PITCH DECK Z AI
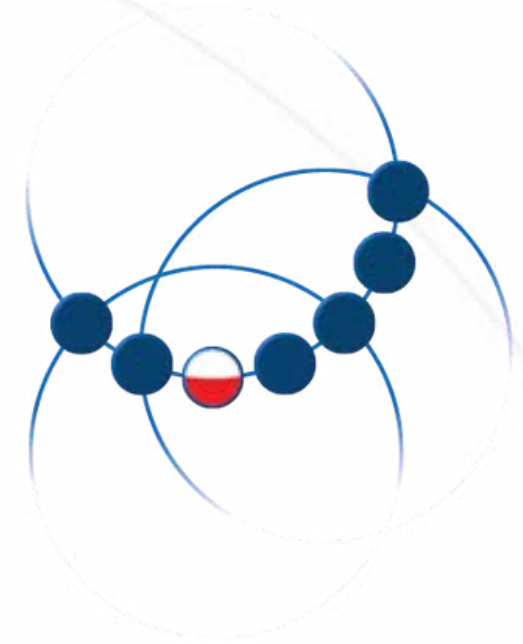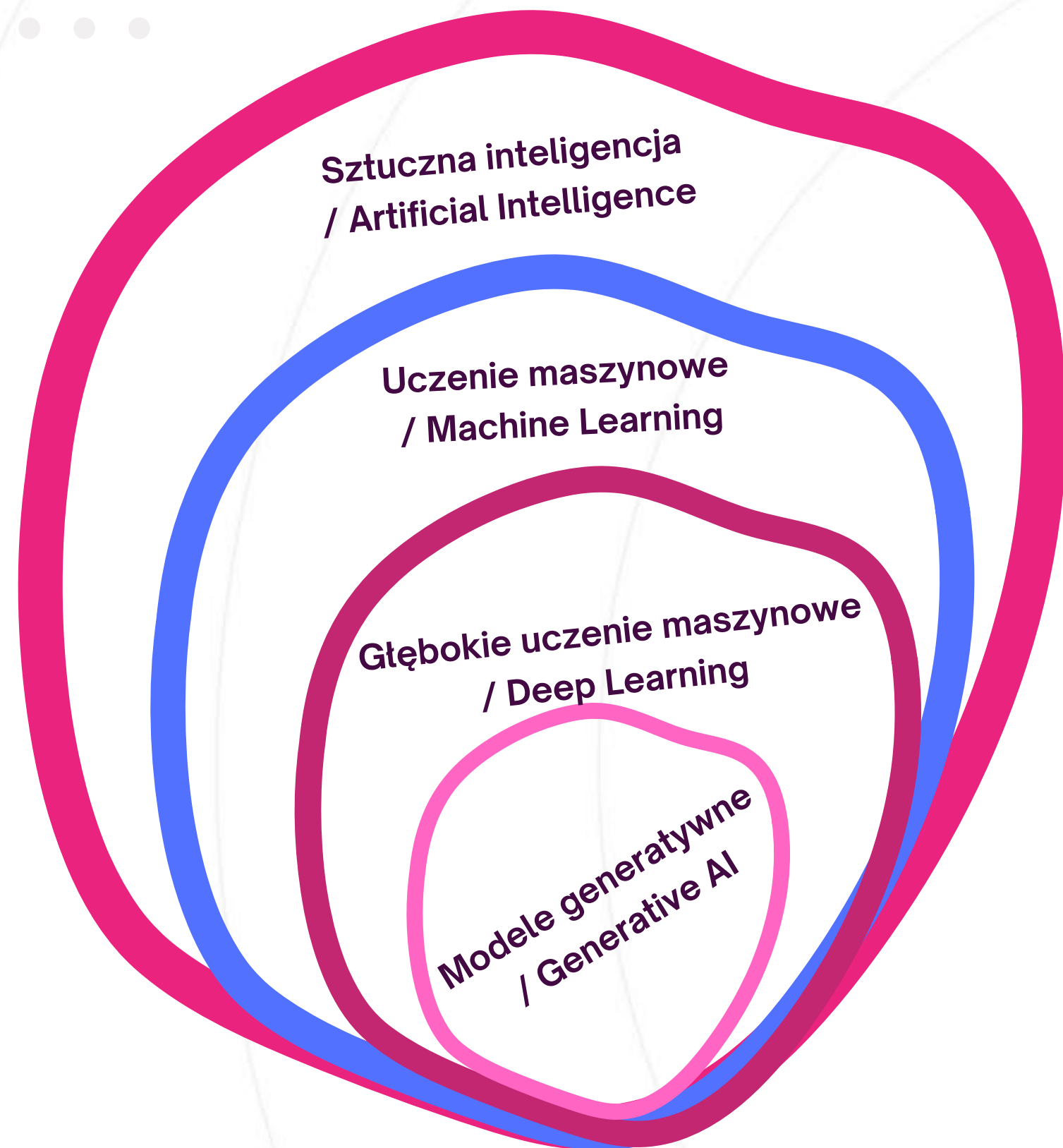## WARSZTATY

bards.ai

karol.gawron@bards.ai

bards.ai

Karol Gawron

CLARIN
Common Language Resources and
Technology Infrastructure
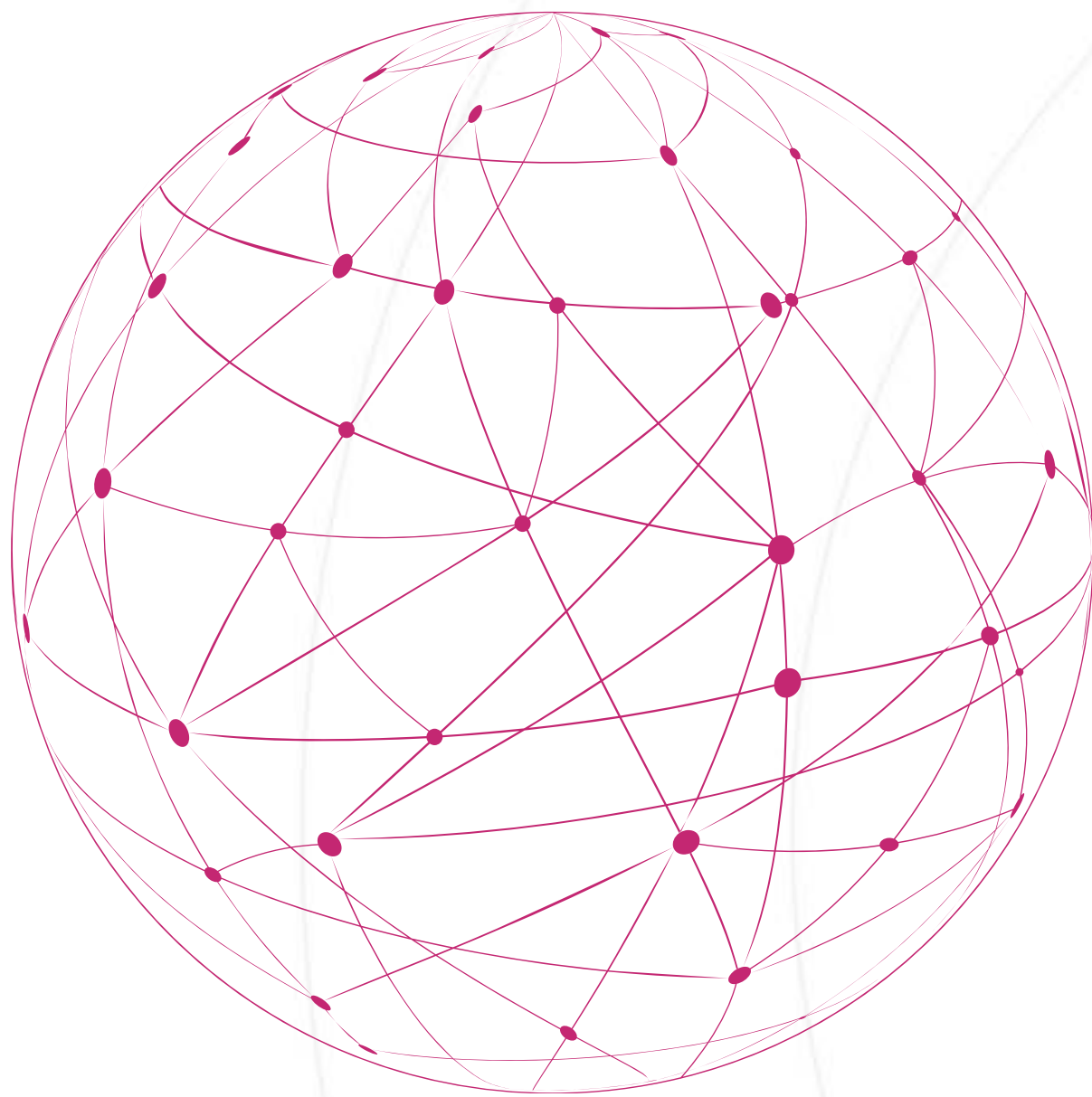
bards.ai

Co to tak naprawdę sztuczna inteligencja?

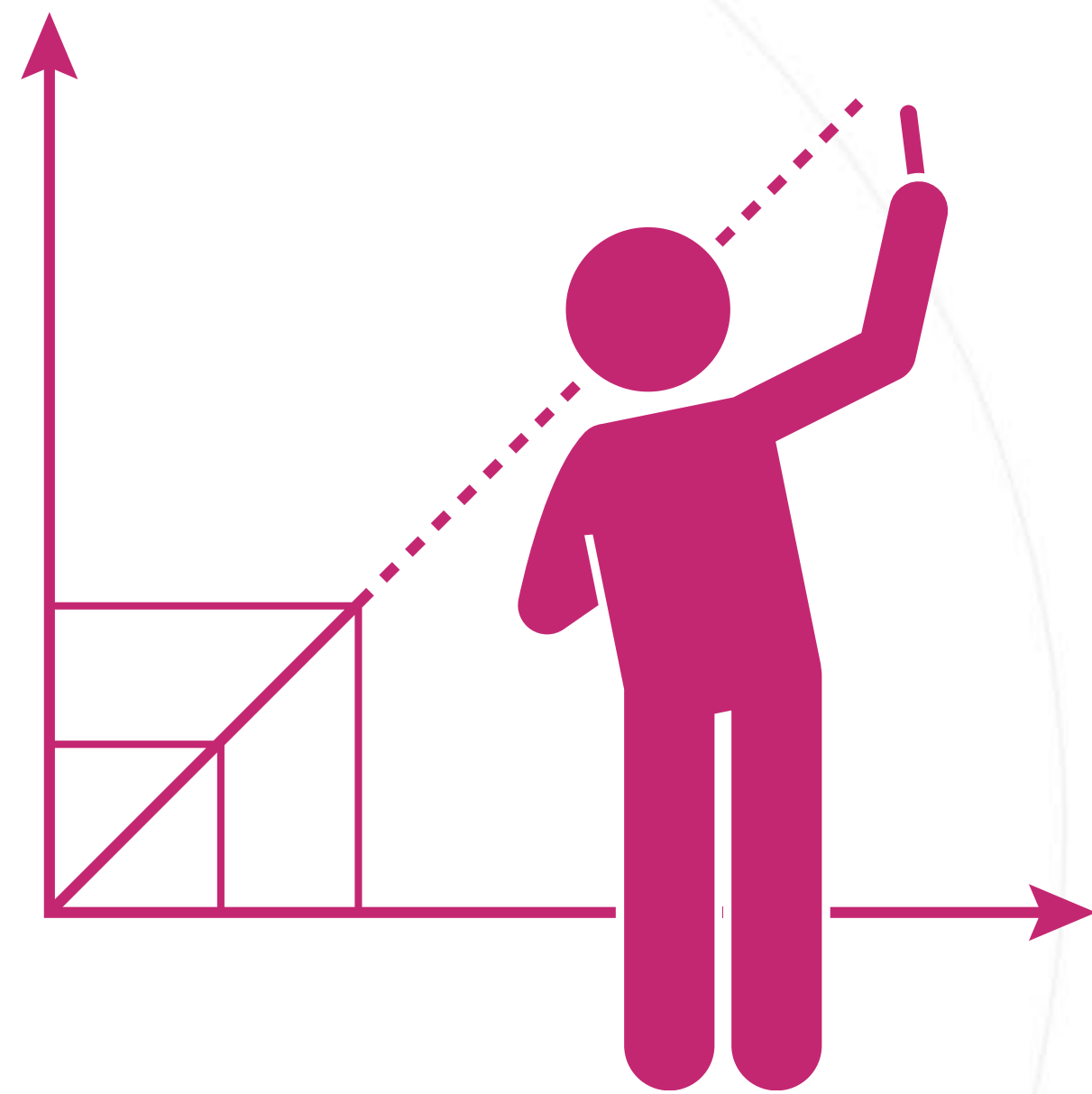Sztuczna inteligencja
/ Artificial Intelligence

Uczenie maszynowe
/ Machine Learning

Głębokie uczenie maszynowe
/ Deep Learning

Modele generatywne
/ Generative AI

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Co to tak naprawdę sztuczna inteligencja?

Interpolacja vs ekstrapolacja

Jak działają modele typu GPT?

LLMy oparte o transformery są autoregresywne

Ala → → Ala ma → → Ala ma kota
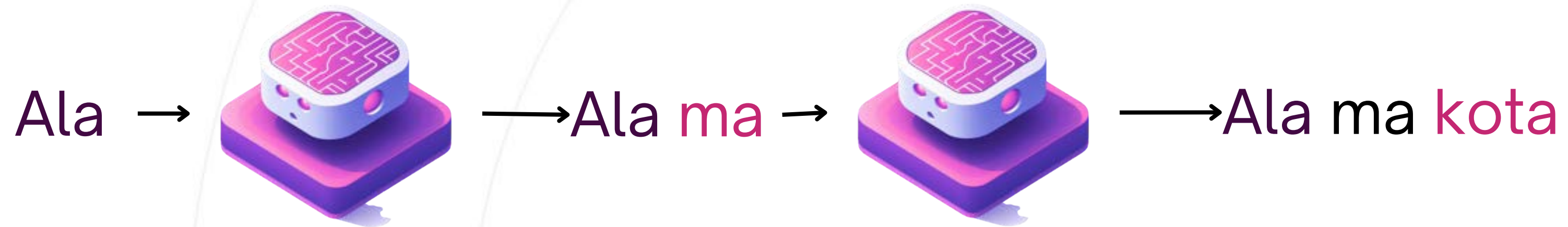
Model "jedyne" co potrafi, to przewidywać kolejne najbardziej prawdopodobne słowo

Jak działają modele typu Stable Diffiusion?

tzw. generatory obrazów

landscape painting on the beach
using olympic, in the style of colorful
animations, enigmatic tropics

→

Model zgaduje (iteracyjne) jak powinien wyglądać obraz, jeśli jest podpisany [prompt]

Przegląd obecnie dostępnych narzędzi AI

Jest ich mnóstwo?

Przegląd obecnie dostępnych narzędzi AI

Czaty - tekst do tekstu

D A R M O W E

Bing

HuggingChat

Bard

...

phind

perplexity.ai

ChatGPT

Claude

Amazon Q

...

P Ł A T N E

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Który model jest najlepszy?

Model	⭐ Arena Elo rating	📈 MT-bench (score)	MMLU	License
GPT-4-Turbo	1210	9.32		Proprietary
GPT-4	1159	8.99	86.4	Proprietary
Claude-1	1146	7.9	77	Proprietary
Claude-2	1125	8.06	78.5	Proprietary
Claude-instant-1	1106	7.85	73.4	Proprietary
GPT-3.5-turbo	1103	7.94	70	Proprietary
WizardLM-70b-v1.0	1093	7.71	63.7	Llama 2 Community
Vicuna-33B	1090	7.12	59.2	Non-commercial
OpenChat-3.5	1070	7.81	64.3	Apache-2.0
Llama-2-70b-chat	1065	6.86	63	Llama 2 Community
WizardLM-13b-v1.2	1047	7.2	52.7	Llama 2 Community
zephyr-7b-beta	1042	7.34	61.4	MIT
MPT-30B-chat	1031	6.39	50.4	CC-BY-NC-SA-4.0
Vicuna-13B	1031	6.57	55.8	Llama 2 Community
QWen-Chat-14B	1030	6.96	66.5	Qianwen LICENSE
falcon-180b-chat	1024		68	Falcon-180B TII License
zephyr-7b-alpha	1024	6.88		MIT
CodeLlama-34B-instruct	1022		53.7	Llama 2 Community

Przegląd obecnie dostępnych narzędzi AI

Wizualne - tekst do obrazu ; tekst/obraz -> obrazy/animacji

D
A
R
M
O
W
E

Hugginface Spaces

Replicate AI

Bing Image Creator

...

ChatGPT - DALL-E

Clipdrop / Dreamstudio

Runway   Pika Art

Midjourney

...

P
Ł
A
T
N
E

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Przegląd obecnie dostępnych narzędzi AI

Audio - tekst do audio; audio/video do audio/video

Uwaga na Deepfake

D
A
R
M
O
W
E

Hugginface Spaces

?

ElevenLabs

HeyGen

P
Ł
A
T
N
E

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Czym są tzw. prompty i wskazówki jak je pisać

instrukcje i opisy

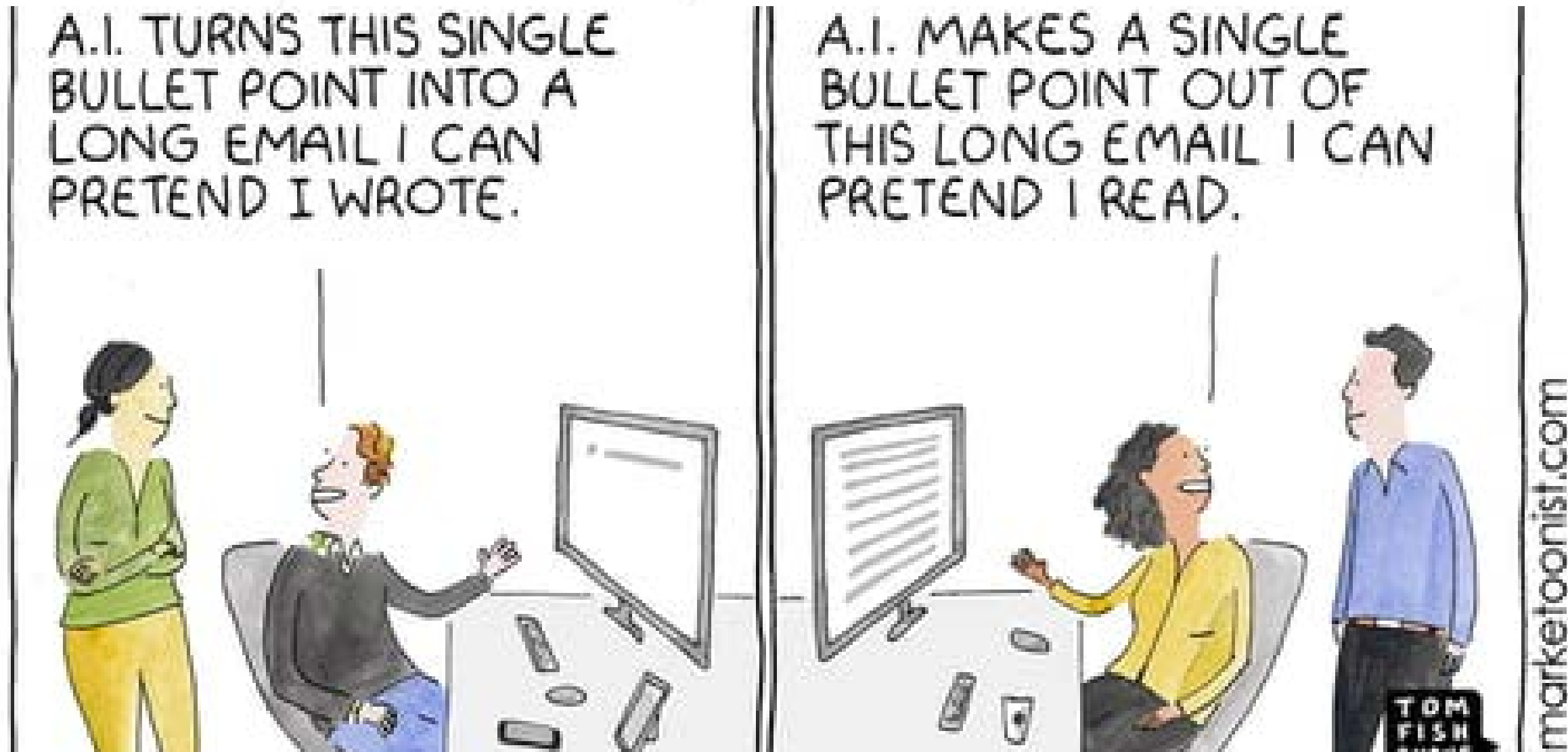różna dla czatów i generatorów obrazków

najlepsze proste, ale precyzyjne

zbyt dużo instrukcji -> model się gubi
lepsze iteracyjne podejście

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Wskazówki jak pisać prompty

Tworzenie tekstu -> Halucynacje? Inspiracje?

Analiza i kondensacja tekstu

Wskazówki jak pisać prompty

20 Total Retrieved Documents
(Query-Aware Contextualization)

20 Total Retrieved Documents

Legend:
- claude-1.3
- claude-1.3-100k
- gpt-3.5-turbo-0613
- gpt-3.5-turbo-16k-0613
- mpt-30b-instruct
- longchat-13b-16k

- gpt-3.5-turbo-0613 (open-book)
- gpt-3.5-turbo-0613 (closed-book)

https://arxiv.org/pdf/2307.03172.pdf
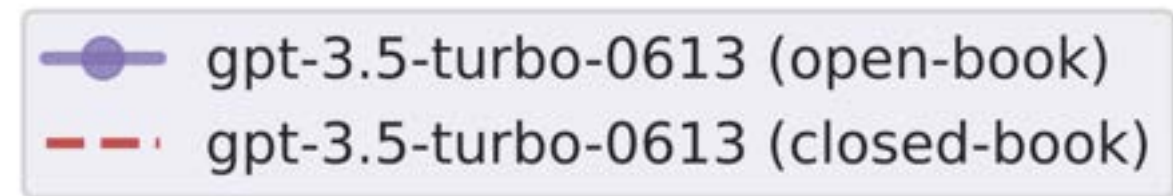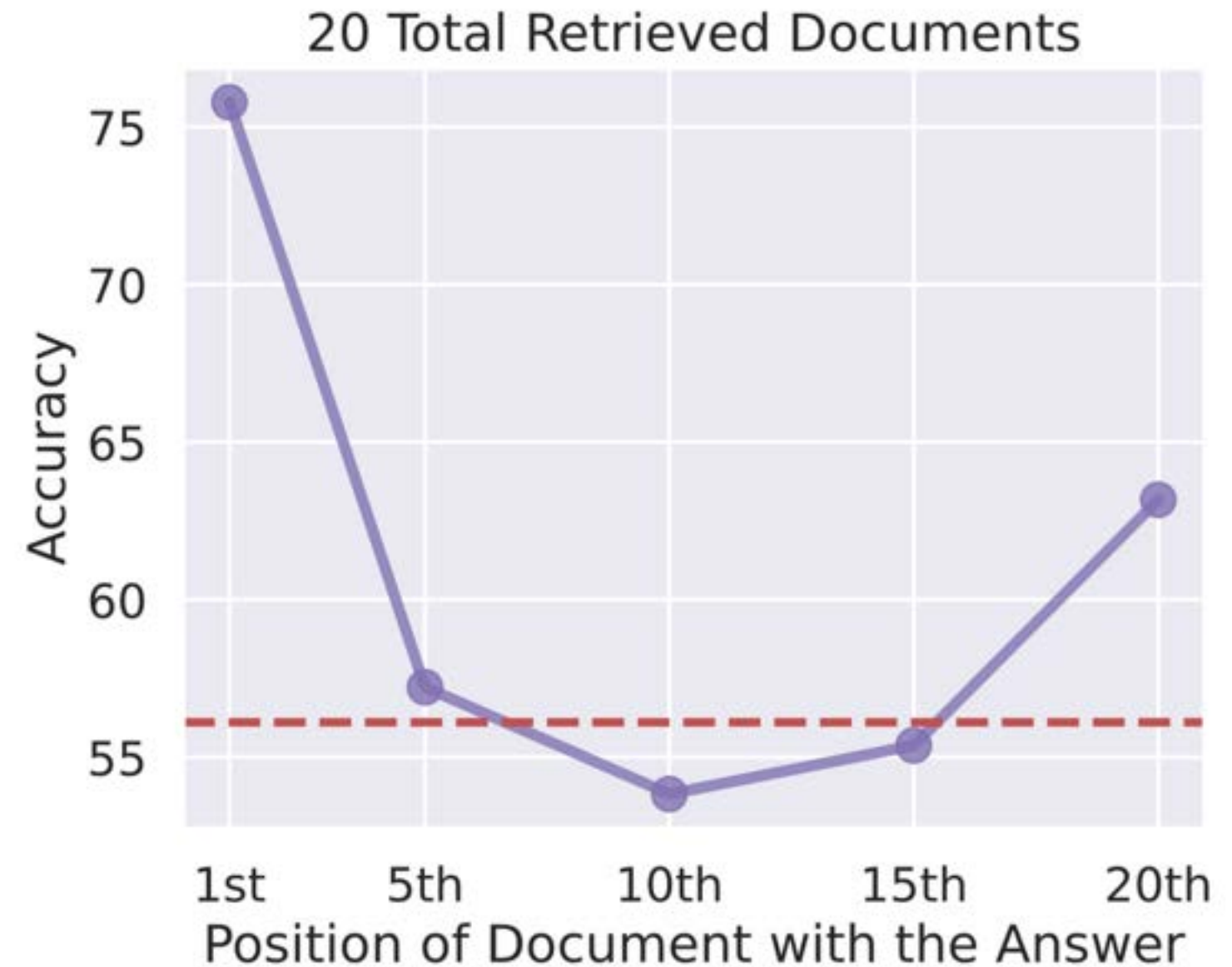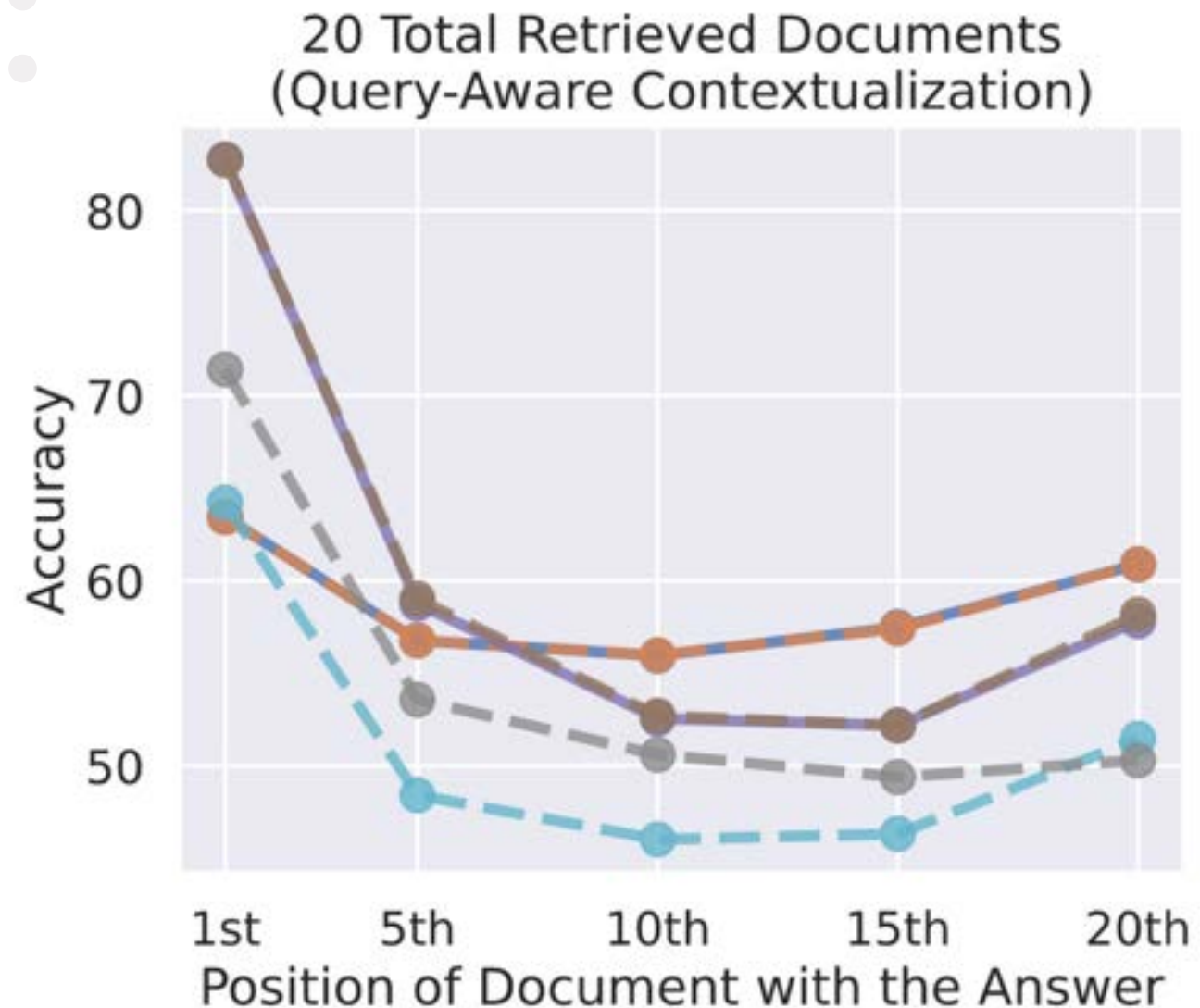
Lost in the Middle: How Language Models Use Long Contexts

bards.ai

PRACA ITERACYJNA

Write a presentation plan on "LLMs"

VS

Research information on "LLMs"

Extract 5 takaways
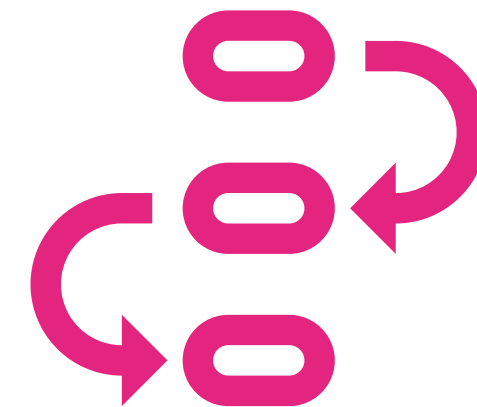
Google search

Based on above write a presentation plan on "LLMs"

bards.ai

PRACA ITERACYJNA

```
Article:
```
{article}
```

You will generate increasingly concise, entity-dense summaries of the above article

Repeat the following 2 steps 5 times.
Step 1. Identify 1-3 informative entities (";" delimited) from the article which a

Step 2. Write a new, denser summary of identical length which covers every entity

A missing entity is:
- relevant to the main story,
- specific yet concise (5 words or fewer),
- novel (not in the previous summary),
- faithful (present in the article),
- anywhere (can be located anywhere in the article).
Guidelines:
- The first summary should be long (4-5 sentences, ~110 words) yet highly non-spec

- Make every word count: rewrite the previous summary to improve flow and make spac

- Make space with fusion, compression, and removal of uninformative phrases like "

- The summaries should become highly dense and concise yet self-contained, i.e., e

- Missing entities can appear anywhere in the new summary.
- Never drop entities from the previous summary. If space cannot be made, add fewer

Remember, use the exact same number of words for each summary. Answer in JSON. The
```

Na przykładzie tzw. "CHAIN OF DENSITY"
- Zaczynamy z prostym podsumowaniem
- W każdym kroku patrzymy, jakie kluczowe "byty" nie zostały uwzględnione
- Staramy się je uwzględnić tak, aby nie usunąć starych
- Powtarzać do sensownego limitu

PROSTA SUMARYZACJA

Sam Altman and co-founder Greg Brockman are still willing to return as CEO and president, respectively, of OpenAI if the board members who fired Altman step aside. Altman's surprise move to Microsoft after his firing from OpenAI has not been finalized, and negotiations are currently ongoing. Altman has expressed his commitment to ensuring OpenAI continues to thrive, as well as providing continuity of operations to partners and customers. The remaining board members who oppose Altman have not responded to requests for comment.

CHAIN OF DENSITY

Widespread employee resistance against the board following **Sam Altman's** expulsion from **OpenAI** has led to a power struggle, with **Altman** and co-founder **Greg Brockman** demanding the board's resignation. The unease grew after **Emmett Shear's** appointment as CEO and the board's undercover CEO hunt. **Altman's** potential move to **Microsoft** remains unfixed, with **Microsoft's** CEO **Satya Nadella** leaving it to **OpenAI**. Significant is **Ilya Sutskever**, **OpenAI's** chief scientist, reversing his stance on **Altman's** removal. Meanwhile, the silent board is comprised of **Quora** CEO **Adam D'Angelo**, former **GeoSim Systems** CEO **Tasha McCauley**, and **Helen Toner**

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Wygląd i "spójność z promptem"

applications flow out of the vertically standing monitor as if they were pouring out,
without people, tech, ai, isometric style, violet-pink colors, white background

Midjourney vs ChatGPT (DALL-E)

Applications flowing out of a vertically standing monitor as if they were
pouring out, depicted in an isometric style. The scene is set against a white
background, with the applications and the monitor rendered in violet and pink
colors. There are no people in the scene, emphasizing a focus on technology
and artificial intelligence.

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Wygląd i "spójność z promptem"

applications flow out of the vertically standing monitor as if they were pouring out,
without people, tech, ai, isometric style, violet-pink colors, white background

Midjourney vs ChatGPT (DALL-E)

Applications flowing out of a vertically standing monitor as if they were pouring out, depicted in an isometric style. The scene is set against a pure white background, with the applications and the monitor rendered in violet and pink colors. There are no people in the scene, emphasizing a focus on technology and artificial intelligence.

Bazy przykładowych promptów – Lexica.art

A stunning iridescent male marble bust, unreal engine render 8k, vibrant colors, very reflective, perfect lighting, dark indigo background, zbrush

mountain size tree, Cinematic style, Hyperrealistic Detail, HR, realistic physics, photorealistic, early morning, bright clear sky, unreal engine, HDR, 8K

https://lexica.art/?prompt=9bc982b3-1b4b-4325-a17a-84a3c9033c15

https://lexica.art/prompt/112fc64b-7fc5-44fd-aff0-ae35030d56f5

Wskazówki jak pisać prompty

Angielski >> Polski

ew. tłumaczenie, w tym iteracyjne na koniec**

*działa ok z GPT4, w innych w tym OpenChat3.5 słabo :/

Prawne aspekty wykorzstania sztucznej inteligencji

Użycie modeli we własnych produktach wymaga sprawdzenia licencji

Użycie wygenerowanych treści również + odrobiny zrozumienia praw autorskich

Nadchodzą zmiany, w tym AI Act

Robot in pink robes analyzing text documents

Jak powinien wyglądać Pitch Deck?

krótki, konkretny, "samodzielny"

Robot in violet-pink robes painting presenting Pitch Deck, high tech, ai, isometric style, violet-pink colors, white background

Co?

Jak?

Dlaczego?

"Golden Circle" Simon Sinek

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Jak powinien wyglądać Pitch Deck?

Struktura

Cover
Problem
Solution
Product Demo/Features
Market Size
Business Model
Competition
*Underlying Magic
Go-To-Market
Team
Traction / Milestones
Fundraising / Use of Funds

źródło: slidebean.com/blog/what-is-a-pitch-deck-presentation-meaning

What should be on your pitch deck?
according to VC's and succesful startups

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowd funder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
Problem	•	•	•	•	•	•
Solution/Value Proposition	•	•	•	•	•	•
Market Validation/ Why Now?			•	•	•	•
Product	•		•	•		•
Market Size	•		•	•		•
Business Model	•	•	•	•	•	•
Underlying Magic	•	•		•		
Competition	•	•	•	•	•	•
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	
Founding Team	•	•	•	•	•	•
Board/Advisors			•	•		
Traction / Milestones	•	•		•		•
Press / User Testimonials				•		•
Fundraising	•	•	•	•	•	•
Financial / Use of Funds		•	•	•		•

Cover
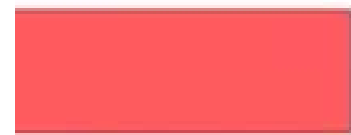
Problem

Solution

Product Demo/Features

Market Size

Business Model

Business Model:
we take a 10% commission on each transaction

$84
MILLION DOLLARS

Trips with AirBnB
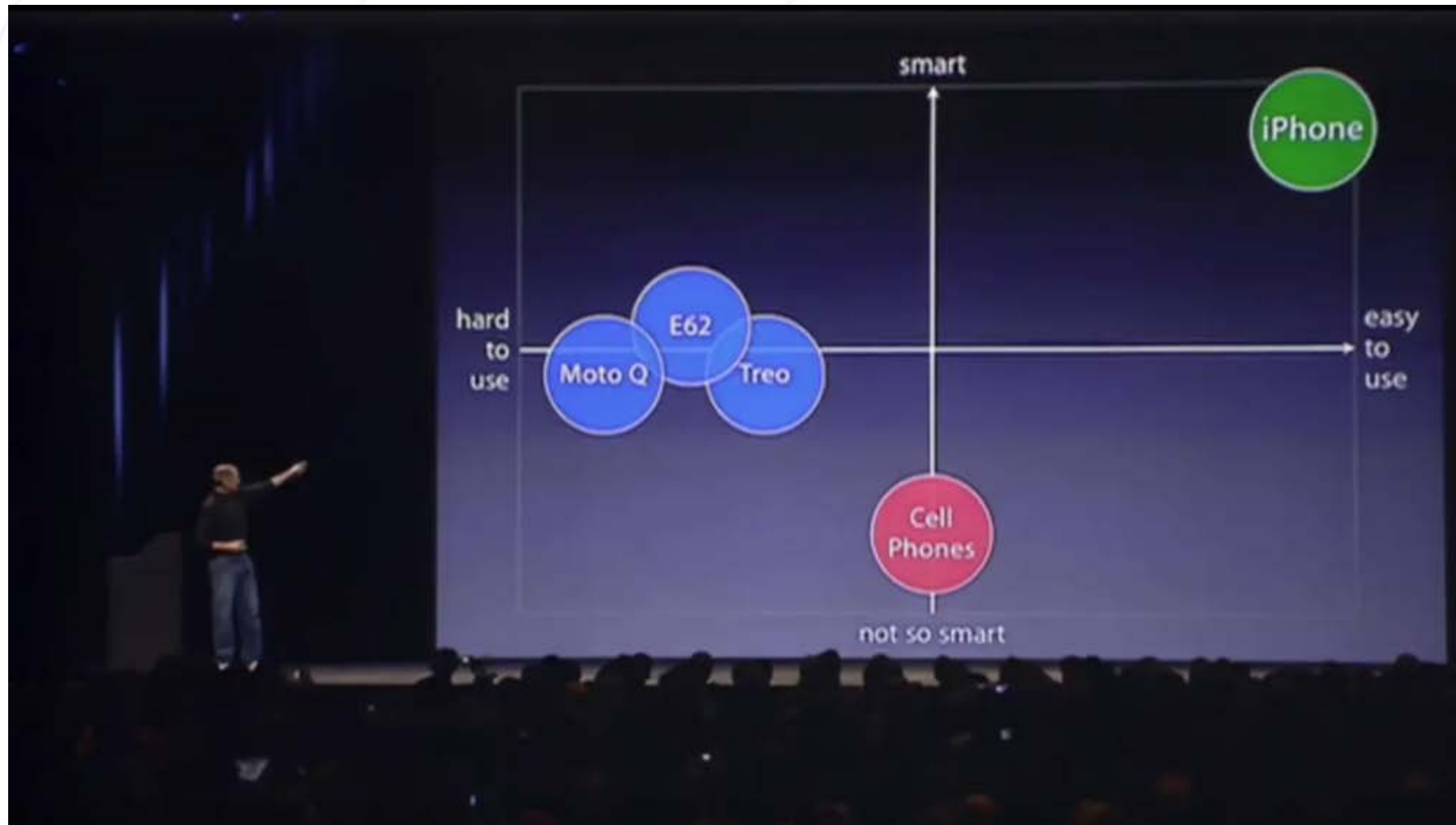15% of Available Market

$25
AVERAGE FEE

$80/night
for 3 nights
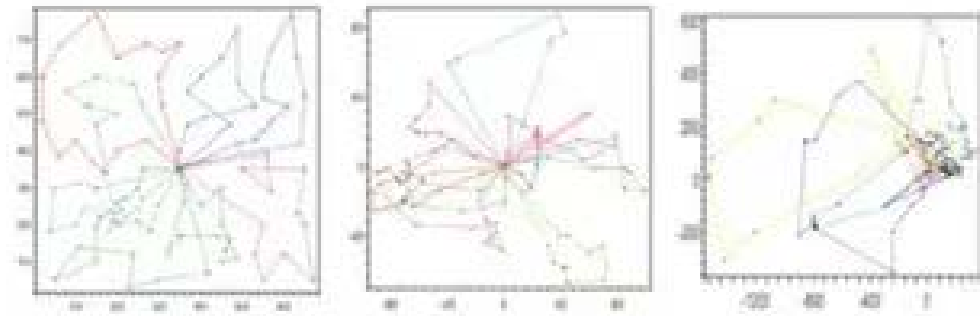
$200
MILLION DOLLARS

Revenue
Projected by 2011

Competition

źródło: slidebean.medium.com/how-to-create-a-pitch-deck-for-investors-8a169957b741

*Underlying Magic / Competitive Advantage

UBER

Technology

Mobile phones + intelligent scheduling
Applications for iPhone, BlackBerry, Symbian
Operations research for route optimization

Payment/utilization /reputation tracking

Patent-pending system design

bards.ai

Go-To-Market

Market Adoption

EVENTS
target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)

PARTNERSHIPS
cheap/alternative travel

- GoLoco
- Kayak
- Orbitz

CRAIGSLIST
dual posting feature

The team

Team   airbnb

Joe Gebbia
User Interface & PR

Holds a patent for his product, Critbuns(R).
Has dual BFA's in graphic design and
industrial design from Rhode Island School of
Design (RISD).

Brian Chesky
Business Development & Brand

Founder of Brian Chesky Inc, industrial
design consultant. Has a BFA in industrial
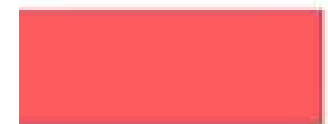design from RISD.

Nathan Blecharcyk
Developer

Created Facebook Apps "Your neighbors"
(75,000 users). Computer Science from
Harvard Nate. Worked @ Microsoft, OPNET
Technologies and Batiq.

Traction / Milestones

Fundraising / Use of Funds**

airbnb

Financial

We are looking for 12 months financing to reach
80,000 transactions on AirBed&Breakfast

$500K   80K $2M

Angel Round   Trips w/AirB&B   Revenue

initial investment opportunity   avg $25 free   over 12 months

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WARSZTATY

- Podsumowanie analizy biznesowej z czatem
- Utworzenie planu prezentacji, slajdów i ich treści
- Generowanie obrazów do poprawy części wizualnej
- ew. generowanie wykresów za pomocą GPT4
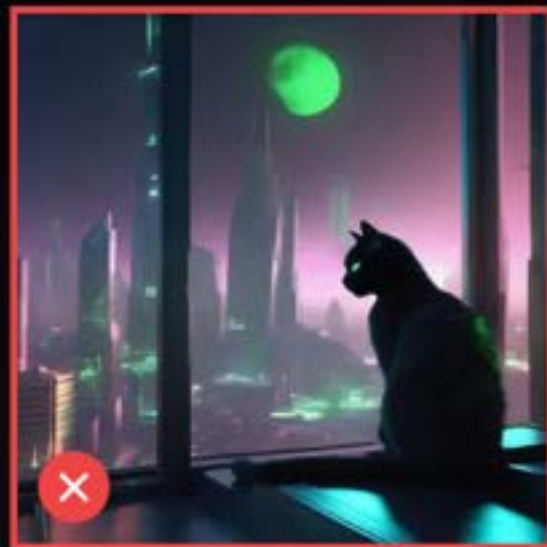- Końcowe 5 min. prezentacje pitch'a + feedback

Robot in violet-pink robes painting with brush on canvas, high
tech, ai, isometric style, violet-pink colors, white background

bards.ai

Zgadnij obraz do prompta

huggingface.co/spaces/enzostvs/guess-the-image

Analiza biznesowa AI?

venturusai.com

> With new launches in AI everyday, I found VenturusAI quite useful. It analyses your business idea and gives you feedback (the more details you input, the better the output).
>
> **Sunita B.**
> Entrepreneur

bards.ai

Konsultacje

calendly.com/bards-ai/
konsultacje-karol-gawron-grow-up-tech-3

bards.ai