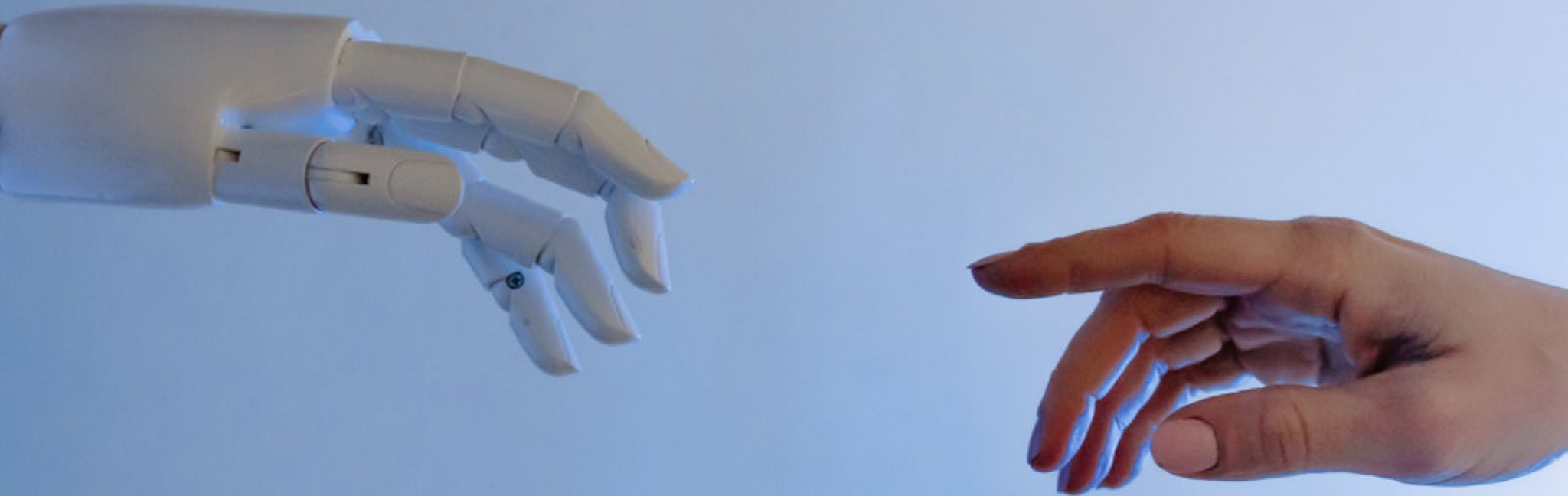


Leveraging AI to Thrive in a Competitive Market:

The Benefits and Concerns of Adopting Artificial Intelligence in Small Business







PICTORY

85% of videos on social media are watched on mute. By utilizing the captioning, you can expand your reach to a wider audience.

PRO'S

- ✓ Great for Social Media Posts
- ✓ Script to Video
- ✓ Articles & Blog Posts to Video
- ✓ Edit Video Using Text
- ✓ Can add your own logo, intro & outro (paid version)
- ✓ Has automatic captioning

CON'S

- ✓ The Voice Over needs stronger noise cancelling scripting
- ✓ You need to have a paid account to remove watermarks
- ✓ Their email support doesn't seem to be "human" in response; canned emails.

Additional Text to Video Websites

- ✓ Gila Cloud - <https://gilacloud.com>
- ✓ Veed – <https://veed.io>
- ✓ Synthesia – <https://synthesia.ai>
- ✓ Lumen5 – <https://Lumen5.com>
- ✓ Wisecut – <https://wisecut.video>
- ✓ DeepBrain – <https://deepbrain.io>
- ✓ InVideo – <https://invideo.io>



Next-generation artificial intelligence (AI) video generators automate video creation and editing without sacrificing quality.

The process of editing a video takes a lot of time and effort. Even the best video editing software still needs a lot of human input.

A.I. In The New Economy

In the new economy, AI is like a super-smart helper that's changing how businesses and jobs work. It's making things faster and smarter by doing tasks on its own, helping people make better choices, and coming up with really cool new ideas and stuff that makes companies better and more special than before.

1. Image Recognition
2. Speech Recognition
3. Recommendation Systems
4. Healthcare Diagnostics
5. Fraud Detection
6. Robotics
7. Gaming
8. Predictive Analytics
9. Language Translation
10. Deepfakes

What are Deepfakes?

While controversial, Deepfakes use AI to generate completely new images, video or audio, with the end goal of showing something that didn't actually occur in reality. Can be used for entertainment or unfortunately, misleading purposes. Deepfake software is becoming more common and convincing. MIT has a good webpage overview researching how to detect deep fakes – for further reading:

<https://www.media.mit.edu/projects/detect-fakes/overview/>

AI Use In Industry Today

Here is a glimpse of how AI is making a significant impact across various industries, revolutionizing processes, improving efficiency, and creating new opportunities for innovation. Keep in mind that the applications of AI continue to evolve as technology advances.

✓ **Higher Education**

✓ **Healthcare**

✓ **Law**

✓ **Retail**

✓ **Finance**

✓ **Manufacturing**

✓ **Transportation**

✓ **Entertainment**

Educational Concerns

I posed the question to Chat GPT: How can teachers ensure their students are learning and not just using Chat GPT or other AI software to do their homework. Here is a summary of that question:

1. Set clear tool rules.
2. Mix up how you test.
3. Check progress often.
4. Inspire original ideas.
5. Explain thinking process.
6. Link to real life.
7. Work together in groups.
8. Improve with feedback.
9. Hands-on class tasks.
10. Teach AI awareness.
11. Discuss tech's impact.
12. Assess skills broadly.

Take it for a spin!



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- In the web design, marketing and development industry for over 20 years.
- Experience with e-commerce began as an Analyst for IBM WebSphere Commerce business application software, testing and documenting user experiences and interfaces.
- Recently studied Artificial Intelligence (AI) with Microsoft, Google and various other companies. This has expanded her knowledge in how to apply AI in a responsible manner. AI is a valuable tool for marketing online businesses, ensuring they stay competitive.
- Certified Marketing and Web Specialist for the Larimer Small Business Development center and is also a guest instructor for the University of Louisiana, Monroe.

About the SBDC – Small Business Development Center



Helping local businesses start, grow and prosper through street-smart business education and assistance.

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