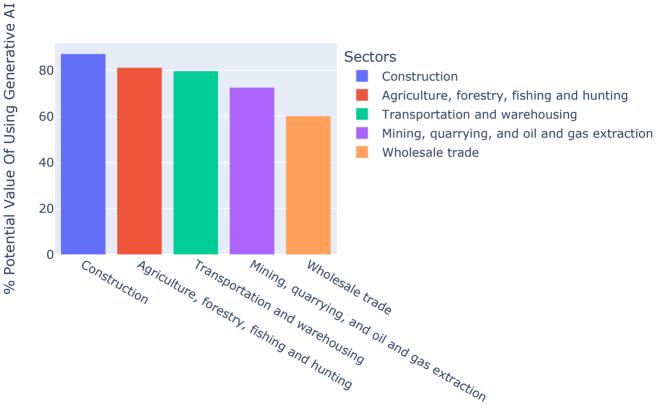Business Characteristics that Have not considered using Generative AI