**Interviewer:** Assalamu alaikum, today I have Syed Aman Shah, Chief Executive Strategy Officer at the Vector Company. Thank you Aman for your time.

**Interviewee:** My pleasure.

**Interviewer:** Today I will be diving into the world of AI and machine learning in the business strategy with you. So my first question to you would be, can you provide an overview of the key applications and significance of machine learning, AI in the business landscape, especially in companies like Vector?

**Interviewee:** Well, you would have heard that a lot of people nowadays are saying that the people who are inclined towards the AI would be the only people who would be in business some years from now. Like three years back, this used to be a statement and everyone thought maybe it was vague but now it isn't. Someone who is using ChatGPT as a programmer is a more efficient programmer than someone who is not using it. Because it's making templates, it's providing you quick access to loads. And loads of information which was difficult to integrate before. Apart from that the business aspect which we are talking about, it has automated businesses. One year prior from now people used to think that maybe data analytics and the graphs we see; those pretty graphs we see which shows us analytics are AI. But now the game has transformed. We have a lot of work on NLP. People are making Chabot. Even the mainstream Pakistani businessman. People are using the Chabot. in real estate you would go to zameen.com and other web applications and you would see, they are using Chabot which are very efficient apart from that computer vision is playing a huge role I am not certain about this fact but the cameras in Islamabad the traffic police cameras maybe they are using computer vision as well and we are talking about an underdeveloped country right in the developed countries the businesses everything is automated and Chabot computer vision for security purposes so it is the it is the way forward yes I agree

**Interviewer:** all right so my next question would be in the field of machine learning complex technical concepts are often communicated to non-technical stakeholders you might have encountered that so what strategies are you using to communicate to non-technical stakeholders and what strategies or methods do you find most effective for conveying these complex like complexities to clients or investors or stakeholders?

**Interviewee:** I would give you my particular example before questioning bachelors in AI I was someone who didn't know anything about the computers right now explaining to a layman what a website is comparatively easy if you look at the CS domain okay you can maybe use Figma and show him stuff that this is going to do this this is going to do this this is how it's going to look this is going to be the user experience right yes explaining here has been more difficult initially because it is in the phase where it's emerging you know people are experimenting testing new applications are being made something which can be helpful when it comes to AI is maybe visualizing it and to a layman that is the best thing which you can do because definitely getting into the depths of algorithms how it works the types of AI is comparatively very difficult yeah so I think there's a lot So visualizing it is the only possible manner and I guess that is something which can help people understand, you know this question about how can we see AI is so much messed up because a lot of people who are very efficient businessmen but because they are not technically sound, they are here for the projects and they use the same term again and again, that they want to use AI in their project which we can’t explain it to them that what goes in the backend. So this is something which we encountered a lot but hopefully with time everything is going to be great and people are going to know, have a know-how of AI.

**Interviewer:** Yes, I agree. Alright, so machine learning can also be seen obviously as you just said, AI and machine learning they are involved in the field. So how do you keep yourself and your team updated on the latest advancements and of course because of advancements there are new terminologies. So how do you all communicate?

**Interviewee:** Well, first of all, we have to keep ourselves and our team updated on the latest advancements and of course because of advancements there are new terminologies. Secondly, our friends and the company Vadood, Faker, Shariyar, all of them were extremely technically sound and they had their own resources. They had their Discord communities, Twitter channels, platforms through which they have been attaining knowledge. So these are the kind of guys who have always been with the trends. So this has been my source of information considering I am more of a business oriented person in the company compared to the tech people. So yeah, this has been my source. All these guys have been reading a lot of research papers and blogs and research papers. If you look at the technically sound people, the majority of them have one thing in common, they have read a lot of research papers. So this is one of the best blogs and research papers. LinkedIn obviously is another community where all the people are sharing their stuff. These have been the sources through which we can keep an eye on the trend. And once you are reading search papers, you communicate through Discord, Twitter and all these things. If there's a new technology, it will be trending on Twitter. Just a reminder. Just like the release of an iPhone.

**Interviewer:** So in your personal experience, what role does clear and effective technical writing play in vectors interaction with clients and stakeholders?

**Interviewee:** "Trust me, the role of clear and effective technical writing in our interactions with clients and stakeholders is absolutely crucial. Many times, clients come in with expectations, and companies might provide something different. Fortunately, at Vector, we prioritize being both technically and linguistically sound. We aim for statistical soundness in our projects, which has helped us manage client expectations effectively.

To navigate this complexity, we utilize tools like Notion and have developed our own templates, including Software Requirement Specification (SRS) documents and Request for Quotation (RFQ) documents. These documents serve as a pre-check mechanism, allowing us to assess whether a particular project aligns with both the financial and technical aspects of our AI-focused company. It's not a small process, but it ensures clarity and alignment from the outset.

After every client meeting, we share these meticulously prepared documents—SRS and RFQ—with the clients. This ensures that everyone involved is on the same page, reducing the risk of misunderstandings. Clear communication, supported by technical writing, is essential in managing expectations, especially when dealing with stakeholders who may not have a deep technical background.

In addition to project-related documents, we emphasize transparency through constant communication. We share insights, progress, and updates through written communication channels. This is particularly important in a technical organization like Vector, where effective internal communication is crucial.”

**Interviewer:** And you communicate your notes with your clients as well?

**Interviewee:** Definitely, after every meeting we are sharing the SRS and the RFQs with them, system requirement document description.

**Interviewer:** So businesses like this one, they often need to make persuasive pitches and proposals to secure clients and investors. What advice would you offer them? What advice would you offer on crafting compelling written materials to convey the value and proposition of Vector to like for the machine learning?

**Interviewee:** Well, I would like to answer it in the smile that as Vector we haven't been into the typical ecosystem sort of as we are getting from scratch, we haven't been someone who is going for the seed fundings and all but something which I can generally tell to the people who go on that path is that you have to be brutally honest with your idea. You have to be brutally honest on where you stand, how you position yourself. That is when you can generate a pitch which the people believe in like recently we were associated with Spargathon, it's an Isaac event which took place, a tech event. So there were like 25 teams I guess and Tapitcard was a company which won it because, which won the competition because it was, it had a phenomenal pitch because it had a phenomenal pitch because the idea was great and they had executed it perfectly like it's a card, you know we all, all of us use business cards and hand it over to each other. They made, they made a card and just tap it on your phone and all your address and your Instagram accounts, WhatsApp accounts, everything comes to that. So why were they able to execute it, win that competition because they had built around it for like two years. So this is what I would recommend. The pitch does not matter. Obviously it does matter. But with an absolute idea of a genius, you are definitely going to succeed. There are many brilliant people who are not great at giving the pitches, you know, but they are bound to succeed. This might sound a bit orthodox but it's the reality. The idea matters more than the pitch. So okay, communicating with clients.

**Interviewer:** Now we can talk about that and like other partners in your company, it might involve writing emails, memos and letters. So how do you tailor your written communication to suit the preference and needs of different stakeholders in this?

**Interviewee:** Well, we the business people are very casual, I will be honest. We are more on the WhatsApp but when it comes to the technical team, like you wouldn't be seeing Fakher in the office as he's working on a product.So we have to mail him prior like prior like seven days or four days for a meeting and most of the technical guys or the people who are working on the product, they don't know. And then the results of our products, what's the testing and training which is going onis usually shared on this spot. So I would like to emphasize it in this manner, considering the company structure we have or the organization we are that at this point they are like 15-20 people.So the business people professionally would go to discord and casually would talk on WhatsApp and the technically sound people, the ones who are actually building the products or giving services, bootstrapping. They are on Notion. Okay. They are on Notion as well for the deadlines and they usually communicate via the discord emails. Alright.Discord is more preferable unless and until something extremely formal comes up. So in comparison to old methods, we are now introducing discord as we have in the casual mode. Alright.

**Interviewer:** So within a technical organization like Vector, effective internal communication is crucial. You would agree to that? So how do you facilitate like clear communication among different team members or you know ensuring technical developments are understood and aligned and no one is confused?

**Interviewee:** Well, internal communication is crucial. I would say that the communication between the team was the trickiest part I would say. Considering all of us had different personalities, all of us are from different backgrounds, all of us have different grades and all, you know, the different perspective towards the academia and running the company while being a student yourself is very tricky. So we are dedicating our time to the university as well as the company. So I would say that the guys, the guys who are like friends, like I and Maaz are great friends, communication between us has been very easy. We have always been solving problems, going out on a coffee or maybe calling each other out on awkward or on the weekends, awkward days or weekends and talking about the things with each other. When it comes to the technical people in our team, like the CEOs, you know, they are more of a nerdy type. They code a lot. They talk less. It has been very tricky in order to communicate with them. Clearly we are getting better, I am not going to say we are doing great. We are getting better. Things which we did again were making proper group chats. The idea of being accountable to each other is very important.. Like if you are preparing the product, I have to market it and I have to plan it. You have to tell me. For these kinds of activities, we became active on **Notion**. I took a course of Notion, how to implement it, execute it properly. Apart from that, Discord is there, but again I would say like the five people, the ones who are the closest to me are my stakeholders, you know, Maaz, Fakhir, Vadood and Sherry are. The best thing which we can do is talk in person. The clarity in the communication when you talk in person is good way way better than when you are communicating online communicating online is more about achieving the milestones notifying each other yes i'm done with this task I am done with this task this sprint has been achieved so yeah these are two aspects uh personally fora person like me i would always prefer communicating uh with one another's eyes and uh the as you talked about achieving milestones like you talk about that so another thing another aspect which i didn't discuss was uh communicating with the teams they are development teams like ux ui team services team uh so communicating with them is like we usually when we were in our first uh quarter of the production phase we used to have consistent scrum meetings so everyone is going to show up at 8 30 in the morning and they are going to give a brief description of the previous day they are going to let us know that i have done this and that this and that then they were further divided into sprint retrospections the communication channels that after a certain model has been achieved we're gonna retrospect on that what problems we faced what are the solution solutions towards them what is the approach we are goingto take so communicating with them has been through the official channels but there's a sense that they're going to let us know that i have done something i have done something This is something which we did like sprint, retrospection, daily scrum, following the scrum methodology and also NSC tool and you know that.So this is how it is. But the techiest one is while you are running a company that is the intercommunication between the stakeholders.

**Interviewer:** So also could you share an example of a particularly challenging communication scenario you have encountered in vector?

**Interviewee:** Now I would be brutally honest on this one considering I am not very technically sound right. Now there are people who have been coding for like 15 years and they are 20 years old you know, prodigies. So communicating with them is very tricky. We are launching a product and considering that if I am the guy who is going to market it, I should know the product bit by bit you know. So there are models, machine learning models, there are tricky measures which are regression models, other criteria of learning, testing, training, then the computational costs, then the computational resources which you need. These are all very tricky terms considering I am not very technically sound at the end. So this has been very challenging that our CPO, Chief Product Officer Fakir, he is building that product and he has to explain all of those technicalities in the project to me and I need to put in a lot of effort to understand that. So that is the kind of barrier which you face when you are a business person or writer communicating with a very technically sound person. Services are easy. You know, if someone is providing a web service, you would understand okay this is the design as I mentioned previously in a question which you asked. But when you are developing a product and if it is on the latest technology like AI, like computer vision and if you are not that sound, if you do not know a lot about the models, so that is a communication barrier which you are going to face. He cannot understand me. It goes both ways. He cannot understand the business perspective, the deadlines, the people we have to meet, how we are going to position ourselves. Where are we going to launch it?Is it going to be Shopify or are we going to build in public or reach out to big brands? He would never understand them because he is solely inclined towards the technicalities of the product. So this is where it becomes very challenging when the two different types of people with different interests meet.

**Interviewer:** So in such scenarios, what would you say that you learned from it?

**Interviewee:** I learned a lot of discipline. I learned how to understand the other people. I would give you an example of Patrick by David. I was watching a podcast and in that he mentioned that if you want to be a sales guy, you have to be the master of four domains, human nature, sales, negotiation and what was it marketing. So when I was facing all these challenges considering I am an avid book reader, I read a lot of things. I read a lot, finishing a book in 3-4 days. I consider it a milestone. Even if I hate it or I love it, I have to do it. Yes, I have learned how to manage different people and how to cope and take out. I am grateful for that. This is how you run a business. You have to be very patient.

**Interviewer:** Would you say that you learned these things from podcasts and books as well or just the experience?

**Interviewee:** When I wasn't a part of Vector, I was reading a lot of books related to business psychology and habits but I wouldn't be honest if I would say I have learned it from the books or from the podcast. I mean practicing them in a company where you are the captain of your own ship and reading them in a book, they are both very different. You know this is the real world where you cannot communicate the problems to your loved ones. Your parents, even your friends. You cannot tell them what you are doing. They would never understand the magnitude of how the world is and how the world is started. Particularly when which is bootstrapped and which is not funded by anyone.

You know we have to manage our finances from our pocket. So yeah, "nazmo zapt". I would recommend it to everyone. "Seekhe".

**Interviewer:** So my next question to you would be like business deals and negotiations are often conducted in writing. So as a startup you might have been facing some business deals or negotiations and all that. So what are some key principles for successful negotiation? And we are talking in the aspect of writing, some particular context of technology?

**Interviewee:** In the start, we were having a lot of projects from Fiverr and Upwork, it's easy to make a contract on Upwork, a lot of people would know about Upwork, a lot of people are doing a lot of freelancing, so on that platform, making a contract is very easy, you do not need to be technically sound and all, but when it comes to the projects, the projects which we deliver to the customers, the clients, that is where it is very tricky.The procedure which we have been following is god bless maaz, it's phenomenal, the documentation and all, and it's very necessary because once you are a registered company, you need to show up to the FBR, you need to satisfy your lawyers, the technical lawyers and all, because after a year, you know about the income tax returns and all of them, you have to validate it, right? So we need to keep a record and for that, documentation is very, very, very important. So the initial process is that, Yes. We collaborate with each other, get to know, okay, what the project is, what the project is about, which tech stack does it refer to, after the form of meetings are done, usually from our end, we, because we are the ones making it, we share a quotation. Okay. That is negotiable, the client gets to read it, instances which are very important, which I would like to mention in them is the person who is held responsible. From our end, obviously it's Maaz because he is the CEO and he is the one catering all the projects. The hourly rates, the amount of, the number of people involved in the development process, what tech stack are they working on, how many hours would they be working on it? I would recommend everyone who does a lot of documentation to keep it precise, but these are the factors which play a critical role. Obviously, it's about the money, you know. So considering the technical aspect, mentioning the amount of hours, are you charging them in rupees or dollars or whatever currency it is, these are particularly important ones. Then they negotiate with us if they accepted its go-to project. Otherwise, they can commit the changes and share the document back with us and after both the parties, you know, they can negotiate with us. Mutually, sign the agreement, the projects are, you know, we look forward to the project, but without this informal procedure, it cannot work. So before signing the agreement, there are a lot of documents that go back and forth. I mentioned about the system requirement, software requirement documents, RFQs, sometimes questionnaires are involved. You might be making something which is customer-based. Getting to know that what we are aiming for, is it even feasible? Is it feasible or achievable? So there are a lot of documents involved prior to that, but this is where the execution is done, the final quotation and all. Then there are sprint meetings, keeping the customer in the loop, then there are milestones. I would tell you that a lot of payments are divided into milestones, like if you have made the website okay, if you have installed the integrated AI model. Majority payments are dependent on deployment. Once the project is done, it's done. Once the project is deployed, you will be getting the milestone and then you will be getting the money. So this is how it is, the quotation. This is how it was.

**Interviewer:** So also, could you provide me with an example of successful instance where technical documentation made a significant difference?

**Interviewee:** I would give you an example of the Upwork project. We recently had an Upwork project related to this.I think I mentioned it previous in the meet, in which we were preparing a model for the security of a mall. So I would mention how we got that project.You know, we had this approach that since our programmers are phenomenal, they are very good at development and they have done a lot of work. Like a lot of work which comes up on Upwork and Fiverr is something they have already done.We had that documentation ready. Yes. The first model of that project was something which we had already trained, programmed.So we shared, because 55 people had applied it and we were the only ones who shared a formal documentation along with a test and trial code that we can do this. We got the project. And the client, once we got into a formal meeting with him, mentioned that this was the reason why, I chose you guys because the technical writing and the documentation was phenomenal. Obviously, 55 people are applying for it. All of them can, you know, take a model from the internet, apply it and share the results. Okay, we can implement it. But the technical documentation is what made the difference.So I would believe that all of you keep from time to time working on it. Everything. Technical documentation is necessary. We even keep a check of what we are going to do for a day. You know, like prowling. Prioritizing. I don't know if it's visible or not, but you can see this on the scedule 14th August, financial accounting. All of these tasks are prioritized. So if you are prioritizing the tasks in your life, why not project where it matters the most.

**Interviewer:** For anyone who cannot see, it's sort of a to-do list with dates and timings and everything to be done.

**Interviewee:** So this is for the whole team to see and obviously you have your limit with this one. This is where the accountability part comes in. Yes. If I am entering the office on a weekend, if no one is there, this is what I have done.

**Interviewer:** So in conclusion, I would say along with all the technologies that you are working with, you also mentioned that technical documentation makes a huge, huge difference.

**Interviewee:** And this is something that will keep flowing on. It keeps on. So in short, just the coding, just the company is not it. No, it's not enough. In fact, there are a lot of jobs which are being offered to people who are very sound technically as well as they are good writers. This is a whole domain and I think people should understand that everyone cannot be a good coder, a good programmer. Yes.IT has a lot of other things to do. Exactly. You can fill in the gaps. How many technical writers would you know? Out of 40 people, maybe 15 are phenomenal at coding. But how many of them are very good when it comes to technical writing?

**Interviewer:** You would also be looking for technical writers. Definitely. You cannot cope up with the industry pressure without that. How are you going to go out without a quality document? The people who are busy are not the ones who are going to look at your products because they do not have the time to experience it.They are just going to read what's happening. Yes. The proposal goes first. Yes, exactly.

**Interviewer:** All right. So thank you so much, Aman, for your time. My pleasure. I had a great time interviewing you. My pleasure. Thank you

**Comparative analysis:**

\*this comparative analysis is based on the information gathered online from various sources. (This comparative analysis helps highlight commonalities and potential differences between the interviewee's insights and broader industry perspectives available online.)

1. **AI and Machine Learning in Business:**

In the interview, Syed Aman Shah emphasizes the transformative impact of AI and machine learning on business strategies, mentioning automation in businesses, the role of NLP, chatbots, and computer vision. Online sources may provide broader industry perspectives, potentially including statistical data, case studies, and a variety of expert opinions on AI's impact on business.

1. **Communication Strategies for Non-Technical Stakeholders:**

Both the interviewee and common online practices recognize the challenge of conveying complex technical concepts to non-technical stakeholders. Other platforms may offer additional frameworks, case studies, or tools that aid in communicating technical concepts effectively as per information available online about them.

1. **Staying Updated on Advancements:**

In the interview, staying updated involves using platforms like Discord, Twitter, and LinkedIn, reading research papers, and engaging with online communities. As per research, similar technical fields might elaborate on a broader range of resources available for staying updated, such as online courses, webinars, and conferences.

1. **Effective Internal Communication in Technical Organizations:**

The interview discusses the challenges of internal communication within a diverse team and emphasizes the importance of tools like Notion for collaboration. On the other hand there may be more generalized strategies available online or in other technical fields for improving internal communication, potentially drawing on examples from various industries.

1. **Challenges in Communication Between Business and Technical Teams:**

The interview highlights the communication barrier between business-oriented individuals and technically sound team members. While online sources might provide additional insights into strategies or frameworks most of the time, for improving communication between different roles within an organization since the organizations are comparatively bigger, more developed and have been in the related fields for more time.

1. **Importance of Technical Documentation:**

The interview underscores the significance of technical documentation in winning projects, citing an example from an Upwork project. While, other platforms offer more generalized insights into the role of technical documentation, potentially providing additional case studies or industry benchmarks.

1. **Negotiation Principles in Technical Contexts:**

In the interview, negotiation principles involve factors like hourly rates, tech stack, and milestone-based payments, all documented in a formal agreement. As per research, other sources usually provide a broader range of negotiation strategies, potentially featuring expert opinions or industry standards. Although, both of these are much similar in this sense.

1. **Role of Technical Writing in Business:**

Both the interviewee and online perspectives agree on the importance of technical writing in business, going beyond coding. In comparison to other sources available online, these may provide additional insights into the evolving role of technical writers and the increasing demand for individuals with both technical and writing skills.

**Evolution and Transformation Analysis:**

1. **Evolution of Technical Writing Practices:**
   * **Interview Insights:** The interviewee emphasizes the importance of technical writing in project documentation, mentioning the role of technical documentation in winning projects. The interviewee also notes the critical role of documentation in successfully conveying complex technical concepts to non-technical stakeholders.
   * **Online Insights:** Over the years, technical writing has evolved from traditional paper-based documentation to digital formats. Collaboration tools like Notion and communication platforms like Discord have become integral to real-time collaboration, making technical writing a more dynamic and collaborative process.
2. **Transformation with AI Tools and Generators:**
   * **Interview Insights:** The interviewee doesn't explicitly mention the use of AI tools or generators in technical writing. However, the emphasis on documentation and the transformative nature of AI in the industry suggests a potential shift towards more efficient and automated documentation practices.
   * **Online Insights:** AI tools, such as natural language processing (NLP) models like GPT-3, have been increasingly employed in content generation. AI-powered writing assistants can automate aspects of technical writing by providing suggestions, checking grammar, and even generating coherent paragraphs. This is transforming the way writers approach the writing process.
3. **Evolution of Research Practices:**
   * **Interview Insights:** The interviewee highlights the importance of staying updated through various channels like Discord, Twitter, and LinkedIn. Research practices involve reading research papers and staying engaged with online communities to remain informed about the latest advancements in AI and machine learning.
   * **Online Insights:** The evolution of research practices has seen a shift towards more collaborative and online methods. Researchers now have access to a vast array of online databases, journals, and collaborative platforms, enabling quicker dissemination of research findings and facilitating global collaboration.
4. **Transformation with AI Tools and Generators in Research:**
   * **Interview Insights:** The interviewee mentions the use of AI tools like ChatGPT and the significance of NLP in business strategies. The interviewee also notes the role of AI in transforming analytics and the emergence of chatbots and computer vision.
   * **Online Insights:** AI tools have significantly impacted research practices by automating data analysis, aiding in literature reviews, and even generating insights from large datasets. For example, machine learning algorithms are increasingly used to analyze and interpret research data, providing researchers with valuable insights.
5. **Expectations for Future Transformation:**
   * **Interview Insights:** The interviewee expresses optimism about the future, anticipating that with time, more people will have a know-how of AI. This suggests an expectation of increased integration of AI tools and methodologies in both technical writing and research practices.
   * **Online Insights:** The future of technical writing and research practices is expected to see increased reliance on AI tools for content creation, data analysis, and decision-making. Continued advancements in AI technologies are likely to bring about more sophisticated writing assistants and research tools.
6. **Specific Examples and Evidence:**
   * **Interview Insights:** Specific examples from the interview include the use of documentation to win an Upwork project and the significance of technical writing in conveying complex technical concepts effectively.
   * **Online Insights:** Examples from the broader industry might include the use of AI-powered language models in content creation, AI-based research assistants for literature reviews, and automated data analysis tools for research purposes.

(In summary, the evolution and transformation analysis suggest a shift towards more collaborative and automated practices in technical writing and research, with AI tools playing a central role in streamlining processes and improving efficiency. The integration of AI is expected to continue shaping these practices in the future.)

**Abstract:**  
The research is based on the role technical and business writing are used in field of Artificial intelligence(AI) and Machine Learning(ML) in tech Businesses. This study aims to explain how effective communication, both internally and externally between colleagues, client or stakeholder can contribute to successful project in the dynamic field of AI and ML and collaborative office environment. This research includes thematic analysis as the primary source of information which includes drawing insights from an interview with Syed Amman Shah, chief Executive Strategy Officer at Vector Company. The interview examines the key aspect of the technical writing in client and stakeholder interactions, explain the strategies of explain of dealing non-technical clients, and role of documentation in business dealings.

The findings reveal that clear and effective communication can help a company build strong client relationship, dealing with stakeholders and managing successful negotiations. It highlighted the importance of Software Requirement Specifications (SRS), in conveying the software requirements to the team members working on a particular project throughout a software development lifecycle(SDLC).

In conclusion, the research emphasizes the significance of technical and business writing in AI and ML domain, emphasizing the need for clear communication to bridge up the gap between technical complexities and business objectives. By efficient communication tactics, we can promote innovation, improve collaboration in the rapidly evolving field of AI and ML.

**Introduction:**

In the era of rapid technology advancement, artificial intelligence and machine learning has emerged as transformative force for, machine advancements and automation, redefining the way business operate. AI and ML works based on the prompt for which very clear and straight direction shall be given to it to work smoothly. Along with all this revolution, the role of clear and efficient communication has excessively increased, growing the need for technical and business writers. The scope of this study is AI and ML in tech businesses and its effect on technical and business writing. This study basically aims to interpret the relationship between writing, to convey their strategic goals to a diverse audience and evolving along with the developing field of AI in tech business cooperates.

**Interview Questionnaire:**

1. Can you give a brief summary of the applications and importance of AI and machine learning in

the current tech industry, especially in a company like yours?

2. Complex technical concepts frequently need to be explained to non-technical stakeholders in

the machine learning industry. Which approaches or techniques do you think are most useful

for explaining these concepts to customers, potential investors, or other business partners?

3. Machine learning can be seen as a rapidly evolving field. How do you keep yourself and your

team updated on the latest advancements and terminology, and how does this knowledge

impact your communication strategies?

4. Use of AI and ML impact decision-making and strategy development in tech companies, and

how is this documented in business plans and reports?

5. Could you share an example of a challenging communication scenario you came across at your

company, due to the technical nature of the work? How did you handle this challenge, and what?

did you learn from it?

6. Based on your experience, what role does clear and effective technical writing play in company’s

communication with clients, partners, and investors? Can you give an example of a situation?

where using technical documentation effectively made a significant difference?

7. Businesses often need to make persuasive pitches and proposals to secure potential clients or

investors. What advice can you offer on writing persuasive documents that convey the value

proposition of your company’s AI and machine learning solutions?

8. Communication with clients and partners usually includes writing emails, memos, or letters.

How do you modify your written communication to suit the preferences and needs of different

stakeholders, from technical teams to business leader?

9. A business success is highly dependent on maintaining strong client relationships. How do you

use written communication to maintain and grow these relationships over time? Can you share

an example of a successful client interaction story?

10. Within a technical organization, effective internal communication is crucial. How do you

facilitate clear communication among teams of different department, to ensure that technical

developments are understood and aligned with enterprise objectives?

11. Business deals and negotiations are frequently conducted in writing. What are some key

principles and guidelines for successful negotiation through written communication, especially

when dealing with contracts or partnerships in the technology sector?

**Methodology:**

The primary approach we used for doing our research and collecting our data is “Interview”. We conducted an interview with Syed Aman Shah, chief Executive Strategy Officer, at Vector Company. Mr. Aman is involved in strategic communication within his organization which involves writing or reviewing document to company’s overall strategy, goals and objective. Being a Startup company, Mr. Aman is also assigned with the responsibility of collaborating with technical teams, client and stakeholder communications. The conducted interview was a one to one interview with “Video and Audio”. We conducted the analysis using “Thematic Analysis” and gathered data through color coding and identifying themes. Our themes are that “how technical writing is used in dealing with clients in tech business” and “how good technical writings helps in wining projects”. We choose thematic analysis as our way analytical approach helps in-depth exploration, flexibility, adaptability and iterative nature allowing researcher to revisit and redefine the themes of the study.

**Findings:**

1. **Significance of AI and Machine Learning in Business Landscape:**
   * Importance of AI and machine learning in business strategy.
   * Automation of businesses through AI, with specific examples in real estate and security (Chabot, computer vision).
   * Evolution from data analytics to more advanced applications like NLP and computer vision.

"Apart from that, the business aspect which we are talking about, it has automated businesses... computer vision is playing a huge role... businesses, everything is automated and Chabot, computer vision for security purposes so it is the way forward, yes I agree."

1. **Communication Strategies for Non-Technical Stakeholders:**
   * Challenges in communicating complex technical concepts to non-technical stakeholders.
   * Emphasis on visualizing AI concepts for better understanding.
   * Recognition of the need for improved communication between technically and non-technically oriented individuals.

"Something which can be helpful when it comes to AI is maybe visualizing it and to a layman that is the best thing which you can do... explaining here has been more difficult initially because it is in the phase where it's emerging."

1. **Staying Updated on Advancements in AI and Machine Learning:**
   * Utilization of resources like Discord communities, Twitter channels, and LinkedIn for staying informed.
   * Emphasis on reading research papers and blogs to keep abreast of the latest trends.
   * Importance of communication channels like Discord and Twitter for real-time updates.

"All these guys have been reading a lot of research papers and blogs... LinkedIn obviously is another community where all the people are sharing their stuff. These have been the sources through which we can keep an eye on the trend."

1. **Effective Internal Communication in a Technical Organization:**
   * Challenges in communication within a diverse team with different backgrounds and perspectives.
   * Implementation of tools like Notion for collaboration and communication.
   * Recognition of the importance of in-person communication for clarity.

"Well, internal communication is crucial... making proper group chats. The idea of being accountable to each other is very important."

1. **Role of clear and effective technical writing play in vectors interaction with clients and stakeholders:**

* prepared documents, are shared with clients after every meeting, helping them in clear communication and reducing the risk of misunderstandings.
* Technical writing becomes a key component in negotiations, providing clarity on project details, tech stacks, and terms, leading to smoother negotiations and successful collaborations.

"Most of the times this scenario happens that the clients are expecting something, but companies provide something... technical writing is necessary. We even keep a check of what we are going to do for a day. You know, like prowling. Prioritizing."

1. **The importance of Persuasive Pitches**

* The interviewee stresses the importance of being brutally honest with one's ideas, advocating for transparency and sincerity in business interactions.
* Rather than conforming to conventional practices, Vector values a straightforward and genuine approach in its pitches and proposals.

"Well, I would like to answer it in the smile that as Vector we haven't been into the typical ecosystem sort of... you have to be brutally honest with your idea."

1. **Challenges in Communication Between Business and Technical Teams:**
   * Communication challenges between business-oriented individuals and technically sound team members.
   * Importance of discipline and understanding in bridging the communication gap.
   * Acknowledgment of the need for patience and learning in such scenarios.

"Most of the times this scenario happens that the clients are expecting something, but companies provide something... technical writing is necessary. We even keep a check of what we are going to do for a day. You know, like prowling. Prioritizing."

1. **Importance of Technical Documentation in Winning Projects:**
   * Successful instance of winning a project on Up work due to comprehensive technical documentation.
   * Recognition of the critical role technical documentation plays in showcasing capabilities and winning clients.

"I would mention how we got that project... The client, once we got into a formal meeting with him, mentioned that this was the reason why, I chose you guys because the technical writing and the documentation was phenomenal."

1. **Negotiation Principles in Technical Contexts:**
   * Documentation as a crucial aspect in negotiating and finalizing business deals.
   * Factors in negotiations, including hourly rates, tech stack, and the number of people involved.
   * Milestone-based payments and formal documentation in negotiating projects.

"So the initial process is that, Yes. We collaborate with each other, get to know, okay, what the project is... Mutually, sign the agreement, the projects are, you know, we look forward to the project, but without this informal procedure, it cannot work."

1. **Role of Technical Writing in Business:**
   * Emphasis on the significance of technical writing in business, beyond coding.
   * Acknowledgment of the scarcity of good technical writers.
   * The role of technical writing in filling gaps and communicating effectively with busy professionals.

"Exactly. You can fill in the gaps. How many technical writers would you know? Out of 40 people, maybe 15 are phenomenal at coding. But how many of them are very good when it comes to technical writing?"

**Conclusion:**

* + Continuous emphasis on the ongoing importance of technical documentation.
  + Recognition of the multifaceted skills required in the IT industry, including technical writing.
  + Acknowledgment of the critical role technical documentation plays in industry competition and proposal evaluation.

**Discussion:**

1. **Significance of AI and Machine Learning in Business Landscape:**
   * **Practical Implications:** The emphasis on automation, computer vision, and AI in business strategies aligns with industry trends. Real-world examples in real estate and security showcase the versatility of AI applications.
   * **Theoretical Implications:** The evolution from basic data analytics to advanced applications like NLP and computer vision underscores the continuous development in AI technologies.
2. **Communication Strategies for Non-Technical Stakeholders:**

* **Practical Implications:** Recognizing the challenges in communicating technical concepts to non-technical stakeholders emphasizes the need for effective communication strategies, such as visualization and simplification.
* **Theoretical Implications:** Bridging the communication gap between technical and non-technical individuals is crucial for successful AI implementation and aligns with literature on interdisciplinary collaboration.

1. **Staying Updated on Advancements in AI and Machine Learning:**

* **Practical Implications: Utilizing platforms like Discord, Twitter, and LinkedIn for staying informed reflects the industry's reliance on social and professional networks for real-time updates.**
* **Theoretical Implications: Active engagement with research papers and blogs aligns with the academic emphasis on continuous learning and staying abreast of the latest trends.**

**4. Effective Internal Communication in a Technical Organization:**

* **Practical Implications: Implementing collaboration tools like Notion acknowledges the need for efficient internal communication within diverse teams.**
* **Theoretical Implications: Recognizing the importance of in-person communication aligns with literature emphasizing the role of interpersonal communication in fostering team cohesion.**

**5. Role of Clear and Effective Technical Writing in Client Interaction:**

* **Practical Implications: The emphasis on technical writing for clear communication and negotiation aligns with practical industry needs for transparency and project clarity.**
* **Theoretical Implications: The role of documentation in negotiations and client interactions corresponds to literature emphasizing the importance of formal communication in business relationships.**

**6. Importance of Persuasive Pitches:**

* **Practical Implications: Prioritizing transparency and sincerity in pitches reflects a practical approach that values honesty over conforming to conventional norms.**
* **Theoretical Implications: This approach challenges traditional notions of pitching, aligning with academic discussions on authenticity in business communication.**

**7. Challenges in Communication Between Business and Technical Teams:**

* **Practical Implications: Recognizing and addressing communication challenges emphasizes the need for patience and understanding in interdisciplinary collaboration.**
* **Theoretical Implications: Acknowledging the importance of discipline in bridging the communication gap aligns with literature on organizational communication and collaboration.**

**8. Importance of Technical Documentation in Winning Projects:**

* **Practical Implications: The success story of winning a project through comprehensive technical documentation highlights its practical importance in project acquisition.**
* **Theoretical Implications: Recognizing the critical role of technical documentation aligns with academic discussions on the importance of documentation in project management.**

**9. Negotiation Principles in Technical Contexts:**

* **Practical Implications: Factors like hourly rates, tech stack, and documentation in negotiations reflect practical considerations in project discussions.**
* **Theoretical Implications: The emphasis on formal agreements and milestones aligns with academic discussions on the importance of structured negotiation processes.**

**10. Role of Technical Writing in Business:**

* **Practical Implications: Recognizing the scarcity of good technical writers highlights a practical industry challenge.**
* **Theoretical Implications: Emphasizing the role of technical writing beyond coding aligns with academic discussions on the multifaceted skills required in the IT industry.**

**Conclusion:**

* **Practical Implications: The continuous emphasis on technical documentation underscores its ongoing importance in the industry.**
* **Theoretical Implications: Acknowledging the critical role of technical documentation aligns with academic discussions on its role in industry competition and proposal evaluation.**

**Overall Implications:**

**The findings suggest a dynamic and interconnected landscape where practical industry needs align with theoretical discussions in academic literature. Emphasizing effective communication, staying updated on advancements, and recognizing the multifaceted nature of skills in the IT industry are key takeaways with both practical and theoretical implications. The emphasis on transparency, honesty, and interdisciplinary collaboration reflects a progressive and adaptable approach in the industry, aligning with broader trends in the academic landscape.**