

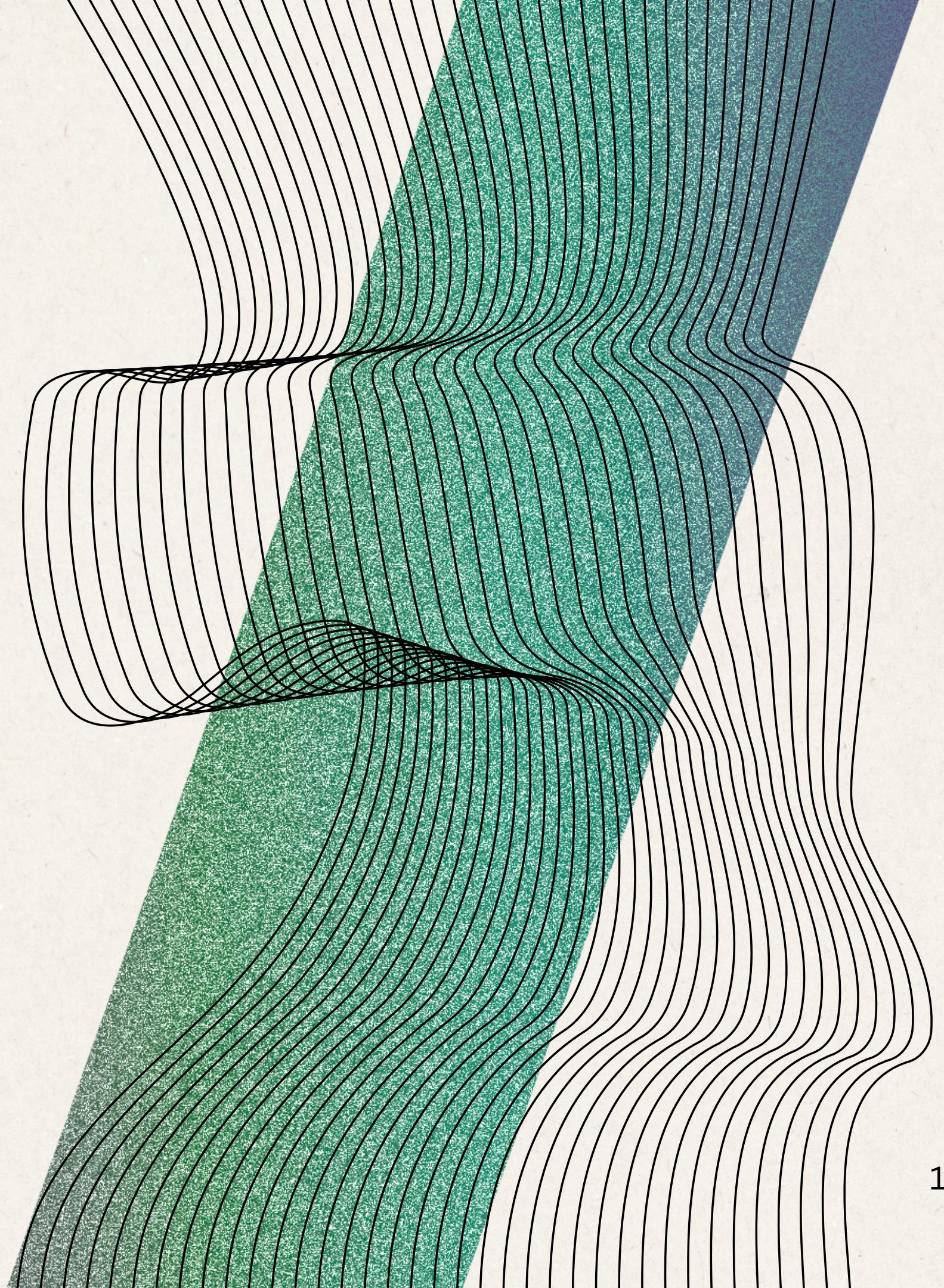


Kaizen Strategic AI | Sunshine Inn Terrace |
Meeting Room B

AI & BUSINESS

**PRESENTED BY GABRIEL LACROIX
EVERGREEN WEB SOLUTIONS**

October 23, 2025



Land Acknowledgement

We acknowledge that we are on the unceded Tsimshian territory of the Kitselas and Kitsumkalum First Nations.

#TruthAndReconciliation #EveryChildMatters



AI'S BUSINESS VALUE

Productivity
30%+

Efficiency
40%+

Time Saved
100hrs

ROI
370%+

Overall Productivity rises by more than 30% when teams use AI

Tasks are completed about 40% faster when aided by AI systems

On average, AI users save around 100hrs a year, freeing up valuable time

Every 1\$ spent on AI delivers an estimated 3.70\$ in return.

Some think AI is:

ChatGPT

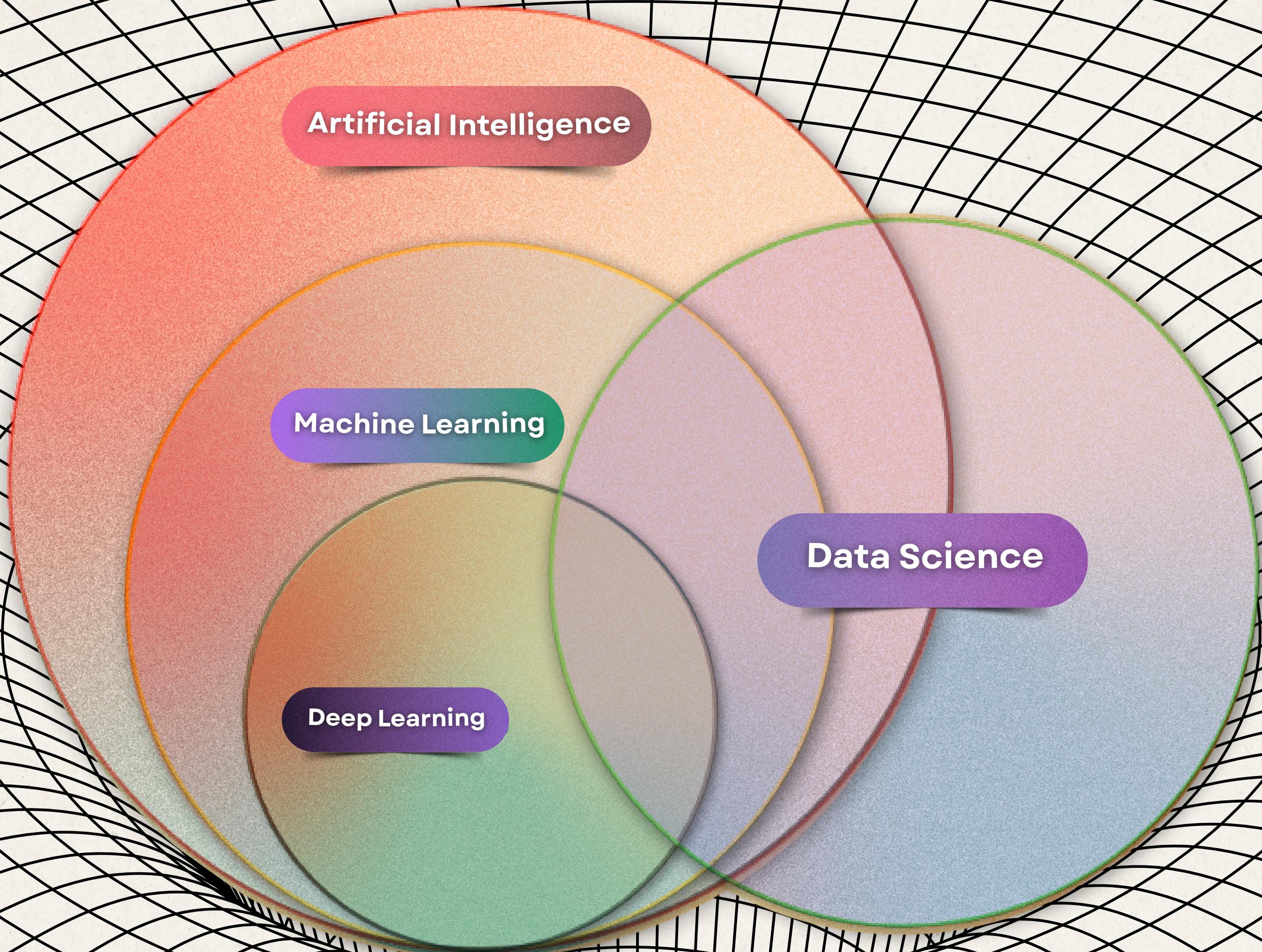
Sci-fi movies(SkyNet, iRobot)

Plagiarism

AI Slop Generators

WHAT IS AI?

Making computers perform tasks that typically require human intelligence eg; decision making, pattern recognition and problem-solving.



What are ML and DL?

The Prediction Engines

Machine Learning (ML):

- 1. AI that learns patterns from data
- 2. Predicts future based on past
- 3. Gets smarter over time

Examples:

Netflix recommendations
Fraud detection
Inventory forecasting

Deep Learning (DL):

- 1. Advanced ML with "neural networks"
- 2. Mimics how human brain works
- 3. Better at complex patterns

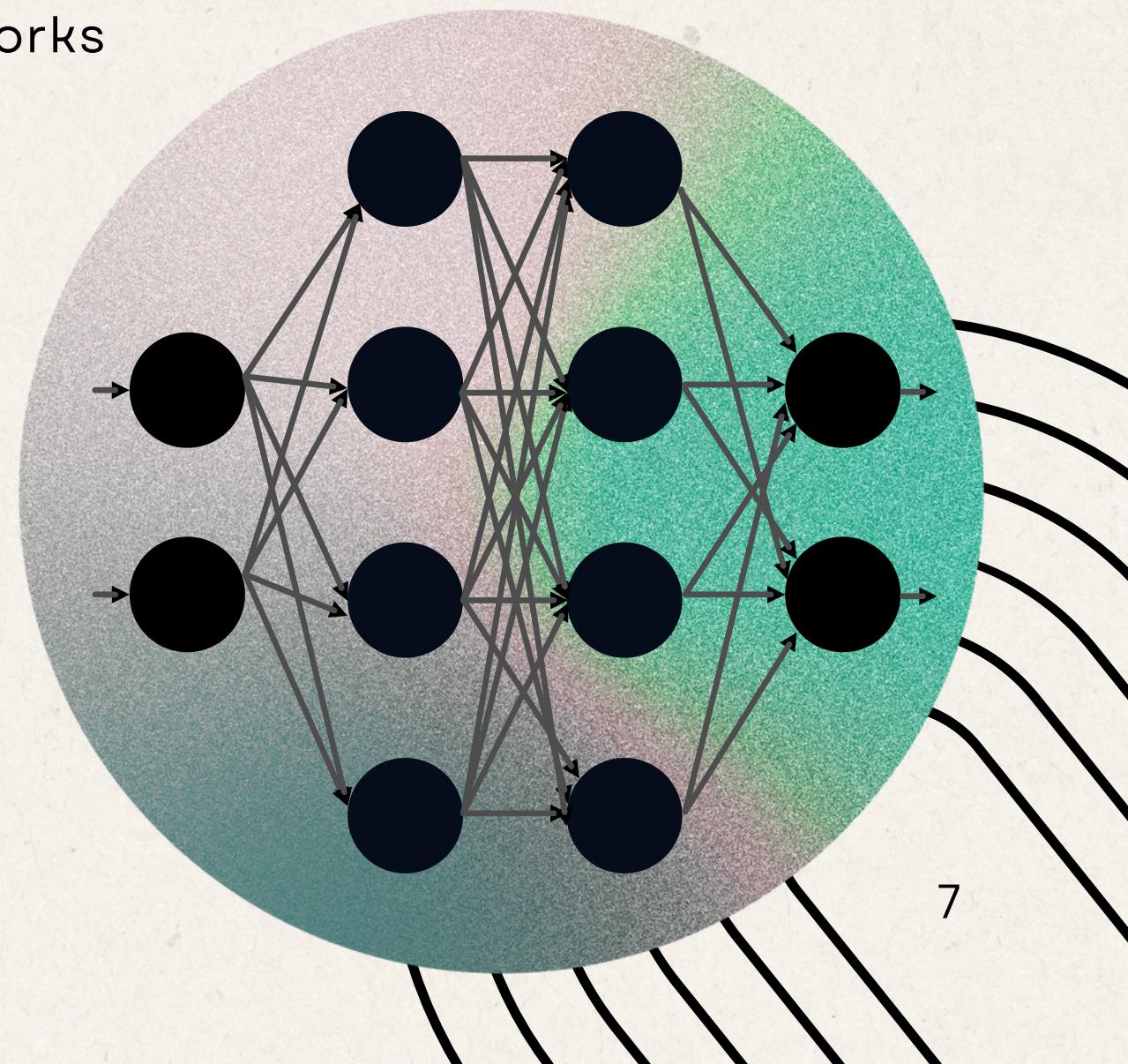
Examples:

Image recognition
Voice recognition
Self-driving cars

For businesses:

ML: Inventory prediction, demand forecasting (accessible) anything pattern recognition or prediction based.

DL: Computer vision quality control (industrial scale)



YOU ALREADY USE AI DAILY



Email spam filters

Blocks thousands of spam
mails never see



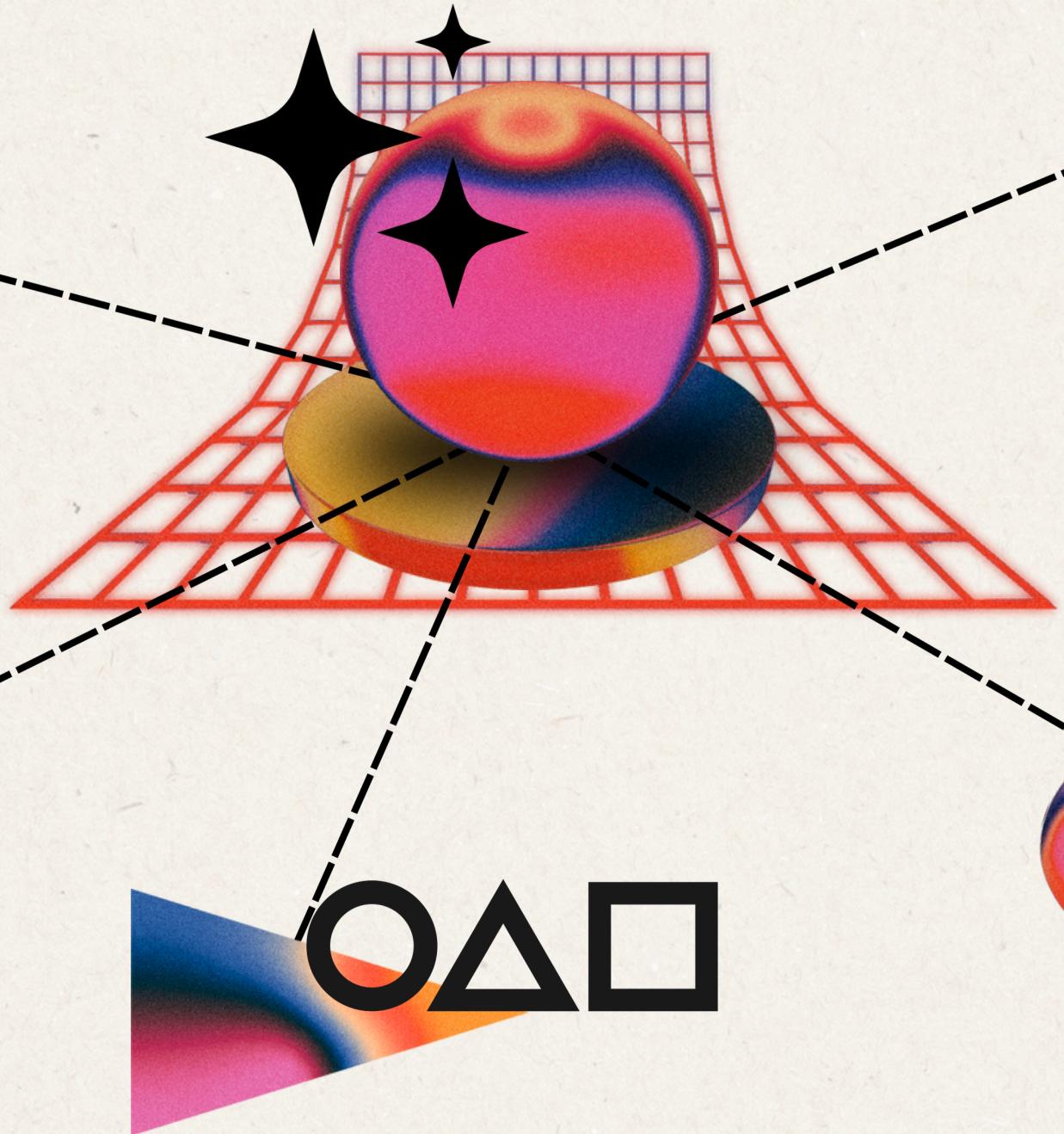
GPS route optimization

Calculates fastest route in real-time, saves
you time daily



Autocorrect on your phone

Learns your typing patterns, fixes mistakes
automatically



Streaming recommendations

Netflix, and Spotify predict what you'll
like based on your history



Search engine results

Google ranks billions of pages to show you
the best answers

THE AI PYRAMID

INDUSTRIAL SCALE

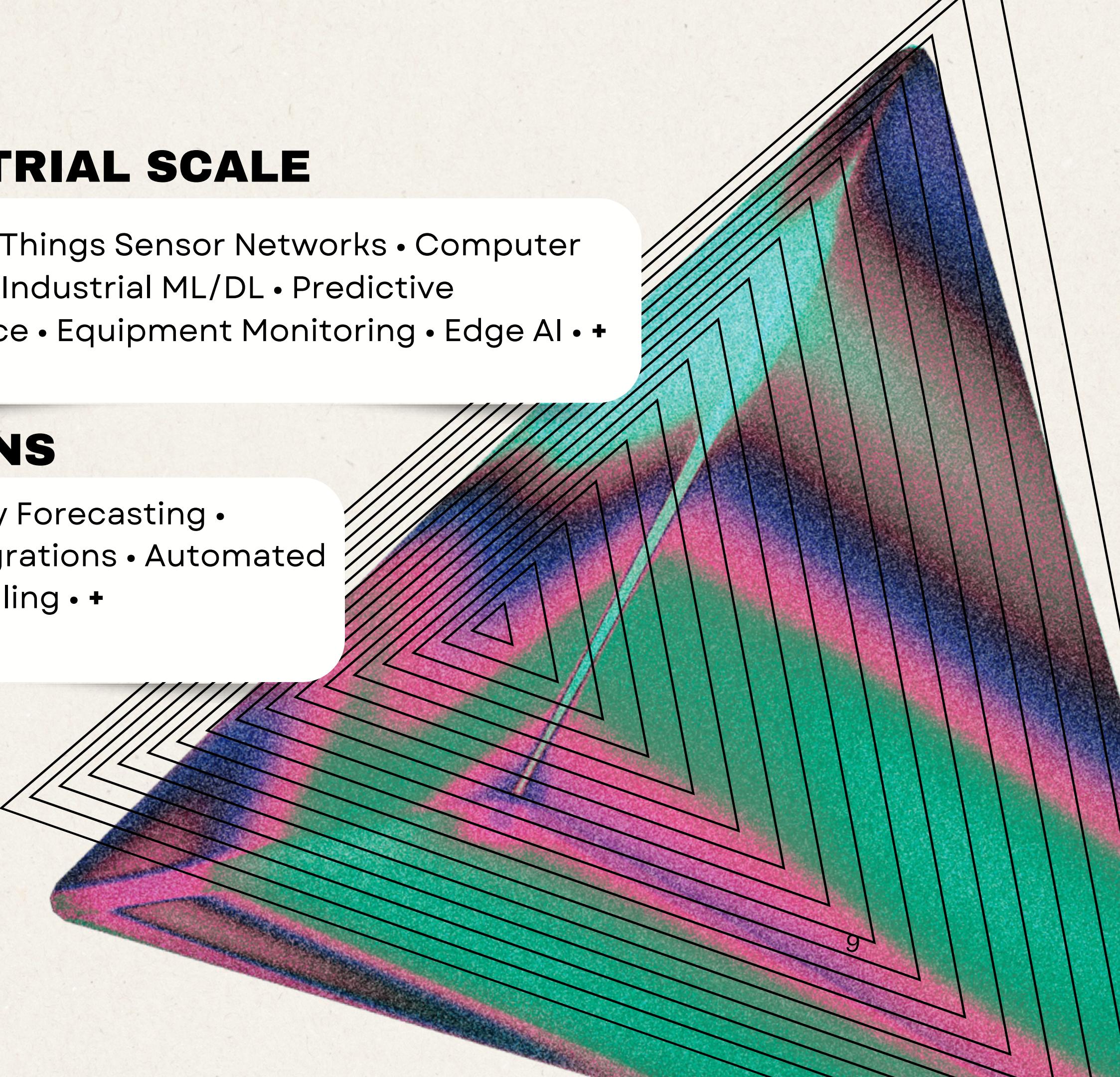
Internet of Things Sensor Networks • Computer Vision QC • Industrial ML/DL • Predictive Maintenance • Equipment Monitoring • Edge AI • +

CUSTOM SOLUTIONS

Payroll Automation • Inventory Forecasting • Custom Chatbots • CRM Integrations • Automated Reporting • Predictive Scheduling • +

DIY TOOLS - START HERE

ChatGPT • Claude • Grok • Gemini • Monday • Notion • Cursor • Canva • Suno • Wix • Buffer • ClickUp • JasperAI • LucidChart • ElevenLabs • BlazeAI • PreziAI • Framer • Zapier • LindyAI • +



DIY TOOLS

ChatGPT / Claude / Gemini / Grok

Large Language Models for content and research

Example: Terrace tourism operator using Gemini to research trends

Cost: Free to \$20/month

Canva / BlazeAI / PreziAI

AI design tools for marketing materials

Example: Local restaurant designing promotional flyers

Cost: Free to \$15/month

Zapier

Automation tool connecting different apps

Example: Retail business automating customer sign-ups

Cost: \$20-50/month

N8N

PRICING

FREE (self-hosted)

STRENGTHS

Unlimited complexity, open source

BEST FOR

Advanced users, data privacy

PRO - CUSTOM SOLUTIONS

Build tailored AI to fit your needs, beyond off-the-shelf tools. Custom solutions integrate with your existing systems for deeper automation.



Custom Chatbots

Integrate with your website / CRM to handle inquiries based on your FAQs.



Automated Reporting

Pull data from inventory systems to generate weekly insights and forecasts.



Predictive Scheduling

Schedule staff based on historical data and staff/management input to mitigate over/under staffing



CRM Integrations

Connect AI to tools like HubSpot for lead scoring and automated follow-ups.



Payroll Automation

Use AI to process timesheets and compliance checks.



RAG Systems

Search your documents for specific business information

Internet of Things

What is IoT?

Connected devices that collect data automatically from their environment.

-  *Temperature monitors in forests*
-  *Equipment sensors monitoring machinery*
-  *Fire risk detection systems*

IoT Data in Action

-  **Forestry:** LiDAR sensors map forests for inventory
 -  Track tree growth and soil moisture
 -  Monitor fire risks in real-time
 -  Integrate with road networks for logistics



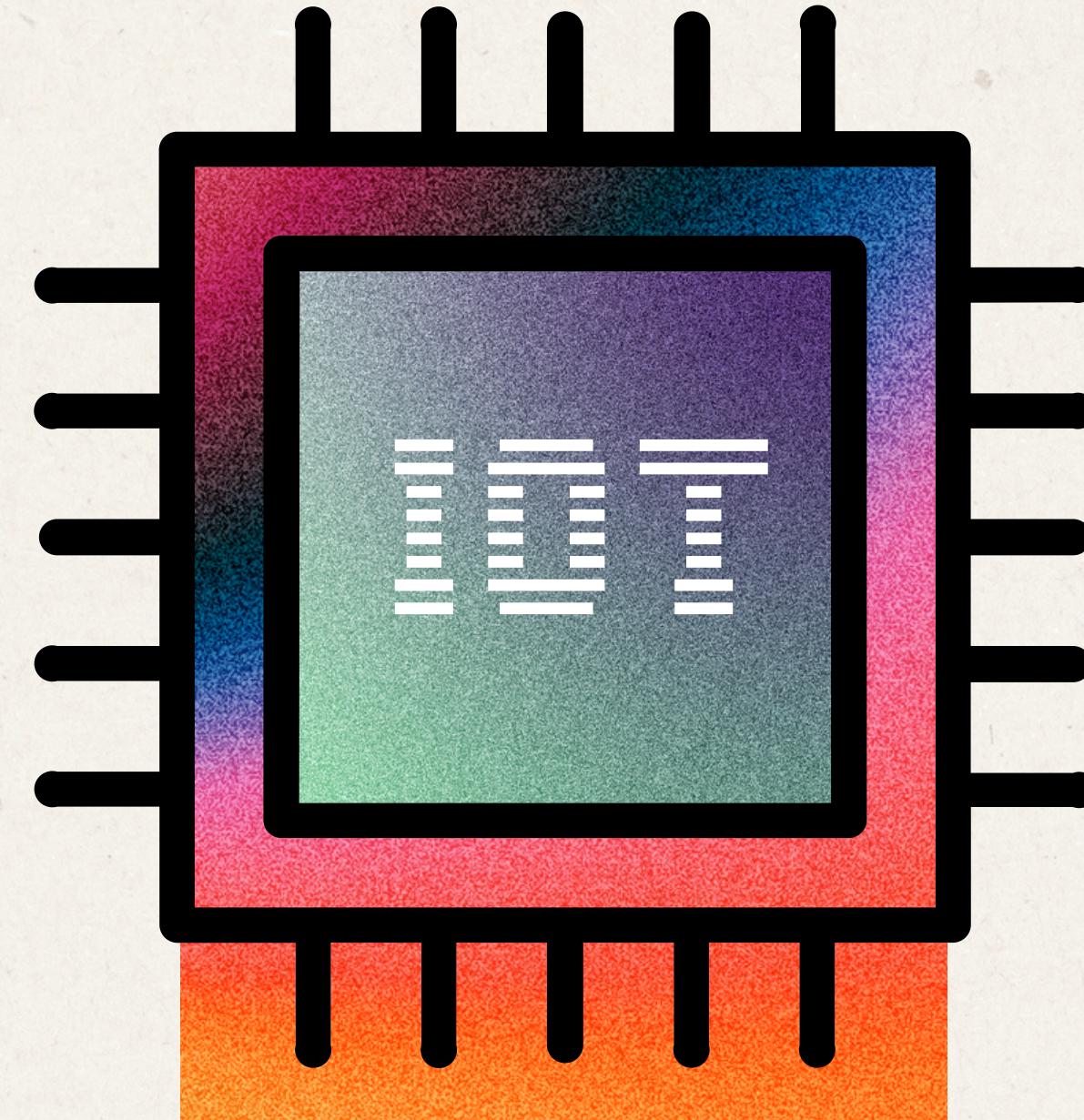
Predictive Maintenance

Reduce downtime by predicting failures before they occur

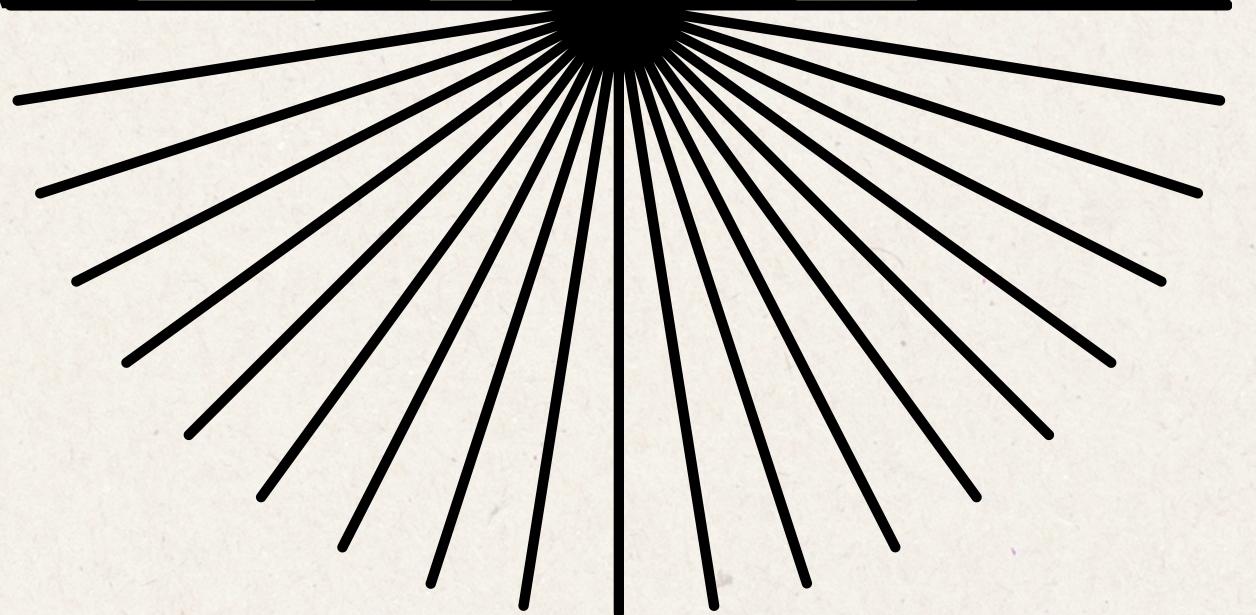


Operational Efficiency

Optimize resource use and reduce costs

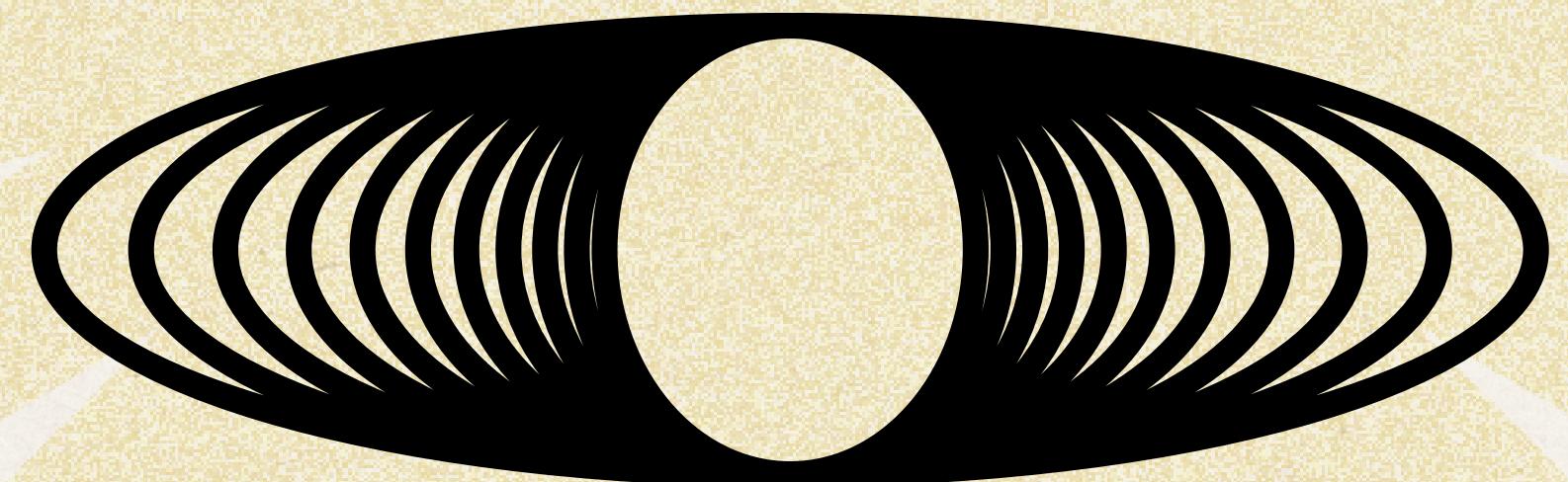


VIBE



CODING

STRATEGIC AI



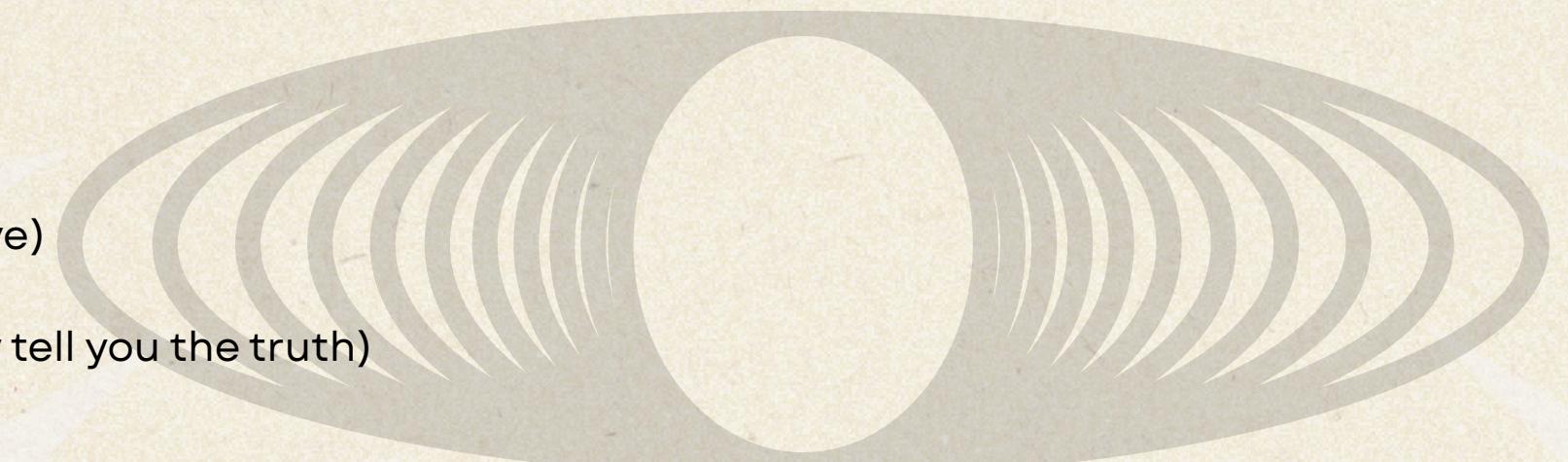
Brainstorming with ChatGPT

Your Personal Panel of Non-Agreeable Experts

The Concept: Instead of one AI assistant, simulate a panel of experts from different domains who disagree and challenge each other.

The Panel Could be:

- The Optimist (Marketing expert)
- The Skeptic (Operations manager)
- The Technologist (IT specialist)
- The Financial Analyst (CFO perspective)
- The Customer Advocate (UX expert)
- The Average Reddit Commentor (They tell you the truth)



How It Works:

Present your challenge → "How do we increase sales?"

Each expert responds → From their perspective

They debate → Challenge each other's ideas

Synthesis → Best ideas from all angles

The Buffet of Outcomes

The Concept: For every business decision, AI analyzes multiple possible outcomes and their ripple effects.

Example Decision: "Should we offer delivery?"

Outcome Analysis:

1. Best Case: +40% sales, +\$15K revenue
2. Realistic Case: +20% sales, +\$8K revenue, +\$3K costs
3. Worst Case: +5% sales, +\$2K revenue, +\$8K costs
4. Unexpected: Competitors copy → Price war → -10% margins

Butterfly Effects:

- Staffing: Need 2 more drivers
- Insurance: Delivery coverage required
- Marketing: New delivery-focused campaigns
- Operations: Kitchen workflow changes

Decision Framework: AI weighs probabilities and recommends go/no-go with confidence levels.

Competitive Intelligence Warfare

Military-Grade Business Reconnaissance

The Concept: Use AI to conduct deep reconnaissance on competitors and build comprehensive dossiers.

Reconnaissance Operations:

1. Social media monitoring → Track competitor posts, customer interactions, sentiment
2. Website analysis → Pricing changes, new products, hiring patterns
3. Job posting intelligence → What roles they're hiring for reveals strategy
4. Review mining → Customer complaints about competitors = your opportunities

Dossier Creation:

- Competitive positioning → Where they're weak, where you can win
- Pricing intelligence → Their pricing strategy, discount patterns
- Marketing analysis → What campaigns work for them, what fails
- Customer insights → Who their customers are, what they want

Business Impact: Know your competitor better than they know themselves.

Billion-Dollar Campaign Theft

Corporate Marketing Espionage

The Concept: AI reverse-engineers successful marketing campaigns from billion-dollar corporations and adapts them for small business.

Espionage Process:

1. Campaign identification → Find successful campaigns from major brands
2. Deconstruction → AI breaks down what made them work
3. Adaptation → Scale down for small business budget/audience
4. Localization → Adapt for Northern BC market
5. Implementation → Execute with your brand voice

Example Theft:

Apple's "Shot on iPhone" campaign → Your version: "Made in Terrace" featuring local products, same emotional impact, 1% of the budget

Stolen Strategies:

- Nike's emotional storytelling → Local success stories
- Coca-Cola's seasonal campaigns → Northern BC seasonal themes
- Amazon's convenience messaging → Local delivery advantages

Result: Billion-dollar marketing strategies for small business budgets.

AI in Forestry: Local Innovations

Transforming Northern BC Forestry



Enhanced Forest Inventory



Tree-Ring Database and LiDAR for precise biomass estimation

Operations Optimization



Real-time equipment monitoring and predictive maintenance

Digital Planning



Integrate historic/real-time data for supply chain management



Northern BC Partnerships

CWFC/FPInnovations partnerships using AI for sustainability in forestry



Benefits: Reduces costs, boosts competitiveness for Terrace-area operations



Northern BC Focus

AI applications tailored for Terrace's unique forestry challenges

AI in Mining: Local Innovations

Mining Applications

Equipment Sensors



Monitor machinery health to predict failures

Example: Vibration analysis in Fraser Valley ops

Predictive Maintenance



AI analyzes IoT data to forecast repairs

Saves 20-30% on maintenance costs

Enhanced Prospecting



AI can detect and analyze minerals and metals in samples, leading to more accurate prospecting

Massive increases in revenue

Northern BC Partnerships

Mining Association of British Columbia (MABC)'s BC Mining Innovation

Roadmap drives collaboration between industry, academia and government to deploy AI, digital-tech and automation in the mining sector.



Benefits: Drives efficiency and innovation within Terrace's mining sector



Northern BC Focus

AI applications tailored for Terrace's unique mining challenges

Unpopular AI Opinions

ChatGPT Is Not A Business Solution

Reality: It's a playground, not a production tool

Why: No memory, no integration, no reliability

Solution: Use it for learning, and strategizing, not operations

You Probably Don't Need Custom AI

Reality: 80% of businesses should start with DIY tools

Why: Prove the concept before spending \$15K

Solution: Spend \$20/month for 3 months first

AI Won't Save A Dying Business

Reality: AI amplifies what works, exposes what doesn't

Why: If the process sucks, AI makes it suck faster

Solution: Fix the process, then automate it

The Best AI Tool Is The One You'll Actually Use

Reality: Simple beats perfect every time

Why: Fancy AI that nobody uses = \$0 ROI

Solution: Start ridiculously simple

Self Assessment

Scan the QR code and complete the AI Powered Conversational Self Assessment!

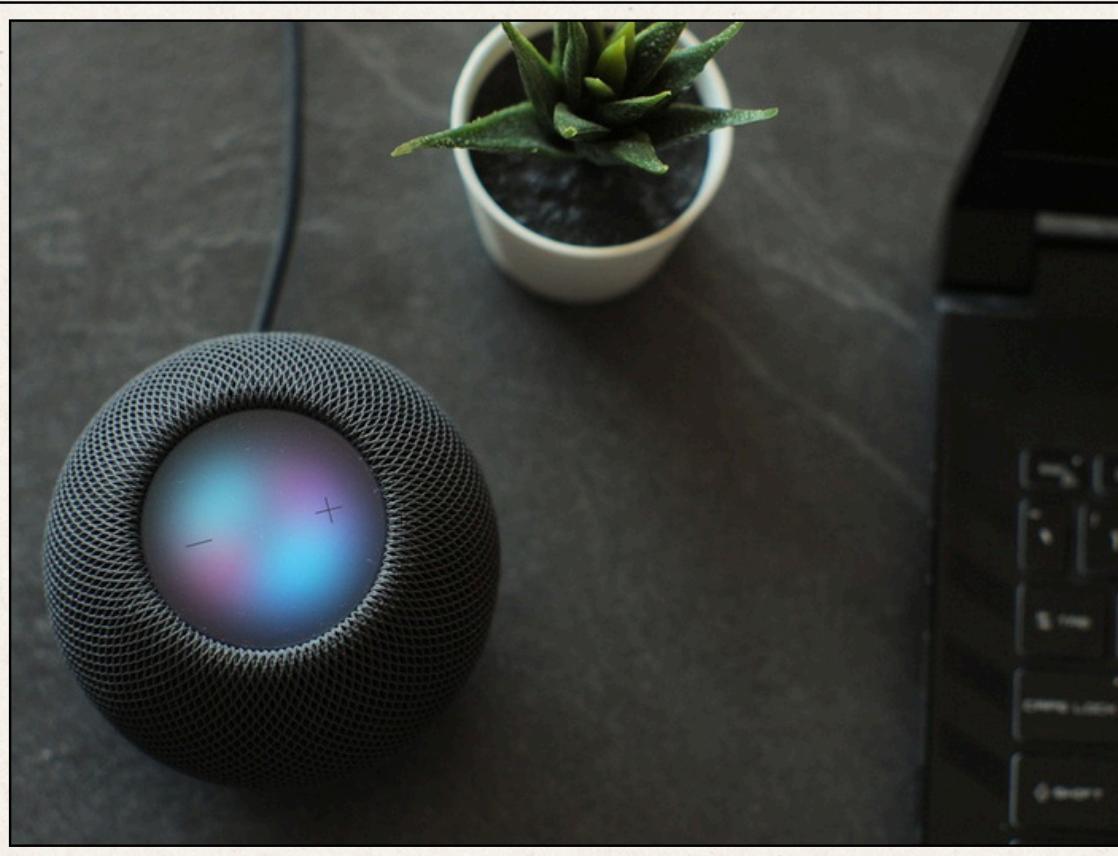
<https://ai-business-assesment.vercel.app/>



THE FUTURE OF AI



<https://kaizenstrategic.ai>



AI You Can't Even Imagine Yet

What's Being Built Right Now



AI in Work

Tools reshaping jobs – e.g., AI co-pilots for construction safety or forestry planning. AI boosts productivity by 40%+ for small businesses by 2028



Local AI Infrastructure

Local Data centres emerge powering AI at a cheaper cost than ever seen before.



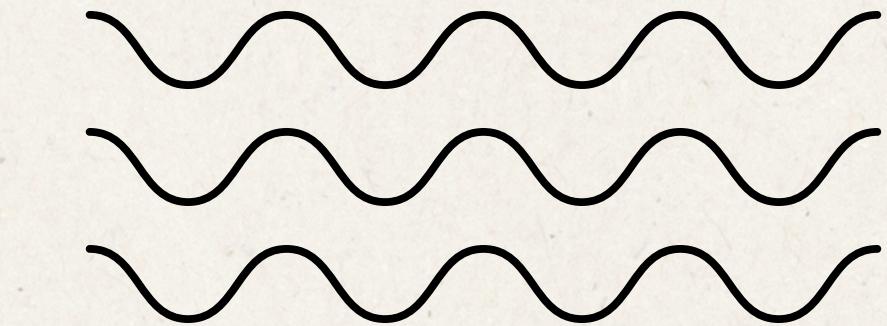
Agentic AI Ecosystems

Self-improving agents for full business automation (e.g., AI running your supply chain)



Northern BC Edge

Affordable IoT/AI for remote ops—predictive models for weather-impacted industries



Thank you for coming!

