

AI in Business

How to lay off everyone
(and sleep well)



[/vincentstark](#)



[/theVincentStark](#)

Why listen to me?

- 25+ years in tech industry
- 15+ years in leadership roles
- Startup founder
- ex-DocuSign, LinkedIn, BlackBerry
- Lead AI implementation in a startup
- Happily replaced offshore teams with AI

All this generative AI hype

- Based on 2017 paper, “Attention is all you need”
- OpenAI is at the forefront. It’s not “Open”, but it’s certainly AI.
- GPT-3 was released in June 2020
- ChatGPT was the same model, but trained as chat
- Took the world over in fall of 2022
- Lots of noise, former Web3/NFT experts are “AI experts” now
- **Creates a ton of value already, immediately useful**

Tools for Business

- Most of tools is noise — nothing more than OpenAI “wrapper”
- Best value is using ChatGPT or GPT APIs directly
- All the power in good **prompts** and custom **system messages**
 - **System message:** “I have a degree in Computer Science. I have a high IQ. Answer briefly to my questions keeping this in mind”
 - **Prompt:** “Simulate three brilliant, logical experts answering a question. Each one verbosely explains their thought process in real-time, considering the prior explanations of others and openly acknowledging mistakes. Each expert plays a devil's advocate sometimes, and explores original solutions. At each step, whenever possible, each expert refines and builds upon the thoughts of others, acknowledging their contributions. They continue until there is a definitive answer to the question. For clarity, your entire response should be in a markdown table. The question is: ...”

Possibilities

- Dev Productivity
- Product development
- Product management / Roadmapping
- Data analysis
- Customer support
- Marketing
- Sales
- Growth

Tools

- ChatGPT
- Perplexity.AI (no shitty Google/Bing anymore)
- GitHub Copilot X (for developers)
- Raycast (for Mac users)
- [More tools](#)
- Note on different languages:
 - Translate => LLM => Translate

Live Demo

What problem do you want to solve?

Fire your dev/marketing/sales

- A senior eng with GH Copilot can replace 5+ person offshore team
- A senior marketer with ChatGPT can replace a team
- An integrated AI chatbot can replace 95% of your support team
- Companies will learn to capture increased productivity value
- Many are still behind, and will be left behind (“calculators” in 1960s)
- S&P 500 will be different in a couple of years

Questions?