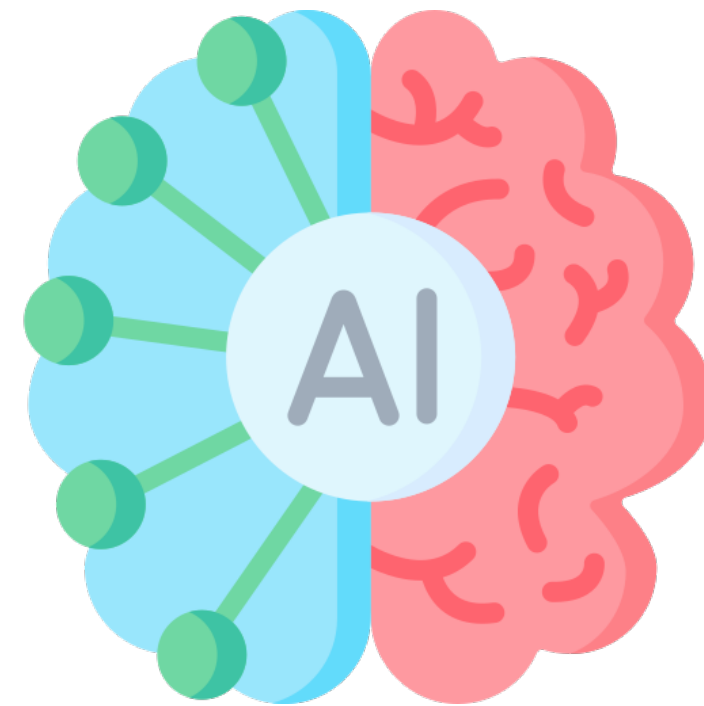


# Utilising AI for start-ups

**Rui Barros**  
17<sup>th</sup> March 2025

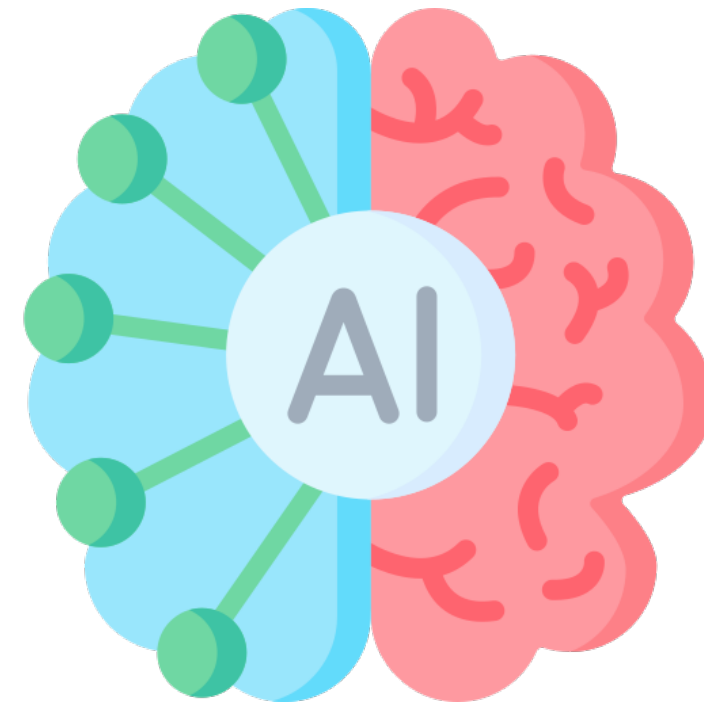
# Today

- Why AI and why now? 💬
- What AI is and isn't! ✅
- Quiz 🧠
- How AI enhances productivity 🧐
- Some considerations 🤔
- You, the future of AI, productivity & leadership 😎



## Why AI and why now?

- Drives innovation, efficiency, and decision-making across multiple sectors
- Automates repetitive tasks
- Enriches decision-making
- Improves operational efficiency
- Reduces costs
- Versatility, adaptability and scalability



# What AI is!

**Tool for Automation:** AI can automate repetitive tasks, streamline processes, and improve efficiency

**Problem-Solving Assistant:** AI can assist with solving complex problems by providing insights, running simulations, or analysing massive amounts of data quickly and accurately.

**Learning System:** Many AI models improve their performance over time by learning from data and allows them to make better decisions.

**Flexible Across Domains:** AI can be applied in diverse fields such as healthcare, finance, education, entertainment, and transportation.

**Data-Driven:** AI systems rely on data to function.

## What AI isn't!

**Human Replacement:** AI is not capable of independent thought or creativity in the way humans are.

**Perfect or Flawless:** AI systems can make mistakes, especially when trained on biased or incomplete data.

**Decision-Maker:** AI can provide recommendations or insights, but humans are still responsible for making the final decisions.

**Able to Learn Without Data:** AI systems need to be trained and cannot generate knowledge or insights in areas where they haven't been trained or provided relevant data.

**A Magic Fix:** AI is not a one-size-fits-all solution and it is not a silver bullet for all problems.

# What AI thinks AI is?





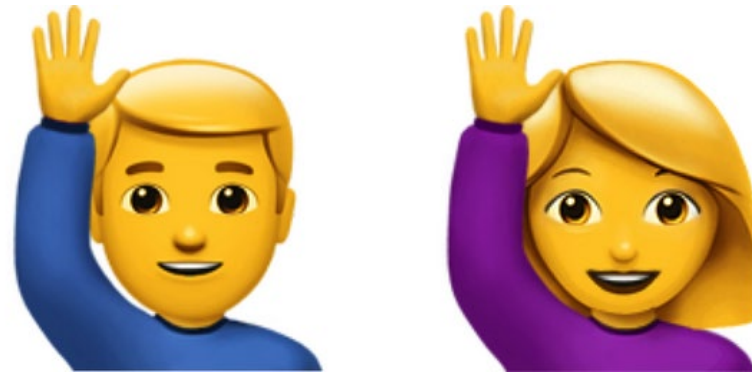
What I think AI is!



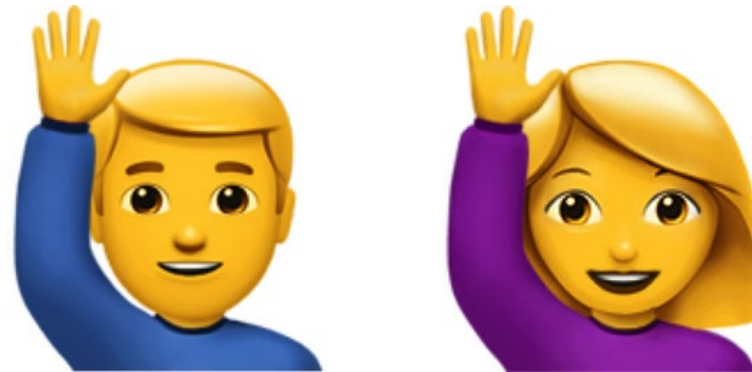
**Time for a quiz!**



Raise your hand if you like football?



Who's the best football player in the world?



Who's the best football player in the world?



# Who's the best football player in the world?





# Expert questions now...



no googling please



**Total goals: 900+ goals**

**Total assists: 254 assists**

**Passes: over 4,580 passes**

**Average distance: 9-10 kilometres per match**

**Penalties: scored 164, missed 30**

**Own goals: 0**



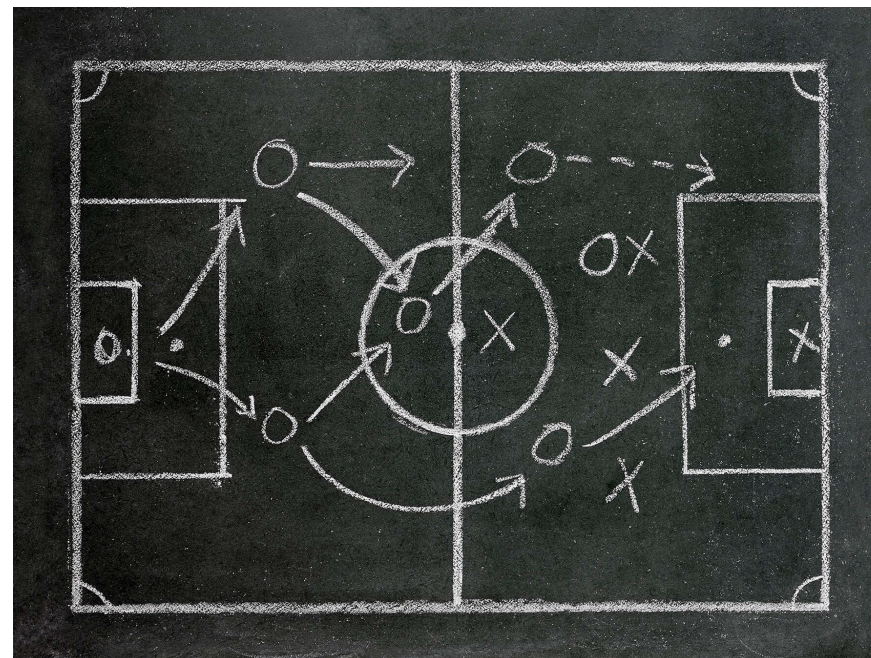
Portuguese Team beat France and won 2016 EURO

What does that have to  
do with AI? 🤨

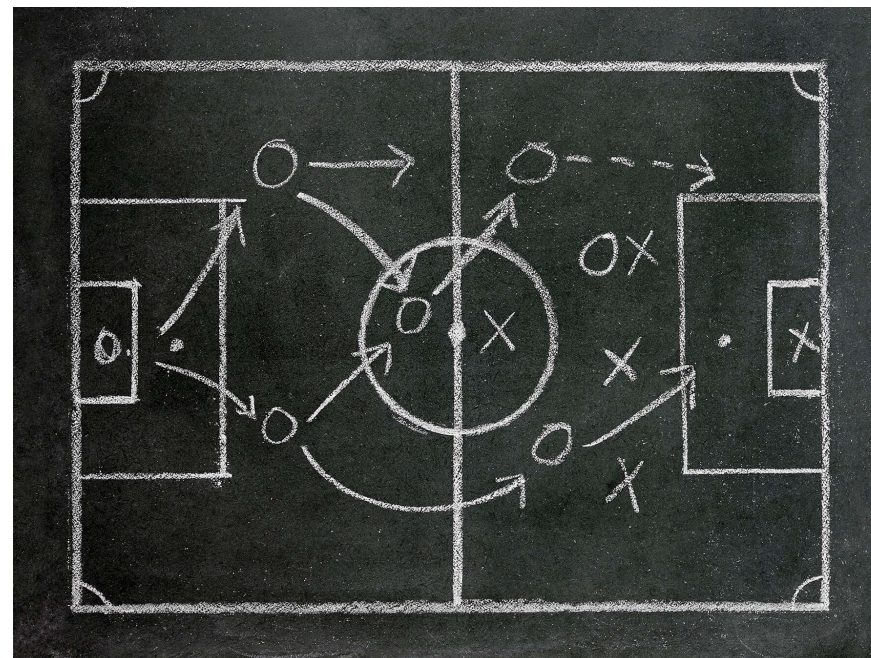


**Everything...**

**What if I told you that you and your team  
are about to grow 100%?**



**What if I told you that you and your team  
are about to grow 100%?**



Ready?!



# Meet your new team

# Meet your new team



# Meet your new team



AI, like any other tool, should be viewed as an aid to assist human creativity and decision-making, rather than as an absolute guide or authority.

It is important to use AI thoughtfully, recognizing both its strengths and limitations.

The following examples are intended as exploratory demonstrations of AI capabilities and showcase interactions with ChatGPT, one of the most advanced AI models available today.

**AI is and should always be a tool and not a rule.**



# Meet your new AI Personal Assistant

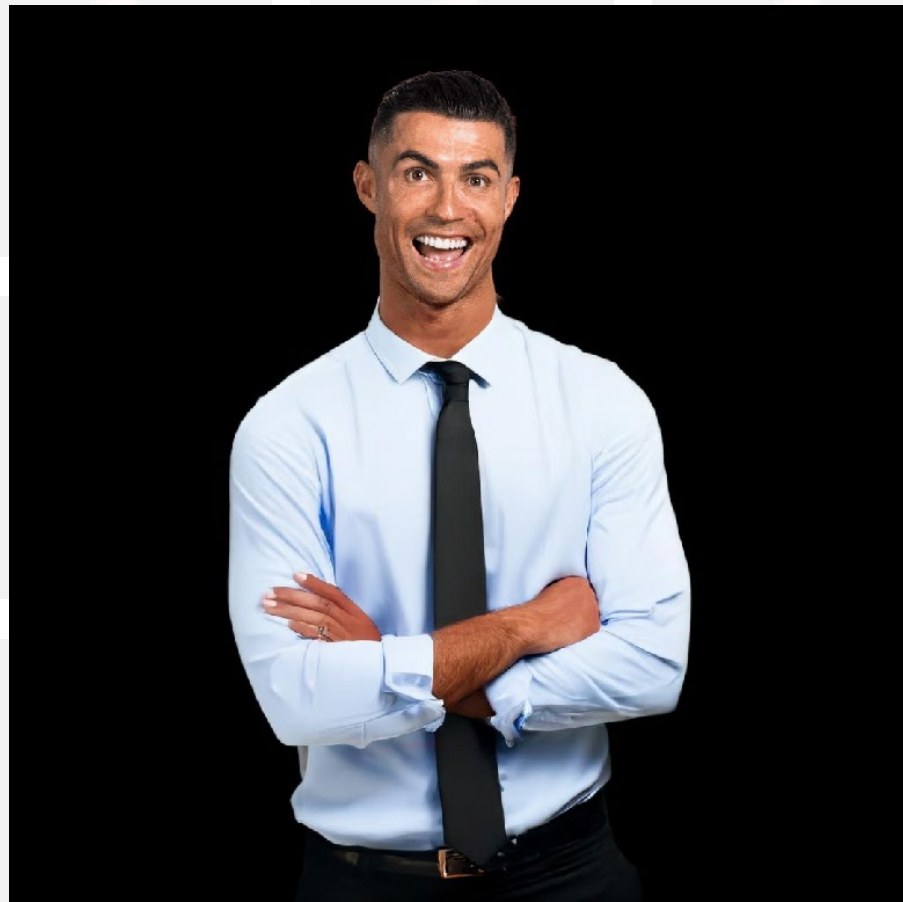


**Scheduling:** *Can you help me organize my meetings for next week and send me reminders?*

**Research:** *Can you write a quick summary of the latest research on renewable energy?*

**Project Management:** *Can you help me track progress on the project I'm running?*

# Meet your new AI Development Coach

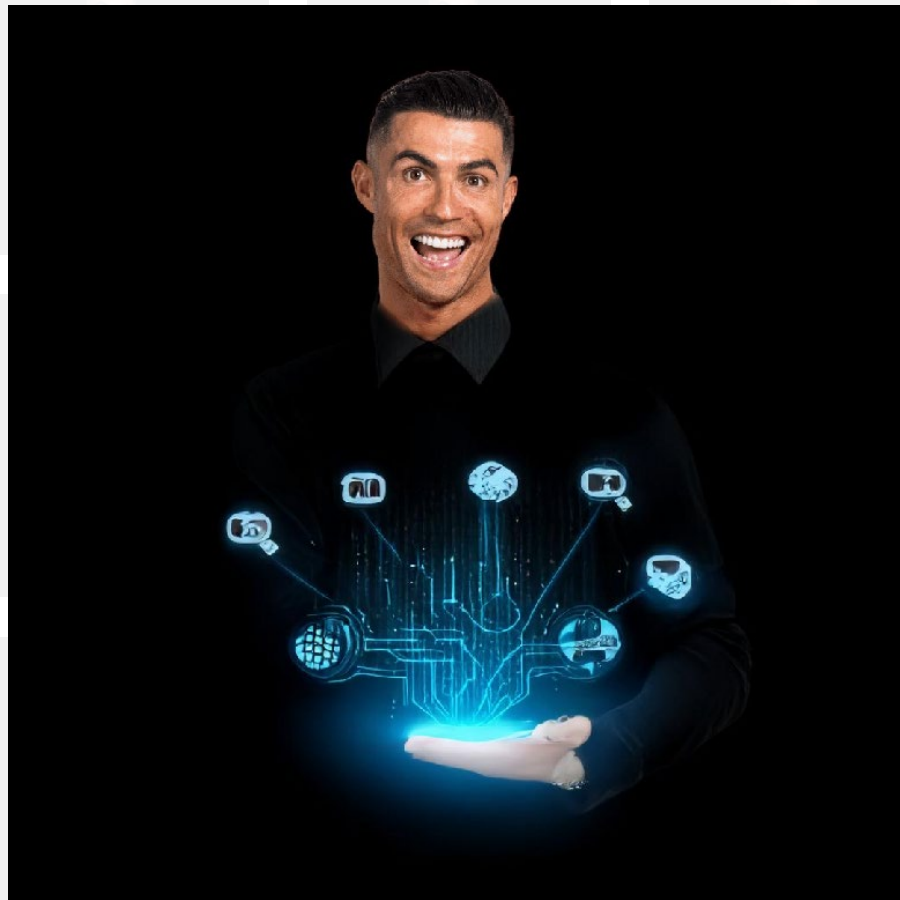


**Goal Setting:** *Can you help me create a plan to improve my time management skills?*

**Skill Building:** *What tips and exercises can I use to improve public speaking?*

**Personal Growth:** *Can you suggest ways to develop a positive mindset and overcome challenges?*

# Meet your new AI Content Creator



**Content Creation:** *I need a 500-word article on the benefits of remote work. Can you help me write it?*

**Content Enhancement:** *I've written a product description, but I want it to be more compelling. Can you improve it?*

**Tone and Style Adjustments:** *Can you make this text sound more professional and formal?*

# Meet your new AI Data Analyst



**Data Cleaning:** *I have a messy dataset. Can you help me clean and organize it?*

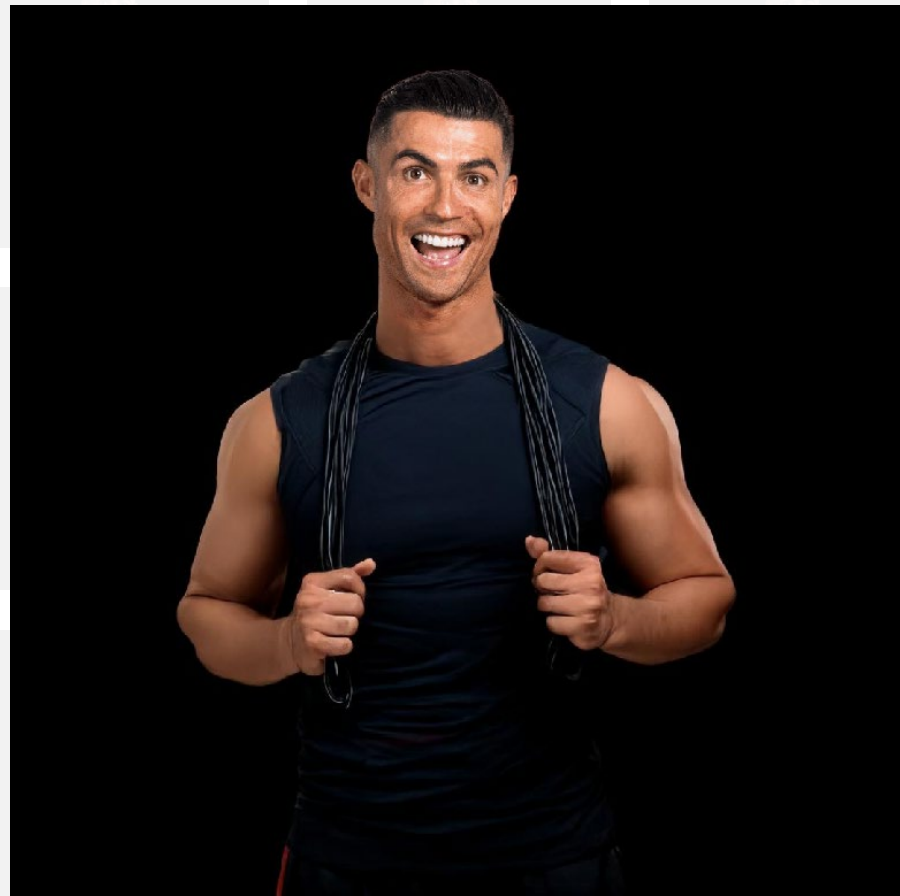
**Data Analysis:** *Can you analyse this sales data and identify trends or patterns?*

**Insights & Recommendations:** *Based on this customer feedback data, what improvements can I make to my product?*

**But wait, there's more!**



# Meet your new AI Personal Trainer



**Exercise Guidance:** *What are some effective exercises for building core strength?*

**Nutrition Advice:** *What kind of diet plan complements my fitness routine for muscle gain?*

**Motivation & Goal Setting:** *I'm training for a 5k race. Can you help me set achievable goals and milestones?*

# Meet your new AI Travel Advisor



**Trip Planning:** *Can you help me plan a 7-day trip to Uzbekistan, including flights, hotels, and must-see attractions?*

**Itinerary Creation:** *I'm spending three days in Tokyo. Can you create a day-by-day itinerary for sightseeing and dining?*

**Packing List:** *I'm going on a two-week hiking trip. Can you help me create a packing list?*

# Meet your new AI Personal Chef



**Meal Planning:** *Help me plan a week's worth of meals that are high in protein and low in carbs.*

**Custom Recipes:** *I have some leftover salmon and spinach. Can you suggest a creative dish to make with these ingredients?*

**Dietary Restrictions:** *Can you provide gluten-free dessert recipes?*

# Meet your new AI Entertainer



**Jokes & Humour:** *Tell me a funny joke or share some clever puns!*

**Interactive Games:** *Let's play a trivia game. Ask me some challenging questions!*

**Party Entertainment:** *Can you suggest some fun icebreakers or party games for a small group?*

**There are endless possibilities but...**

**Key point on AI?** It's a tool not the rule!

**Call to action?** Explore it and see how it can enhance your personal or professional life!

**Final thoughts? . . .**



**Where do we go from here?**

Where do  
**you and your team**  
want go from here?

# YOUR FEEDBACK IS VERY IMPORTANT TO US!!!

Feedback about the masterclass, “Utilising AI for Startups”



Give your feedback:

- Scan the QR code
- Or click on the link <https://bit.ly/feedback170325>

Thank you!