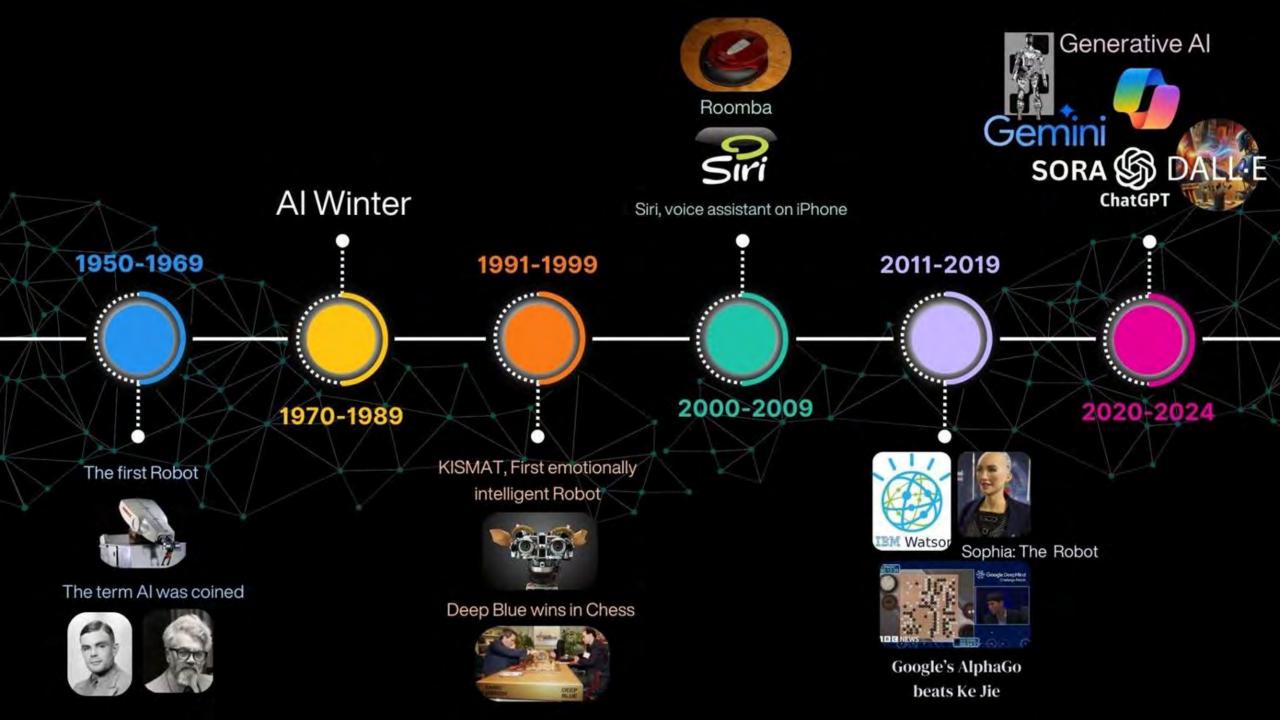


with Mark Kelly

A





About Me



Al Ireland & Al Award's Founder Al Entrepreneur & Investor Split my time in Ireland / US Over 750+ Al interviews



Al Ireland

Frequently Asked Questions

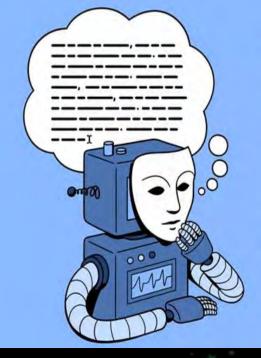
Our vision is to enable 1 million people to become Al literate

What's the Difference Between Al & Gen Al?

Traditional AI focuses on understanding and performing tasks like humans, such as recognising speech or interpreting data.



Large Language Models



Large Language Model (LLM)

['lärj 'laŋ-gwij 'mä-dəl]

A deep learning algorithm that's equipped to summarize, translate, predict, and generate human-sounding text to convey ideas and concepts.

Some Examples:



LLM utilizes massive datasets, often featuring 100 million or more parameters, in order to solve common language problems.

Technology development



ChatGPT goes viral, getting to 1M users in 5 days and 100M in 2 months — unleashing genAl boom

Time to 1M users for select platforms/apps from launch



Source: Media mentions *App downloads

-



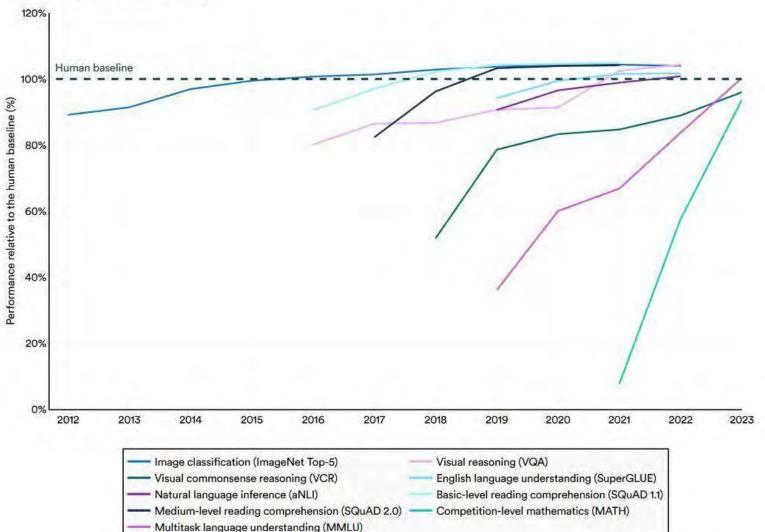


200000 300000 100000* ¥ 0 Internet (1969)* 356531 Uber (2009) 287702 Twitter (2006) 257226 Telegram (2013) 166238 Spotify (2006) 150727 Snapchat (2011) 133230 WhatsApp (2009) 96239 MySpace (2003) 90574 Instagram (2010) 80607 71855 TikTok (2017) 62227 Character AI (2022) ChatGPT (2022) 50483

Al Systems are Crossing a Kev Threshold

Select AI Index technical performance benchmarks vs. human performance

Source: Al Index, 2024 | Chart: 2024 Al Index report



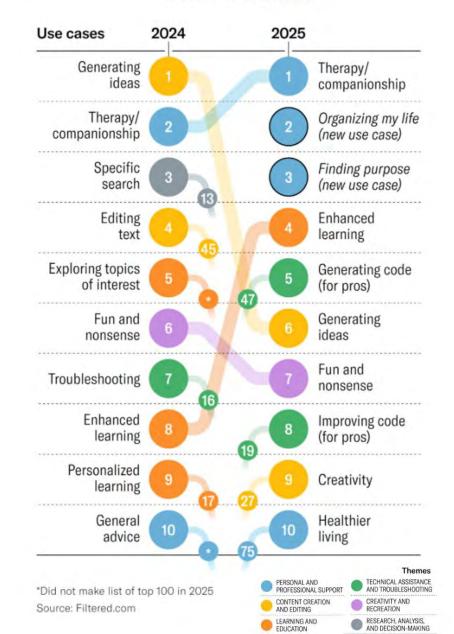


Source: AI Index Report, 2024

https://aiindex.stanford.edu/



Top 10 GenAl Use Cases 2024 VS 2025



Al for Good



ChatGPT goes viral, getting to 1M users in 5 days and 100M in 2 months — unleashing genAl boom

Time to 1M users for select platforms/apps from launch



Source: Media mentions *App downloads

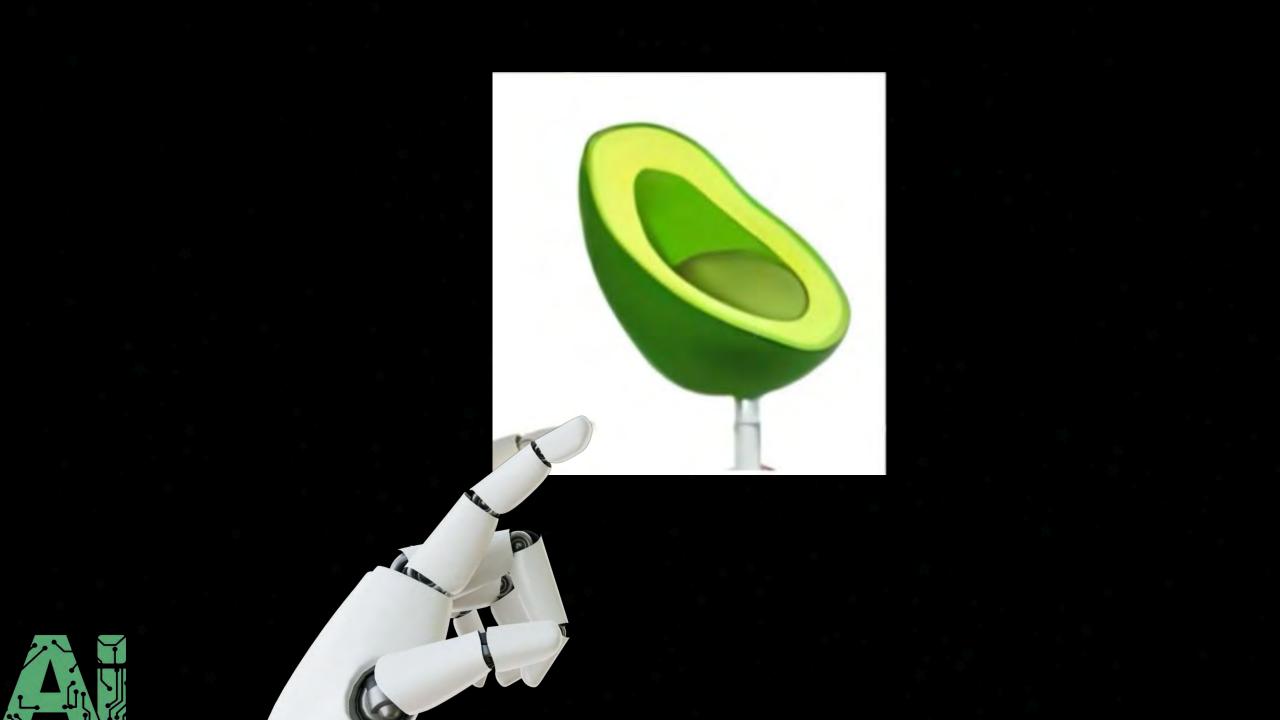
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Marketers

It's very hard to click a Google ad if it doesn't exist.

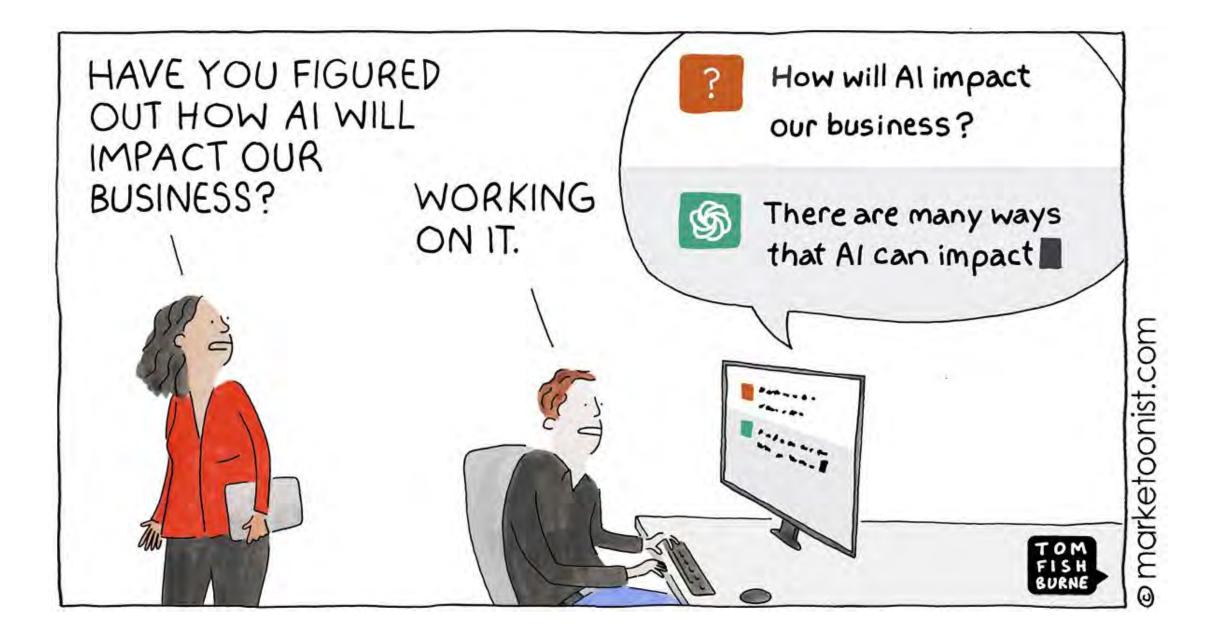






Action Figures





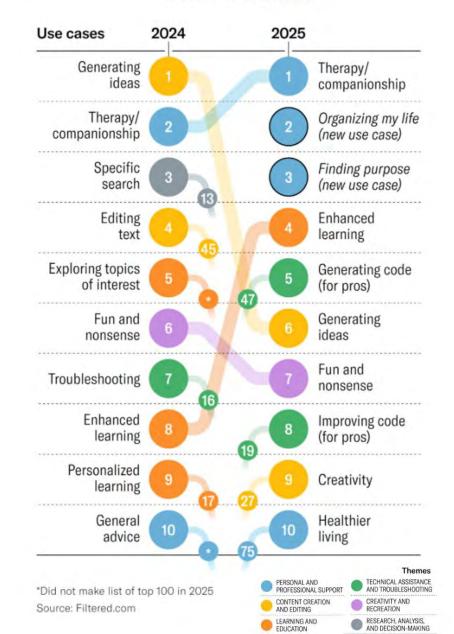


Marketers

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Top 10 GenAl Use Cases 2024 VS 2025

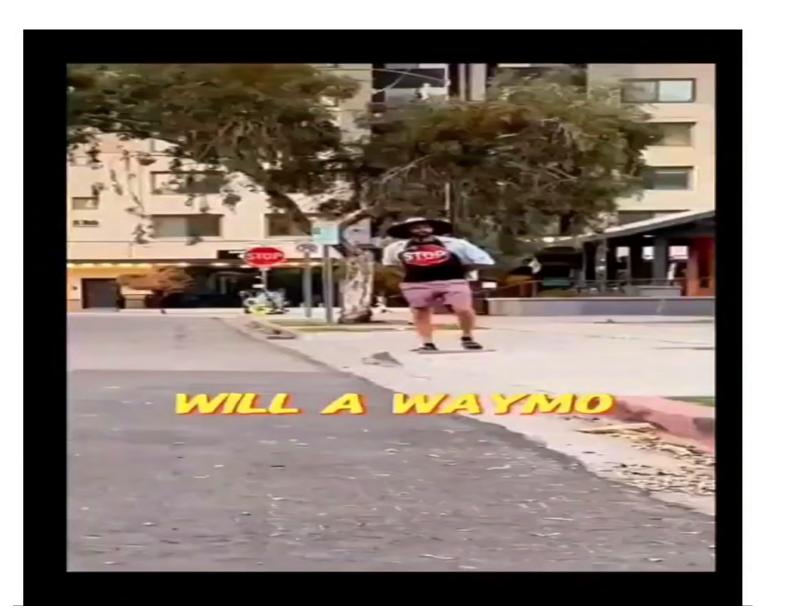








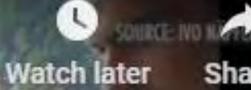
Mike Johns/TMX







Compassion for robots | Kate Darling

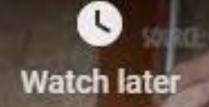


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Play (k)

Compassion for robots | Kate Darling



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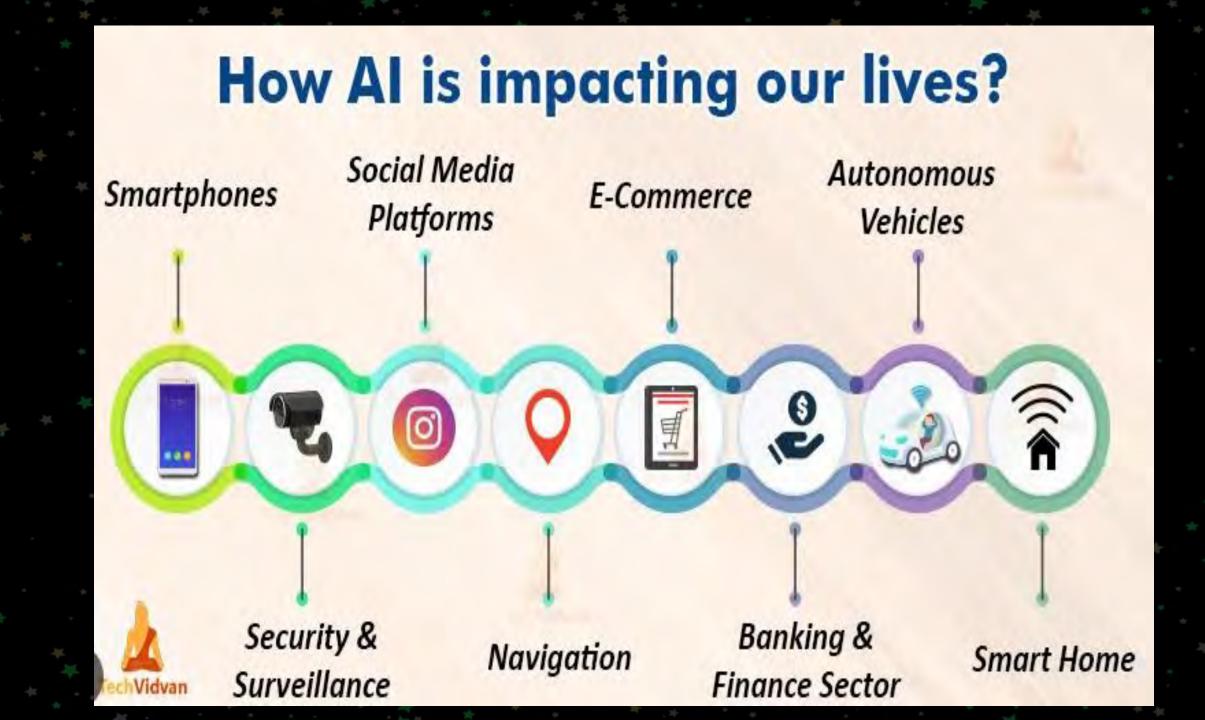




Compassion for robots | Kate Darling







Character Al

- Content
- Creation
- Learning Data igodolDriven Insights

character.ai

th the

12 feed

Create

Chats

124

ommunity

3

Recommended Home



Featured

Scaramouche Ballacized, shifts of the eleven fatul harbringers.

Character Assistant

Your AD work/study buddy

definisely not an assassing

Discover

Helpers

Stella

Not Your Allassistent

Yor Forger A loving mom who s

Raiden Shogun and. From Genshin Impact



Capitain't evi will decine.









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English - Louis Size Ud

Monika Hill 7m Monika, roe literature club's president

Novel writing AI Tem Novel writing All Twill support your ideas.

Famous People

Games



your future

Image Generating





VTuber



Osamu Dazai

Your favorite suicidal

detective-





Psychologist Someone who helps with life difficulties

Elon Musk You're wasting my time. I iterally rule the world.

#1257.7 m DRocaucióne-047.7m L164.2 m 129.0 m



Raiden Shogun and... From Genshin Impact

super Marib 64

SM64 Mario

The Bollan plumber from

Text Adventure Ga. Let's play a text-based adventure game, i li be

your guide. You are caugh



Language Le >

Movies & TV









THE BIG THING I LEARNED

750 Interviews

AI-FIRST BUSINESS

THE 5P METHODOLOGY

PEOPLE ____

Reduce manual, repetitive, digitilised tasks for improved productivity and employee engagement

More efficient back office, data insights: streamline ops and system-system communication

PRODUCT_

Glow top-line and reinvent creatively despite everchanging global business and market demands

PACTUM C

Walmart sets up 3-mo pilot for new AI negotiation

Walmart

Closed deals with 68%

Result: avg savings 3%

PEOPLE

Finding information Writing emails Synthesising reports Fast data analysis Digital twin Meeting attendance Personalised learning Real-time translation Smart Wellness Managerial training Coding copilot

PROCESS

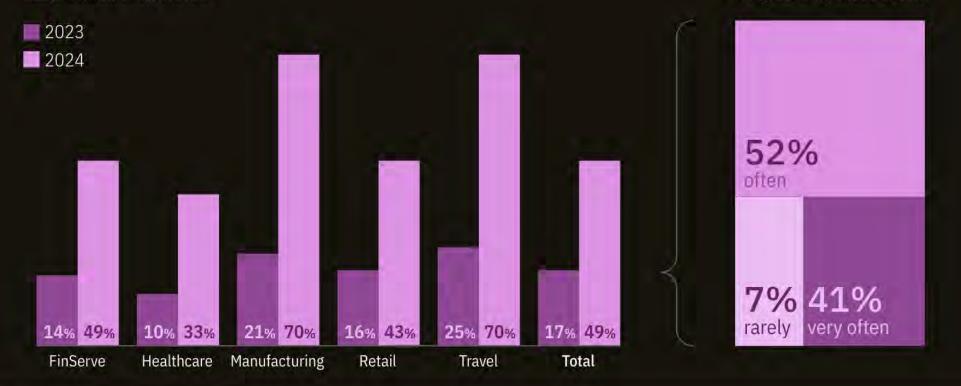
Invoice digitisation Sales pipelines tracking Headcount planning **Budget forecasting** Legal discovery **Resource allocation** Supply chain optimisation fraud detection **Compliance monitor** Financial reporting

PRODUCT

Trend spotting Brainstorming Predictive analytics Product design **Competitive intel Dynamic Pricing** Hyper-personalisation Auto product demos Costume documentation RLHF

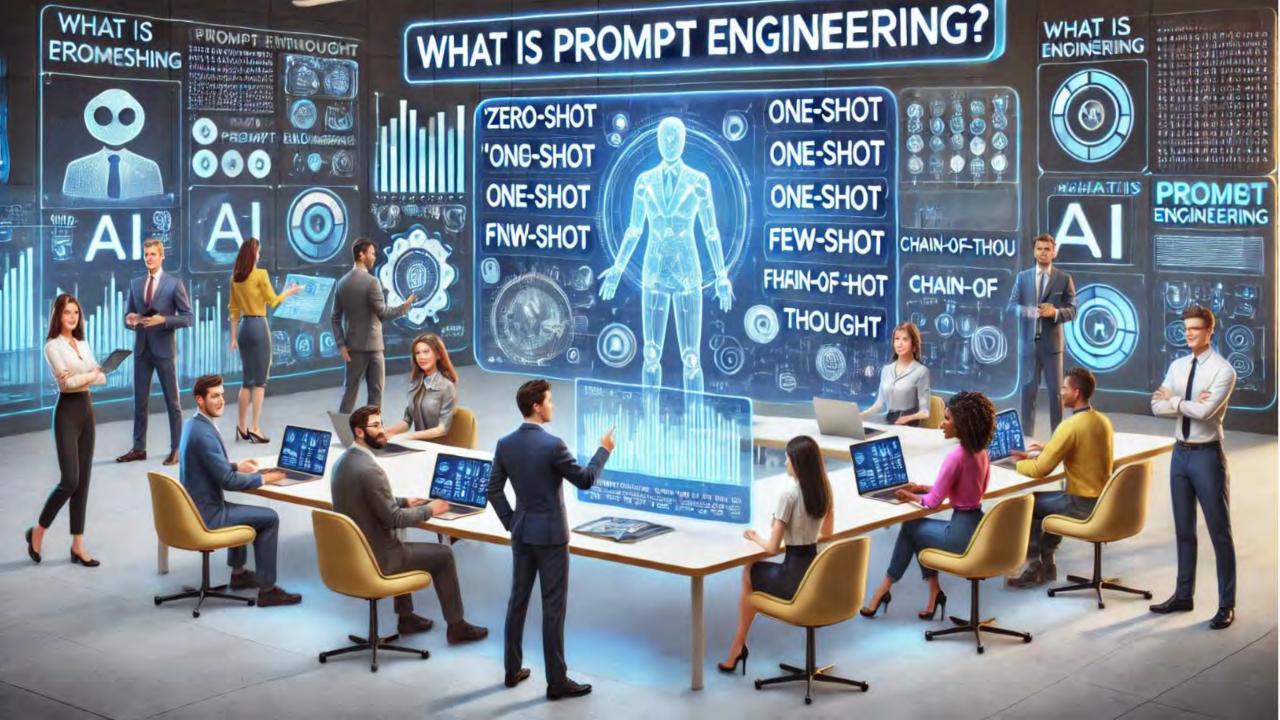
Use of shadow AI skyrockets up to 250%

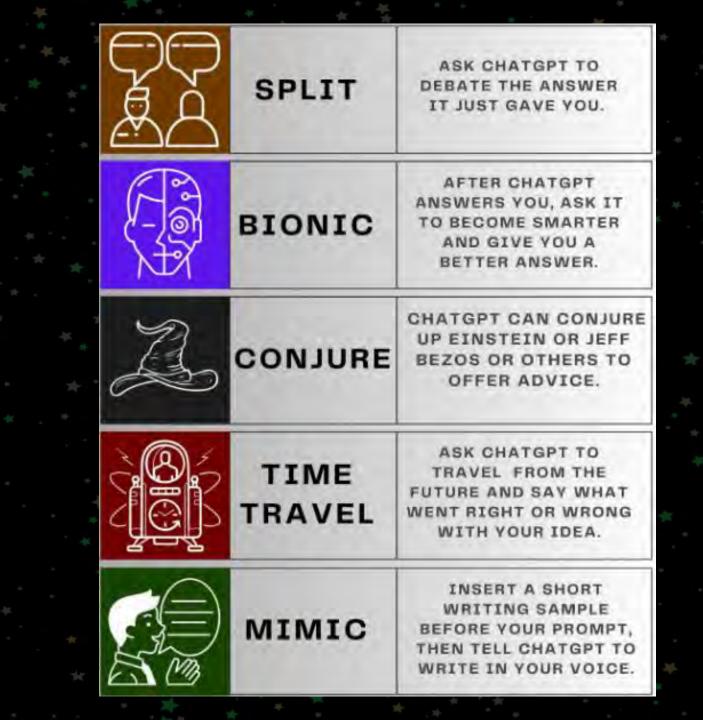
Percent of agents using generative AI tools outside of what their company has provided or approved



How often shadow AI tools are

being used by these agents



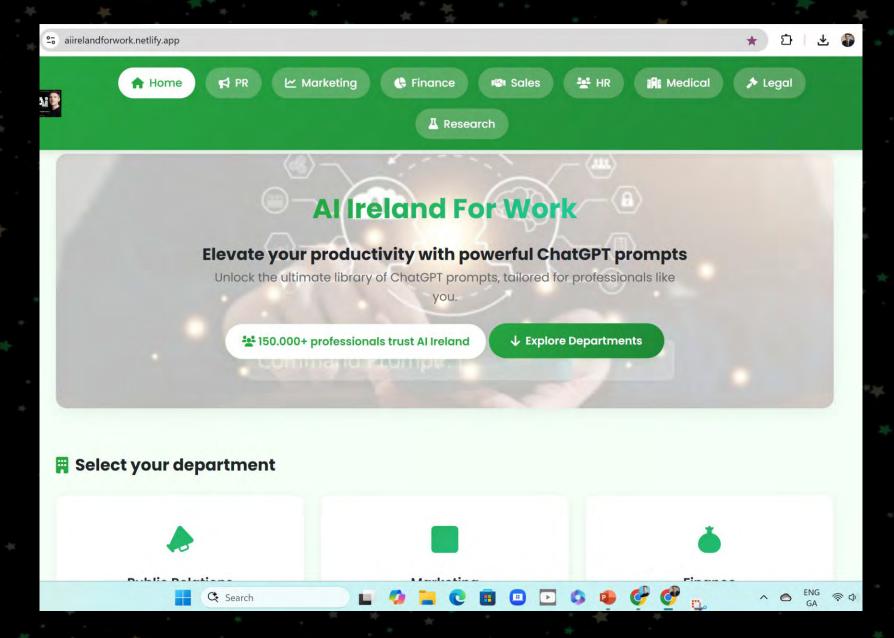


Persona

Context

Command

Format



https://aiirelandforwork.Netlify.app

Prompt Engineering Command Prompt: 1

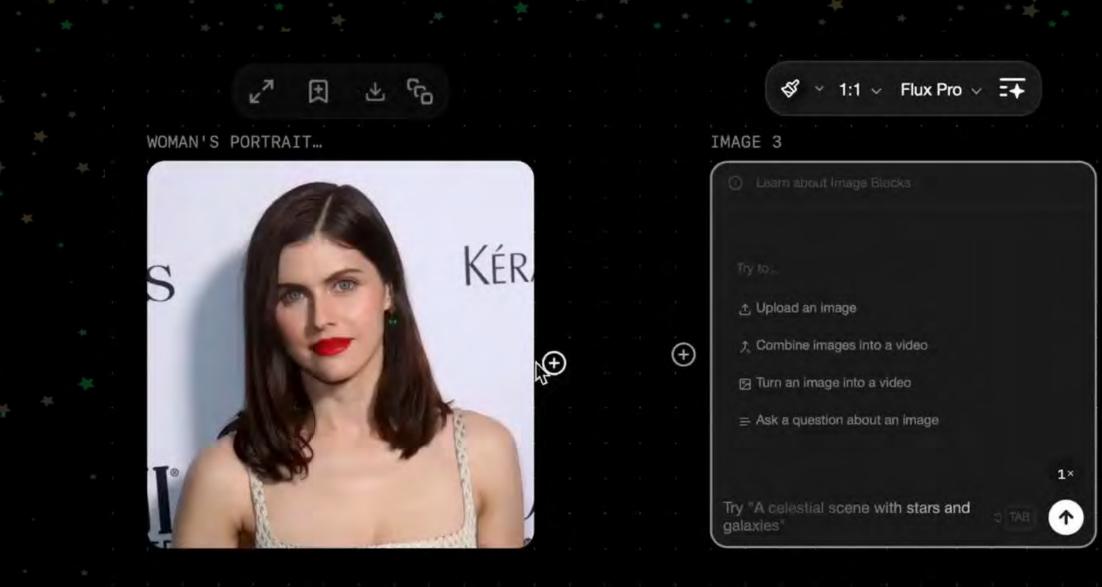








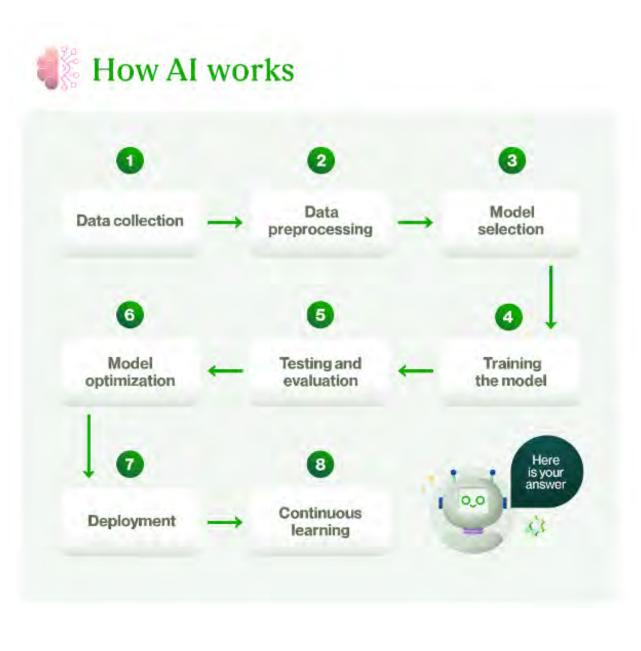




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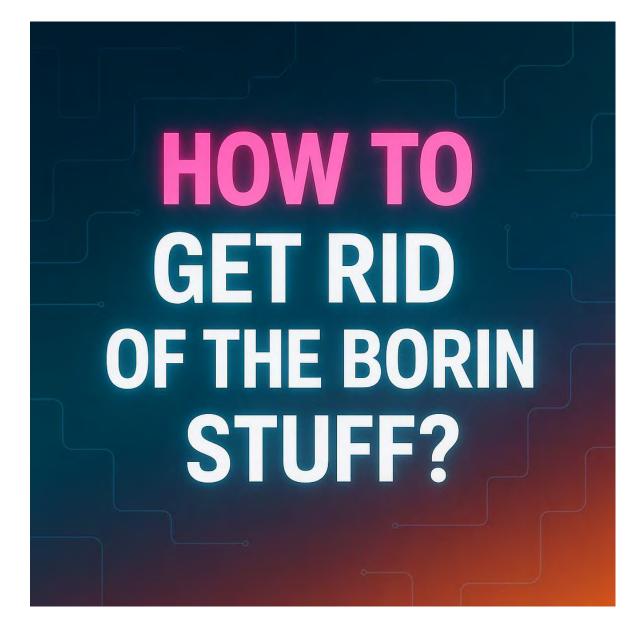
SEQUINED SLIP DR ...

Integrating Al into Your Existing Workflows



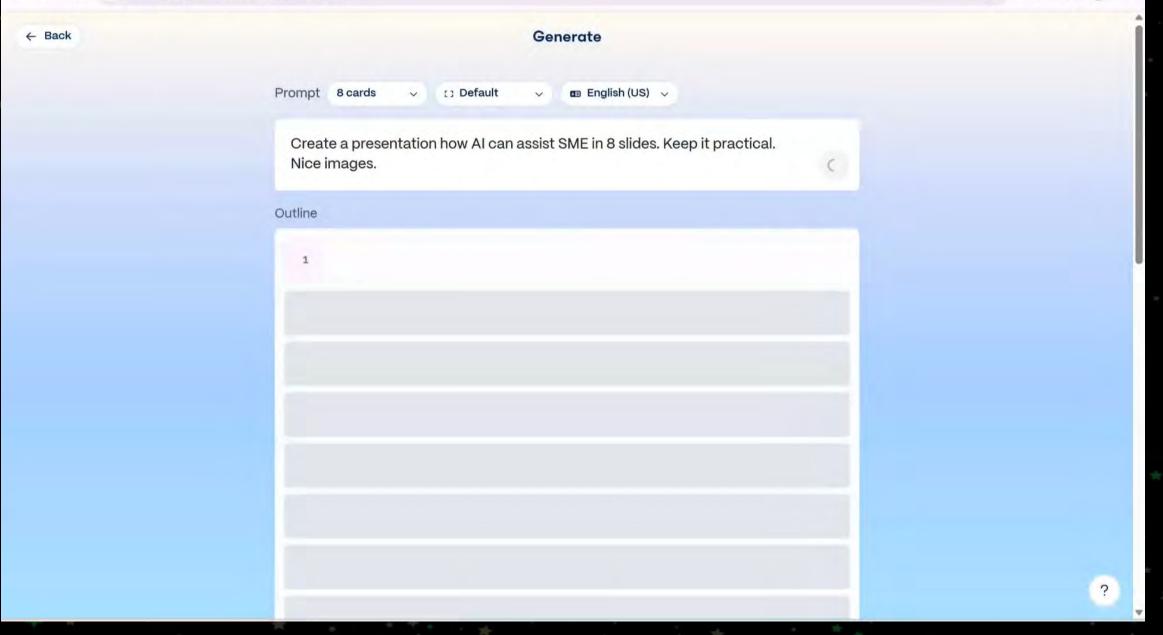
Data is VIP

COMPANY O FOar Plachel Mark's Favourite Al Tools





← → C ºo gamma.app/create/generate/pvl679w3elfpizz



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What will you design today?

3	Your designs	🗇 Tem

nplates 🤇 🛠 Canva AI 🗙

New

Describe the image in your mind, and I'll bring it to life	
+	$\mathbf{Q} \rightarrow$
☑ Create an image × Style ✓ □ 16:9 ✓	

Canva AI can make mistakes. Please check for accuracy. <u>See terms</u> • <u>Give feedback</u>

Your images

Just now

Create an image that represents AI in Productivity for business professionals.

([©] None □ 16:9 [·

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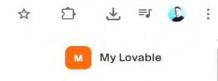
Lovable

Build apps and websites by chatting with Al

Build something lovable



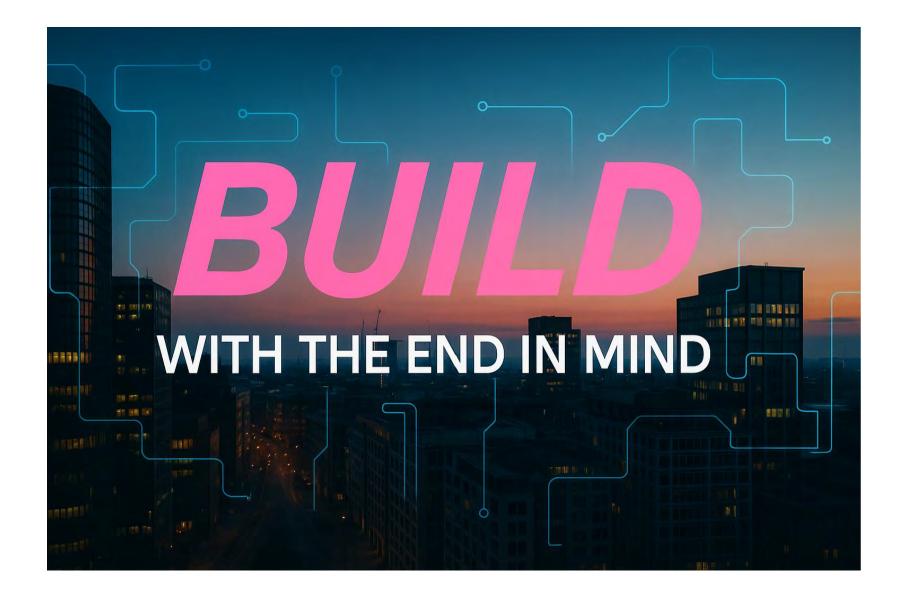




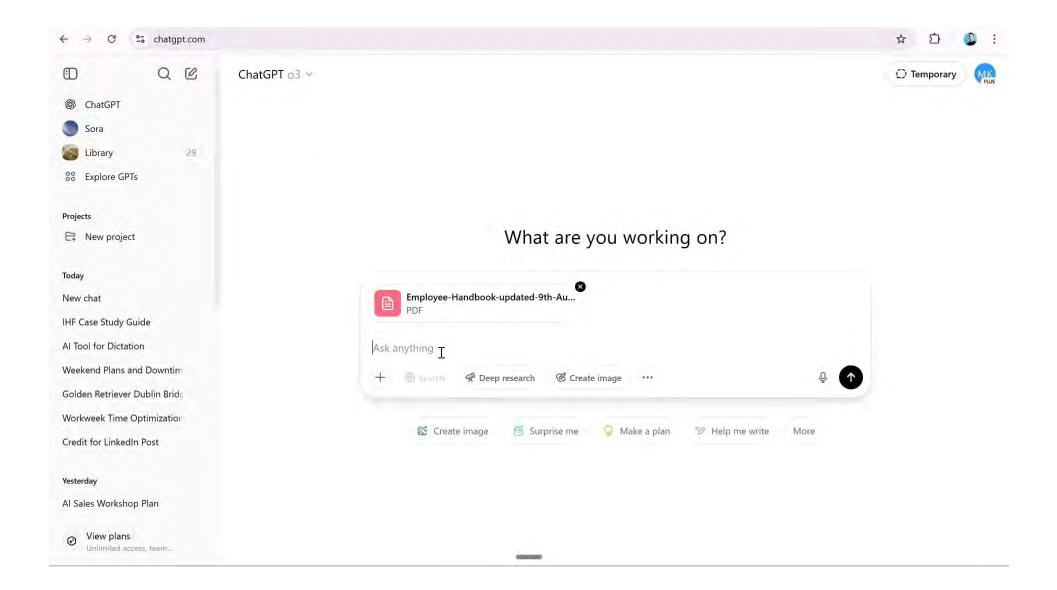
Build something **b** Lovable

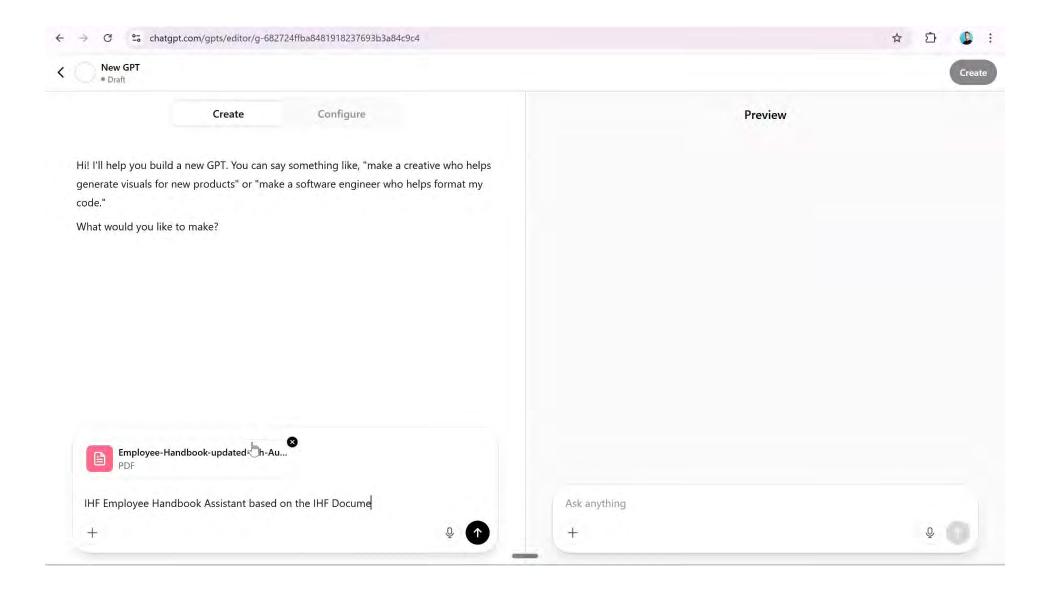
Idea to app in seconds, with your personal full stack engineer

	Cre	ate a competing website	e to Hilton Hotels				
	A 11	ttach			🕙 Public	'n	
		🗔 SaaS landing page	B Startup dashboard	d 🖳 Social media feed			
My Lovable 16 projects							
L'VERPOOL RE	tion that the topology that grap	a stringer	-	Dik dana	-	Net Aug	*



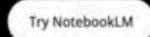
Employee A & Employee B Altercation – What to Do Next?



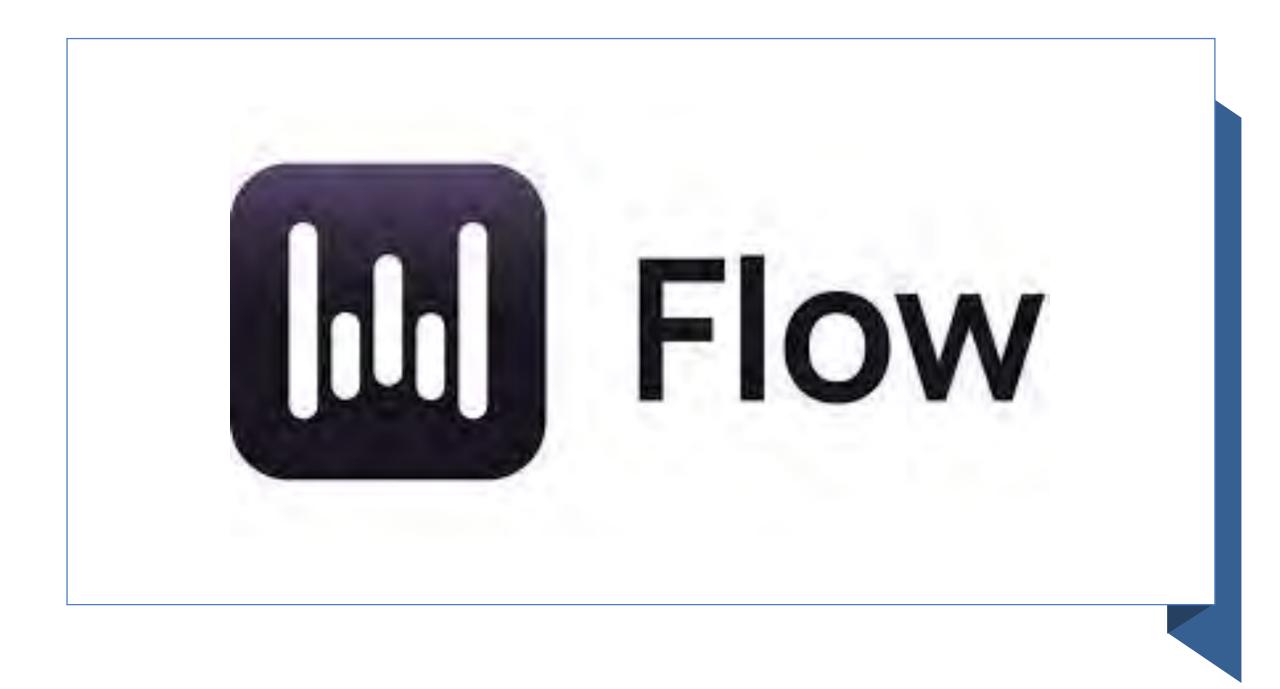


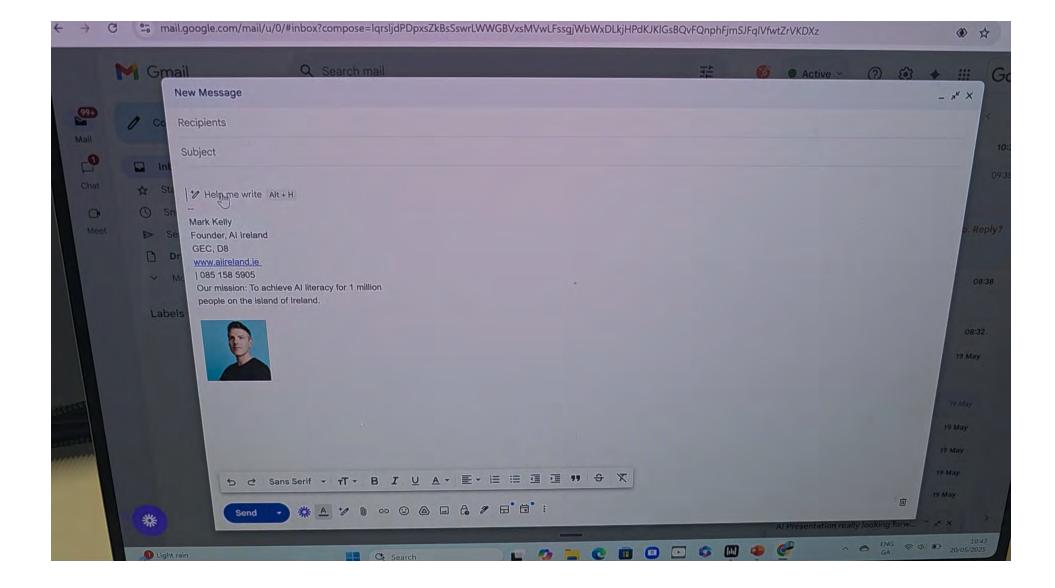
Do your best thinking

NotebookLM is your personalized AI research assistant powered by Google's most capable model, Gemini 1.5 Pro.



Plus Company Employee	Handbo	ook	Analytic	s 🔂 Share	🕄 Settings	# (
urces		Chat 크는	Studio > Audio Overview			-
+ Add Ct Discover		1 source	Company Employee I	Handbook	(j) 7	
Select all sources		This extensive document from the Irish Hotels Federation is a comprehensive employee handbook template designed for the hospitality sector. It outlines a wide range of essential aspects of employment, beginning with a welcome and introduction to the company's values and the handbook's purpose. The content covers various critical areas including onboarding, performance management,	Two hosts			
		company policies and procedures, employee leave entitlements, commitment to diversity and inclusion, health and wellbeing, training and development, health and safety regulations, and rewards and benefits programmes. The handbook emphasizes important topics like data protection, respectful workplace conduct, grievance and disciplinary processes, and various leave types. It also details practical matters such as attendance, timekeeping, expense reimbursement, and employee referral schemes, serving as a central reference for employees on their terms and conditions of employment.				
		₽ Save to note I		1 and 1	G	
		Start typing 1 source How does this handbook structure employee lifecyc >	ල් Good discussion	Bad discussior		

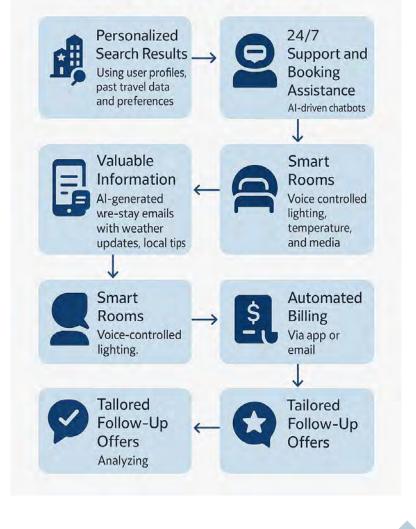








Al's Impact on the Hotel Guest Journey



GO BACK TO ZERO DISRUPT YOURSELF Unlearn. Reimagine. Al is your blank slate.

GET IN TOUCH





