Generative AI

What's working, what's not, and what's next

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PAUL MITCHELL | Reckitt Benckiser | DUPONT | Dow | BASF We create chemistry

BAUSCH+LOMB | NASA | Carlex | GE Oil & Gas | ESTĒE LAUDER COMPANIES

P&G | Whirlpool CORPORATION | EVONIK KRAFT FÜR NEUES | DART | BAE SYSTEMS INSPIRED WORK

ALEX BRANDS | Tetra Pak PROTECTS WHAT'S GOOD | Energizer | VISA | Parker

Representative clients

Dino Gane-Palmer
CEO, PreScouter

#1 Deploying ChatGPT / Copilot across a pilot group

What leaders are saying:

" Staff are learning that even when it gives you bad answers, you can get it to give you better answers by giving it more [information].

ROI Analysis
+ Training staff
- Measurable ROI

COST
ChatGPT Enterprise:
- $60/user/month
- min 150 users (i.e. $108k/year)

500 user pilot => $360k

Organizations publicly known to be running ChatGPT pilots

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#2 Building your own ChatGPT

" Querying 10,000 files, papers and finding relevant documents, and then synthesising that knowledge - It's extraordinary.

ROI ANALYSIS
+ Better than search
- Users ask unexpected questions; takes effort to mature

COST
1 engineer + cost of APIs $180k/year

(Unless using PreScouter solution)

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what is Algae's flavor as a food?

Algae's flavor as a food can closely resemble seafood due to their umami flavor profile [1a] . However, the specific flavor may vary depending on the type of algae and the concentration of various compounds [1b] . Some algae have been found to have fishy, crab, and mussel taste and aroma [1c] [1d] . It is important to note that certain compounds like hexanal and heptanal can contribute to a grassy note in algae, and an excessive amount of these compounds could result in an undesirable flavor [1b] .

Sources: [1a] [1b] [1c] [▾] The-Rise-of-Algae-PreScouter-2023.pdf

citations

inline images
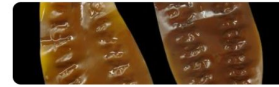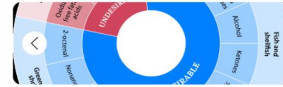
what is the size of the plant-based seafood market?

In 2021, the global market size of plant-based seafood was approximately USD 62 million [1] . The market is expected to grow rapidly, with predictions indicating that it could reach USD 1.3 billion by 2031 [1] .

Sources: [1] The-Rise-of-Algae-PreScouter-2023.pdf

Query Desk Files

3.5 Files Files

PreScouter's ChatGPT equivalent

#3 Off-the-shelf applications

| Working groups to identify tools | » | Training sessions to drive adoption of tools | » | Surveys to measure usage of tools |

What leaders are saying:

" Measuring ROI is hard, but I noticed we're not spending money on interns this year.

ROI ANALYSIS
+ Strong applications for specific use cases
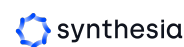– Off-the-shelf applications for core business processes

COST
Variable, based on application

Applications PreScouter has seen success with.

AI notetakers

replit
GitHub Copilot

perplexity

descript

Gamma

synthesia

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#4 The extremes

Banning ChatGPT usage:

- Employees are still using it, just without oversight.

ROI ANALYSIS
+ No cost
- Unintended side effects

COST
Zero

Building your own LLMs:

- Cost of fine-tuning vs improving prompts

- Cost of development and hosting vs using APIs

ROI ANALYSIS
- Consider technology obsolescence

COST
$millions

#5 Custom applications

Prime use cases:

Automating routine intellectual work

- Competitive Intelligence Gathering
- Grant and Funding Proposal Writing
- Regulatory Compliance Monitoring
- Patent Search and Analysis

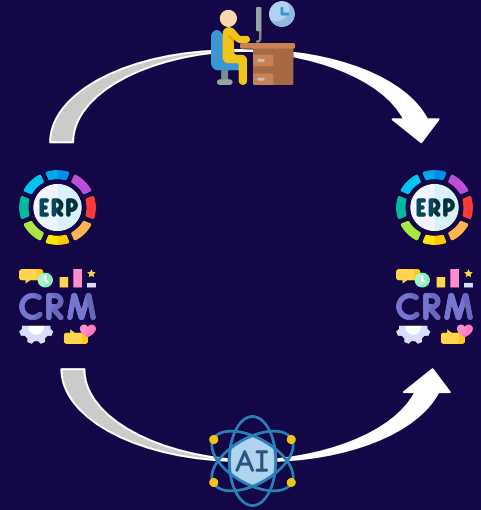### Upskilling staff

- Creating drafts of documents / deliverables
- Overcoming technical know-how and skills needed for deliverables

ROI ANALYSIS
+ Strong ROI case
- Cultural change

COST
$25k to $250k/year

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Example

There are many companies constantly monitoring:
- competitor product launches
- pricing
- IP
- consumer trends
- regulatory changes
- new market entrants
- safety standards
- scientific publications

ChatGPT 4o ⌄

what new soda flavors are launching this month?

Searched 2 sites

🔍 "new soda flavors launching September 2024"
bing.com

2 web pages

🌐 GlobeNewswire — Craft Soda Drink Market to Reach $1000.7 Million, Globally,
globenewswire.com

This month, several new soda flavors are hitting the market. Faygo is launching a Jolly Green Apple soda in September, perfect for Halloween festivities. Jones Soda Co. is releasing a limited-edition Hatch Chile and Lime soda, combining bold flavors in collaboration with their Mary Jones brand. Additionally, Poppi is introducing a new Cherry Cola flavor, blending ripe cherry with their signature prebiotic soda twist. These exciting launches bring unique, seasonal, and nostalgic flavors to the craft soda scene this month(GlobeNewswire).

Message ChatGPT

ChatGPT can make mistakes. Check important info.

How to run a Generative AI pilot project process

Exploration / Focus Groups

⌄⌄

User Research

⌄⌄

Pilot Project

⌄⌄

Deployment & Scaling

Exploration / Focus Groups

→ **User Research**

→ **Pilot Project**

→ **Deployment & Scaling**

» Use cases need a champion with a gut instinct:
- **Matrix prioritization**: we don't recommend choosing use cases based on impact vs complexity.
- **Gut instinct:** Where a champion already feels "AI should be able to help with this"
- Criteria: 5x to 10x improvement or savings

Questions to consider:

» **What is routine and voluminous?** Where are there examples of routine, intellectual desk work?
- What is the volume of these?
- How critical are they?
- Can you document how the work is done in a manual?

» **Where can we upskill?:** Where can the skills (quality of output) of staff be increased?

Exploration / Focus Groups

User Research

Pilot Project

Deployment & Scaling
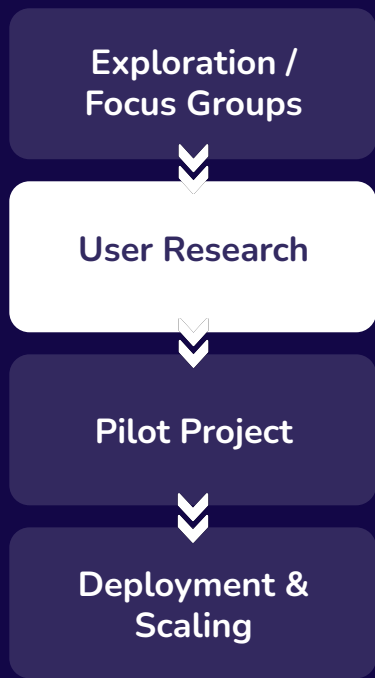
For the use case(s) selected for development, conduct user research:

» **Screen-sharing.** Have users share their screen and walk through how they complete the task.
  - Ask as many questions as necessary for you to do the task yourself, if necessary.
  - Record the session!

» **Thinking out loud.** Have the users "think out loud" what they are thinking, as they complete the tasks.

» **Data connections.** Establish where the data used for the task comes from and where it will end up.
  - Ideally there are APIs for connecting with the systems used.

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Process Flow (sidebar)

- **Exploration / Focus Groups**
- **User Research**
- **Pilot Project**
- **Deployment & Scaling**

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Main Content

How will the use case(s) be addressed?

- Does ChatGPT do it?
- Is there an existing application that can do it?
- Can you get a 5x return from a custom application?

Establish the key elements that need to be de-risked in a pilot project:

» **LLM Prompts.** What are the prompts that will be used? How well do they work?

- Take account of the LLM model's context (input/output) limits.
- Start with the cheapest model.

» **Workflow adjustments.** How operations change when tasks are done instantly, consistently and scalably?

» **UX / Screens** for the application.

Exploration / Focus Groups

User Research

Pilot Project

Deployment & Scaling

» **Not a turnkey solution.** Gen AI applications need babysitting to ensure the use case continues to fit the application.
- Expect some level of auditing and "human in the loop"

» **Expect model drift.** As new LLM models are released every 6 to 12 months, the behavior of the system may change.
- Develop a test harness to verify behavior against the new model for a range of typical inputs.

» **Contingency planning.** What happens if the system fails or behaves unexpectedly?
- Retain the knowledge/expertise used to code the system.
- Plan to prioritize and remediate the AI assisted tasks

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Roadmap

1 Improved reasoning ability

OpenAI's 5 levels of AI

	Name	Description	When
Level 1	Chatbots	AI with natural conversation language abilities	Current
Level 2	Reasoners	AI's with human-levels of problem solving across a broad range of topics	Late 2024
Level 3	Agents	AI systems that can take actions independently or from human instruction	
Level 4	Innovators	AI that can aid in the invention of new ideas and contribute to human knowledge	
Level 5	Organizations	AI that is capable of doing all of the work of an organization independently	

2 Staff as designers of work, rather than doers of work

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Let's connect!

 Dino Gane-Palmer

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 [Book time on my calendar](#)

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About PreScouter

PreScouter helps clients gain competitive advantage by providing customized global research. We act as an extension to your in-house research and business data teams to provide you with a holistic view of trends, technologies, and markets.

Our model leverages a network of 4,000+ advanced degree researchers, industrial experts, engineers, and analysts across the globe to tap into information from small businesses, national labs, markets, universities, patents, startups, and entrepreneurs.

CLIENTS RELY ON US FOR

Innovation Discovery: PreScouter provides clients with a constant flow of high-value opportunities and ideas by keeping you up to date on new and emerging technologies and businesses.

Privileged Information: PreScouter interviews innovators to uncover emerging trends and non-public information.

Customized Insights: PreScouter finds and makes sense of technology and market information to help you make informed decisions.

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ALEX BRANDS | VISA | Tetra Pak PROTECTS WHAT'S GOOD | Parker

500+ CLIENTS WORLDWIDE

5,000+ RESEARCH REPORTS CREATED

150,000+ HOURS OF RESEARCH COMPLETED FOR CLIENTS

PAUL MITCHELL | TATE & LYLE | Micron | Energizer