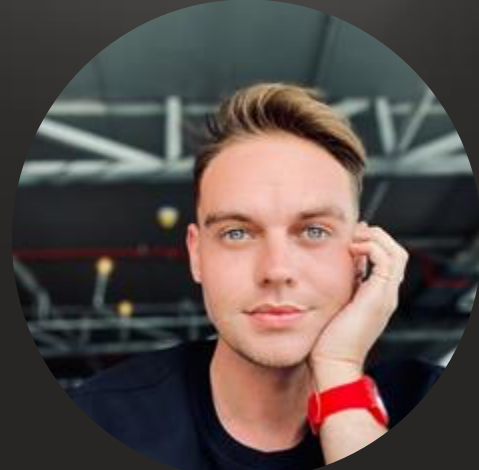




SEPTEMBER 17, 2024
WITH ZACH GIGLIO

AI FOR SMBS HYPE TO REALITY



WHO IS GCM

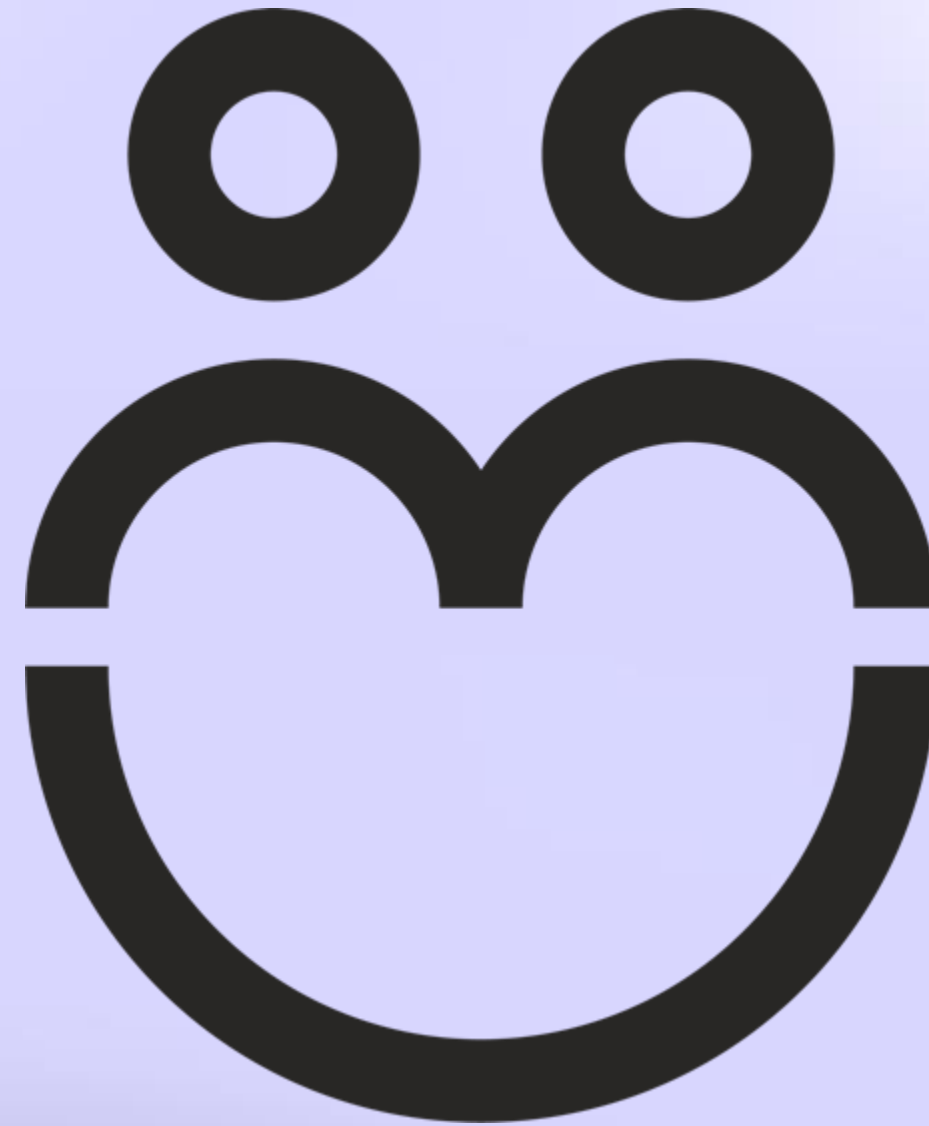
GCM is the award-winning agency that shows small and medium-sized businesses how to save time, boost efficiency and increase revenue by leveraging off-the-shelf AI.

We believe the American economy will be stronger if the benefits of AI are distributed across the country. That's why we are working to make the technology accessible and usable by all.



0.0

Hello there,
human!



0.1

On the agenda

1.0

Hype Cycles vs
Reality

2.0

Demystifying AI

3.0

Hype vs Real Impact

4.0

Integrating AI



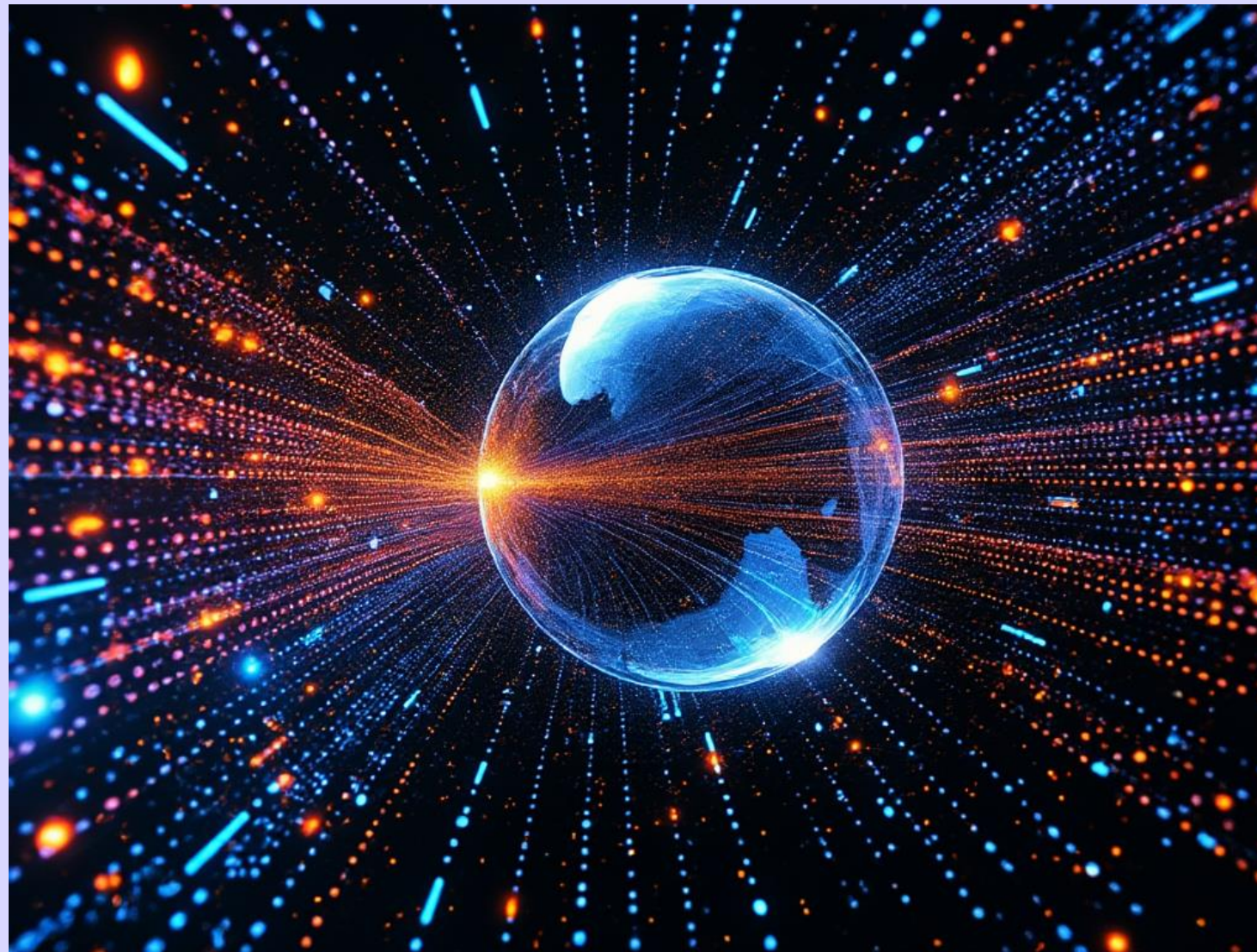
1.0

HYPE CYCLES VS REALITY



1.1

The Dot Com Bubble



- Rise in U.S. technology stock valuations, especially bubble-based companies.
- Many startups - no viable business models or profits
- Record number of IPOs: 457
- Fueled by speculative investing and abundance of venture capital funding



1.2

The Dot Com Burst



- By October 4, 2002, the NASDAQ had fallen to 1,139.90, a 76.81% drop from its peak
- by mid-2003, around 50% of internet companies had either been sold or gone under
- Established tech companies saw massive stock price declines.
- Amazon saw their stock prices drop dramatically (from \$100 to \$7) before rebounding.



1.3

Reality



- 80.2 million miles of fiber optic cable installed across the U.S
- Global Crossing and WorldCom invested about \$30 billion in fiber-optic infrastructure
- In 2001, only 5% of fiber-optic capacity was being used
- By 2004, the cost of bandwidth had fallen by more than 90%
- As of 2005, up to 85% of U.S. broadband capacity was still unused



1.4

Cloud Computing



- Initial skepticism over data security and control.
- Now essential for scalability and cost-efficiency in businesses of all sizes.
- Over 98% of organizations use the cloud in some way



1.5

Lessons from Hype Cycles



- Hype often precedes genuine innovation.
- Early challenges are stepping stones to long-term success.
- Importance of persistence and adapting to new technologies.



1.6

AI: The Next Hype Cycle?



1.7

AI: The Next Hype Cycle?



- In 2023, generative AI startups received equity funding topping \$21.8B across 426 deals.
- ChatGPT gained 100 million monthly active users within two months, becoming the fastest-growing consumer application in history.
- The global Generative AI Market size is anticipated to grow from USD 20.9 billion in 2024 to USD 136.7 billion by 2030.

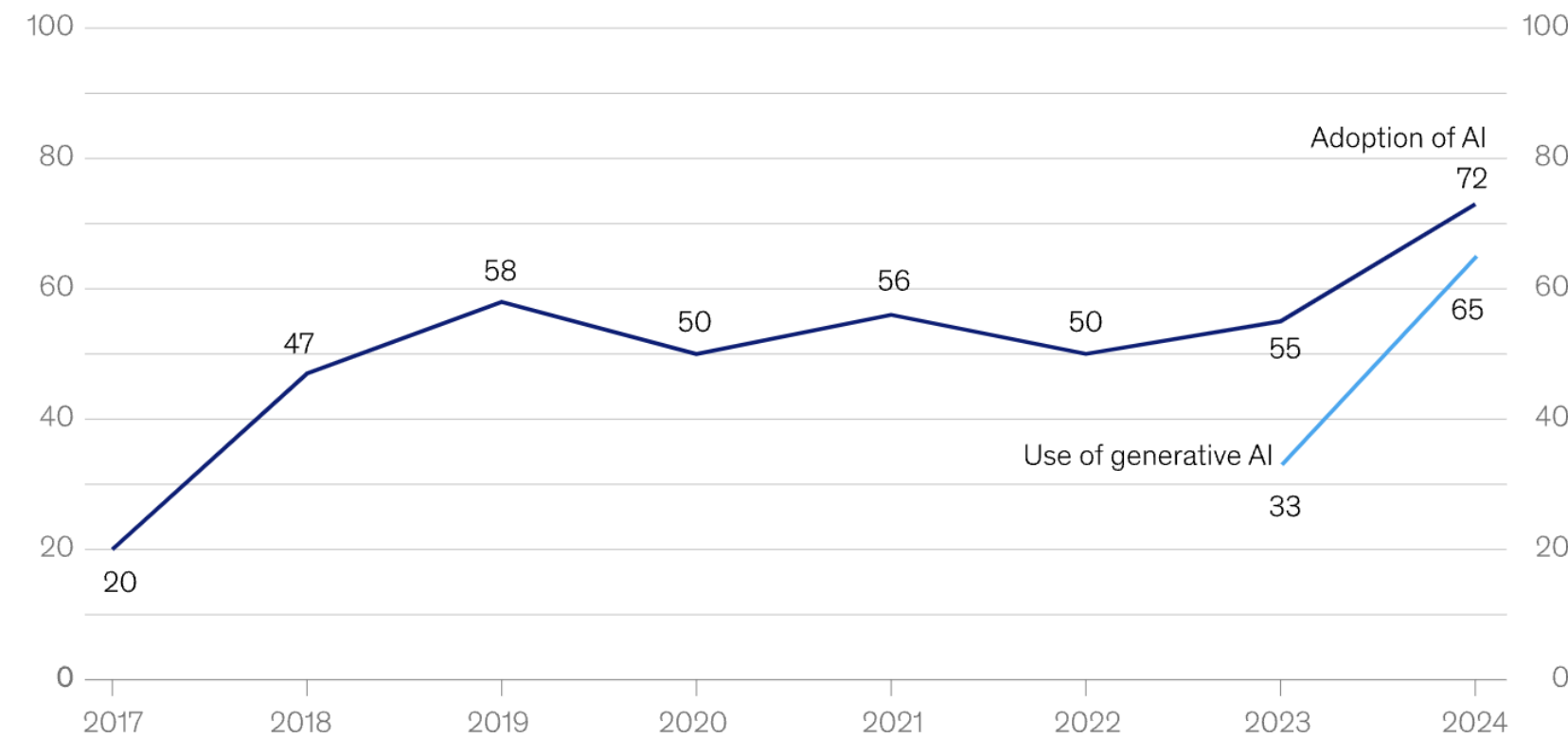


1.8

Overall AI Adoption Rates Since 2017

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,¹ % of respondents

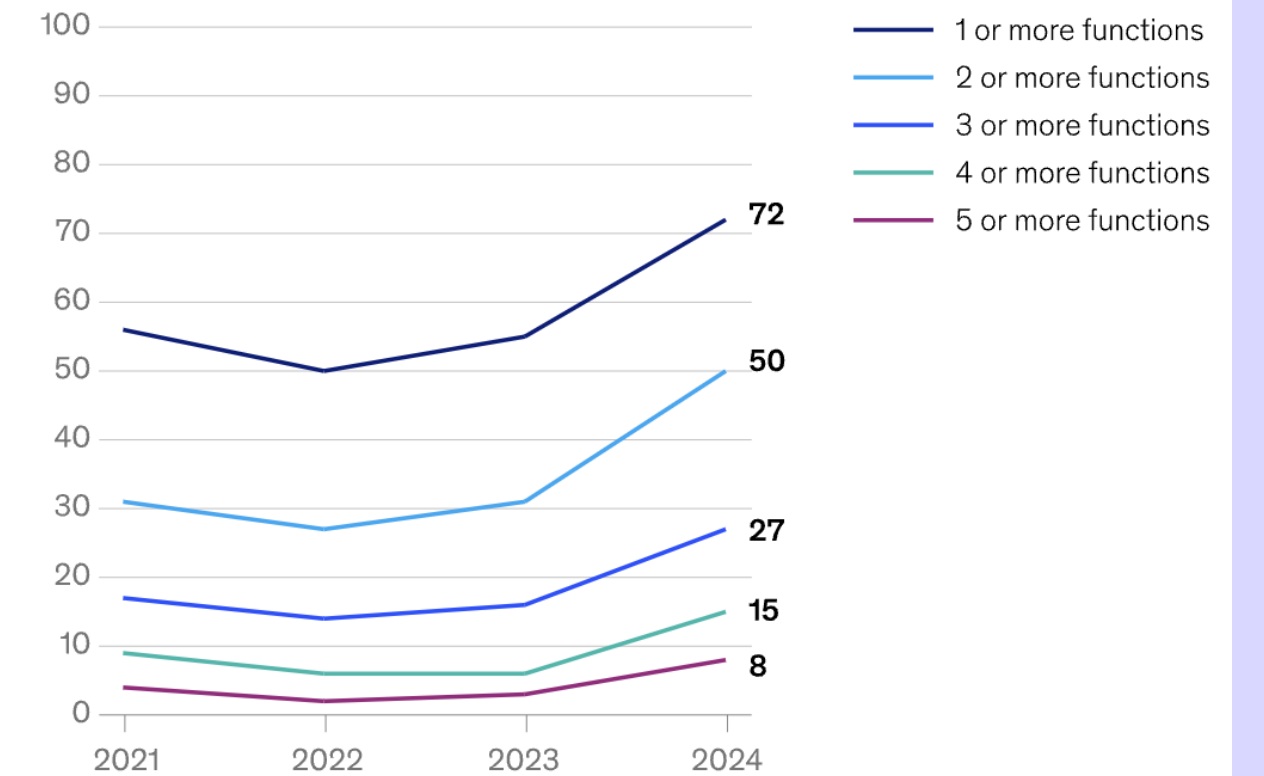


¹In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function. Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

McKinsey & Company

Survey findings suggest that organizations are using AI in more business functions now than in previous years.

Business functions at respondents' organizations that have adopted AI,¹ % of respondents



¹In 2021, n = 1,843; in 2022, n = 1,492; in 2023, n = 1,684; in early 2024, n = 1,363. Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

McKinsey & Company



1.6

AI: The Next Hype Cycle?

Generative AI hype has peaked

Businesses revisiting expectations as AI reality sinks in

By David Braue on Sep 18 2023 03:16 PM

Print article

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Generative AI may be helping starry-eyed

NEWSLETTERS · CFO DAILY

Fears over AI killing labor demand are ‘probably overblown,’ researcher argues in new Google report

BY SHERYL ESTRADA
April 29, 2024 at 7:13 AM EDT



MAGAZINE SUMMER 2023 ISSUE / FRONTIERS

Don't Get Distracted by the Hype Around Generative AI

Tech bubbles are bad information environments.



1.9

Adoption and Hurdles for Small Business and AI

52%

Of SMBs have adopted AI in their operations



2.0

DEMYSTIFYING AI



2.2

What is AI

Artificial intelligence (AI) is a computer program that can mimic human intelligence by understanding natural language, recognizing patterns, solving problems, or learning from experience.

It can perform tasks that normally require human intelligence, but without the need for human intervention.

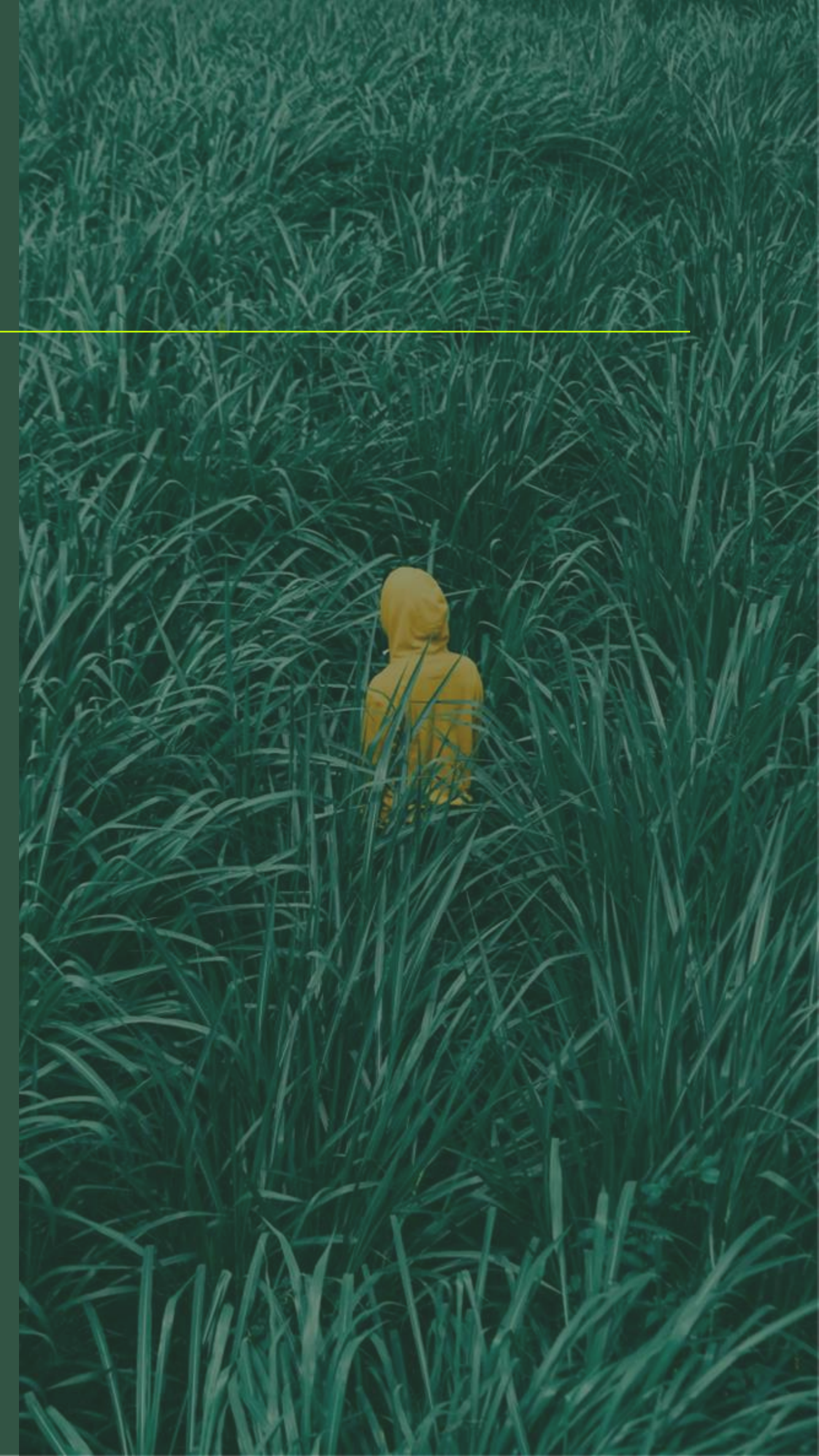


2.3

AI Myths vs Reality

Myth: AI is only for tech giants.

Reality: Free and affordable AI solutions are available for SMBs.

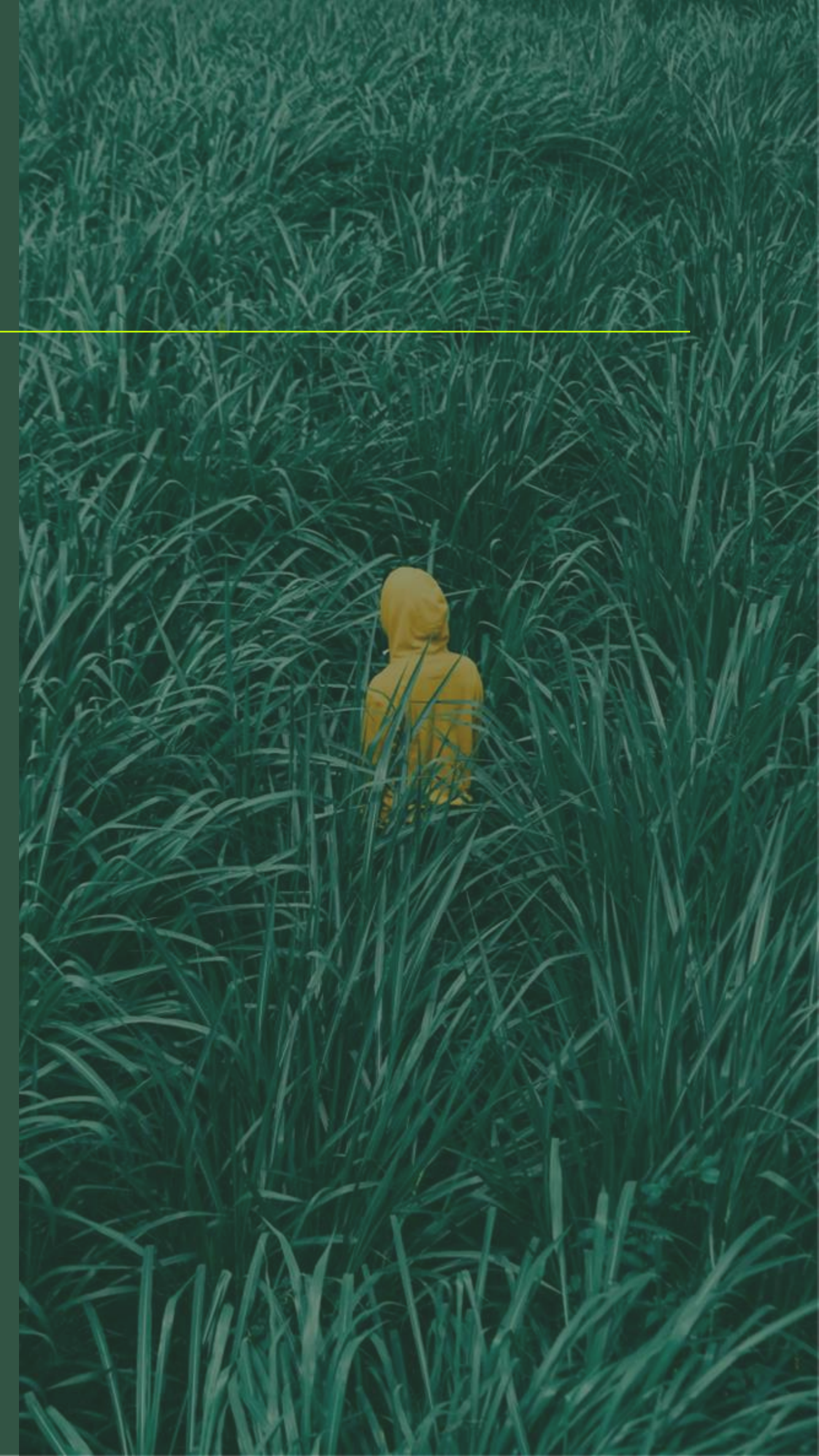


2.3

AI Myths vs Reality

Myth: AI is too complicated to use.

Reality: NLP, custom GPTs, etc.

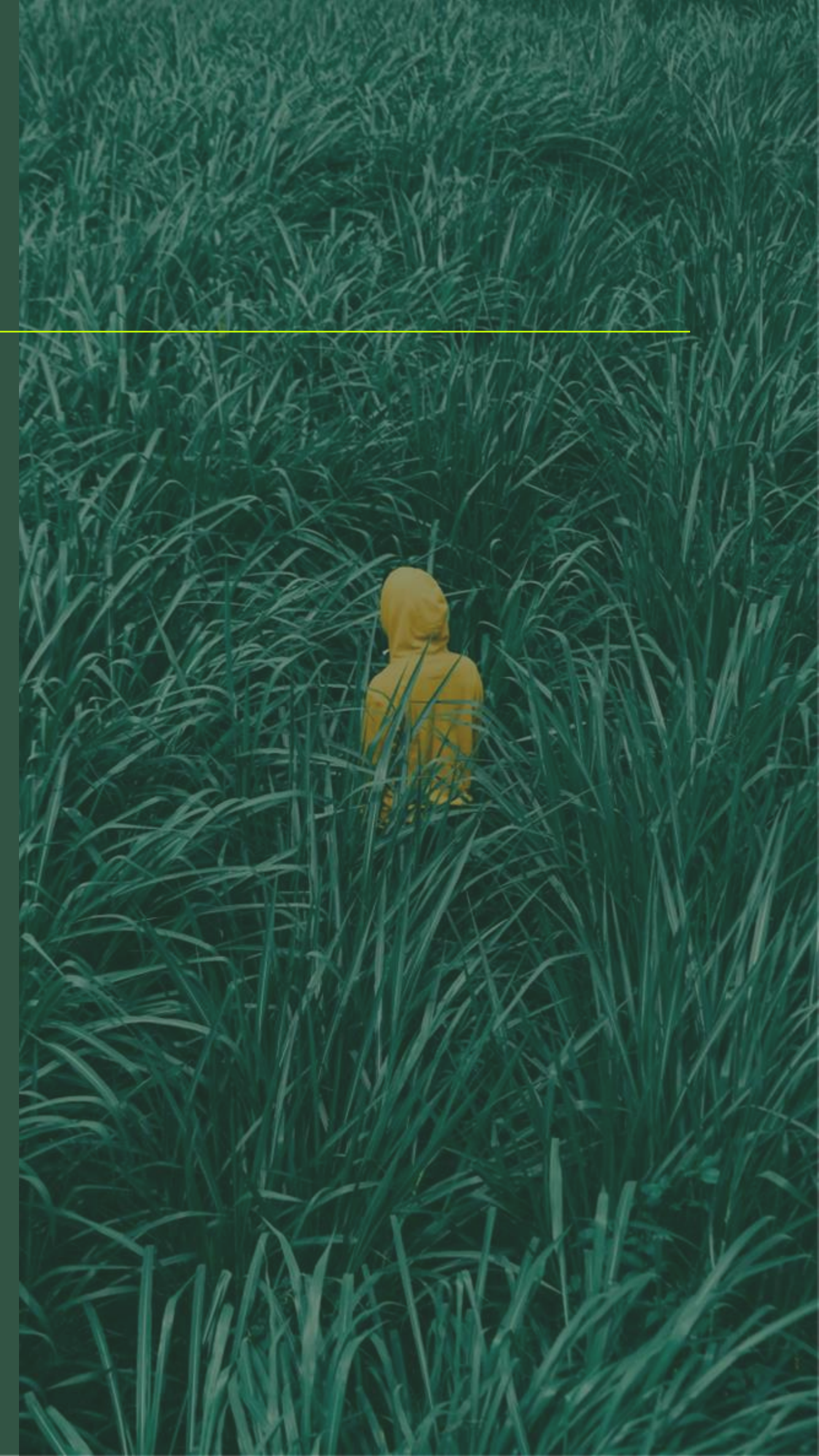


2.3

AI Myths vs Reality

Myth: My AI chats are training AI models and can be found by other people.

Reality: That ain't how it works.



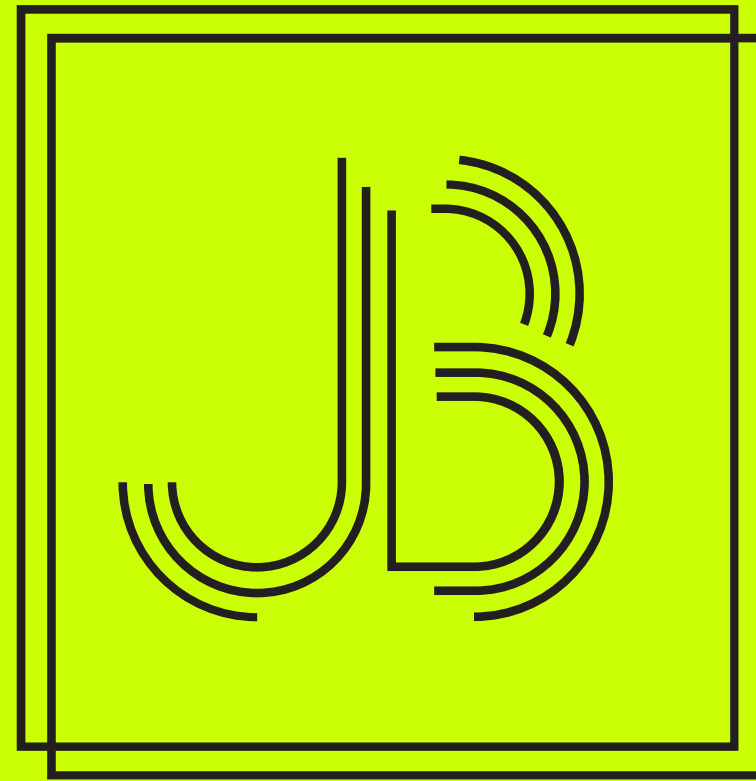
3.0

AI HYPE VS THE REAL BUSINESS IMPACT



3.1

Custom Bot for Social Media



JACKSONBUILT

CUSTOM HOMES



4.0

INTEGRATING AI IN YOUR BUSINESS



4.1

Integrating AI in Your Business

1. Understand the Basics of AI: Learn what AI is and identify simple uses.
2. Start Small with Free Tools
3. Engage with Basic AI Features: Get comfortable
4. Collect Feedback and Adjust
5. Build Confidence Gradually: Small wins first then expand slowly



4.2

Growing Your AI Integration

1. Train and upskill staff
2. Meet on AI
3. Develop a business plan with AI at the center
4. Develop policies and guidelines on ethical AI use







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Thank You