

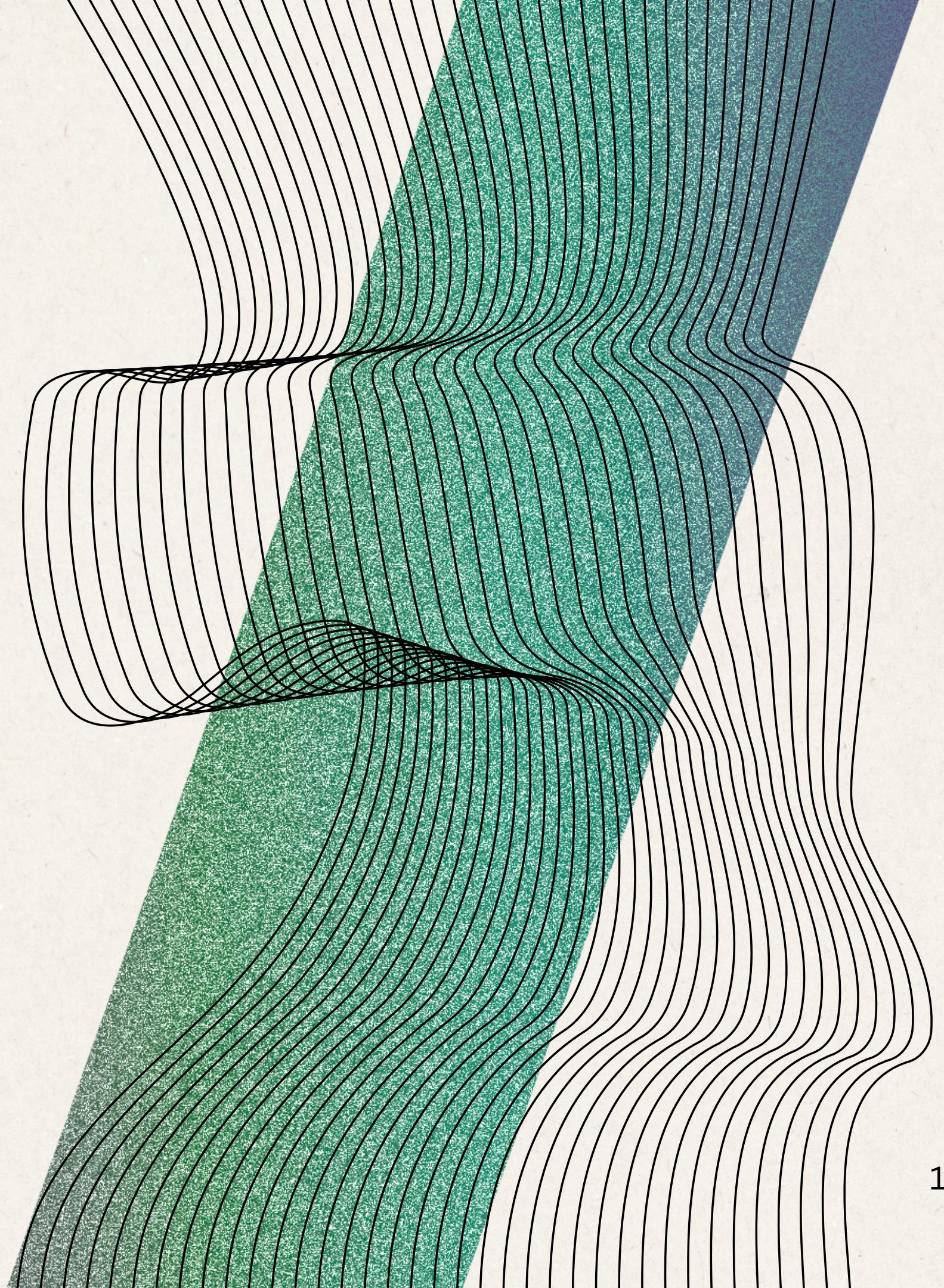


Kaizen Strategic AI | Sunshine Inn Terrace |  
Meeting Room B

# 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

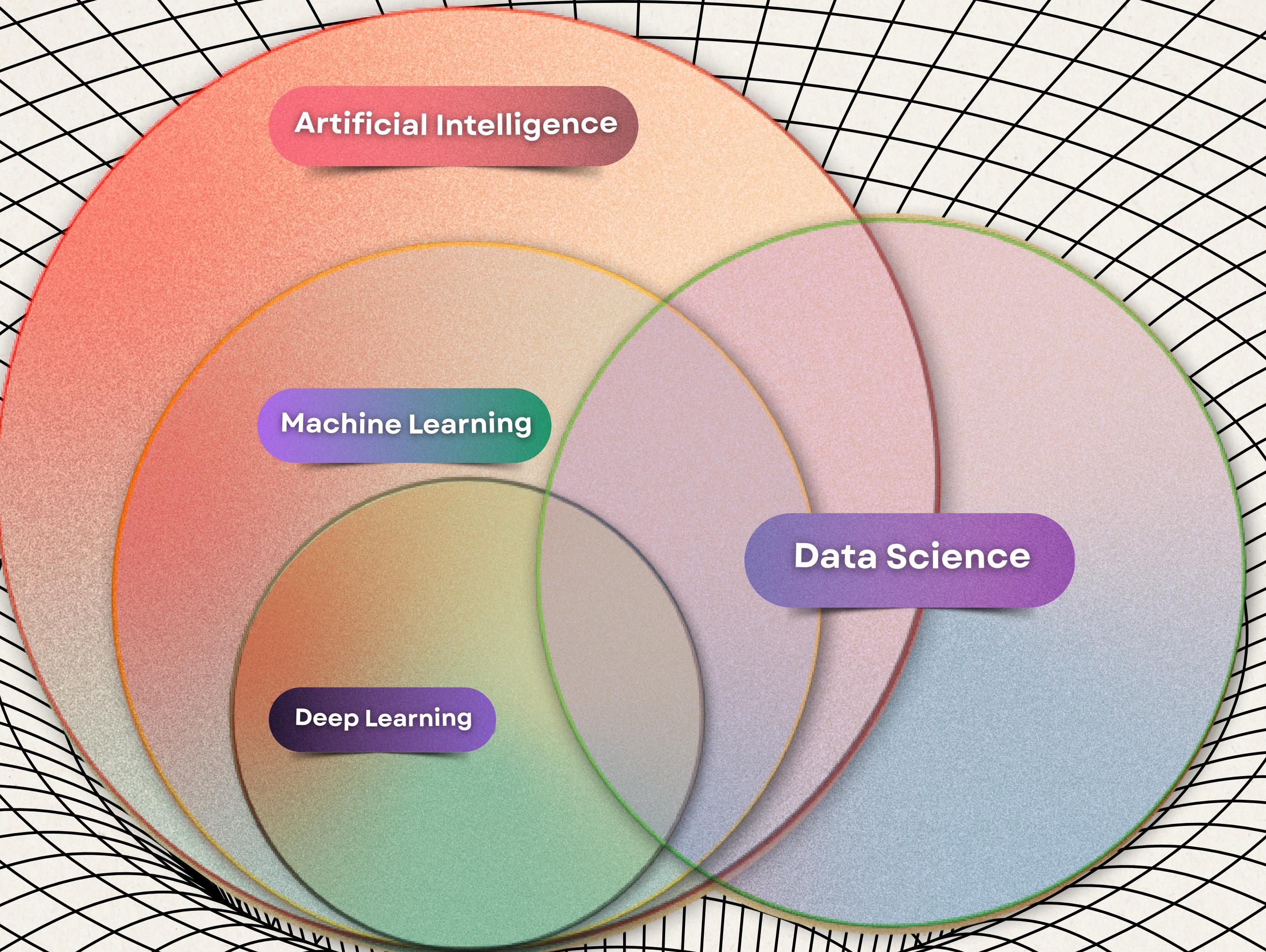
Sci-fi movies(SkyNet, iRobot)

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

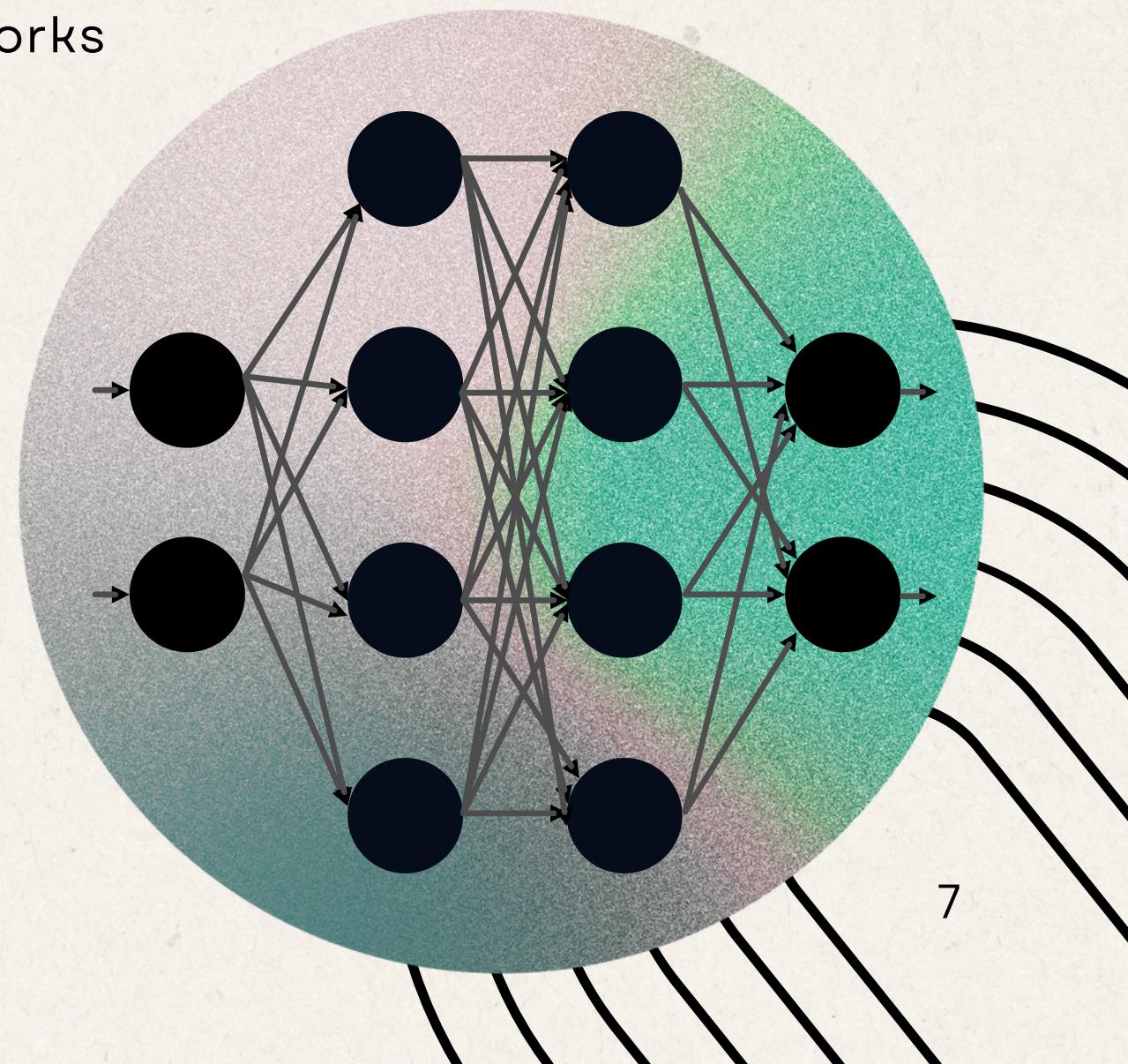
Examples:

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



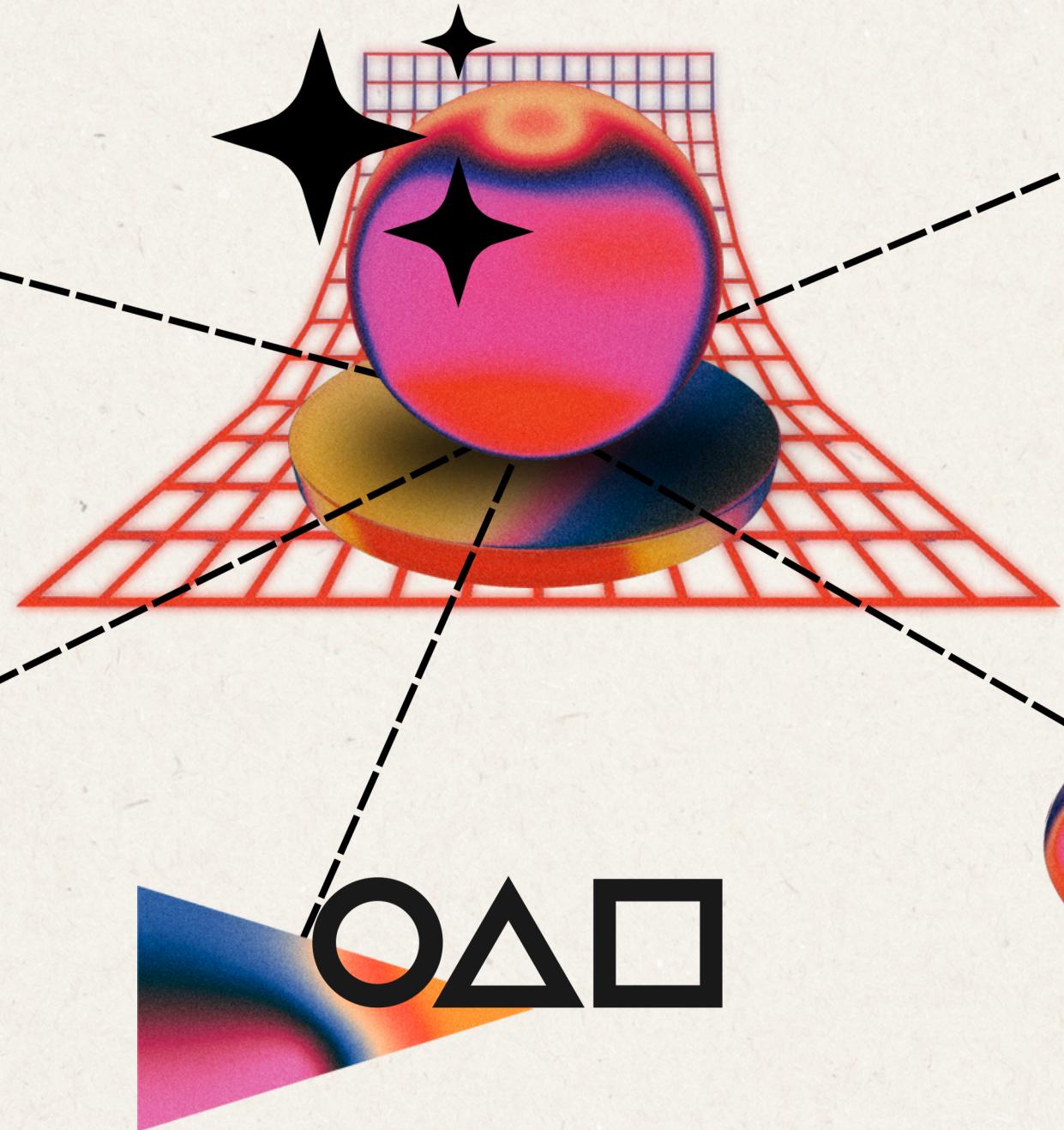
## GPS route optimization

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

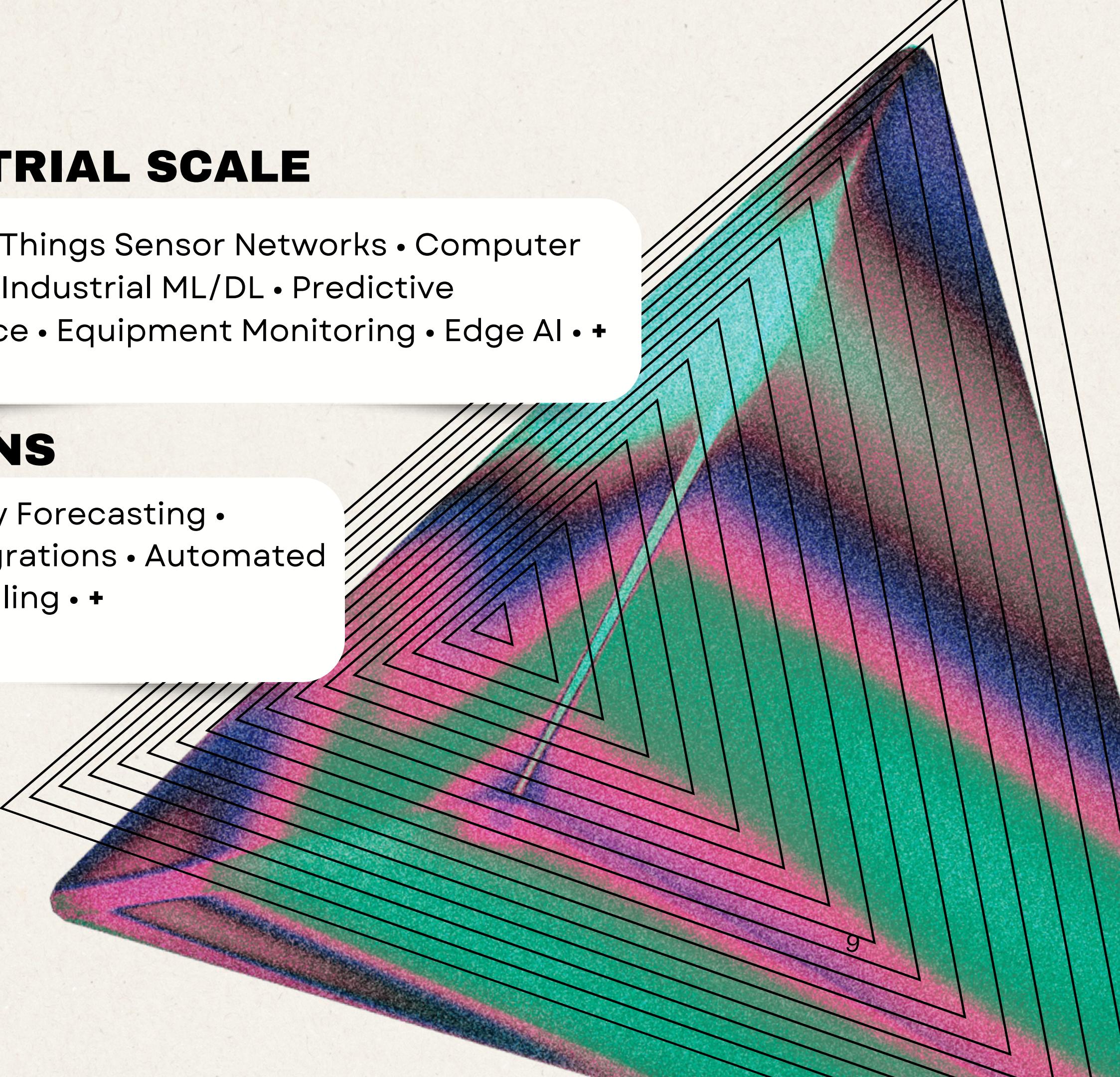
Internet of Things Sensor Networks • Computer Vision QC • Industrial ML/DL • Predictive Maintenance • Equipment Monitoring • Edge AI • +

## 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



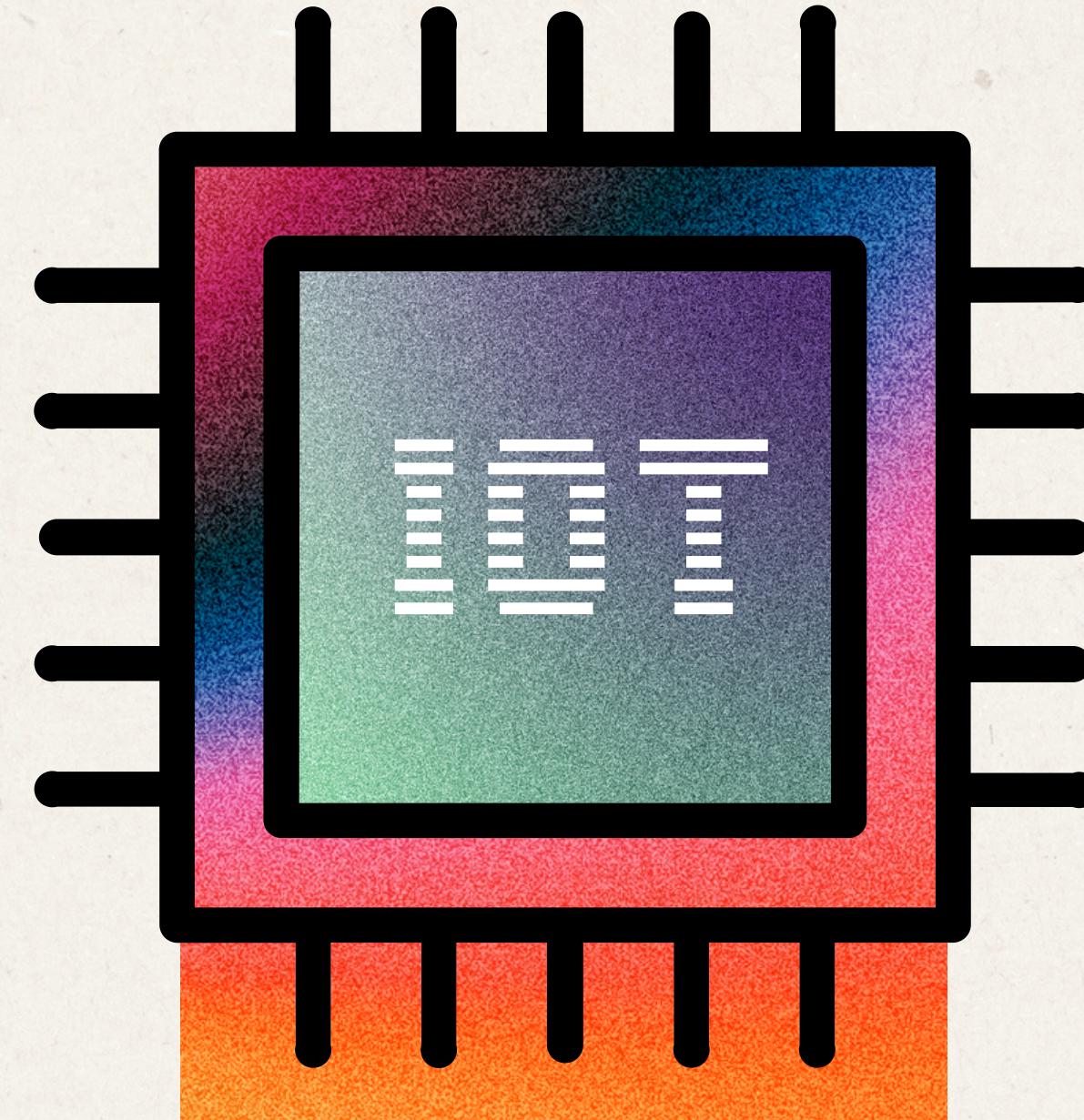
## Predictive Maintenance

Reduce downtime by predicting failures before they occur

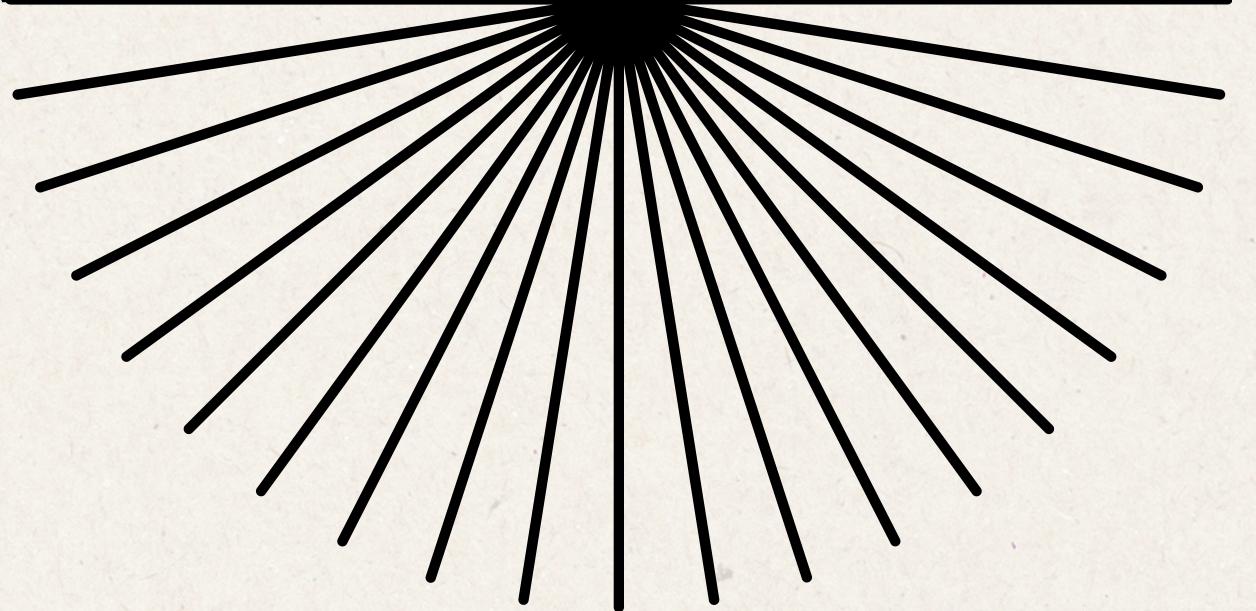


## Operational Efficiency

Optimize resource use and reduce costs

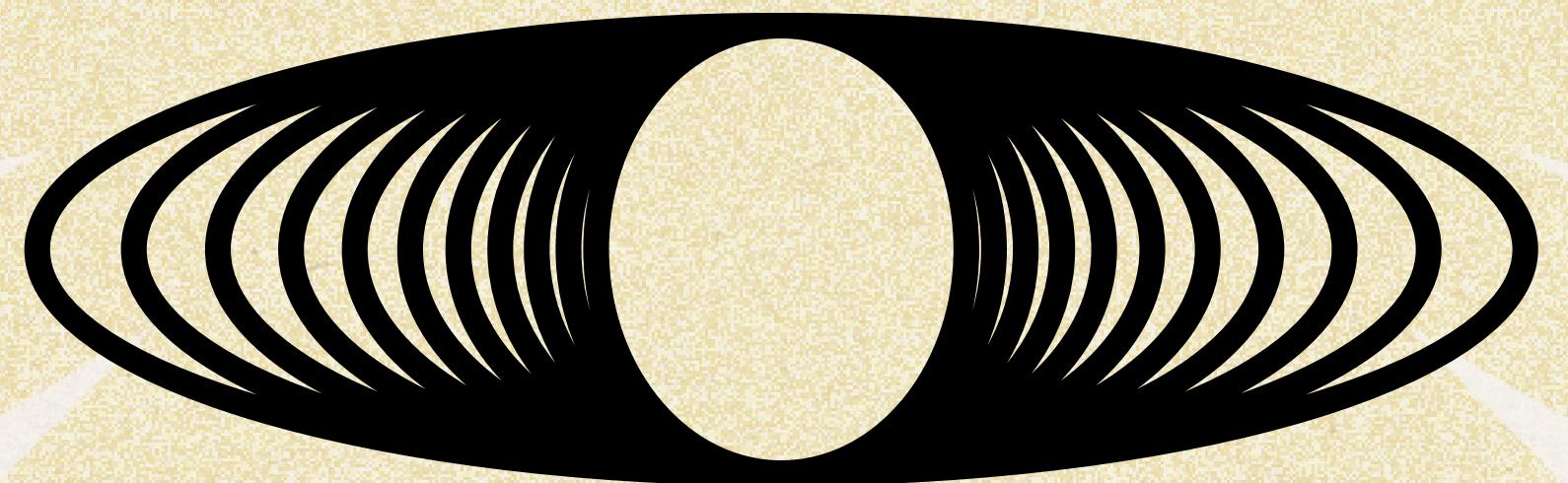


# VIBE



# CODING

# STRATEGIC AI



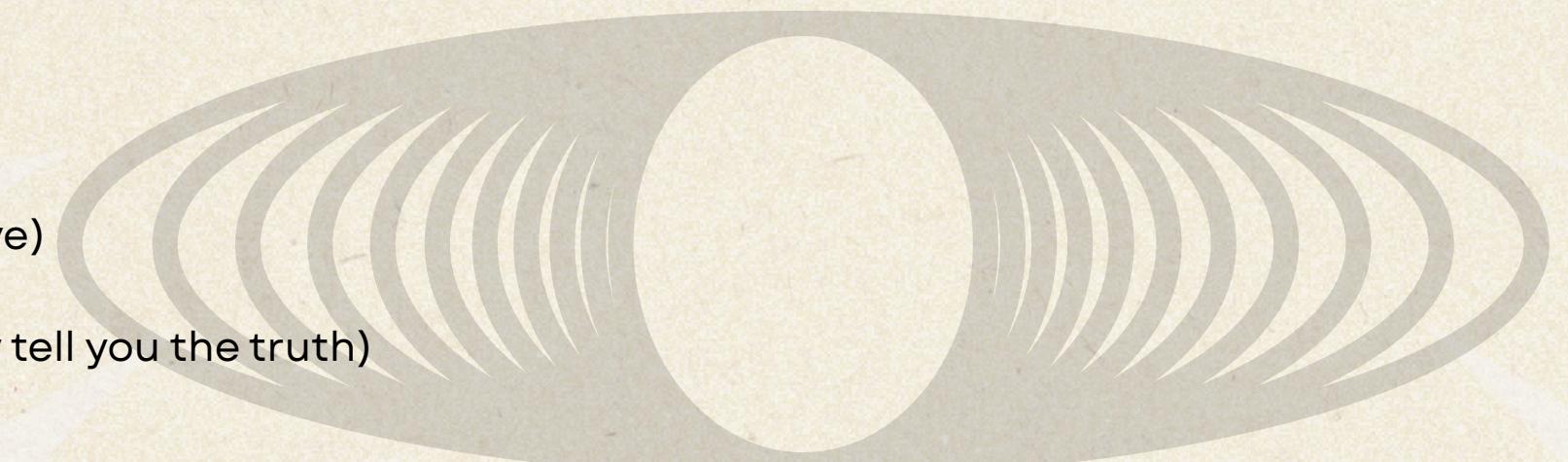
# Brainstorming with ChatGPT

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!

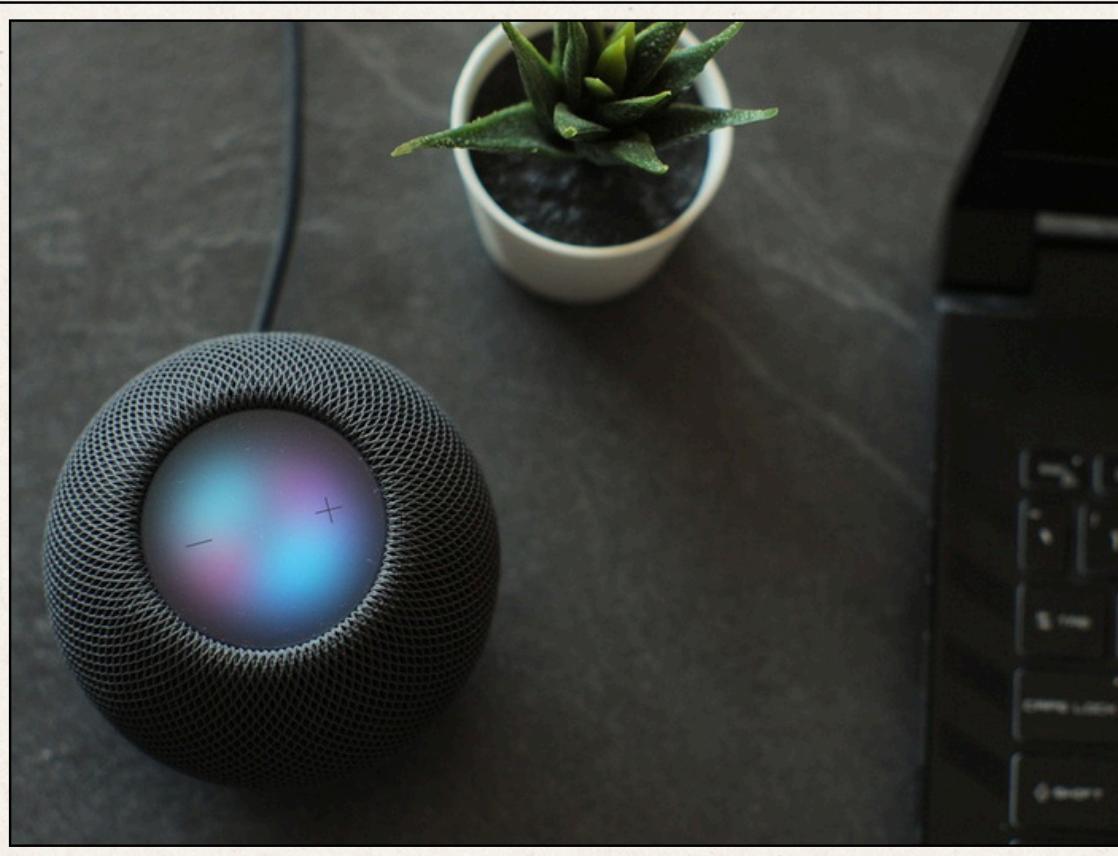
<https://ai-business-assesment.vercel.app/>



# 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.



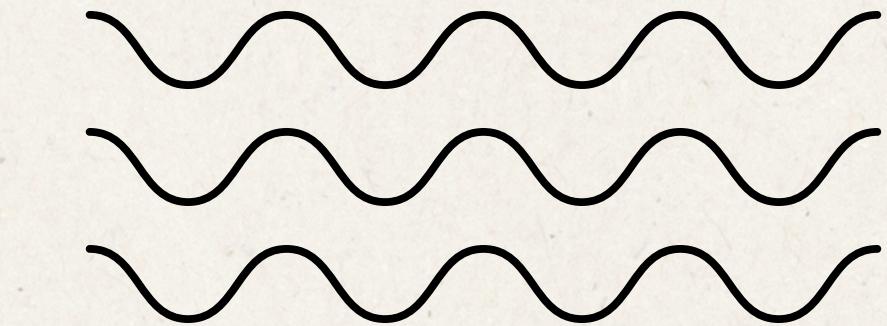
## Agentic AI Ecosystems

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!

