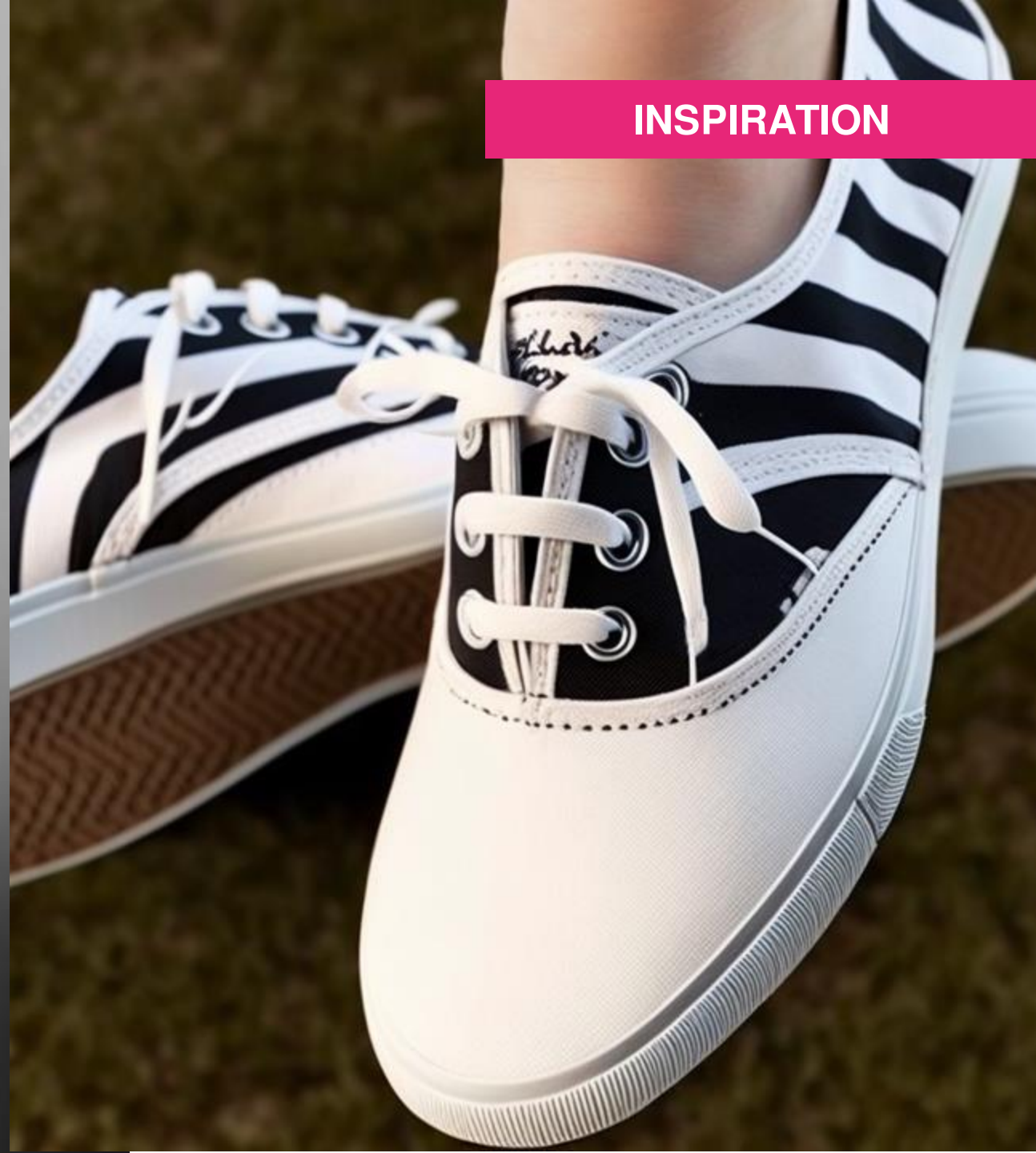
IMAGINATION







INSPIRATION

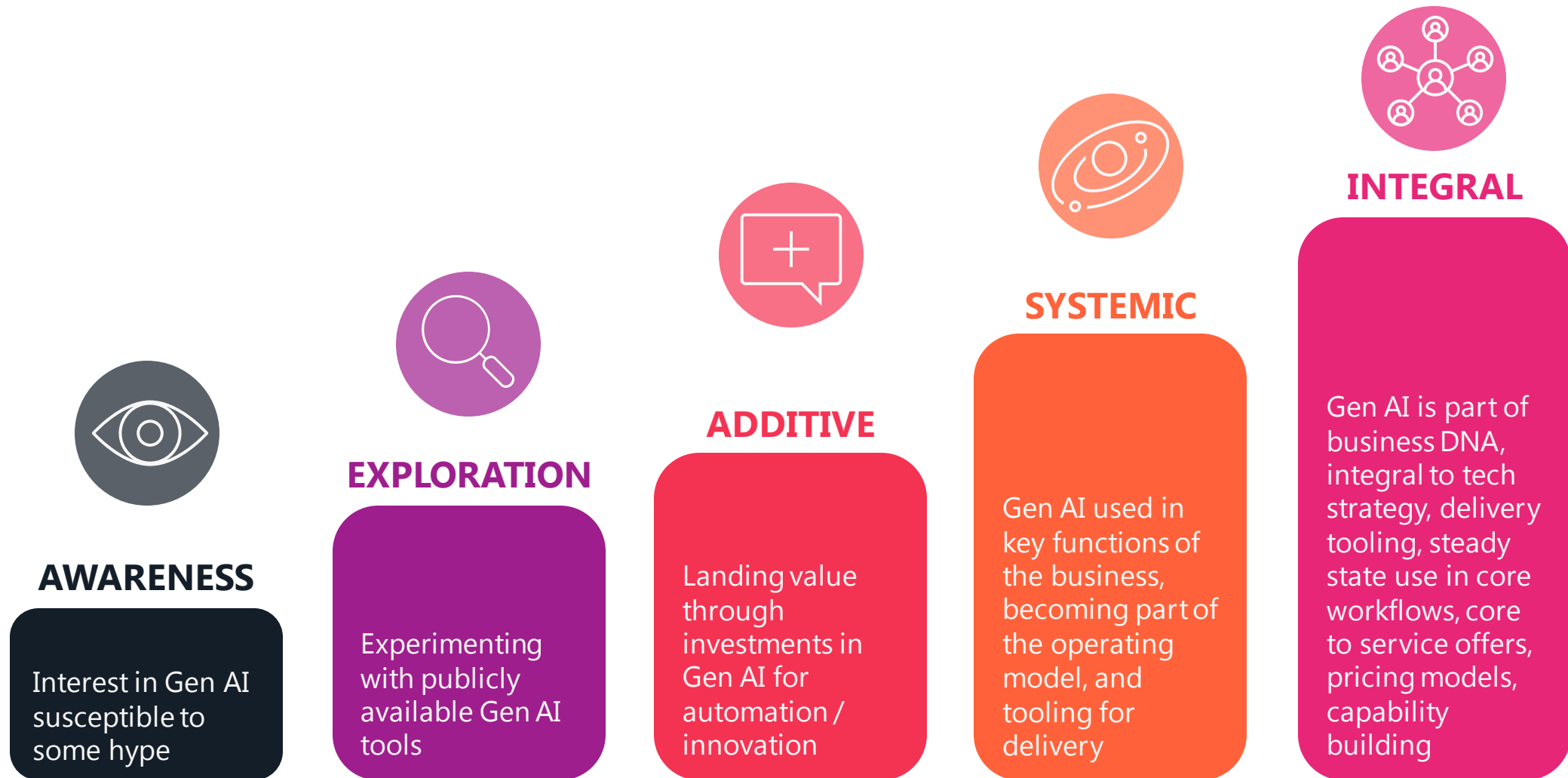




# GETTING STARTED

HOW CAN YOU USE IT TODAY?

# GEN AI MATURITY MODEL



# Q3

## WHERE IS YOUR ORGANIZATION ON THE MATURITY MODEL?

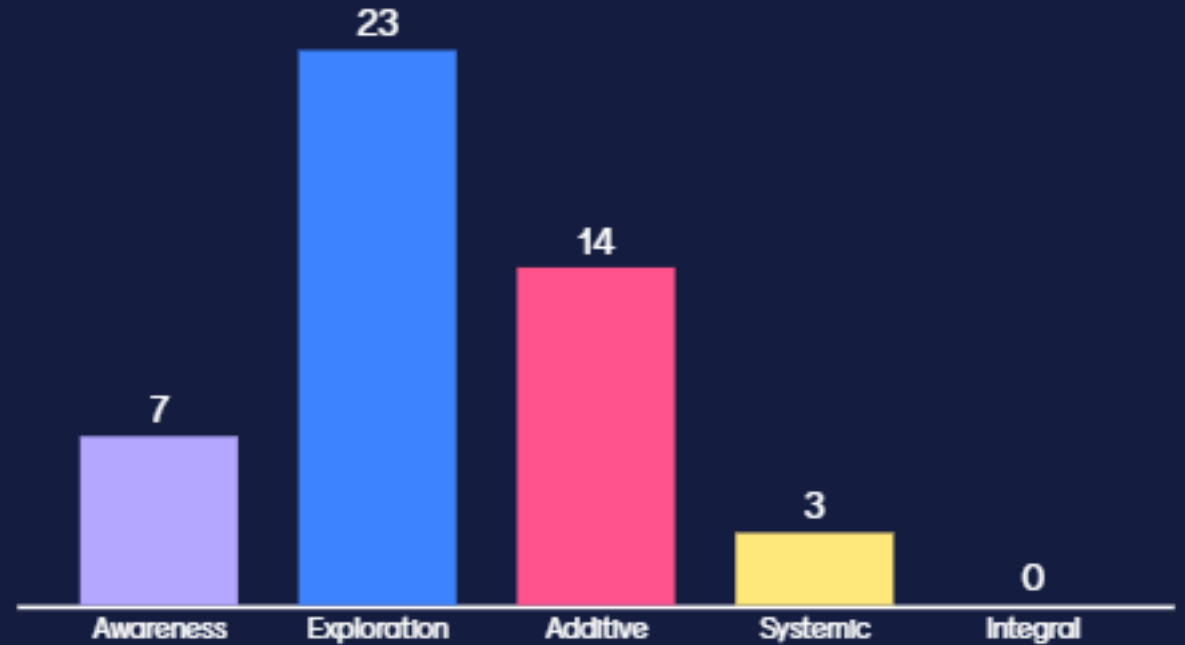
- AWARENESS
- EXPLORATION
- ADDITIVE
- SYSTEMIC
- INTEGRAL



Or use QR code



© Gate One 2023





# EMERGING LEADERS

Popular GenAI apps



**CHAT  
GPT**

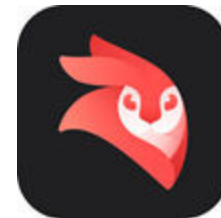


**DALL·E 2**



**WOMBO**

**stability.ai**



# THE GEN AI UNICORNS

Companies valued @ \$1bn +



Made Chat GPT & Dalle 2



**Hugging Face**

Machine learning for Knowledge Mgt



**Lightricks**

Image & Video editors: Facetune, Videoleap



**Jasper**

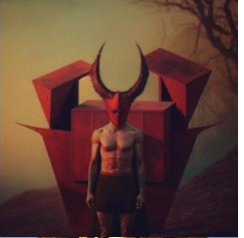
AI Copywriter

**glean**

AI applications for Knowledge Mgt

**stability.ai**

Image generator: Stable diffusion



# HYPE

Gorgeous printable graphics

Campaign ready assets

It's sentient!

It's great for research

Democratised creativity

# REALITY

Lo-res outputs

Inconsistent generations

Biases / inaccuracies

Little/No data attribution

Unclear IP / © / ethics /  
privacy / security





USE CASE

Trends /  
Summaries

Ideation /Variation  
/ Visualisation

Data analytics / Strategy  
testing / campaign  
testing

DATA / INPUTS

Publicly available  
data

Non sensitive  
organisational data

Strategically sensitive  
organisational data

TECHNOLOGY

Public domain  
apps

Private licences

Private / Walled Garden  
instance

RISK SPECTRUM

Lower  
risk

Higher  
risk

# GETTING STARTED

# WE HAVE A BANK OF OVER 300+ GEN AI USE CASES IDENTIFIED ACROSS MULTIPLE INDUSTRIES AND BUSINESS FUNCTIONS

Come & have a chat to us to get insights on specific use cases focused on:

Your industry

Your business function

Key business areas to optimize

A	B	C	D	E	F	G	H	K	L
Industry	Business Function	Business Optimisation Areas	Use Case Summary	Use Case Description	Agency Discipline	Agency Sub-Discipline	AI Type 1	Gen AI Data Type	Notes
Aerospace & Travel	Marketing & Sales	Customer Acquisition/Lead Generation	Automated Lead Scoring	Use generative AI to score and rank customers (retail/corporate) based on their likelihood to convert to customers. The AI can analyse data such as website behavior, social media engagement, and demographic information to determine which leads are most valuable.	Generate	Research	Generative AI	Text	
Aerospace & Travel	Marketing & Sales	Hyper-Personalisation	Personalised Travel Itineraries	Use generative AI to create customised travel itineraries for each customer based on their preferences, travel history, and real-time data such as weather and events.	Generate	Ideation	Generative AI	Text	
Aerospace & Travel	Marketing & Sales	Customer Service Management	Chatbot Customer Service	Use generative AI to power chatbots that can handle routine customer service inquiries, freeing up human agents to focus on more complex issues. The chatbots can use natural language processing to understand customer queries and provide helpful responses.	Edit	Translation	Generative AI	Text	
Aerospace & Travel	Marketing & Sales	Marketing Optimisation	Ad Copy Generation	Use generative AI to create effective ad copy that resonates with target audiences. The AI can analyse data on past ad performance and audience behavior to craft compelling copy that is more likely to drive conversions.	Generate	Copy	Generative AI	Text	
Aerospace & Travel	Marketing & Sales	Growth	Forecasting Demand	Use generative AI to forecast demand for different travel products and services based on a variety of factors such as seasonality, weather, events, and macroeconomic indicators. This can help businesses plan their marketing and sales strategies more effectively.	Generate	Analytics	Generative AI	Numeric	
Aerospace & Travel	Marketing & Sales	Predictive Service	Predictive Maintenance	Use generative AI to predict when maintenance is needed for aircraft and other equipment. The AI can analyse data on factors such as usage, environmental conditions, and historical maintenance patterns to forecast when repairs or replacements are likely to be needed.	Edit	Extrapolated Analytics	Generative AI	Numeric	
Aerospace & Travel	Marketing & Sales	Pricing & Promotion	Dynamic Pricing	Use generative AI to set prices dynamically based on a variety of factors such as demand, competition, and costs. The AI can adjust prices in real-time to optimise revenue and profits.	Generate	Analytics	Generative AI	Numeric	
Aerospace & Travel	Marketing & Sales	Customer Acquisition/Lead Generation	Content Creation	Use generative AI to create compelling content that attracts and engages potential customers. The AI can analyse data on customer preferences and behavior to create content that resonates with target audiences.	Edit	Copy variation	Generative AI	Image	
Aerospace & Travel	Marketing & Sales	Growth	Market Analysis	Use generative AI to analyse market trends and identify opportunities for growth. The AI can analyse data such as competitor performance, industry news, and customer behavior to identify areas where the business can expand.	Generate	Research	Generative AI	Text	
Aerospace & Travel	Marketing & Sales	Insights-driven Finance	Revenue Forecasting	Use generative AI to forecast revenue based on historical data and current trends. The AI can analyse data such as bookings, cancellations, and other metrics to predict future revenue with a high degree of accuracy.	Edit	Extrapolated Analytics	Generative AI	Numeric	
Aerospace & Travel	Marketing & Sales	Hyper-Personalisation	Personalised Video Ads	Using generative AI, personalised video ads can be created by travel and airline companies to target their audience with a unique and tailored message, based on their preferences and previous booking history.	Edit	Copy variation	Generative AI	Video	
Aerospace & Travel	Marketing & Sales	Growth	Image-Based Social Media Ads	Generative AI can be used to create highly visual and appealing image-based social media ads for travel and airline companies, which can attract more customers and lead to increased growth.	Generate	Social Hooks	Generative AI	Image	
Aerospace & Travel	Marketing & Sales	Predictive Service	Flight Prediction Videos	Using generative AI, flight prediction videos can be created which can help customers to understand how their flight may be affected by weather and other factors. These videos can provide a highly personalised and	Generate	Animation	Generative AI	Video	

# USE CASES TO LEVERAGE GEN AI TODAY

**STRATEGIC ANALYSES  
(SWOT / PESTLE ETC)**

**RESEARCH +  
SUMMARISATION**

**AUDIENCE ANALYTICS  
(SEGMENTATION /  
BEHAVIOUR  
PREDICTION)**

**PLANS / TACTIC  
IDEATIONS /  
GENERATION**

**COPYWRITING  
CONCEPT /  
PERSPECTIVE TESTING**

**JOURNEY MAPPING**

**CONTENT  
GENERATION &  
EXTENSION (COPY /  
IMAGE / VIDEO)**

**WIREFRAMING / UX /  
UI**

**CONTENT  
MODULARISATION**

**MEETING / COMMS /  
DELIVERY TEMPLATES**

**CAMPAIGN ASSET  
GENERATION**

**MOOD BOARDS /  
SCRATCH BOARDS**

**EVENT DESIGN**



# MEET OUR PANELISTS



**UMBAR SHAKIR**

DIGITAL AND DATA LEAD, GATE ONE



**CONOR GRENNAN**

DEAN OF MBA STUDENTS, NYU STERN SCHOOL OF BUSINESS,  
#GENERATIVEAI@STERN



**DOUGLAS BARR**

FOUNDER AND CEO, PIXIEDUST LABS



**JASON JERCINOVIC**

NORTH AMERICAN PARTNER, GATE ONE

# Q4

WHAT IS ONE KEY THING DO YOU THINK GEN AI WILL BE ABLE TO DO IN YEARS' TIME?



Or use QR code



**/IMAGINE**



# COME SAY HELLO!

## **Umbar Shakir**

Partner – Digital, Data, Experiences

[Umbar.shakir@gateoneconsulting.com](mailto:Umbar.shakir@gateoneconsulting.com)

## **Isabel Brodsky**

Marketing Lead

[Isabel.Brodsky@gateoneconsulting.com](mailto:Isabel.Brodsky@gateoneconsulting.com)

**GATEONE**

