Final Task Report

Jad Azzam

[jna26@mail.aub.edu](mailto:jna26@mail.aub.edu)

**Choose one AI feature that our company has developed. This could be the business idea generator, marketing tool, or training course generator.**

After reviewing the above 3 tools, the tools that intrigued me the most was the Business Idea Generator

**Research the current state of the art for this feature. What are the latest advances in AI technology that could be used to improve this feature?**

While I do not have access to the inner workings of the model, my experience using it suggests that it’s a web application that uses a machine learning model to help generate business ideas for people based on their interest, skills, and experience.

While I cannot comment on the accuracy of the model, it surely seems like an innovative application the leverages ML for generating business ideas.

Artificial Intelligence as a field is expanding and growing exponentially nowadays, and we will undoubtedly see continued advancement in this area in the coming years. With that being said, there are multiple techniques and technologies we can use to improve the Business Idea Generator if it doesn’t already utilize them:

1. Using Deep Learning models and specifically Generative Adversarial Networks (GANs), which from my research, is a ML algorithm that can generate new data based on existing data. By using this, the tool would be able to generate new and creative business ideas based on the users preference and data.
2. Automated Machine Learning (AutoML) is a set of techniques and tools used to automate the process of building ML models. Using this would allow the tool to maybe automatically tune its parameters to improve its performance over time.
3. Reinforcement Learning, which trains models through trial and error, can aid the tool with improving its ability to learn from user feedback, in order to generate better and more relevant ideas in the future.

**Evaluate the performance of our AI feature. What are its strengths and weaknesses? How does it compare to the competition?**

Strengths:

* Can generate ideas quickly.
* Comes up with ideas and combinations not previously thought of before
* Outputs are tailored to user interests and strengths.

Weaknesses:

* Can produce impractical ideas.
* With the limited input the model takes from users, it can generate ideas that aren’t necessarily relevant to them specifically, or not feasible in current market conditions.

This specific AI tool has several competitors in the market; some of which are kuki.ai, GPT3, opyrus.ai, and Jarvis.

Important to note that these aren’t direct competitors to potentials Business Idea generator as they serve different purposes and not exclusively business idea generation.

* Kuki is a chatbot that can generate business ideas through chat, unlike our feature which can provide more tailored results as it’s scope seems to be smaller than kuki’s.
* GPT3 is a cutting-edge AI model that can be used for various tasks, one of which is business idea generation. GPT3 requires very specific prompts in order to generate relevant business ideas unlike our feature.
* Jarvis is a copywriting tool that specializes in copywriting and content creation, yet it can also generate ideas.
* Opyrus AI is a content creation platform that can generate marketing strategies and plans, including business idea generation. Much broader scope than our tool

**Propose ways to improve the AI feature. Based on your research and evaluation, suggest ways that we could improve the performance, accuracy, or user experience of our AI feature. Be specific and provide examples.**

To improve the performance, accuracy, and user experience of this AI feature I would suggest:

* Utilizing user feedback to train the model, so it learns from its mistakes.
* Including more input parameters to narrow down the search, we can include questions like budget, target audience, market location, etc.
* Offer multiple language support to cater to global audiences.
* Implementing a feature that analyzes the viability of the generated ideas, possibly also providing the user with success metrics or risk assessments based on the market. (BloombergGPT metrics could possibly aid with the creation of this feature.)
* Customizing the feature to specific industries (healthcare, fintech, e-commerce) to help generate relevant ideas that cater to unique market demands.

**Explore potential applications for the AI feature. Could this feature be used in new and innovative ways? How could it be integrated with other technologies or services?**

1. It could be used in educational programs and entrepreneurship courses.

* Help students brainstorm and develop business ideas and strategies.
* Combine the feature with other brainstorming techniques like design thinking to facilitate the making of effective business strategies.
* Can be used by career guidance counselors and platforms to help provide personalized recommendations.

1. Integration with virtual assistants and other tools

* Integrate with Apple siri or Amazon Alexa to generate ideas on voice command.
* Integration with content creation tools to help users generate new themes, topics or campaigns and not just business ideas.
* Integration with social media management platforms to develop unique marketing strategies.

**Conclude with a summary of your findings and recommendations. Based on your research and analysis, what do you recommend for taking our AI feature to the next level?**

In summary, Potential’s Business idea generator is a promising tool that has the potential to foster creativity and innovation in various industries. It can be improved through regular model updates, better personalization options, and through expanding its scope and functionality to serve multiple purposes.

We can focus on improving its performance and accuracy through integrating user feedback, and allowing users to input more specific constraints to improve personalization. Although the interface is smooth and user-friendly, if it supports multiple languages it would enhance the user experience by broadening its audience.

Lastly, integrating this feature with other tools and platforms would allow us to obtain a more comprehensive solution. It can expand to include tools like business plan generation, marketing strategy development, financial forecasting and market analysis.

Implementing the above improvements wouldn’t only enhance the products competitiveness, but it will also help it establish a strong presence in the growing AI-driven business tools market.