

Pre-Reads Kit : Generative AI Mastermind

(A Two-Day Live Event)



Note from Outskill :

Hi there!

We are thrilled to have you onboard for the upcoming Generative AI Mastermind by Outskill! We wanted to take a moment to share some important details regarding the pre-read materials and the upcoming sessions.

While going through the pre-read materials is **not mandatory**, we highly recommend that you explore them at your own pace. The pre-read will help you get a solid understanding of the topics that we will be covering, and provide a foundational context for the sessions ahead. This will allow you to engage more effectively and gain maximum value from the live sessions.

That said, please be rest assured that our expert mentors will be covering everything in-depth during the live sessions, so you won't miss out on anything if you prefer to dive into the material with us during the live discussions. We are committed to making sure that all your questions are addressed, and that you leave the Mastermind with a comprehensive understanding of the key AI concepts and applications.

We are incredibly excited to have you join us, and we look forward to engaging with you in what promises to be an enriching and inspiring journey into the world of AI.

We can't wait to dive deep into the fascinating topics with you and explore the limitless possibilities that AI has to offer!

See you soon at the Mastermind this weekend!

Warm regards,
The Outskill Team

Understanding Generative AI and Its Transformative Impact

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Introduction to Generative AI & Its Birth, Use-Cases & Applications

1. Introduction

Generative Artificial Intelligence (AI) refers to algorithms that enable machines to generate new content, such as text, images, music, or videos, that resemble human-created work. Unlike traditional AI, which focuses on analyzing and interpreting data, Generative AI creates novel data based on learned patterns.

Significance in Today's Technological Landscape

Generative AI is revolutionizing various sectors by:

- **Enhancing Creativity:** Assisting in content creation, design, and artistic endeavors.
 - **Automating Processes:** Streamlining tasks that traditionally required human intervention.
 - **Personalizing Experiences:** Tailoring content and services to individual preferences.
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2. Foundations of Machine Learning

Machine Learning (ML) is a subset of AI that involves training algorithms to learn from and make decisions based on data.

Definition and Core Concepts

- **Algorithms:** Step-by-step procedures for calculations.
- **Models:** Mathematical representations of real-world processes.
- **Training:** The process of teaching an ML model using data.

Types of Machine Learning

- **Supervised Learning:** Learning from labeled datasets to predict known outputs.
- **Unsupervised Learning:** Identifying patterns in unlabeled data.
- **Reinforcement Learning:** Learning through trial and error to achieve specific goals.

Role in AI Development

ML forms the backbone of AI by enabling systems to adapt and improve from experience without being explicitly programmed for every task.

3. Understanding Neural Networks

Neural Networks are computational models inspired by the human brain, designed to recognize patterns.

Biological Inspiration

Modeled after neurons in the human brain, artificial neural networks consist of interconnected units (neurons) that process information.

Structure and Function

- **Neurons:** Basic units that receive inputs, process them, and pass on outputs.
- **Layers:**
 - *Input Layer:* Receives initial data.
 - *Hidden Layers:* Process data through weighted connections.
 - *Output Layer:* Produces final results.
- **Activation Functions:** Determine the output of each neuron.

Deep Learning and Its Impact

Deep Learning utilizes neural networks with multiple layers (deep networks) to model complex, non-linear relationships, significantly enhancing AI capabilities in areas like image and speech recognition.

4. Training Large Language Models (LLMs) with Extensive Datasets

Large Language Models are AI systems trained on vast amounts of text data to understand and generate human-like text.

Data Collection and Preparation

- **Corpus Compilation:** Aggregating diverse and extensive text sources.
- **Preprocessing:** Cleaning data by removing noise, correcting errors, and standardizing formats.

Model Architecture

- **Transformer Models:** Utilize mechanisms like attention to process input data efficiently.
- **Parameters:** Adjustable elements within the model that are learned during training.

Training Processes and Challenges

- **Computational Resources:** Training LLMs requires significant processing power and memory.
 - **Data Quality:** Ensuring the data is representative and free from biases.
 - **Overfitting:** Balancing model complexity to generalize well to new data.
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5. The Transformative Power of Generative AI Across Industries

Generative AI is transforming industries by:

- **Enhancing Creativity and Efficiency:** Automating content creation and design processes.
 - **Automating Complex Tasks:** Handling data analysis, report generation, and decision-making processes.
 - **Driving Innovation:** Enabling new products, services, and business models.
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6. Future Prospects of Generative AI

The future of Generative AI includes:

- **Emerging Trends:** Integration with other technologies, such as augmented reality and blockchain.
 - **Potential Challenges:** Addressing ethical concerns, data privacy issues, and the need for regulation.
 - **Ethical Considerations:** Ensuring AI-generated content is used responsibly and does not harm society.
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7. Use Cases of Generative AI in Various Sectors

Human Resources

- **Recruitment:** Screening resumes and generating job descriptions.
- **Employee Training:** Creating personalized learning materials.

- **Performance Evaluation:** Analyzing employee performance data to provide feedback.

Marketing

- **Content Creation:** Generating advertising copy, social media posts, and product descriptions.
- **Customer Segmentation:** Analyzing customer data to create targeted marketing strategies.
- **Campaign Optimization:** A/B testing and refining marketing campaigns based on AI-generated insights.

Finance and Accounting

- **Financial Reporting:** Automating the generation of financial statements and reports.
- **Fraud Detection:** Identifying unusual transaction patterns indicative of fraudulent activity.
- **Risk Assessment:** Evaluating credit risks and investment opportunities using AI models.

Data Analytics

- **Predictive Analytics:** Forecasting trends and behaviors based on historical data.
- **Data Visualization:** Creating interactive dashboards and reports.
- **Anomaly Detection:** Identifying outliers and unusual patterns in data.

Business Operations

- **Supply Chain Management:** Optimizing inventory levels and logistics.
- **Process Automation:** Streamlining routine business processes.

- **Decision Support:** Providing AI-generated insights to inform business decisions.

Process Administration and Optimization

- **Workflow Automation:** Managing and automating business workflows.
- **Resource Allocation:** Optimizing the distribution of resources across projects.
- **Compliance Monitoring:** Ensuring business processes adhere to regulations.

Government Programs in India

- **Public Service Delivery:** Enhancing citizen engagement through AI-powered chatbots.
- **Policy Analysis:** Analyzing public sentiment and data to inform policy decisions.
- **Resource Management:** Allocating resources efficiently based on AI-generated insights.

Pre-Read for Session 1 of the Mastermind –

Introduction to Generative AI and Prompt Engineering

1. Introduction to Generative AI: Generative AI refers to AI systems capable of creating content, such as text, images, music, or videos, that resemble human-created work. It contrasts with traditional AI, which typically focuses on solving specific tasks or recognizing patterns.

Applications of Generative AI Across Fields: Generative AI has revolutionized several industries by automating creative processes and enhancing human capabilities. Here are some notable applications:

- **Digital Assistants:** Virtual assistants like Siri, Alexa, and Google Assistant use natural language processing to understand and respond to user queries.
- **Search Engines:** Google, Bing, and DuckDuckGo have integrated AI to improve search relevancy and user experience.
- **Transportation and Navigation:** AI in navigation tools like Google Maps helps optimize routes and manage traffic systems.
- **Advertising:** AI assists in creating targeted ads, optimizing budgets, and automating content generation for marketing campaigns.

2. What Are Large Language Models (LLMs)? LLMs are a subset of Generative AI, focusing specifically on understanding and generating human-like text. They are trained on vast amounts of text data, enabling them to process and generate responses that resemble human language.

Key Characteristics of LLMs:

- **Text Understanding:** LLMs understand natural language through advanced algorithms that process words, sentences, and contexts.
- **Text Generation:** LLMs generate coherent, contextually relevant text based on input queries, making them powerful tools for a wide range of applications.

3. How Do LLMs Work? LLMs work through a series of steps that transform an input query into a meaningful response:

- **Step 1: Tokenization:** The input text is broken down into smaller units, or tokens, making it easier for the model to process.

- **Step 2: Embeddings:** The tokens are converted into numerical vectors representing their meanings.
- **Step 3: Self-Attention:** The model assesses which parts of the text are most important for understanding the query.
- **Step 4: Prediction:** The model predicts the next word or token based on the context provided by the input text.
- **Step 5: Response Generation:** The model generates a response by predicting and stringing together relevant words in a coherent manner.

4. The Importance of Prompt Engineering: Prompt Engineering refers to the practice of crafting precise inputs to guide AI systems in generating accurate and relevant responses. Effective prompt engineering is crucial in ensuring that the AI outputs are aligned with the user's expectations.

Why Learn Prompt Engineering?

- **Efficiency:** Well-crafted prompts help the model generate relevant outputs quickly, enhancing productivity.
- **Clarity:** Clear prompts reduce ambiguity, ensuring the AI's response is precise and focused.
- **Bias Reduction:** Proper prompt design can mitigate bias in AI outputs by providing clearer guidance.

5. Key Prompting Techniques:

- **Zero-Shot Prompting:** In this technique, the AI is given a task with no prior examples. The model relies entirely on its pre-existing knowledge. This approach may result in generic responses due to the lack of context.
 - *Example:* Asking the AI to generate a marketing headline without providing any samples may result in a basic but relevant response.
- **Few-Shot Prompting:** This involves providing the model with a small number of examples. The AI uses these examples to understand the task more clearly, leading to

more tailored responses.

- *Example:* If you provide a few marketing headlines as examples, the AI will generate a new headline that aligns with the structure and style of those examples.
- **Chain of Thought (CoT) Prompting:** This technique involves breaking down a task into smaller, logical steps, allowing the AI to reason through intermediate steps before providing a final answer. CoT is particularly useful for complex tasks.
 - *Example:* Asking the AI to write a marketing headline in multiple steps (e.g., identifying target audience, eco-friendly aspects, and affordability) to ensure a comprehensive response.
- **Meta Prompting:** In this advanced technique, the AI is instructed on how to generate its own prompts for specific tasks. This approach allows for more expert-level reasoning and sophisticated responses.
 - *Example:* Instructing the AI to "behave as an expert in sustainable product marketing" to generate more nuanced and impactful content.
- **Tree of Thought (ToT) Prompting:** In ToT, the AI explores multiple possible reasoning paths simultaneously, evaluating different strategies before choosing the best solution. This method allows for greater flexibility and optimization in complex problem-solving.
 - *Example:* The AI may explore different approaches to crafting a marketing message for an eco-friendly product, focusing on various aspects like affordability, sustainability, or innovation.
- **Prompt Chaining:** This technique involves linking multiple prompts together in a sequence, with each new prompt building on the output from the previous one. This method is useful for solving multi-step tasks or generating refined outputs over time.
 - *Example:* In a multi-step task like writing a marketing headline, the AI would first determine the target audience, then identify the most resonant message, and finally generate a headline based on these insights.

6. Practical Considerations:

- **Temperature:** This setting controls the randomness of AI responses. A low temperature (e.g., 0.2) generates more predictable responses, while a high temperature (e.g., 0.9) allows for more creative outputs.
- **Max Tokens:** This defines the length of the response. Longer token limits result in more detailed answers.
- **Top-p (Nucleus Sampling):** This setting determines how many potential words the AI considers when generating its response. A lower value focuses the model on the most likely outcomes.
- **Frequency Penalty and Presence Penalty:** These settings help control repetition in AI outputs, promoting variety and ensuring the AI introduces new ideas or avoids redundancy.

Conclusion: This session introduces the fundamentals of Generative AI and the key techniques for leveraging Large Language Models (LLMs). It emphasizes the importance of prompt engineering in ensuring that AI systems deliver precise and useful responses. The pre-reading material aims to familiarize you with the core principles of Generative AI, how LLMs operate, and the different prompting techniques that will be explored in the session.

By the end of the session, you should have a deeper understanding of how to interact with AI effectively, making it a valuable tool for various applications such as automation, content creation, and decision-making.

Pre-Read for Session 2 –

**Storytelling with AI : Creating Images
& Videos**

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1. Introduction

AI-driven image and video generation are transforming the creative industry by enabling users to create stunning visuals and videos with minimal human intervention. AI models like diffusion models, MidJourney, and others are pushing the boundaries of creativity, allowing artists, filmmakers, and marketers to produce high-quality content faster and more efficiently than ever before.

What is Image and Video Generation Using AI?

Image and video generation with AI refers to the process of creating visual content through the use of artificial intelligence algorithms. These systems learn from vast datasets of existing images and videos, allowing them to generate new content based on textual prompts, or by refining noisy inputs until recognizable forms emerge.

The Evolution of Generative AI

Generative AI has evolved significantly over the years, moving from simple automated image generation to advanced models capable of creating hyper-realistic images and seamless video transitions. This progression has made AI a powerful tool for creative industries, especially for professionals in fields like marketing, film production, and digital art.

Understanding the Role of AI in Creative Industries

In creative industries, AI allows for:

- **Automating repetitive tasks:** Such as background image editing or video post-production.
- **Enhancing creativity:** By offering new ways to visualize ideas and concepts.

- **Increasing productivity:** AI can quickly generate multiple variations of content, enabling creators to focus on refining the best versions.
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2. The Science Behind Diffusion Models

What Are Diffusion Models?

Diffusion models are a subset of generative AI that start by creating random noise and progressively refine this noise into a coherent image or video. These models have revolutionized the way AI can generate visual content.

How Do Diffusion Models Generate Images and Videos?

1. **Noise Introduction:** The model starts with random noise, similar to the static on an old TV.
2. **Noise Reduction:** Gradually, the model reduces noise step by step, adding structure to the image until it becomes recognizable.
3. **Image Creation:** By reversing the noise process, the model creates the final image or video frame.

Understanding Noise and Image Creation

The model learns to predict the necessary corrections at each step, progressively "cleaning up" the noise until it forms a recognizable image. This process is how AI is trained to generate realistic, complex visuals from raw randomness.

3. Fundamentals of Visual Storytelling with AI

The Creative Process: Using AI for Storytelling

AI can significantly enhance the creative process by providing tools to visualize ideas in real-time. Through AI, creators can generate visual scenes, design characters, and even compose full-length scripts. This reduces the time and resources required to bring ideas to life.

How AI Facilitates Visual Storytelling

AI tools like MidJourney and Runway ML allow creators to easily generate scenes and visual narratives. These systems can analyze text prompts, such as a scene description, and automatically generate images and videos that align with the creator's vision.

4. Idea Generation with AI

How to Use AI for Story Idea Generation

AI can assist with idea generation by analyzing vast amounts of data, including previous works, trends, and styles. By inputting creative ideas or themes, AI systems can offer suggestions, generate visualizations, and propose different interpretations of the idea.

The Role of AI in Ideation and Concept Development

AI serves as a powerful collaborator in the early stages of content creation. It helps refine concepts by generating diverse ideas, creating mood boards, or proposing new themes based on input data.

5. Tools for Image and Video Generation Using AI

The session will focus on the following tools for image and video generation. Each tool has a unique function that allows users to create high-quality content with AI.

MidJourney

- **Purpose:** MidJourney is an AI tool for generating high-quality, stylistic images based on textual prompts. It can create visual art that ranges from photorealistic images to surreal and imaginative designs.
- **Use:** Ideal for creating thematic images, visualizing storyboards, and producing creative artwork.

Magnific AI



- **Purpose:** Magnific AI specializes in upscaling photos by enhancing their resolution while preserving details and textures.
- **Use:** Perfect for improving the quality of images for professional use, such as advertising and digital media.

Runway ML

- **Purpose:** Runway ML offers tools for AI-driven video editing and creation. It includes capabilities for generating video content from textual descriptions and real-time video manipulation.
- **Use:** Ideal for video production, including generating animated scenes or editing video content quickly.

Luma Labs - Dream Machine

- **Purpose:** Luma Labs provides AI tools for creating high-quality, immersive video content with minimal input. It generates video frames that align with the user's descriptions.
- **Use:** Great for creating cinematic-quality visuals or conceptual video content.

Topaz AI

- **Purpose:** Topaz AI specializes in video upscaling and enhancement, making videos clearer and more detailed, often improving older footage or low-resolution content.
- **Use:** Used for improving video quality, especially in professional filmmaking and archival footage restoration.

Claude AI & ChatGPT

- **Purpose:** Claude and ChatGPT are powerful LLMs (Large Language Models) that generate textual content based on prompts. They can be used for brainstorming ideas, writing scripts, or refining video concepts.

- **Use:** These tools are used for creative writing, script generation, and concept ideation.

Letz AI

- **Purpose:** Letz AI offers a platform for generating images and videos from simple text descriptions.
- **Use:** A versatile tool for content creation, suitable for both beginners and professionals.

ElevenLabs

- **Purpose:** ElevenLabs provides AI-based text-to-speech and voice synthesis technology, making it easier to create voiceovers for video content.
- **Use:** Perfect for generating realistic voiceovers and dialogues for videos or animations.

Premiere Pro

- **Purpose:** Adobe Premiere Pro is an industry-standard video editing tool that integrates AI features for editing, color correction, and sound design.
- **Use:** Essential for professional video editing, with AI tools that automate parts of the video creation process.

6. The Future of Image and Video Generation Using AI

The future of AI in creative industries will see even more advanced features, such as real-time collaboration between AI and humans, deeper integration into multimedia content creation, and the democratization of high-quality video and image production. These advancements will continue to empower creators and redefine the boundaries of artistic expression.

7. Hands-On Guide to Tools

In the session, you will have the opportunity to work with these tools to create compelling stories using AI. From generating images in MidJourney to video editing with Runway ML and upscaling with Topaz AI, this hands-on experience will guide you through the creative process.

8. Case Studies and Real-World Applications

The integration of AI into creative workflows has already transformed industries like advertising, film production, and digital media. By automating complex tasks and enhancing creative possibilities, AI tools have enabled new forms of expression, storytelling, and design.

9. Conclusion and Further Resources

By mastering the use of AI tools for image and video generation, you will be able to accelerate your creative workflows and produce content of exceptional quality. Keep exploring these tools and experiment with different ways AI can enhance your work.

Further Reading and Resources:

- **Books:**
 - *"Deep Learning for Computer Vision"* by Rajalingappaa Shanmugamani
 - *"Artificial Intelligence for Media"* by Tom Green
- **Research Papers:**
 - *"Generative Adversarial Networks (GANs) for Image Generation"*
 - *"The Rise of AI in Creative Industries"*

Pre-Read for Session 3 –

Custom GPTs, AI Bots, & Agentic AI

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1. Introduction to AI Bots, Custom GPTs, and Agentic AI

AI bots, Custom GPTs, and Agentic AI are revolutionizing how businesses and individuals solve problems, automate tasks, and create solutions. These AI tools allow users to interact with technology in a more personalized, efficient, and scalable way, creating opportunities across various sectors such as entrepreneurship, freelancing, and corporate roles.

What Are AI Bots?

AI bots are automated systems designed to handle tasks typically performed by humans. These bots can understand natural language, learn from interactions, and provide responses or perform tasks autonomously. They are commonly used in customer support, data analysis, and even creative fields.

Understanding Custom GPTs

Custom GPTs are AI models created using GPT technology that can be tailored to specific tasks, industries, or applications. These models are built by defining clear prompts, providing context, and incorporating custom data sources to enhance performance.

- **Custom GPTs** can be used to generate content, answer questions, assist with decision-making, and automate repetitive tasks.
- They offer flexibility for entrepreneurs, business owners, and professionals to create highly specialized AI assistants that align with specific needs.

The Rise of Agentic AI and AI Agents

Agentic AI refers to AI systems that perform tasks with a degree of autonomy, often acting as virtual agents capable of making decisions, managing workflows, and interacting with users in sophisticated ways. AI agents are becoming crucial in business operations, especially in industries where automation, customer service, and personalized interactions are necessary.

2. Components of Custom GPTs

Creating a Custom GPT involves several steps, ranging from basic setup to advanced configuration to enhance the GPT's capabilities.

Key Elements of Custom GPTs

- **Name your Custom GPT:** Choose a clear, descriptive name for the GPT that reflects its purpose.
- **Short Description:** Provide a brief overview of the GPT's intended function.
- **Detailed Prompt:** Craft an extensive prompt that includes instructions, context, and goals for the GPT.
- **Upload Knowledge Base:** Input relevant data or resources the GPT can use for better performance, such as FAQs or product details.
- **Create Menus or Starting Points:** Develop an organized interface for users to interact with the GPT effectively.
- **Special Capabilities:** Enhance your GPT with additional capabilities, such as data retrieval, image processing, or browsing.

Building a Simple Custom GPT

A simple Custom GPT can be built by setting a straightforward prompt and providing the model with initial data. This basic model can be used for simple tasks like answering customer inquiries, generating text, or assisting in decision-making.

Creating Advanced Custom GPTs

Advanced Custom GPTs allow for more nuanced interactions, including:

- **Role-based Design:** Defining specific roles for the GPT to enhance its task execution.
- **Contextual Understanding:** Using complex prompts that provide rich context to guide decision-making.
- **Data Integration:** Uploading databases and utilizing APIs to enable the GPT to fetch real-time data.

3. Special Prompting Structure for Custom GPTs

Creating a high-performing Custom GPT involves a clear and structured prompting approach. The following components are crucial for building efficient prompts:

Role, Objective, Context, and Instructions

- **Role:** Define the specific role or task the GPT is designed to perform.
- **Objective:** Outline the purpose and goals of the GPT in concise terms.
- **Context:** Provide the background information or situational context that will help the GPT understand its tasks better.
- **Instructions:** Break down the task into specific actions or steps that the GPT should take to achieve the objective.

Markdown Prompting

Using markdown formatting helps structure the information in a more readable and effective way for the GPT. This is especially useful for organizing complex instructions or multi-step processes.

4. AI Agents: The Future of Work

AI agents are transforming the way tasks are completed across industries. These intelligent systems are capable of automating tasks that once required human intervention, improving efficiency, and allowing businesses to scale without adding significant overhead.

The Role of AI Agents in Different Industries

- **Customer Support:** AI agents handle customer inquiries and resolve issues autonomously.
- **Marketing:** AI agents create personalized marketing campaigns based on customer data and interactions.
- **Finance:** AI agents assist with financial decision-making, offering insights based on market trends and historical data.

The Impact of AI Agents on Jobs and the Future of Work

AI agents are expected to replace many traditional job roles, especially in industries where repetitive tasks dominate. However, rather than eliminating jobs, AI will create new opportunities in fields like AI strategy, AI training, and human-AI collaboration.

5. AI Generalists and the New Job Market

As AI technology continues to advance, a new category of professionals known as **AI Generalists** is emerging. These individuals possess a broad understanding of AI technologies and can leverage various AI tools and models to solve complex problems across multiple domains.

The Emergence of AI Generalists

AI Generalists:

- Understand the capabilities of multiple AI models.
- Know how to integrate AI tools into business workflows.
- Can build and implement AI-driven solutions.

How AI is Transforming the Job Market

AI is automating many specialist jobs, such as marketing, software development, and data analysis. However, new roles are being created, particularly in AI-driven fields.

The rise of AI Generalists will be crucial in this transition, as they bridge the gap between business needs and AI capabilities.

6. Building AI Solutions with GPTs and Agents

The future of work involves not just using AI but also integrating it into business strategies. Entrepreneurs, working professionals, and businesses can leverage Custom GPTs and AI agents to:

- **Automate Tasks:** Reduce the need for manual intervention in routine tasks.
 - **Improve Customer Interactions:** Enhance the customer experience by providing personalized and timely responses.
 - **Enhance Creativity:** Use AI to generate ideas, write scripts, and create content.
 - **Optimize Decision-Making:** Analyze data and provide real-time insights to make informed decisions.
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7. The Future of AI Bots and Custom GPTs

The future of AI bots, Custom GPTs, and AI agents is bright. As AI continues to evolve, these tools will become more powerful, adaptable, and integrated into everyday business operations. New trends in AI include:

- **Increased automation of creative tasks.**
 - **Enhanced personalization in marketing and customer support.**
 - **AI-human collaboration in more complex workflows.**
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8. Conclusion and Further Resources

By mastering the use of AI bots, Custom GPTs, and agentic AI, you can revolutionize your business operations and position yourself as a leader in the AI-first world. Keep exploring these technologies, as they offer immense potential for innovation and growth.

Concluding Remarks from GrowthSchool

Thank you for taking the time to go through the pre-read material. We hope it has sparked your curiosity and excitement for the sessions ahead.

At Outskill, we are passionate about providing you with an in-depth, engaging, and hands-on learning experience in AI. While the pre-read serves as a great introduction to the topics, rest assured that our live sessions will cover everything in depth, ensuring you leave with a solid understanding and practical insights.

We are incredibly excited to have you join us, and we can't wait to dive deep into the world of AI together. Get ready for an enriching experience, full of learning, discussions, and discoveries.

We look forward to meeting you in the sessions and embarking on this AI journey with you!

Warm Regards,
The Outskill Team