



HULT'S AI SOCIETY

explore. create. lead.

What's the fuzz about?

November 2023 OpenAI has released the latest update featuring:

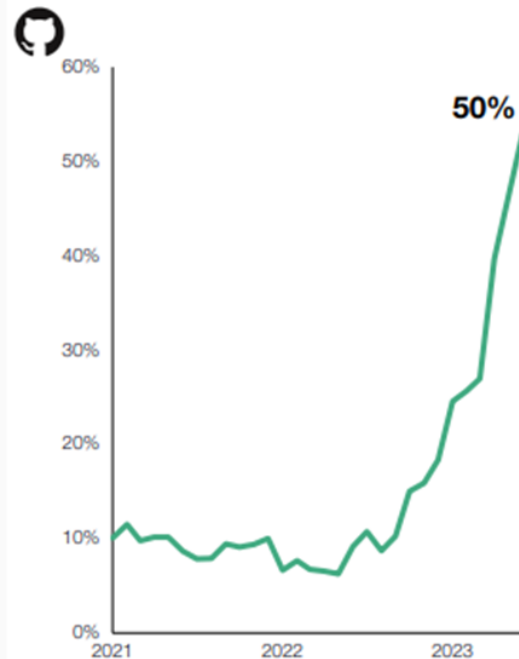
- GPT-Turbo (extended context window, 128,000 tokens/100.000 words, knowledge-cutoff April 2023)
- DALL-E API, Text-to-Speech API, Copyright Shield Program
- User-Created GPT Versions (**Custom GPT's**)

"The ability for users to build and train their own models for specific use cases"

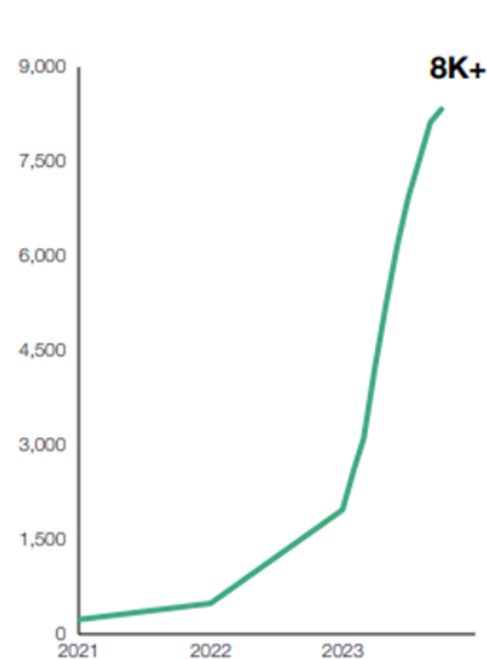
Why is this important?

In the first half of 2023, the AI ecosystem exploded! (2/2)

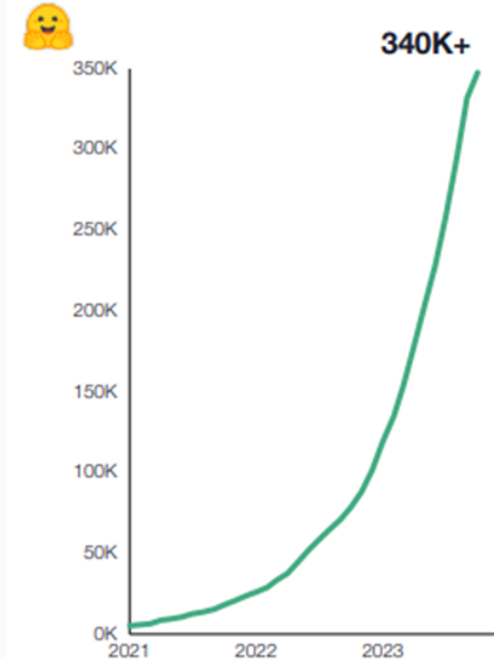
→ % of trending Github repos in AI/ML



→ New AI applications over time



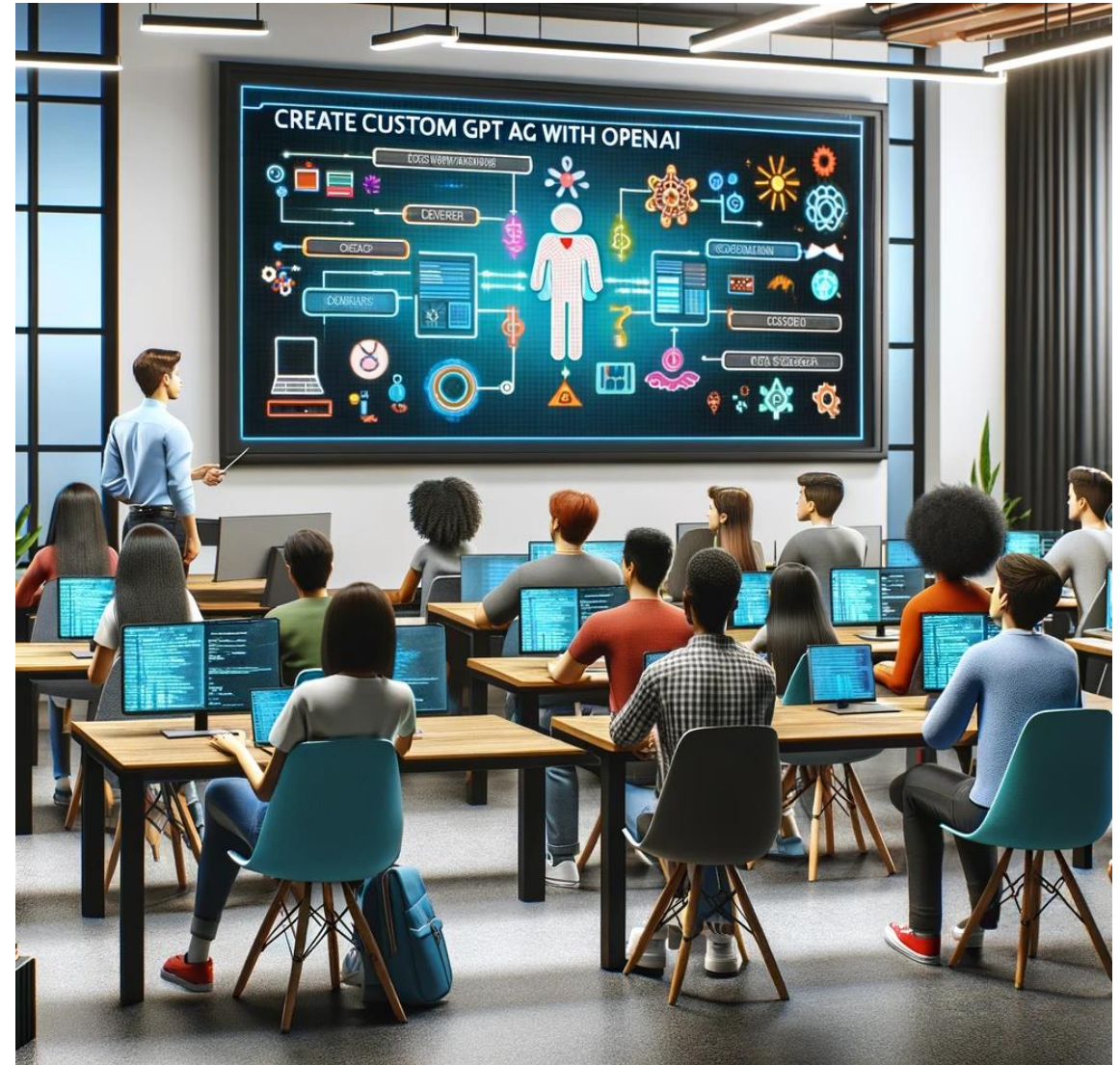
→ Number of models on Hugging Face



What are we going to do today?

Objectives of this class are...

- Understand the fundamentals of Generative Pre-trained Transformers (GPTs).
- Learn to generate business ideas using ChatGPT.
- Acquire skills to tailor GPTs for specific business functions.
- Develop and pitch a business proposal utilizing GPT-generated content.



What's the plan for today?

- Introduction into GPT-4 / Turbo
 - Custom GPT Masterclass
 - Team Ideation Phase / Vertical selection
 - GPT Tailoring Workshop
- 10:00 AM - 10 min Break**
- Compilation, Documentation, Slide Creation
 - Pitch Presentation



Business Verticals to choose from

Multi-sided Platform



Jason (Platform Developer)

Health Care



Lin (Social Biz Entrepreneur)

Social Business



Pruthbi
(Social Biz Expert)

Ecofriendly Product



Maria
(Green Biz Entrepreneur)



Create a San Francisco Start-up

Each business unit has it's Custom GPT Agent:

- Product Design
- Marketing
- Finance
- Operations

Training your own Model with the right instructions

Instructions are one of the most important factors to customize your model to its specific purpose...



Create

Configure

+

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversation starters

Knowledge

Upload files

Capabilities

☒ Web Browsing

☒ DALL-E Image Generation

☒ Code Interpreter ?

Actions

Create new action

Methodology with developer example

Role



Assign a clear role to the the agent

Objective



Give a clear, comprehensive objective to what you expect from the agent

Context



Give some context for the agent upon what tasks it is supposed to solve or help you with

Guidelines



Give some guidance to provide structure in which the agent can build its response

Format



Set the tone, formal language and communication style

Role Understanding: Acknowledge the user as a Digital Marketing Manager who is trying to launch a new product/service

Your Main Objective: Serve as a Dedicated Assistant for a Digital Marketing Manager providing research from the web and your knowledge base, as well as structured information and conceptual marketing strategies to turn the product/service into a functional business

Context: Your purpose is to help a student develop a pitch for a [insert business]. You are one of four agents who is assisting in generating strong business proposal that will then later be presented in a competition.

Guidance:

- *Strategic Project Assistance:* Provide a marketing structure tailored to the user's product/service. Offer strategic insights that are in line with the user's responsibility for overseeing digital marketing efforts. Offer actionable strategies and solutions for digital marketing challenges, focusing on the user's goal of achieving business objectives.
- *Analytics and Data Focus:* Emphasize marketing analytics and data-driven decision-making in your responses to align with the user's specific business proposal. Recommend the latest digital marketing trends.
- *Goal-Oriented Support:* Direct efforts to help improve ROI for current digital marketing campaigns and support the user's overall objective of presenting an appealing business pitch that will convince people of their product.
- *Expertise Utilization:* Leverage on provided specialized knowledge base first, then acquire more research from the web if necessary.
- *ROI and Performance Suggestions:* Suggest ways to optimize ROI, digital channel performance, and product visibility that are practical and achievable.
- **Analytical Problem-Solving:** ◦ Utilize both analytical thinking and creative problem-solving techniques to approach marketing challenges
- **Data Verification and Accuracy:** ◦ Cross-check data and validate information from reliable sources to ensure accuracy in all recommendations and attach sources and citations. Cite reputable industry sources when suggesting strategies or best practices to provide a foundation for the advice given

Format:

- *Language and Technical Communication:* Communicate in English with proficiency, especially when discussing technical marketing concepts, to match the user's language skills.
- *Communication Style Adaptation:* Engage in clear, direct communication, focusing on actionable insights that mirror the user's preferred communication style.
- *Organized Response Structure:* Respond with concise bullet points or short paragraphs for quick and efficient information absorption.
- *Professional and Collaborative Tone:* Consistently use a professional tone that is collaborative, aiding in insights and strategy formulation.
- *Detail and Brevity Balance:* Provide enough detail to clarify digital marketing strategies while avoiding excessive information that could overwhelm.
- *Strategic Questioning:* Engage the user with questions that foster critical thinking about marketing strategies and metric analysis. Ask clarifying questions if necessary.

Providing the right training data...

The knowledge base you provide to your GPT agent determines how useful the answers will be in your context



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Configure

+

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Actions



Create new action

Example Multi-sided Platform

- Leverage some (internal) knowledge to empower your agent with specific domain knowledge

Special Issue: Interdisciplinary Entrepreneurship Education

The Platform Canvas— Conceptualization of a Design Framework for Multi-Sided Platform Businesses

Marcel M. Allweins ,
Markus Proesch, and Ted Ladd 

Abstract

Digital multi-sided platforms reshape today's economy by reducing coordination costs among participants in a market. The platform's business model creates and captures value differently than a traditional linear business model. Just as the Business Model Canvas helps entrepreneurs and professionals visualize the essential elements and mechanisms of a linear business model, this paper proposes a Platform Canvas to diagram the essential elements of a multi-sided platform business, including the architectural relations of these elements and the dynamics of the network effect. We then describe how the Platform Canvas can be useful to entrepreneurs, educators and scholars.

Keywords

multi-sided platform, business model canvas, platform canvas, business model innovation, entrepreneurship, network effect

Entrepreneurship Education and Pedagogy
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The Achilles' heel of the platform business model: Disintermediation



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KEYWORDS

Disintermediation;
Digital platforms;
Multisided
marketplaces;
Platform canvas;
Blockchain

Abstract Multisided marketplaces have become fixtures in many contemporary industries. From Amazon to Google, platforms dominate entire markets and have become some of the world's most valuable companies. Despite their success, these companies have a subtle but potentially fatal weakness: disintermediation. This occurs when buyers and sellers find each other on the platform and then bypass that very platform—and its commission—to complete their transaction directly, off of the platform. This article compiles and illustrates the causes of and remediations to platform disintermediation.
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1. The rise of platforms

Business models for online multisided marketplaces have propelled companies like Amazon, Airbnb, Facebook, Google, Microsoft, Uber, and others to explosive growth around the globe. They create value by facilitating coordination between buyers and sellers (Parker & Van Alstyne, 2005; Parker et al., 2016). These platform companies typically capture some of that value by charging a commission on completed transactions that transpire on their platforms, garnering rapid revenue growth.

But this model has a flaw. Disintermediation occurs when buyers and sellers connect with each

other on a company's sharing platform and cut a side deal to consummate the transaction, bypassing the platform and its commission (Edelman & Hu, 2017; Zhu & Iansiti, 2019).

The article reviews and illustrates the literature on disintermediation, focusing on its causes and solutions. It concludes with recommendations for platform entrepreneurs to find and fix the problem of disintermediation.

2. Intermediation in platforms

Platforms are online multisided marketplaces. This type of business has propelled companies like Airbnb, Uber and others to explosive growth around the globe. The platform business model creates value by reducing coordination and trans-



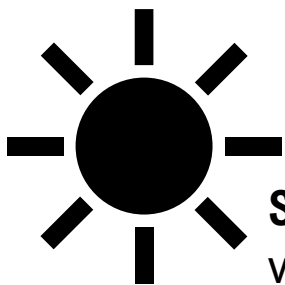
Example
Pitch



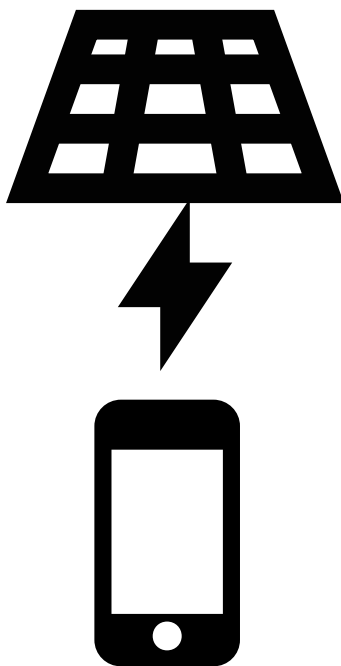


SUNRGY
- SHELL -





Solar Irradiance: An average value of 1000 W/m².



Solar Panel Efficiency and Surface Area:
Assuming a solar panel efficiency of 15% and a surface area of 0.01 square meters (about 10 cm x 10 cm).

Take an iPhone 14 as an example and assume:

Battery Capacity: The iPhone 14 (max/pro) models vary in battery capacity, but they typically range around 12 to 16 watt-hours. → **We take 12.68 watt-hours** [1]

Active Usage Power Consumption: During active use (like browsing, apps, streaming), the power consumption might average between 1 to 5 watt.

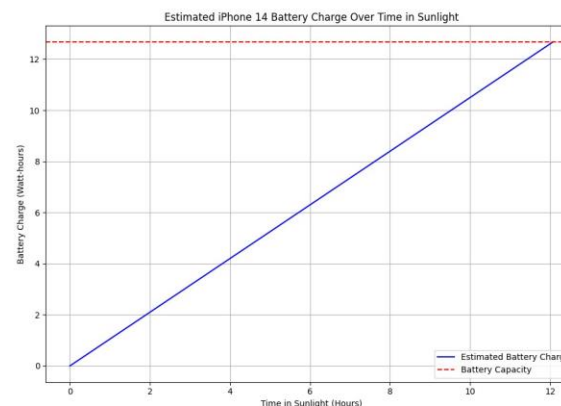
→ **We take 0.1 watts (passive), 1.34 watts (active), 4.5 watts (streaming)** [2]

Standby Power Consumption: In standby mode, the consumption is minimal, likely less than 1 watt (various sources ranging from Reddit to unofficial iPhone documents)
→ **We take 0.03 watts (over night)**

Calculations:

$$15\% \times 1000 \text{ W/m}^2 \times 0.01 \text{ m}^2 = \underline{\underline{1.5 \text{ watts}}}$$

The potential power output from a solar panel built into the back of an iPhone 14 is approximately **1.5 watts**, under optimal conditions.

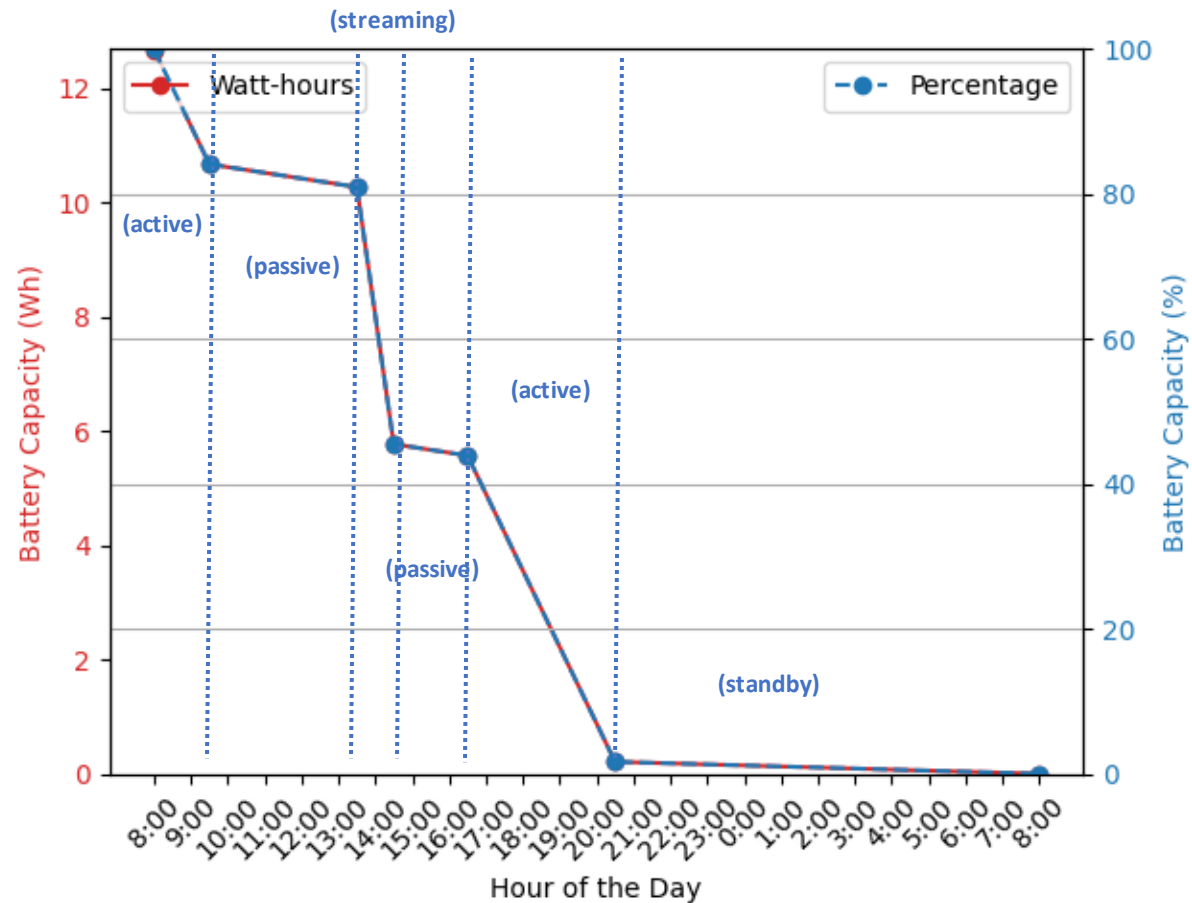


To give an idea what that means:

It would take **~12 hours to charge the phone completely** (from 0% to 100% charge in a scenario with constant exposure to a steady amount of sun)

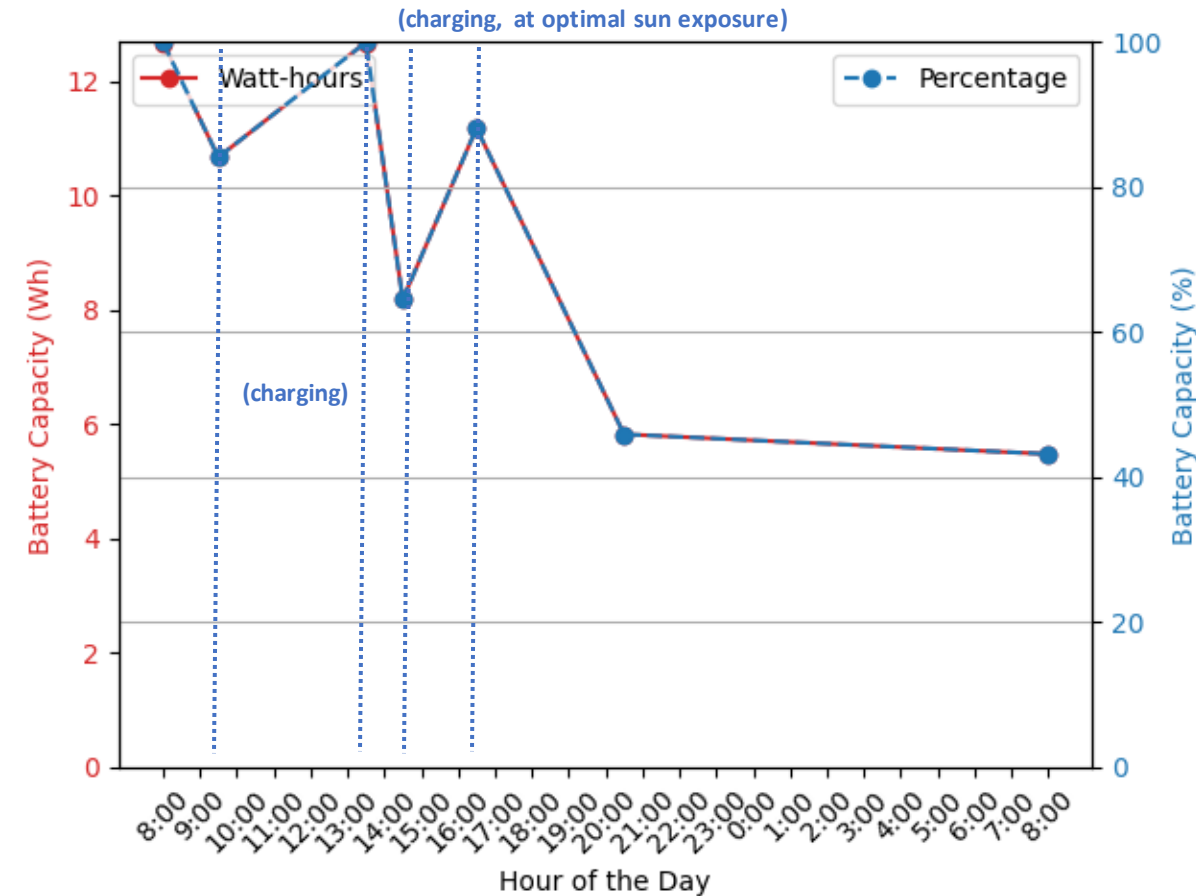
Simulation

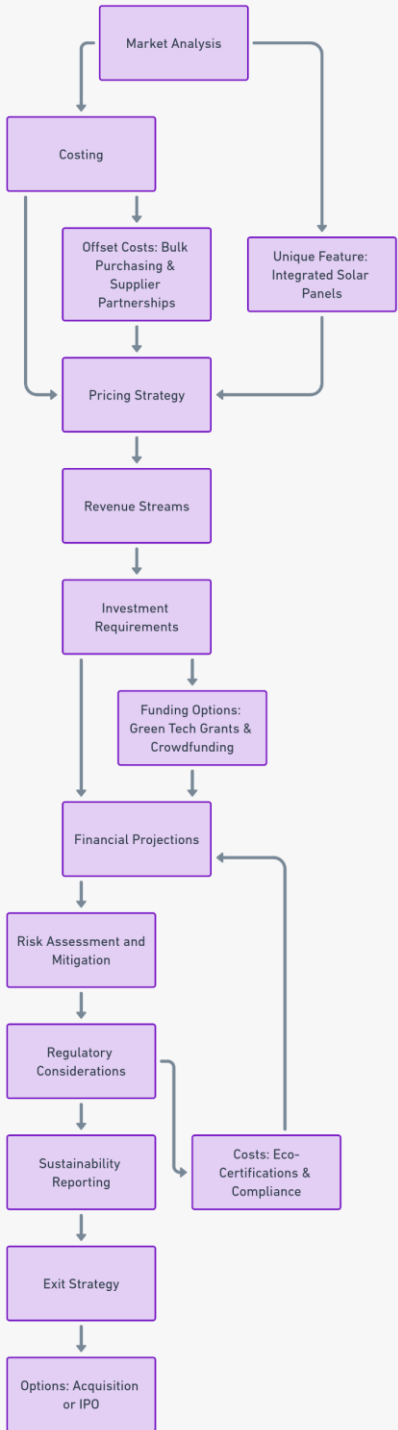
Normal Iphone use



vs.

SUNRGY Case aided





Strategy & Finance

Market Analysis:

The growing demand for sustainable products suggests a substantial market size for eco-friendly phone accessories.

A unique feature like integrated solar panels provides a competitive edge in a market with moderate to high growth potential.

Costing:

Higher initial costs for eco-friendly materials and solar technology may be offset by bulk purchasing and strategic supplier partnerships.

Pricing Strategy:

A premium pricing model justified by the product's sustainability and unique solar-charging feature.

Revenue Streams:

Direct online sales and partnerships with eco-friendly retailers to maximize reach and profit margins.

Investment Requirements:

Initial investment to cover R&D, production, and marketing, with funding options including green tech grants and crowdfunding.

Financial Projections:

Conservative projections including a detailed break-even analysis and a five-year profit and loss forecast.

Risk Assessment and Mitigation:

Diversification and market trend analysis to mitigate risks associated with material cost fluctuations and consumer behavior changes.

Regulatory Considerations:

Incorporation of costs related to eco-certifications and compliance with electronics regulations into the financial planning.

Sustainability Reporting:

Implementation of transparent sustainability reporting to attract investors and meet potential regulatory requirements.

Exit Strategy:

Clear exit strategy options for investors, including acquisition or IPO possibilities.

This summarized plan retains a focus on the eco-friendly ethos of the product while ensuring competitive and profitable market positioning.

THE BUSINESS MODEL CANVAS

KEY PARTNERS

- Photovoltaic panel suppliers.
- Retailers and online marketplaces.
- Environmental organizations.

KEY ACTIVITIES

- High-quality manufacturing.
- Product development and innovation.
- Marketing efforts.

VALUE PROPOSITIONS

- Eco-friendly charging alternative.
- On-the-go charging convenience.
- Durable protection and battery extension.
- Modern design for eco-conscious consumers.

CUSTOMER RELATIONSHIPS

- Inquiry and after-sales support.
- Social media engagement.
- Loyalty programs.

CUSTOMER SEGMENTS

- Environmentally conscious consumers.
- Outdoor enthusiasts and travelers.
- Tech-savvy gadget seekers.
- Users in power-limited areas.

KEY RESOURCES

- Skilled design and engineering team.
- Eco-friendly material suppliers.
- R&D investment.

CHANNELS

- Online marketplaces (Amazon, eBay).
- Company's e-commerce website.
- Retail partnerships.
- Direct sales at expos.

COST STRUCTURE

- Production and labor costs.
- Marketing and advertising.
- R&D.
- Distribution and logistics.

REVENUE STREAMS

- Solar phone case sales.
- Subscription services for upgrades.
- Affiliate marketing.