



# COMMENTS FROM THE STUDENTS

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## Guest Speaker for MK201 Principles of Marketing (11.05.2025)

Thank you for sharing your inspiring story with my class. Students learned a lot and were inspired by your speech.

Below are the comments from the students.

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The AI Fantastic Team gave us great insight about who they are, what they have done, and what their goals are for their team. They are mostly from UMASS Boston and are looking to get their degree as well. They emphasized how an important part of their work is also balancing in some fun and team bonding. Overall, their goal is to explore, learn, and grow together through research and collaboration.

The most memorable part of the presentation was when we had the group assignment. I feel like it really helped me dive deeper and think about the four Ps. It also allowed us to come up with a beneficial way to use AI. It also allowed us to come up with our answers as a group, which is a big part of what the AI Fantastic team is all about.

I learned how important it is to break up work with some fun to avoid getting burned out. I also learned how important social media is when it comes to building a brand, especially LinkedIn. I also think it was a good idea to do the presentation as well as others in order to get your brand out there for others to see. I also learned how important it is to have someone who can prioritize working on building your brand and marketing, like they have with Ila.

**?** Do you think the positives outweigh the negatives when it comes to AI??

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The presentation given by the AI Fantastic team was very informative on what they do as a brand. They went in-depth on how they met and what they each do to contribute to the mission. They are a combination of individuals who specialize in marketing, managing, and IT. Their purpose as a team is to mentor and teach individuals with a willingness to learn. It costs nothing except for time.

The thing I found most interesting was how Avanith created a prompt that allows individuals to just plug in, and the AI will create a website. I had to take a coding class to make a website last



semester for my minor and as a fashion major, it was completely different from anything I've done. If I knew that I could have just asked AI to fill it in for me, that class would've been a lot easier.

I learned that their team focuses on their product being knowledge rather than a tangible item. Their main goal is not to make a profit but to teach the younger generation about what AI is capable of doing and how we can manipulate it in a way that benefits us. They also made it clear that the progression of AI can be scary, but is not the end of the world, while some jobs may be lost, many more will open as time goes on.

**?** If you are mentoring individuals at no cost, how do you keep your brand alive and live off it?

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In their speech they talked about various things, ranging from community, economics, education, health and social care. They briefly go over each of these topics, explaining how they work together and make their team happen and function.

The most memorable/interesting part of the whole session was learning about each person's projects and how they branched off into more projects, expanding their community. The way they connect themselves with others who are interested in the same things they are interested in.

What I learned from this session was the importance of having the right people around you to help you and motivate you. The importance of having a team you can rely on to be able to move forward with.

**?** Where do you see the team in 5 years, do you see something more grand in the future with the team?

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The AI Fantastic team gave us a presentation about their team and how they use AI as an integral part of their projects. They all gave us a personal description of what their work was and how they used AI to design or assist their projects. The team is very new but has been growing quickly as they are taking on new mentees and will be looking for more come January.

The most interesting part of the speech was that they all used the same AI programs that the general public has access to as well. They do not need to pay for any special program to create



the work that they shared with us. I find it impressive how simple they make it seem, even though the final project looks nothing like the simple plan they described to us. Their expertise definitely fascinated me and exemplified just how much you can do with AI.

As previously stated in the paragraph above, I learned that anybody can take a simple plan and turn it into a professionally built document through a couple of simple prompts provided to AI. The generative properties of AI are growing by the day, and anybody can access these tools. That can be both good and bad, but the AI Fantastic team did a great job exemplifying their use of AI for positive impacts. I think all of the members provided a great insight into just how useful AI can be.

**?** If you could live in a world with or without AI, which would you choose and why?

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The AI Fantastic Team is a group of researchers and creatives who come together to explore, learn, and grow through research, events, and collaboration. Formed in May 2025, the team includes Rami Huu Nguyen, Ila Lama, Avanith Kanamarlapudi, and Lakshmi Pranathi Vutla. With diverse backgrounds in Computer Science, AI, Entrepreneurship, Business, and Marketing. They created this group to pursue research opportunities, attend events, and build connections. Their goal is to strengthen both the team's overall brand and each member's personal brand.

What I found most interesting about the AI Fantastic Team is how different each member is and how they all work together. Each member brings a different background ranging from computer science and AI to business and marketing which makes their collaboration more creative and well rounded. It's also interesting that they didn't just form the team to do research, but to go to events, learn new things, help each other grow, and build both a shared and individual brand. Their focus on learning together and supporting each other's growth makes them stand out as more than just an ordinary research group.

I learned that teamwork and different skills can make a big difference when working on projects. The AI Fantastic Team showed that when people with different backgrounds like AI, business, and marketing work together and they tend to learn more and come up with better ideas. I also learned that going to events and meeting others helps you grow and get better at what you do.

**?** I would ask the speaker what inspired you guys to start the AI Fantastic Team?

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The AI Fantastic Team came to our class to share who they are and how/why they started their group. They developed the team in May 2025, and it starts off with the founders like Rami and Ila and other members such as Avanith, and Pranathi. Together, they bring backgrounds in Computer Science, AI, Entrepreneurship, Business, and Marketing from UMass Boston. Their focus is on research, professional development, and creative collaboration. Each member has their own personal brand, but when they come together, they work as one team brand. They explained how their goal is to explore, learn, and grow together through research, events, and innovation.

What stood out most to me was when they talked about how, even though they are an AI-focused group, they still make time to have fun and build relationships by going to events and exploring new places together. I thought that was really interesting because it showed how teamwork isn't just about work – it's also about building chemistry and enjoying the process. It made me realize how important it is to balance professionalism with genuine connection

From the session, I learned that collaboration and creativity are just as important as technical skills when it comes to working with AI or any other field. The AI Fantastic Team showed that teamwork can help people grow both personally and professionally. I also learned that having a mix of backgrounds – like business, marketing, and computer science – can lead to more well-rounded and innovative ideas like making websites.

**?** How do you see AI continuing to evolve in the next few years, and what skills should students start developing now to keep up with those changes?

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The guest speakers, Rami Huu Nguyen and Ila, talked about their project called The AI Fantastic Team (AIF). They started collaborating through mentoring and research, focusing on building curiosity, creativity, and teamwork. Their mission is to explore, learn, and grow together through professional development and creative projects. They shared stories about how they use AI in different areas, from medical imaging to website building, and how anyone can now create websites easily using AI tools like GitHub and VS Code. They also talked about making the largest mammogram database called Omama DB and how their team turns ideas into real AI projects that make an impact.

What stood out to me the most was when they showed us how we can create websites without even knowing how to code. That was impressive to me because it shows how much AI is



changing the way we work and create things. I also liked the part when they showed a video of their team having fun and being creative together. It made me see that learning about AI doesn't always have to be serious – it can also be something enjoyable and inspiring.

From this session, I learned how AI is not only about technology but also about teamwork, creativity, and communication. I understood that success in AI comes from collaboration and being open to learning new things. The way the AIF team presented their "four P's" – product, price, place, and promotion – helped me realize how important it is to combine innovation with good planning and presentation. I also learned how AI can help create tools like our own group project, AIFit, which uses artificial intelligence to build personalized fitness and nutrition plans.

**?** If I could ask them one question, I would ask: What was the hardest challenge you faced when starting the AI Fantastic Team, and how did you overcome it?

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The speech primarily focused on how the fantastic AI team operates and how each individual handles their part of a project. Each mentor described their role and the personal projects they are working on. Some examples included building websites using only prompts entered into GPT, while others involved the types of apps they are developing, which was quite interesting. The team also showcased how they have fun while networking and working, and how they strive to share knowledge with their mentees.

The most interesting part of the guest speaker session for me was learning how a startup like theirs functions and operates. I have never really explored the areas of business or marketing, so simply seeing them showcase their operations, networking, and innovation was captivating. I reflected for a while on the creative aspect of building such apps or webpages and how it must be a fascinating and fun task in that kind of environment. I would like to learn more about how these processes occur and whether they research the market and apply the ideas we have learned in class.

I learned that AI can be used as a tool for creating websites or apps, and if used skillfully, one doesn't even need to know how to code. I also realized that in such a startup, even with highly talented people in science and technology, there is still a need for a spokesperson who can represent them well and effectively showcase their ideas. This is because technical experts are often introverted and may not be comfortable speaking publicly. Therefore, a project manager in a small startup can perform many jobs and be a valuable asset.



? How will we legislate AI to prevent problems related to the creative aspect of art, or to deal with deepfakes? It seems inevitable that deepfakes will progress to the point of being indistinguishable from reality in the near future.

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The AI Fantastic Team talked about how they started working together and helping others learn about AI. Their goal is to make a space where people can be curious, creative, and work as a team. They showed some of their projects, like Omama DB, a big database for mammograms, and explained how they use AI in different ways. They also talked about making websites without coding, and how anyone can build things using simple AI tools.

The most interesting part for me was when they said we can build a website without knowing any code. I didn't know that was possible before. It made me think how AI can help people create things even if they are not experts in technology. I also liked how the team had good energy and seemed to really enjoy what they do.

I learned that teamwork and curiosity are very important to create new ideas. The AI Fantastic Team showed that when people work together and share knowledge, they can make big things happen. I also understood that marketing ideas like the 4Ps (product, price, place, promotion) can be used for more than just business – they can help organize and share projects too.

? I would ask them how they keep learning new things about AI and how they stay creative when something doesn't work the way they expect.

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The AI Fantastic Team came to give us a presentation and they mostly talked about their backgrounds, where they study, what they study, individual projects, and their role in the AI fantastic team. They also talked about their 4Ps of their group and how they help others with AI. For the price, they said that they don't really charge real money but instead use knowledge and learning as the fee to collaborate with others, for places they said they travel to universities, networking events, and use social media like linkedin and instagram to reach out online. For products, they help out people by giving assistance with AI on many projects. Finally for promotion, they said they promote themselves on social media and they go around to other schools and colleges to talk about their services. In the middle of their presentation, they introduced an activity to do with groups that involved writing the 4Ps for an imaginary company that we made and that involved AI to present to the class. At the end of class we all asked



questions to the guest speakers about AI. I was fascinated by their ability to answer all questions extremely well.

The most memorable part of the presentation for me was them introducing themselves because it was interesting to see the diversity between the group and seeing people from different backgrounds. Another memorable part of their speech was them talking about their media and how they show fun moments just as much as professional ones because they want to be relatable to a younger audience and seem easy to talk to and fun.

I learned from the session that we can use AI to make jobs and not to take them. The activity we did shined a light on that and hearing all the different businesses that could've been made and brainstormed in so little time was inspiring and shows the amount of strength AI has. I learned that instead of worrying about our jobs being taken, we can actually make more opportunities with AI and learning and studying about AI is key to understanding it to our advantage.

**?** One question I would like to ask the speakers is: What are the limitations of AI and when will AI stop growing as much as it is now?

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They first talked about how they met and started working together on creative AI projects. After that they explained their mission to learn, grow, and collaborate through research and innovation. Each member introduced their role, and they shared projects like the Vibely app and a website workshop. They also discussed the 4 P's of their organization and how they use social media and networking events to connect with others.

I found it very interesting how passionate and confident the whole team was. Their teamwork and communication made it clear that they genuinely enjoy what they do and seeing how they turned their shared interest in AI into something professional and creative was motivating.

I learned that starting small with the right people can lead to very big opportunities. Also, the session showed how collaboration, consistency, and networking can help ideas grow into real projects.

**?** What advice would you give to students who want to start their own creative project team?

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The speakers talked about the importance of entrepreneurship, the role of artificial intelligence, and how we can use it with purpose to build our own brands. They also demonstrated how easy it can be to create a website and emphasized the importance of forming intentional connections to support projects and communities.

What stood out to me the most was the idea of building a community through business. I found it inspiring how they highlighted that entrepreneurs can learn from and support each other, instead of working alone. The way each person can develop their own identity while still being part of a shared project really caught my attention.

I learned that networking is essential for growth. Even a small group of people with shared values can create meaningful opportunities together. I also learned that when we use AI properly, it can help us create new and innovative ideas that have strong potential to succeed.

**?** My question would be: How do you see the role of AI evolving in helping new entrepreneurs create and grow their personal brands in the next few years?

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The guest speakers were a group of four people of color from UMass Boston, and I really liked that right away. It felt inspiring to see people who looked like us succeeding in marketing and tech. They didn't focus much on specific projects, it was more about their personalities, backgrounds, and how they found their paths. I liked that they were honest about not all being "tech experts," and how they still manage to have fun while doing what they love.

What stood out to me the most was their vibe. They were really open and down-to-earth, and you could tell they enjoy what they do. They made the whole talk feel like a conversation instead of a lecture, which made it way easier to connect with them. I also liked how they talked about helping students, like how they can actually take someone under their wing and sponsor them. That part made it feel more personal and motivating, like they truly want to see others grow.

From this session, I learned that success isn't only about what you know, but also about who you are and how you carry yourself. They made it clear that your attitude and confidence can take you far, especially if you stay curious and open to learning new things and that they are also still learning about AI, just like us.

**?** If I could ask them one question, I'd want to know what they look for in a student they'd be willing to sponsor or mentor, because that kind of connection sounds like a real step toward



building experience and confidence in the field even if they won't start taking people in till next year.

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The speaker talked about the experience of the AI Fantastic Team, a student organization that uses AI to bring about positive change. They discussed how their mission is motivated by curiosity, creativity, and teamwork, showcasing efforts like an app that promotes global community interaction and an AI-powered website for automated portfolios. The team's time management, task distribution, and use of social media and mentorship programs to promote their work were all included in the presentation.

Hearing how the team transformed their concepts into practical projects with social impact like using AI for accessibility tools and breast cancer awareness was the most memorable aspect of the lecture. Viewing young people use their creative, technical, and social abilities to produce something valuable for others was encouraging.

I discovered that in addition to technical skills, efficient teamwork in AI development requires innovation, collaboration, and organization of time. The workshop demonstrated how teamwork and a range of views may boost creativity and how successfully promoting a project is equally important as actually building it.

**?** After the contest or presentation is over, how can you maintain your motivation and keep developing your AI projects?

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The Fantastic AI Team highlighted their process of creating AI Fantastic as an innovative community-based, creative environment that fosters curiosity, learning, and connection. This team has diverse members from computer science and data analytics to management and business. The goal is to bring technology and creativity together to inspire and empower others through "learn by doing" experiences, workshops, and mentorship about AI. They showcased project initiatives including a website created with no code and another project called "Vibely", which helps to build relationships and connections to inspire and foster people engagement through AI. Overall, the team strives to increase opportunities for hands-on epic adventure activities, learning, and collaborating with others in the space of accessibility and AI to inspire genuine personal and team brand engagement.



What I found the most striking was how the group melded tech with creativity and personal brand. It was so inspiring to see how every member of the group brought different unique strengths to bear, from Rami's technical skills to lia's approach to branding and presentation. I really liked how much they valued authentic marketing as well as how personal brands and brands of a group of people can exist in a tech-based space. It highlights the point that innovation with AI does not only depend on coding or data but also requires communication, an intrapersonal network, and a self-presentational intent.

I learned from this session that creating an impact with AI is not just a technical skill but also an aspect of collaboration, curiosity, and a sense of community. The Fantastic AI Team illustrated the importance of purpose alignment with passion, and how merging marketing and networking can significantly expand one's project. Lastly, I learned that the future of AI will define accessibility, in which people with no technical understanding contribute meaningfully, whether it be in design, branding, or leadership. Ultimately, the presentation had me thinking of how I could incorporate my own skills and leverage them using AI to create something new and focused on people.

**?** Should we fear AI? Is there a possibility that at some point AI can think for themselves and take over the world and destroy humanity to build a "better", more environmentally healthy world?

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The speakers focused on the importance of creating a culture of entrepreneurs, learning about artificial intelligence, and using it with purpose to build our own brands. In addition, they held a practical website creation workshop, showing how easy and accessible it can be to develop a website for our business. They also highlighted the value of creating intentional connections through AI to drive projects and communities.

What caught my attention the most was the main idea of the project: to find a business to build a community. A space where everyone can learn from each other, connect, and support each other in their different projects. I found it very inspiring how they work so that each person can develop their own brand and identity within that community.

I Learned that networking is a fundamental tool. From the idea of just two people, incredible projects can be developed, and a community with shared values can be formed, where each



member has growth opportunities. I also understood that, if we know how to use artificial intelligence properly, we can create innovative businesses with great potential.

**? What has been the biggest challenge in creating and maintaining a community across different businesses?**

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The AI Fantastic Team presentation showcased a collaborative group of AI researchers and innovators—Rami, Ila, Avanith, and Pranathi—who formed their team in 2024 to cultivate creativity, curiosity, and collaboration in artificial intelligence. Furthermore, they emphasized that empowering learners through hands-on research, mentorship, and digital transformation projects was a crucial component of their vision. Their presentation outlined major initiatives like no-code website creation workshops, OmamaDB, a mammogram database, and Vibely, AI for human connection. They caught the audience's attention by pointing out their "Four P's" model, which they said stands for Product, Price, Place, and Promotion, and reflects their commitment to inclusive learning, intellectual collaboration, and community growth in the digital and academic environments.

The most memorable part was their "From Prompt to Page in Minutes" project, demonstrating how one can completely build a website with the help of ChatGPT without any coding. It was rather interesting to see how AI was used so creatively and accessibly by people who may or may not have a technical background to come up with professional results. This perfectly represents the group's vision—to merge technology, creativity, and human-centered innovation that would make AI less intimidating and more inclusive for all.

Going into the session, I now understand that collaboration and creativity are just as important as any technical ability in furthering AI. The AI Fantastic Team's emphasis on mentoring, storytelling, and brand-building showed that successful innovation isn't just about algorithms; it's also about people working together to make technology meaningful. I also grasped how AI can be applied across disciplines for tangible social impact in healthcare, design, and digital transformation.

**? How might you help ensure that creativity and ethical responsibility remain central to AI as it increases its presence and automates in mainstream society?**

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The guest speakers from UMass Boston, both pursuing their master's degrees, gave a very interactive presentation about the increasingly prominent role of Artificial Intelligence in the modern world. The speakers talked about how AI is transforming industries, the job market, and education, advising the students to be ready for a future where AI would be increasingly incorporated into their lives. The speakers talked about the need to be adaptable, learn, and have both technical as well as human skills.

The thing that interested me the most about this topic is how the speakers were connecting the fast development of AI to actual applications, such as in medicine, business, and arts, to demonstrate how AI is not a future concept, but it is a reality. How the speakers view AI as a tool to be used instead of a thing to be feared definitely motivated me, especially as they talked about how students can leverage AI to boost productivity while having AI assist creative processes.

The important thing about this kind of world is the development of adaptability. It's not only about understanding how it works; it's about learning how to live along with it. The development of the skills necessary to be able to solve a problem, emotional intelligence, as well as being moral, would be as valuable as knowledge about it. Another thing about it is the value of continuous learning because it would continue to develop.

**?** If I could pose a single question to the speakers, it would be this: "What skills/experiences would you encourage undergraduate students to be thinking about today in order to be competitive within a job market driven by AI?"

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The speakers from The AI Fantastic Team described how they bring together researchers and creatives to explore emerging AI tools and collaborative workflows, emphasizing a culture of learning, sharing, and real-world experimentation. They discussed how the team was formed recently and how they engage in events, research, and projects to develop both technical skills and creative fluency with AI. Through their talk they highlighted specific examples of how AI augments creative processes, the importance of community and feedback loops in innovation, and how they envision future applications of AI in fields that merge data science and design.

What really stood out was their emphasis not just on what AI can do on a technical level, but how teams can adopt a mindset of exploration and experimentation. It wasn't just about building models, but about building a supportive creative-environment where non-technical



people feel empowered to interact with AI tools, iterate and fail fast, and then share experiences. That human-centric approach to AI felt refreshingly inclusive and forward-thinking — especially given how often AI talks lean heavily on tech or business results alone.

From the session I learned that successful AI work isn't only about algorithms or infrastructure, but also about culture, process and cross-discipline collaboration. The idea of "team" in modern AI means researchers, designers, domain experts, creatives all working together — and that the value often comes from how people with different strengths use AI as a shared medium. Also, the fact that this team was newly established and emphasizing community from day one shows that forming the right structures early can matter a lot.

**?** As you scale up future projects within The AI Fantastic Team, how will you maintain that exploratory, creative culture and prevent the work from becoming too constrained by deadlines or commercial pressures?

