

AI Tools for Business Planning

A guide to help small businesses use AI to scale

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BLANK SPACE...SCARY!

What is AI?

What is AI?

- Narrow AI vs. General AI

What's a Large Language Model (LLM)?

- Large language models (LLM) are very large [deep learning](#) models that are pre-trained on massive amounts of data. The underlying transformer is a set of [neural networks](#) based on simplified biological model of neurons that distribute configurations to perform a specific task across weights associated with each neuron.
- They are trained not to understand language, but to respond in its best approximation of how an expert in the field would respond. As such, they are not bound by fact.

Value for Small Businesses?

Creativity without context is hard.

AI's serve as a creativity aid to:

- Suggest “conventional wisdom” and provide context.
- Create content so you can transition from “writing” to “editing”.
- Provide ideas to prompt creativity.

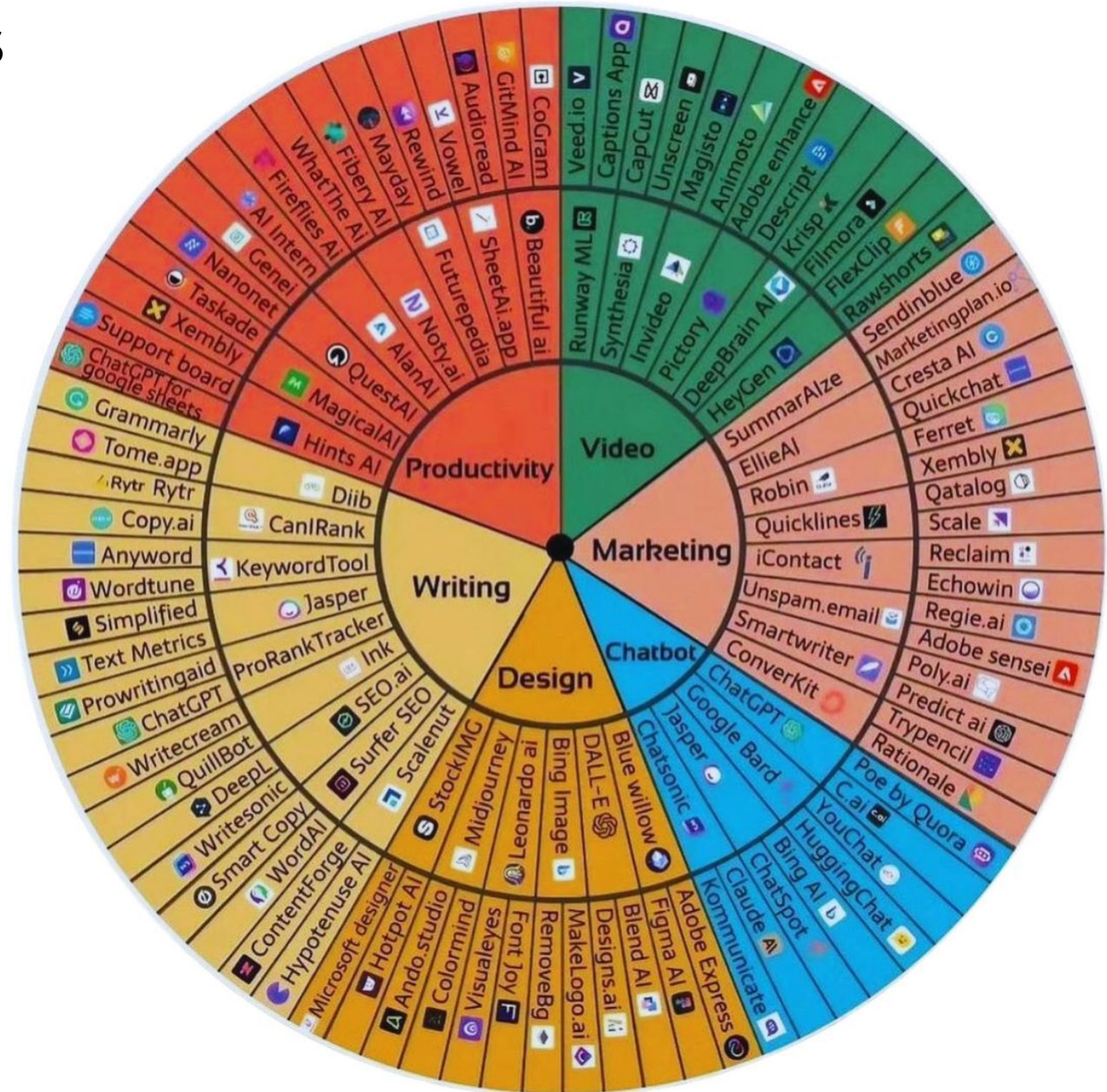
AI Consultancy to provide business consulting and facilitation for things like a:

- Canvases: business model canvas, job to be done canvas
- Marketing copy: press releases, blogs, marketing copy
- Much more!



There are hundreds of AI tools for productivity. How do I make sense of it all?

- Understand the basics
- Experiment – Budget some time to try before you buy
- Put in the work – Effective prompt creation is key



Tools

There are hundreds of tools for your various needs. However, when most of them are built on top of a basic core set of technology.

Here are a few that I find useful.

[Rytr](#) – marketing copy generation

[WorkHelper.ai](#) – Various tools including image generation, sound generation, marketing copy

[StockIMG.ai](#) – image processing tools



But let's explore an effective use of ChatGPT.

ChatGPT is the most popular LLM and was created by OpenAI.

OpenAI was bought by Microsoft earlier this year.

Many of these tools are being integrated into MS Office and Google products.

To demonstrate effective use of ChatGPT for business planning I will use Trent Gillespie of [Day One Innovations' Working Backwards v2 Whitepaper](#).





Thank You.



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Conclusion

- Think of it as a creativity tool, not to create final product.
- Use it to learn “conventional wisdom”
- Explore!

If you want additional support of facilitation, feel free to reach out!