



## **Problem Statement 2: The Future of the Internet/ The AI War**



## **Revamp Bard with Advanced AI:**

Upgrade Bard by integrating more advanced AI capabilities. Focus on enhancing its natural language understanding, image and sound interpretation (similar to ChatGPT 4 Turbo), and predictive capabilities to offer a more immersive and accurate search experience.

## **AI-Enhanced User Experience:**

Infuse AI into Google's products like Maps, YouTube, and Gmail to provide personalized and intuitive user experiences. Implement features such as predictive suggestions, AI-based recommendations, and improved voice search.

## **Personalized AI-Driven Ads:**

Develop AI algorithms that personalize ad targeting based on user behavior, preferences, and context. This will enhance the effectiveness of ads displayed on Google platforms, potentially increasing ad engagement and revenue.

## **AI-Powered Content Generation:**

Invest in AI-driven content creation tools. This can help in generating diverse and high-quality content across various Google platforms, attracting more users and advertisers.

## **Strengthen AI Chatbot Services:**

Revitalize Bard as a more engaging and capable chatbot. Improve its conversational abilities, responsiveness, and integration across Google's ecosystem to offer better customer support and guidance.





## **Focus on Innovation:**

Invest in AI research and development to innovate new AI-driven products and services. Encourage teams to explore and create innovative solutions that cater to emerging market demands.

## **Strategic Partnerships and Acquisitions:**

Explore partnerships or acquisitions that bring in cutting-edge AI technology or talent. Collaborations with AI-focused startups or tech firms could accelerate Google's AI capabilities.



## **AI-Powered Analytics:**

Use AI for advanced data analytics to derive actionable insights.

Understanding user behavior and market trends better can help tailor products and services, improving revenue opportunities

## **Adaptability and Agility:**

Remain adaptable to market changes and user preferences.  
Continuously update and refine AI-driven features based on  
feedback and evolving user needs.

## **Brand Communication and Education:**

Educate users about the enhancements made to Bard and other AI-powered features.

Communicate the value of these improvements in providing a more seamless and enriching user experience.



# 1. Analyse Microsoft's integration of AI in its products and services. And how it is a threat to Google's business.

Microsoft has deeply integrated AI across its products and services, leveraging AI in areas like Azure's cloud services, Office 365 productivity suite, and Windows OS. This integration spans various functionalities, including intelligent automation, predictive analytics, and natural language processing. Microsoft's AI-driven offerings like Azure AI and Cognitive Services empower developers to build AI-powered applications easily. The threat to Google emerges as Microsoft solidifies its presence in cloud computing and productivity tools, aiming to offer competitive AI-driven solutions that could potentially encroach upon Google's market share in these domains.

## 2. Analyse Google's current position as a Search engine after the launch of ChatGPT.

Even with the advent of sophisticated AI models like ChatGPT, Google's position as a search engine remains strong. While AI models like ChatGPT offer conversational capabilities, Google's search engine is more about retrieving and presenting relevant information from the web quickly and accurately. Google's search algorithms, coupled with AI, allow it to understand user intent and deliver precise search results, maintaining its stronghold in the search engine domain.

### 3. What challenges Google is likely to face being a late mover in the AI war? Suggest strategies to overcome them.

Being a late mover in the AI landscape could pose challenges for Google in terms of catching up with established players like OpenAI and Microsoft. Strategies to overcome these challenges might involve aggressive talent acquisition in AI, accelerating R&D efforts, forging strategic partnerships, and leveraging its vast data resources to train and refine AI models rapidly.

#### 4. What advantages does Google have against OpenAI in creating a better AI bot user experience? If there are any.

Google possesses a massive trove of user data and search behavior, allowing it to refine its AI algorithms for personalized and contextually relevant experiences. Additionally, Google's suite of services like Gmail, Maps, and Search provides a wide array of data inputs for AI models to understand user preferences and behavior better. These advantages can contribute to creating more personalized and user-centric AI bot experiences compared to OpenAI.

5. Provide a clear idea of the company's primary target audience, its features, and its mode of functionality.

Google caters to a broad user base across different demographics and industries. Its primary focus is on providing intuitive and efficient services and products. Features often revolve around user-centric design, simplicity, and integration. Google's mode of functionality emphasizes accessibility, speed, and accuracy in delivering information or services, reflecting its commitment to enhancing user experience.

## 6. How can Google strategically integrate AI to create new monetisable services and product within the eco systems

Google can strategically integrate AI across its ecosystem to develop new monetizable services. This might involve using AI for personalized advertising, enhancing user experience in products like Google Workspace or Chrome, leveraging AI-driven predictive analytics for businesses, or creating AI-powered tools for content creators and developers. By integrating AI into various services, Google can offer more tailored and efficient solutions while opening avenues for monetization through subscription models, targeted advertising, or premium features.



**THANKYOU**

