

Operations	Marketing/ Sales	Design	IT	HR	Media
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Streamline customer service by automating processes and increasing productivity

Complement existing script-based chatbots by adding a small-talk component fueled by generative AI

Generative AI can help with interior design by generating room layouts and furniture arrangements based on room size, design style, and other parameters

Write code or help by optimizing the code you have already written in many programming languages

Write job descriptions in your company's tone of voice

Generative AI can create copyright-free music

Help in simulating scenarios for possible crises—generate multiple training scenarios of what could go wrong (e.g., in a factory)

Write marketing and sales copy including text for articles, short copy for social media posts, and even images and videos

Generate high fidelity wireframes by giving the model a hand-drawn mock-up image

Help speed up the development of the metaverse by creating assets

Assist in creating interview questions for candidates and generating the perfect answer for them

Help generate realistic images, assets, or designs for movies or even games

Generate new combinations of ingredients based on data from previous experiments, e.g. the perfect food product or even medication

Market research: generative AI can be used to analyze large datasets and in turn extract insights to help understand client needs, preferences, and behavior

Provide architectural designs like building layouts based on multiple parameters (e.g., number of floors, square footage, design style)

Improve data quality by artificially augmenting a data set with additional unseen information, similar to the original dataset

Automate Q&A or HR advice for employees in your company (first-line interactions)

Create artwork in any style you can think of

Automate repetitive tasks, such as data entry and document processing

Advertising: help kickstart creative ideas for marketing campaigns

Edit and augment images (e.g., retouching, adding filters, or other visual effects)

Automate the development of new machine learning algorithms (because who doesn't love a paradox)

Respond to applicants rapidly by using an e-mail assistant so everyone gets a customized answer

Generate text-to-speech, because who has time to host a podcast themselves nowadays?

Decision-making: provide recommendations for management decisions (resource allocation, marketing strategies, risk management...)

Branding: generative AI can get you started with your brand by creating logo examples, a slogan, website copy, and so on. It can create a whole new visual identity.

User interface optimization: test UI designs and let the model suggest improvements to the design, based on factors such as ease of use or time to complete a certain task

Write documentation

Look for candidates by using a generated perfect candidate as an example

Text-to-video, get used to seeing deepfakes everywhere!