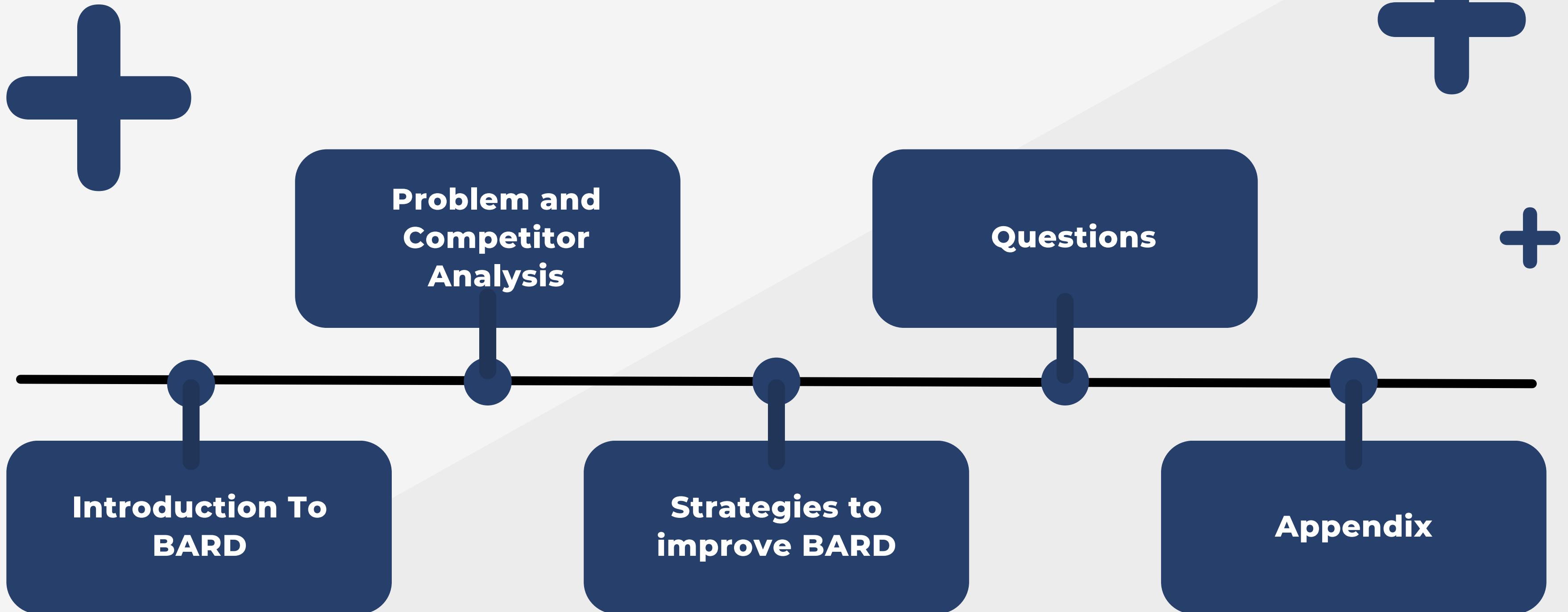




# THE FUTURE OF THE INTERNET



# **INDEX**



# **THE AI REVOLUTION: NAVIGATING THE SHIFTING LANDSCAPE**

The AI revolution is reshaping our world with breakthroughs like advanced language models and powerful conversational AI agents, exemplified by Google's Bard and OpenAI's ChatGPT. These milestones have led to improved efficiency, enhanced healthcare, and smart city development.



# GOOGLE AI TOOLS

Artificial Intelligence (AI) has made remarkable changes in recent years, revolutionizing various industries. Google, being at the forefront of AI research and development, has introduced several groundbreaking projects. Among them, two notable projects are Google BARD and Gemini.

## BARD

handles complex datasets and searches for optimal models

## Gemini

focuses on generating diverse and high-fidelity images

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# BARD

**Google Bard is an AI-powered chatbot tool designed by Google to simulate human conversations using natural language processing and machine learning. In addition to supplementing Google search, Bard can be integrated into websites, messaging platforms or applications to provide realistic, natural language responses to user questions.**



Bard

## ChatGPT 4 turbo

capable of interpreting  
diverse data like  
images and sound



ChatGPT

# PROBLEM



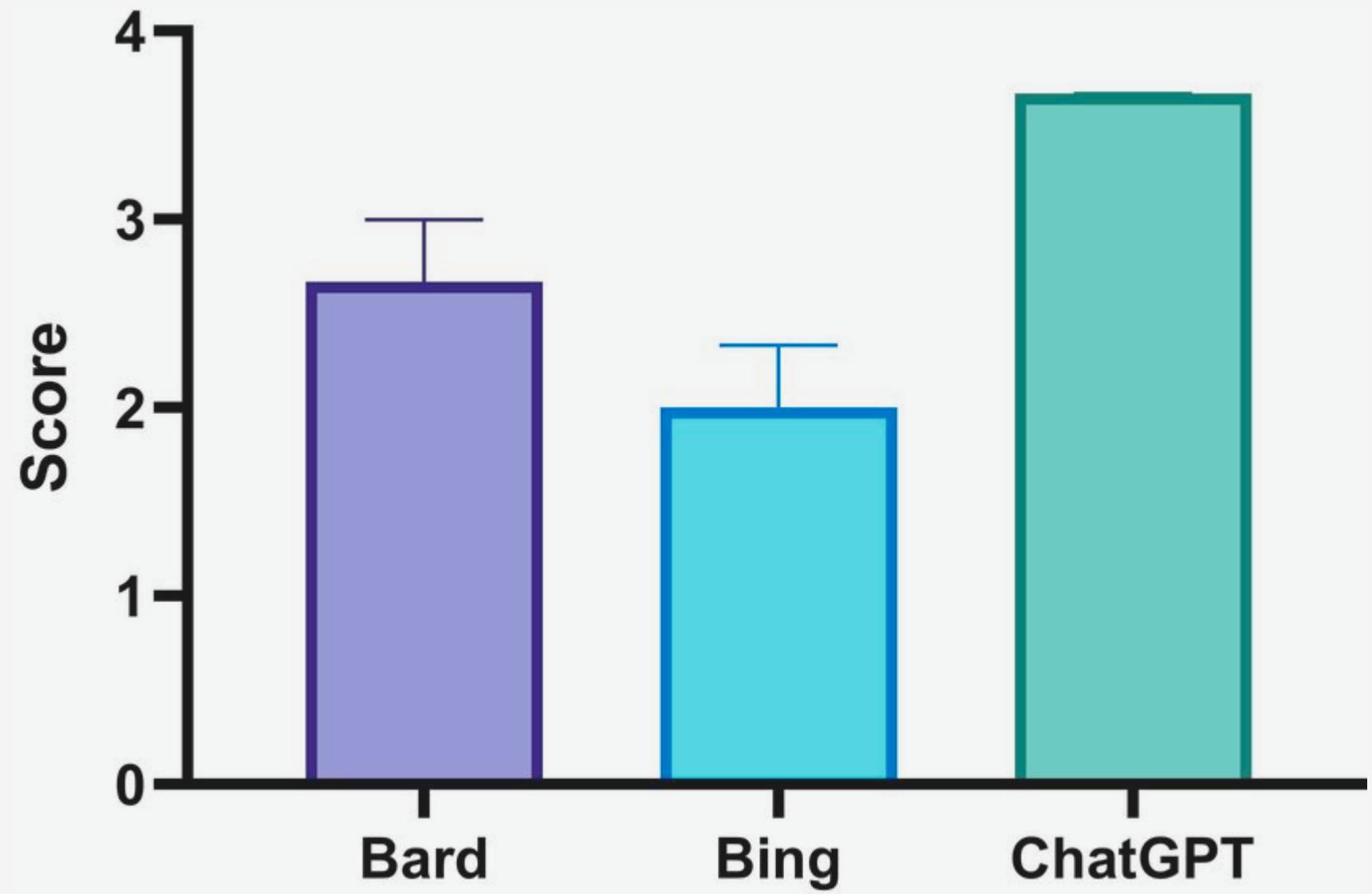
## Bing's AI

To create your own,  
choose a topic that  
interests you.

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## COMPETITORS

Each competitor brings unique strengths, with ChatGPT excelling in natural language understanding and generation, while Bing leverages Microsoft's investments in AI to enhance search experiences. The competition among Google Bard, ChatGPT, and Bing likely centers on offering users more advanced, personalized, and contextually aware conversational interactions, as well as improved search experiences.



# **MICROSOFT'S INTEGRATION OF AI IN ITS PRODUCTS AND SERVICES. AND HOW IT IS A THREAT TO GOOGLE'S BUSINESS.**

The evolving AI landscape is shaping a more competitive environment, and Microsoft's focused efforts in this domain present a credible threat to Google's market dominance.

Microsoft's integration of AI in its products and services poses a significant threat to Google's business across several dimensions:

- Search Engine Competition
- Productivity Tools and Copilot
- AI in Web Browsing (Edge)
- Revenue Streams and Ads

## **GOOGLE'S CURRENT POSITION AS A SEARCH ENGINE AFTER THE LAUNCH OF CHATGPT.**

The launch of ChatGPT and similar conversational AI models has introduced a new dimension to how people access information, posing both opportunities and challenges for traditional search engine, Google. Google launched Gemini as a second chance.

Google has diversified its services and needs to adapt search algorithms to accommodate changing user behavior. While ChatGPT excels in conversations, Google's strength lies in handling complex queries and maintaining user trust with reliable information. To stay competitive, Google may need to innovate in search features, ensuring a seamless integration of traditional and conversational search experiences.

## ***CHALLENGES GOOGLE IS LIKELY TO FACE BEING A LATE MOVER IN THE AI WAR? SUGGEST STRATEGIES TO OVERCOME THEM.***

Late entry means facing well-established competitors, such as OpenAI and Microsoft, which have already made significant strides in AI development and integration.

Lack the extensive datasets that early movers have accumulated, limiting the training and refinement of AI models.

Established products like ChatGPT may already have a substantial user base, making it challenging for Google's offerings to gain widespread consumer adoption.

Catching up on the technical and research advancements in AI requires overcoming a steep learning curve, which might slow down the pace of development.

## **A CLEAR IDEA OF THE COMPANY'S PRIMARY TARGET AUDIENCE, ITS FEATURES, AND ITS MODE OF FUNCTIONALITY.**

The company's primary target audience include:

- Enterprise Businesses
- Developers and Data Scientists
- Marketing and Advertising Agencies
- Startups

Features must include:

- Advanced Machine Learning Algorithms
- Scalability
- Explainability and Transparency
- User-Friendly Interfaces

## ***WHAT ADVANTAGES DOES GOOGLE HAVE AGAINST OPENAI IN CREATING A BETTER AI BOT USER EXPERIENCE? IF THERE ARE ANY.***

While both Google and OpenAI are formidable players in the AI landscape, Google possesses certain advantages that could contribute to creating a better AI bot user experience

- Vast User Data
- Search Expertise
- Integration with Google Service
- Existing User Base
- Cloud Infrastructure
- Advanced Natural Language Processing (NLP)

## ***HOW CAN GOOGLE STRATEGICALLY INTEGRATE AI TO CREATE NEW MONETISABLE SERVICES AND PRODUCTS WITHIN ITS ECOSYSTEM?***

Google can strategically integrate AI to create new monetizable services and products within its ecosystem through several avenues:

- Enhanced Search and Personalization
- AI-Driven Advertising Solutions
- AI-Enhanced Cloud Services
- E-commerce Recommendations
- AI-Enhanced Content Creation
- AI for Sustainable Solutions



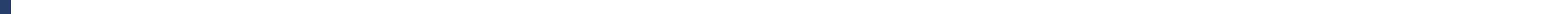
# APPENDIX

[https://www.researchgate.net/figure/Average-scores-of-Bard-Bing-and-ChatGPT-in-the-answers-to-the-hematology-questions\\_fig2\\_373261605](https://www.researchgate.net/figure/Average-scores-of-Bard-Bing-and-ChatGPT-in-the-answers-to-the-hematology-questions_fig2_373261605)

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# THANK YOU

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