

# AI Models Mean Business

Dylan Goldblatt

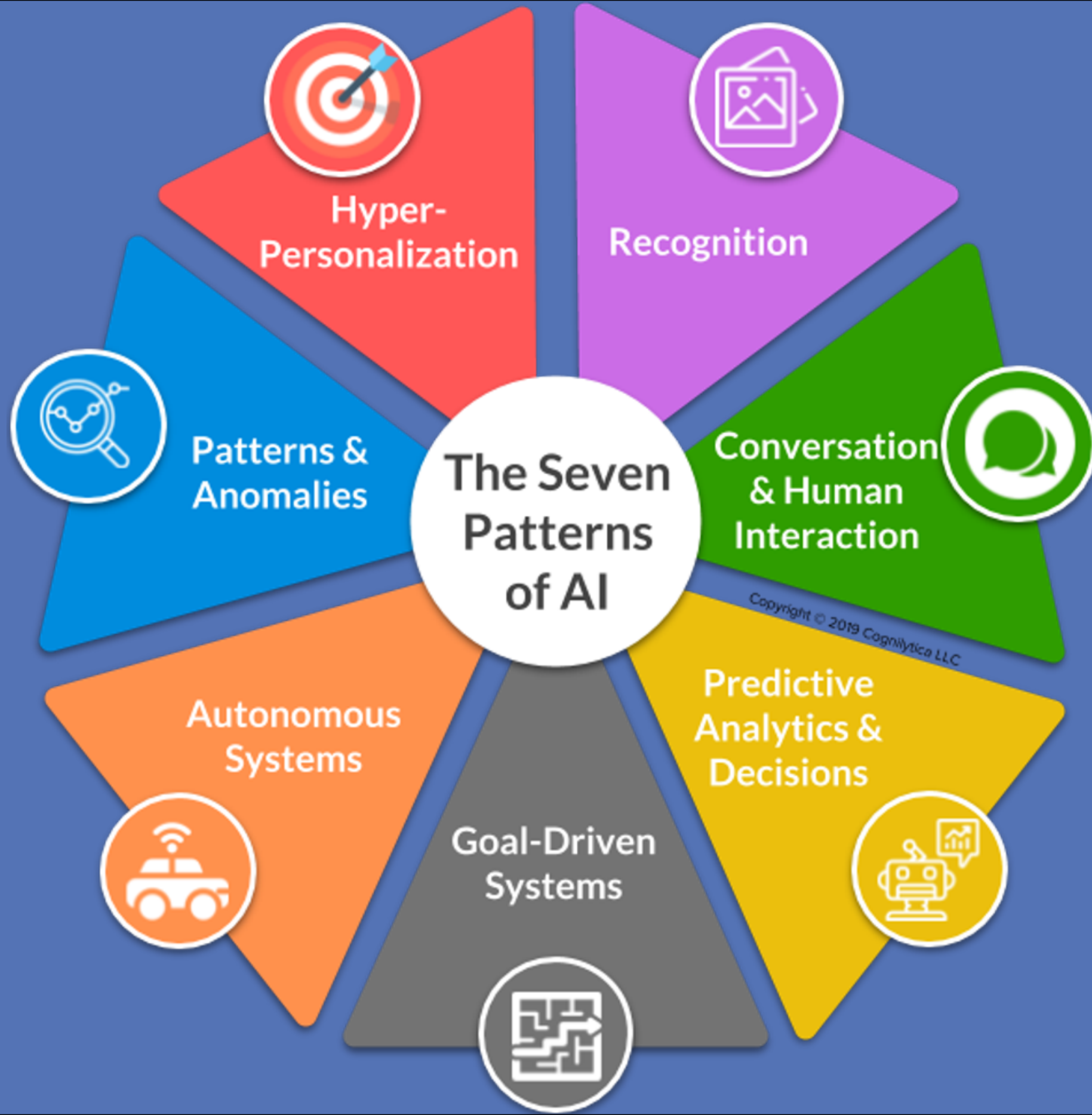
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# Dylan Goldblatt

ngoldbla@kennesaw.edu

- Background in language and technology
- Microsoft fellow, developer for OpenAI
- Solo AI software developer for businesses, organizations, universities



# What Are Large Language Models (LLMs)?

- An AI system trained on billions and trillions of things
- Understands and generates human-like language
- Adaptable to a wide range of tasks
- An exponentially cheaper software service
- "Electricity that can think"

# Potential for AI in Local Businesses

- User-friendly tools exist: no need to build from scratch
- Competitive advantage: early adoption reduces costs and differentiates your brand
- Cloud-based services: easy, affordable access to cutting-edge AI

# Transforming Marketing & Customer Engagement

- Personalized campaigns at scale
- Automated customer support 24/7
- Social media and content creation

# Improving Operations & Efficiency

- Summaries and data insights in seconds
- Document automation: Faster proposals, contracts, invoices
- Team collaboration: Meeting summaries, real-time brainstorming

# AI Answering

[https://youtu.be/fFwqgQp5Rc0?  
si=rWdAuAr8QBBhPh\\_G](https://youtu.be/fFwqgQp5Rc0?si=rWdAuAr8QBBhPh_G)



# Benefits

- 24/7 Availability
- Customizable Responses
- Revenue Generation
- Staff Efficiency

# Successes

- Max's Restaurant: Over 329,000 calls answered, \$1.5M in online orders
- Local's Pub & Pizzeria: 132% jump in online orders after adoption
- Next Level Brands: Saved 1,100+ staff hours handling incoming calls

# AI Marketing

# FAMILY BUNDLE TO GO

**Max's Fried Chicken: Spicy or Regular (8 pcs Legs & Thighs)  
Steamed Rice and 2-liter Pepsi**

**\$25**



# Benefits

- Automated Content Creation
- Pre-Populated Marketing Calendar
- Multi-Channel Outreach
- Time Efficiency

# Successes

- Locanda Restaurants: 6 locations, saved time on copywriting, increased sales
- Kapow! Noodle Bar: Saved 1,000+ staff hours, added \$10k in online sales
- Tong Fong Low: Over \$22k in AI-driven marketing sales

# Implementation Considerations

- Start small: Pilot chatbots or content generation
- Data & Privacy: Secure customer and internal data
- Team Readiness: Train staff to use AI tools effectively

# Conclusion & Next Steps

- AI is here now: Practical solutions for businesses of all sizes
- Industry-specific and tailored models: True marketplace differentiation
- Take action: Identify bottlenecks for quick AI wins, partner with experts, and keep experimenting

# Enhancing Product Development & Innovation

- Let an LLM replace other business subscriptions
- On-the-Job Learning: Attach ChatGPT to employee devices for instant answers
- Using Existing Models: Immediate ROI for forecasting, decision support, automation
- Building Your Own Models: Leverage transaction records, emails, and proprietary data
- Competitive Advantage: Accurate demand forecasting, better what-if scenarios, potentially license your custom models