

# Business and AI Opportunities for Tourism SMEs along Iron Curtain Trail

ICTr-CE



Workshop  
Online | 03 December 2024

Zavod Iskriva  
Urška Dolinar

IRON  
CURTAIN  
TRAIL



Euro  
Velo 13

# AIMS OF THE WORKSHOP

1. To present the Iron Curtain Trail as an international business opportunity for SMEs
2. To present opportunities and tools of Artificial Intelligence (AI) for daily use of SMEs



# AGENDA

## Session 1: 12.30-14.00

1. Introduction: Turning Global Tourism Challenges into Business Opportunities
2. Understanding Tourism Trends to Improve Daily Business
3. Presentation of the Iron Curtain Trail (ICT)
4. How to Join the ICT Bookable Products
5. Q&A and Conclusions

## Session 2: 14.30-16.00

1. Opportunities of AI for tourism SMEs
2. Q&A and Conclusions

# WHO ARE WE



## Institute Iskriva

- Regional & tourism development
- Amazon of Europe Bike Trail



## UP FTS

- Faculty of tourism studies
- Leading multidisciplinary institution for tourism education and research in Slovenia and Central-Mediterranean Europe



## WPRED

- Sustainable regional development
- Iron Curtain Trail and EuroVelo 13

# THIS WORKSHOP IS FOR:

## Tourism SMEs along the trail

- Tour operators & travel agencies
- Service providers
  - Accommodations, spas
  - Restaurants
  - Bike rentals, repairs
- Experiences
  - Guided tours, workshops with guests
  - Museums, visitor centers

## Business support organisations

- Tourism boards
- DMOs
- Tourist info centres
- Chambers of commerce
- Hotel associations etc.

# Iron Curtain Trail

- Long-distance cycling trail
- EuroVelo 13 - over 10.000 km long, (3.000 km in the CE region)
- Crosses 20 countries
- <https://en.eurovelo.com/ev13>





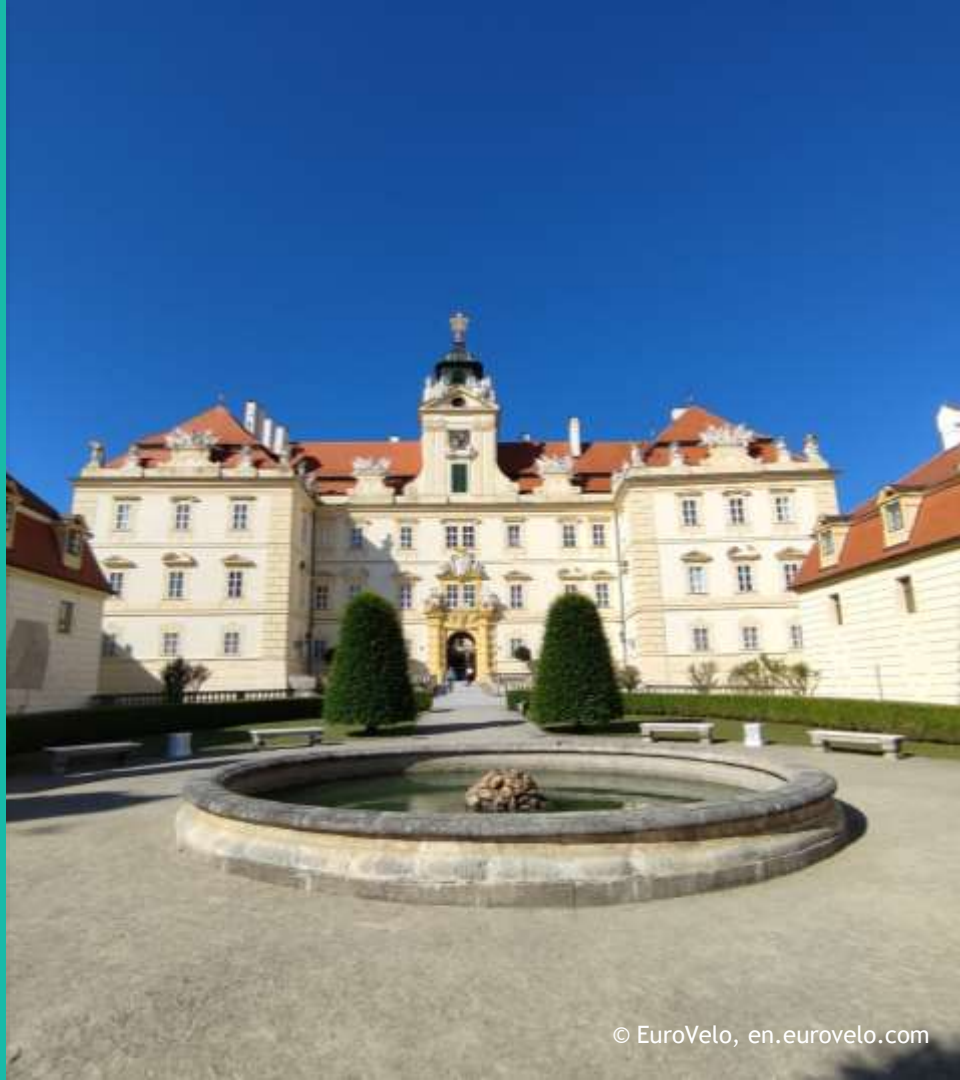
## Rich cultural and natural heritage

- Scenic diverse countryside, national parks, and urban areas
- Remnants of the Iron Curtain



# Cultural Route of the Council of Europe in 2019

14 UNESCO World Heritage  
Sites along the route



# Overlaps with the European Green Belt

- An initiative of the European Union to protect natural heritage and areas such as forests, moors, mountains and river valleys along the former Iron Curtain
- A habitat for many endangered species of flora and fauna





## The ICTr promotes:

- Sustainability
- Environmental awareness
- Cross-border cooperation
- Preservation of cultural, historical, and ecological values

# GLOBAL CHALLENGES

## Development of a business model responding to:

- **Climate change** affecting ecosystem and production capabilities
- **Global competition** and challenge of added value creation, resulting in increased mobility of population and resources, creating the need to change the organisation of work
- **Limited resources** for society's welfare creating the need for ecologically and economically viable sustainable business models

# EXAMPLE: DEVELOPMENT AND BUSINESS CHALLENGE

5-country destination

Amazon of Europe

Unknown

Poorly accessible

Rural with strong emigration

Protected area

Business climate

5-country Biosphere Reserve Mura-Drava-Danube (TBR MDD)\*



# OUR APPROACH

## Turning challenges into opportunities

- Cycling as a sustainable transport option
- 5-country Biosphere Reserve as a unique brand
- Unknown areas as a gateway destination
- Connecting & promoting local offers internationally



# OUR RESPONSE

## International long-distance cycling product, offering:

- Individualisation - cycling at own pace, wishes etc.
- Longing for self-realisation (away from crowds, heat, daily stress)
- Bikes & e-bikes - longer distances & variety of sights
- Suitable for all ages, especially 50+
- Cyclists looking for small family accommodations and immersive experiences (e.g. cooking fish paprikaš)
- Regeneration - of people and environment





+386 50 467 457

Things to do? ▾ Deals ▾ Service ▾ About destinat

## Cycling holidays



Individual tour

• Bestseller •

18-day programme  
AT - SI - HR - RS - HU

### Thru Biking South Route Tour

Begin an extraordinary cycling adventure of a lifetime. This 18-day journey takes you through 16 stages of the Amazon of Europe Bike Trail, covering a total of 700 kilometers.

From 989 € per person



Individual tour

• Bestseller •

13-day programme  
AT - SI - HR - HU

### Thru Biking North Route Tour

Imagine pedaling through the stunning landscapes of Austria, Slovenia, Hungary, and Croatia, as you conquer the entire 11-stage Amazon of Europe Bike Trail on North Route, covering a thrilling 550 kilometers.



Individual tour

7-day programme  
HR - RS - HU

### Round trip East

Pack your sense of adventure and your best bike shorts because you are going on a whirlwind ride through the charming landscapes of Croatia, Serbia, and Hungary, where the Drava and Danube rivers meet.

From 389 € per person





# GOAL & INVITATION TO JOIN

## International bookable offers for Iron Curtain Trail



FROM: 1255€  
11 DAYS  
EASY

### Cycle the Baltics: Lithuania – Latvia – Estonia

[EVO](#) [EVO](#) @ESTONIA @LATVIA @LITHUANIA

Explore the Baltic coast and the National Parks of Lithuania, Latvia and Estonia on very scenic routes. The tour includes the three capital cities – Vilnius, Riga and Tallinn – with their Old towns designated as World Heritage Sites by UNESCO; the Curonian Spit which was previously closed to visitors; nowadays it is often called the Lithuanian Sahara; the beautiful Gauja River valleys and the largest and most beautiful Estonian Island of Saaremaa.



FROM: 455€  
8 DAYS  
EASY

### Cycling tour from Klaipeda to Riga (West Lithuania - Latvian Kurzeme / Courland)

[EVO](#) [EVO](#) @LATVIA @LITHUANIA

A self-guided cycle tour through some of the most beautiful areas of Lithuania before crossing into Latvia to explore its hidden treasures: Kurzeme (Courland) with its historical towns, Liepaja and Kuldiga, and finally Jūrmala seaside resort and Riga, the capital city and former Hanseatic port. The journey begins by cycling on cycle trail along the Baltic coast. The route continues through beautiful countryside in Western Latvia with its changing landscape, small villages and old towns.



FROM: 190€  
2 DAYS  
EASY

### The Wine Route by Bike

[EVB](#) [EVO](#) @ROMANIA

Our tour is a combination of gastronomic, educational and cycling activities in one of the best red wine areas of Romania. The standard route is organized for the Dealu Mare region, but we can customize the tour in any wine region, including along EuroVelo6. - Short bike route through the vineyards - One night accommodation in the area - Guided winery visits and wine tastings - Kids friendly, educational, gastronomic tour - Professional support, guiding and assistance - Bike rental, on request...



# ICTr-CE module 1

03.12.2024

- How the travellers' and cyclists' habits change
- Trends in rural tourism
- IT challenges & opportunities for SMEs



# **How do travellers' and cyclists' habits change?**

## Increased demand for sustainable and active tourism

- Travelers are shifting towards more environmentally friendly forms of tourism, particularly cycling, which promotes a healthy lifestyle and sustainability.
- Cyclists often seek out eco-friendly accommodations and prefer engaging with local communities to minimize their environmental footprint. This aligns with the broader movement towards regenerative tourism, which aims not only to reduce environmental impact but to improve the destinations cyclists visit (Simonsen & Jorgenson, 1998; European Parliament, 2012).
- As cycling tourism is a low-impact form of travel, it is increasingly embraced for its economic, social, and environmental benefits (Rejón-Guardia, García-Sastre, & Alemany-Hormaeche, 2018).
- The rise of cycle tourism has prompted destinations to build cycling infrastructure and offer services catering to cyclists (Gantar, Kočiš, & Pehneck, 2012).



## Adoption of e-bikes

- E-bikes have transformed cycling habits by making it easier for individuals of varying fitness levels to cycle together.
- A dramatic development has been growing rapidly, is the adoption of electric bikes. First in China, then in northern Europe, and now all over the world. The total number of e-bikes grew from 290,000 in 2000 to 35.3 million in 2016 (Campbell, Cherry, Ryerson, & Yang, 2016). Over 90% of them are in China, but the number of e-bikes in northern Europe has been rising sharply: from 98,000 in 2006 to 1.5 million in 2016, (CONEBI, 2016). Thirty percent of all bike sales in 2016 in the Netherlands and Belgium are e-bikes and other countries are following this trend.
- The trend of e-bikes is pushing tourism service providers to adapt their offerings, such as providing charging stations and infrastructure for these bikes (Bike Europe, 2019).



## Technology integration

- Mobile apps and online platforms have become integral to the cycling experience, changing how cyclists plan and navigate their trips.
- Apps like Strava and EuroVelo provide interactive maps and route planning features, enhancing the experience of exploring new trails and increasing cyclists' confidence in traveling without guides (Gantar et al., 2012).
- Social media platforms are also influencing cycling hat many cyclists seek inspiration and advice from blogs and media content (Weed et al., 2014).



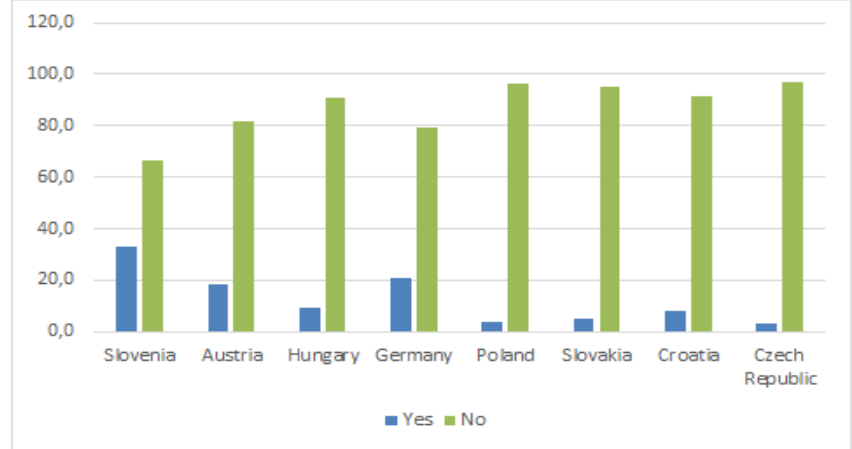


# Trends in rural tourism

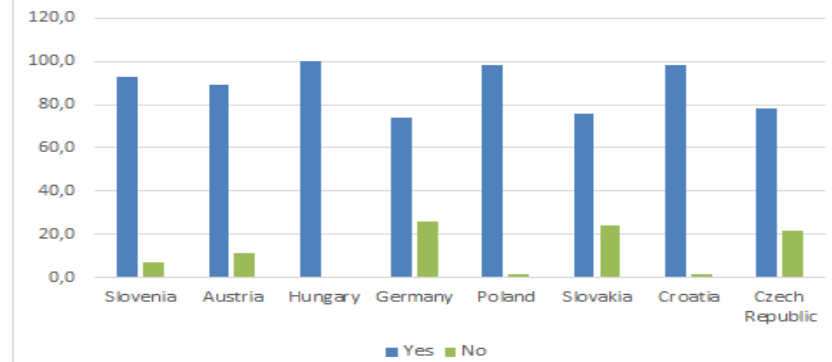
## Growing demand for rural tourism

- One of the major trends in rural tourism is the increased demand for sustainable and nature-based tourism. Tourists are increasingly seeking "green holidays" in rural areas, driven by a desire for active and environmentally conscious travel experiences (Andreev & Bratec, 2024; Dickinson & Lumsdon, 2010).
- As more travellers look for ways to reconnect with nature, rural destinations need to develop tourism offerings that emphasize sustainability and authenticity, making efficient use of natural resources (European Parliament, 2012). Businesses can improve by aligning their offerings with these sustainability values, enhancing visitor satisfaction while contributing to environmental preservation.

Sustainability Certification | Project partner countries | N: 76



Sustainability orientation moving forward | Project partner countries | N: 776 respondents



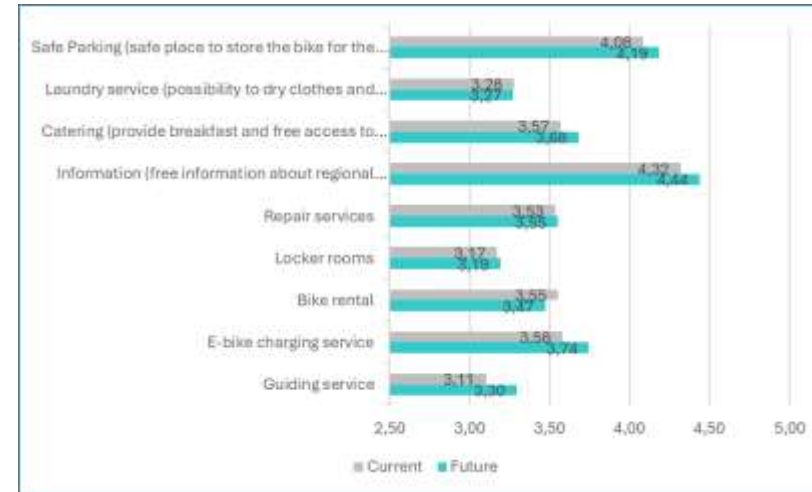




## Cycling tourism in rural settings

- Cycling tourism plays a pivotal role in the growth of rural tourism. In Europe, cycling tourism trends have spurred the development of infrastructure that enhances rural areas as attractive destinations (Stoffelen, 2018).
- By leveraging cycling routes, such as the EuroVelo network, rural communities can attract both local and international cyclists. Small business owners, such as those providing bike services or accommodations, can seize opportunities by catering specifically to cyclists' needs (Gantar, Kočiš, & Pehnec, 2012). By improving cycling infrastructure, offering related services, and integrating local products into the tourism experience, rural businesses can attract more tourists.

What specific services for cyclists do you currently/future provide? (Evaluate how important it is for your business from 1 to 5, with 5 meaning the most important) | Project partner countries | N: 776



## Embracing local experiences

- Modern tourists increasingly seek authentic, localized experiences in rural areas. They prefer to engage with local communities, agricultural practices, and cultural heritage (UNWTO, n.d.).
- Rural tourism operators can enhance their businesses by incorporating local products and traditions into their offerings, such as farm stays, food tours, and workshops that highlight traditional crafts. This can help differentiate their offerings and meet the growing demand for culturally immersive experiences.



## Rural entrepreneurship and microenterprise development

- The rise of rural micro enterprises in tourism is another critical trend (Jardim, 2021).
- Small-scale entrepreneurs in rural areas are uniquely positioned to capitalize on the demand for intimate, personalized tourism experiences. However, these businesses face distinct challenges, such as limited access to skilled labor and infrastructure (Cunha et al., 2018; Lyons et al., 2019). To address these challenges, rural tourism entrepreneurs must focus on building networks and partnerships that enhance their operational capacity.



## Challenges and opportunities for rural tourism

- While rural tourism has significant potential, it is often hindered by infrastructural and entrepreneurial challenges, such as inadequate internet access, a lack of skilled labor, and limited financial resources (Cunha et al., 2018).
  - *Recreational trail development is positively correlated with income multiplier and local economic impact (Lukoseviciute et al., 2023)*
- Businesses can improve by addressing these gaps through partnerships with local authorities, investing in better internet connectivity, and participating in training programs to build entrepreneurial and managerial skills (Lyons et al., 2019). The ability to innovate and adapt to the changing needs of tourists—whether through offering new types of experiences, such as bikepacking or sustainable tourism practices—will be key to the success of rural tourism operators.
- A longitudinal study about innovation and productivity in tourism SMEs (Nguyen et al., 2021) shows that:
  - *Technological innovation improves **productivity** probability by 27.3%, marketing innovation by 28.3%;*
  - ***Staff training** increases by 6.9% for technological and 5.7% for marketing innovations;*
  - *Firms **networking** for innovation are 23.6% more likely to report technological and 18.3% for marketing innovations.*



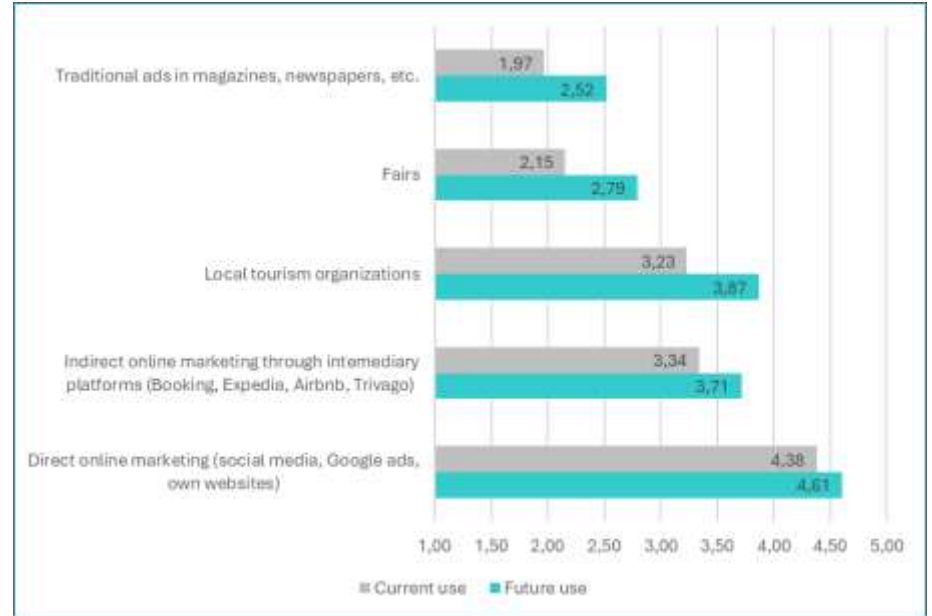
# **IT challenges & opportunities for SMEs**



## Opportunities: digital platforms and marketing tools

- One of the greatest opportunities that digital technologies present to SMEs in the tourism industry is the access to global markets through digital platforms. Online travel agencies (OTAs), social media, and review websites allow small businesses to reach customers far beyond their immediate location (Dredge et al., 2019). SMEs can leverage platforms like TripAdvisor, Booking.com, and Airbnb to market their services, gain reviews, and attract international customers. These platforms provide marketing tools and booking systems that can significantly improve visibility and customer acquisition.
- Digital marketing is another opportunity for SMEs, enabling them to engage directly with their target audience via social media, SEO, and email campaigns (Zaragoza-Sáez et al., 2022). However, many small businesses may lack the expertise or resources to implement comprehensive digital marketing strategies effectively.

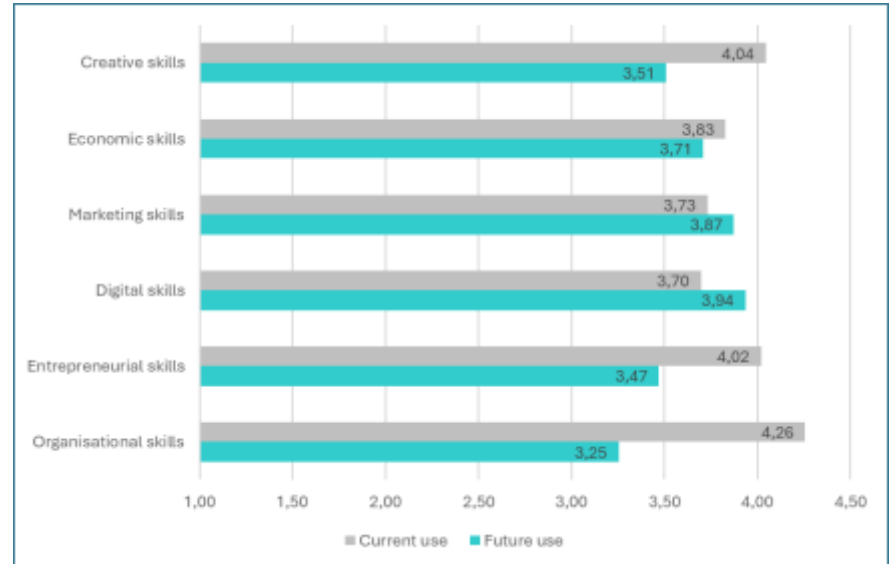
The present and future importance of promotional channels among cycling tourism SMEs from partners countries | Project partner countries | N: 776



## Challenges: lack of digital skills and resources

- Despite the opportunities, a significant challenge for SMEs is the lack of digital skills and resources among their employees (OECD, 2021). Many tourism SMEs struggle with adopting digital technologies due to a shortage of technical expertise or insufficient staff to manage new systems (Carlisle et al., 2023). This digital skills gap is especially evident in areas such as data analytics, digital marketing, and AI-driven technologies. A study involving 1,668 tourism organizations across Europe found that essential skills like online marketing, communication, and social media management were highly needed, but AI, AR, and VR skills showed the largest gaps (Carlisle et al., 2023).
- Limited financial resources also prevent many SMEs from investing in the technology infrastructure needed to remain competitive. The cost of adopting new technologies, upgrading systems, or hiring skilled professionals can be prohibitive for smaller businesses (OECD, 2021).

The importance of present and future skills of the cycling tourism SMEs from partner countries | Project partner countries | N: 776



## Adapting to new technologies: a necessity for growth

- To keep up with the digital transformation, SMEs need to understand how adopting technologies can improve their daily business operations. The digitalization of internal processes (e.g., booking systems, customer management, and payment processing) enhances operational efficiency, reduces manual work, and improves customer service (European Commission, 2021). For example, integrating online booking systems and digital communication channels can streamline operations, reduce administrative tasks, and allow businesses to focus on enhancing customer experiences.
- As AI-driven technologies such as augmented reality (AR) and virtual reality (VR) continue to grow in tourism, SMEs have the opportunity to create unique, personalized experiences that cater to modern consumers' demand for immersive and interactive travel (Carlisle et al., 2023). However, to take full advantage of these technologies, SMEs will need to invest in staff training and infrastructure.



## Digital transformation and innovation

- The European Commission's digital transition strategy for tourism highlights the importance of upskilling and reskilling the workforce, particularly in the context of tourism SMEs (European Commission, 2021). Businesses that invest in employee training on digital tools and platforms are more likely to see long-term benefits such as improved service provision, better resource management, and enhanced customer communication.
- E-business skills are essential in navigating digital innovations and ensuring the business can effectively use digital tools for branding, marketing, data collection, and customer management (Zaragoza-Sáez et al., 2022). SMEs that can adapt to these changes will not only improve their daily business operations but will also be better positioned to compete with larger enterprises that already leverage advanced digital tools.
- [LINK: European Innovation Council and SMEs Executive Agency \(EISMEA\), \*\*Funding opportunities\*\*](#)

## Strategic steps for SMEs to overcome challenges

- To overcome these challenges, SMEs can focus on building partnerships with larger organizations or technology providers to access digital tools at a lower cost. Government and industry-backed initiatives, such as the Transition Pathway for Tourism and the EU Agenda for Tourism 2030, provide SMEs with access to training programs, digital tools, and other resources to support their digital transformation (European Commission, 2021).
- SMEs can also adopt self-learning programs and encourage their employees to engage in continuous education, fostering a workforce that is adaptable and equipped to handle digital innovations (PANTOUR, 2019). By developing agility and flexibility in dealing with digital processes, businesses can remain competitive even in the face of disruptive technology shifts.
  - [LINK: Country skills reports focusing on tourism and tourism employment.](#)
  - [LINK: A comprehensive pack of tourism skills toolkit.](#)



# Questions?



interreg  
CENTRAL EUROPE

Co-funded by  
the European Union

ICT-CE

# Thank you!

# Iron Curtain Trail

Once divided now re-connecting  
Central Europe

Module 1, ICTr-CE | 03 December 2024

WESTPANNON  
Tibor Polgár

# About the Iron Curtain Trail

- World War 2 - Europe is divided politically and ideologically (Western and Eastern block)
- Winston Churchill - Speech in Fulton  
*,A shadow' had fallen on eastern Europe, which was now cut off from the free world by 'an iron curtain'*
- 2nd part of 1940s the technical barriers were gradually implemented along the border regions
- Until 1990s there were several types of Iron Curtain (e.g. mine-system, electric signalling system)

# THE IRON CURTAIN

The militarised border that divided Europe into two zones from 1952-1989



- Western Bloc NATO
- Eastern Bloc WTO
- Non Aligned
- Militarily Non Aligned
- Iron Curtain

\*Albania withdrew from the Warsaw Pact, WTO, (Communist Bloc) in 1968



<https://atlo.team/a-magyarorszagi-vasfuggony-tortenete/>

# About the Iron Curtain Trail

- From 1980s the period of relief begun (Gorbachev )
- Pan-European Picnic in Sopron
- Fallen of Berlin Wall
- After 1990 - demolition and termination of the Iron Curtain Trail

2004: Schengen „extension”





# The European Green Belt

- No industrial zones
- Zone of „No mans land”
- Biodiversity, untouched nature
- special value of the natural and traditionally cultivated landscapes along border areas
- 2003 - The birth of European Greenbelt Initiative (Bonn)
- The European Green Belt is an exceptional symbol of European history



# The European Green Belt



**Before 1989:** Görsdorf with the death strip



**After 1989:** Nature is back again in Görsdorf

Source: Presentation by Michael Cramer  
Szombathely, February 7th, 2013 (ICT project)

# EuroVelo 13 - Birth of a cycling route

- 2005 - Born of Iron Curtain Trail  
*“The Iron Curtain Trail should be supported as an example of Soft Mobility and as a symbol of the reunification of Europe.”*
- Role model: Berlin’s Wall Trail (160 km) □ German Border Trail
- The “Iron Curtain Trail” is part of Europe’s collective memories
- A trail from Barents sea to the Black Sea
- Covering 20 countries (14 is from EU), more than 9000 km



# EuroVelo 13 - Birth of a cycling route

- Study evaluates the challenges and opportunities for cycle tourism in Europe
- “Iron Curtain Trail“ is expressly mentioned
- history as the only potential for tourism in remote regions
- Transnational workshops on the Iron Curtain Trail 2009/2010 (Warszawa, Sopron, Sofia)
- Macedonia: Memorandum of Understanding

Source: Presentation by Michael Cramer, Szombathely, February 7th, 2013 (ICT project)

EUROPEAN PARLIAMENT

DIRECTORATE-GENERAL FOR INTERNAL POLICIES

POLICY DEPARTMENT **B**  
STRUCTURAL AND COHESION POLICIES

Agriculture and Rural Development

Culture and Education

Fisheries

Regional Development

Transport and Tourism

THE EUROPEAN CYCLE ROUTE NETWORK EUROVELO

THE EUROPEAN CYCLE ROUTE NETWORK EUROVELO

STUDY

EN DE FR

2009

# EuroVelo 13 - Birth of a cycling route

## Main principles:

1. as close as possible to the former border
2. as comfortable as possible
3. avoiding highly frequented roads
4. frequently crossing the former border
5. integrating numerous historic monuments

# EuroVelo 13 - Iron Curtain Trail

- EuroVelo is a network of 17 long-distance cycle routes that cross and connect Europe.
- The routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.
- Only routes approved by the ECF can be called EuroVelo
- Aims of Eurovelo initiative:
  1. Quality
  2. Communication
  3. promotion



# EuroVelo 13 - Iron Curtain Trail

- More than 10 550 km living history (14 UNESCO site)
- Unique nature and cultural heritage along the trail - tourism potential
- Longest EuroVelo route in Europe
- Several projects in the past



Source: <https://en.eurovelo.hu/ev13>

# Iron Curtain Trail as a Cultural Route



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



- Reminder of peace and reconciliation
- The Iron Curtain Trail covers 20 European countries
- connecting many historic buildings, monuments, museums and landmarks
- National parks with varied flora and fauna and unique landscapes, left almost untouched as they formed part of the border areas
- Certified in 2019, re-certified in 2023



# Iron Curtain as a Story

- Iron Curtain is a „Joint European Rememberance” heritage
- „Once divided, now connected”
- Well documented (researches, videos, pictures)
- Living history (many people lived in these times)
- Emblematic locations (European wide) and smaller, regionally or locally known stories
- European initiatives:
  - EuroVelo 13
  - Cultural Route
  - European Peacewalk Initiative



# Iron Curtain Trail - Tourism potentials

## Poland

- Gdansk Shipyard
- Museum of WW II in Gdansk
- Artillery Battery at Redłowo
- Słowiński National Park
- Woliński National Park
- Joint section of EuroVelo 10 (Baltic Sea Route) and EuroVelo 13



# Iron Curtain Trail - Tourism potentials

## Germany

- Island of Usedom
- Western Pomerania Lagoon Area National Park
- Grenzhus Schlagsdorf
- Marienborn border crossing
- Elbe River
- Harz National Park
- Point Alpha
- Mödlareuth ("Little Berlin")



# Iron Curtain Trail - Tourism potentials

## Czechia

- Svaty Kriz Memorial
- Rozvadov - barbed wire cutting 1989 memorial and Iron Curtain Museum
- Abandoned villages (Mostek, Pleš)
- National Park of the Bohemian Forest
- Čížov ICT outdoor exposition
- The “Gateway to Freedom”
- Lednice-Valtice UNESCO Cultural Landscape



# Iron Curtain Trail - Tourism potentials

## Austria

- Greenbelt Center Windhaag
- Exhibition "Schauplatz Eiserner Vorhang" at Weitra Castle
- National Park Center Thayatal
- Schloß Hof and Brücke der Freiheit
- Bildein, Grenzerfahrungsweg



# Iron Curtain Trail - Tourism potentials

## Slovakia

- Triple point of Slovakia, Czechia and Austria
- Bunker Piesočná
- Memorial of Iron Curtain, Devínska Nová Ves
- Devin Castle
- Bratislava
- Bunker BS-8 Hřbitov



# Iron Curtain Trail - Tourism potentials

## Hungary

- Bridge at Andau
- Fertő-Neusiedl AT-HU UNESCO site (Landscape, castles)
- Pan-European picnic park
- Castles (Kőszeg, Siklós)
- National Parks (Fertő-Hanság, Órség, Duna-Drava)
- Fortification system
- „Amazon of Europe”
- Villány and its wine region + Pécs



# Iron Curtain Trail - Tourism potentials

## Hungary - dig into deeper

- Apátistvánfalva, Museum of Border Guards
- Lovászi, ICT museum and bunker (Páka, Molnári)
- Friendship park in Zitkovci-Bödeháza
- Hodos, guard tower
- Szalafő, Park of Border Guards
- Felsőcsatár, ICT museum





# Iron Curtain Trail - Tourism potentials

## Slovenia

- Lendava + Vinarium tower



# Iron Curtain Trail - Tourism potentials

## Croatia

- Koprivnica
- Hlebine, Galery of Naive Art
- Monument in Batina
- Osijek
- Kopacki rit National Park



Questions?

Thank you for your attention!

# Sources of pictures

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ICTR - CE  
PROJECT

RECEPTION



## ICTr - CE project - Innovative participatory sustainable business model for cycling along the Iron Curtain Trail

- Duration: 03/2023 - 02/2026 (36 months)
- Project budget: 2,67 M EUR
- 12 Partners from 8 countries (PL, DE, HR, HU, SI, AT, SK, CZ)
- Lead Partner: Westpannon
- Co-funded by the Interreg Central Europe Programme

# Aims of the project

- Develop participatory business model - unite tourism service providers (accommodations, restaurants, attractions, etc.) along ICTr under the Iron Curtain Trail brand (bookability & joint marketing)
- Create and promote unique cycling vacation packages
- Tackle the socio-economic and environmental impacts of the tourism sector





# Aims of the project

- Strengthen local and international partnerships by fostering collaboration among SMEs, tourism boards, and other business support organisations
- Provide training to tourism SMEs to enhance their digital skills and foster co-creation, networking and new tourism offer development



# AMAZON OF EUROPE BOOKING CENTER

## Expanding the deals to ICTr

### Amazon of Europe Booking Center

To provide the most comfortable adventures for our guests, the **Amazon of Europe destination has its own Info & Booking Center where you can book your full package holidays** – all you need for a trouble-free and unforgettable experience in the Amazon of Europe.

The comprehensive services of the Amazon of Europe Info & Booking Center include:

- Unique individual travel planning and booking with online booking system.
- Top advice from an experienced and competent team.
- Accommodation in best rated local hotels and bed and breakfasts.
- Food with focus on local cuisine (half board or B&B).
- Services such as luggage transfer, shuttle services and transfer back to the starting point.
- AoE Kingfisher Service – 7/12 Hotline.
- Extended travel documents with the itinerary of your holiday adventure including cycling, river or/and authentic local experiences.
- Information on must see locations, backed by a smartphone app with GPS guiding for cycling.
- Give Back to Nature programme – By booking a journey with the AoE Booking Center you support nature conservation projects in the UNESCO biosphere reserve.
- All travel offers comply with the EU Package Travel Directives 90/314/EEC.



# GUEST PROFILE

## Booking long-distance cycling holidays

- Age: 50+
- Small groups 2-4 people
- Friends
- Coming from: Austria, Germany, the Netherlands
- Staying for 7-10 days
- Average spending: 1.000 € per holiday, 130 €/day



# Creating bookable offer along ICTr

## Iron Curtain Trail Tour

- Hungary
- Slovenia
- Croatia



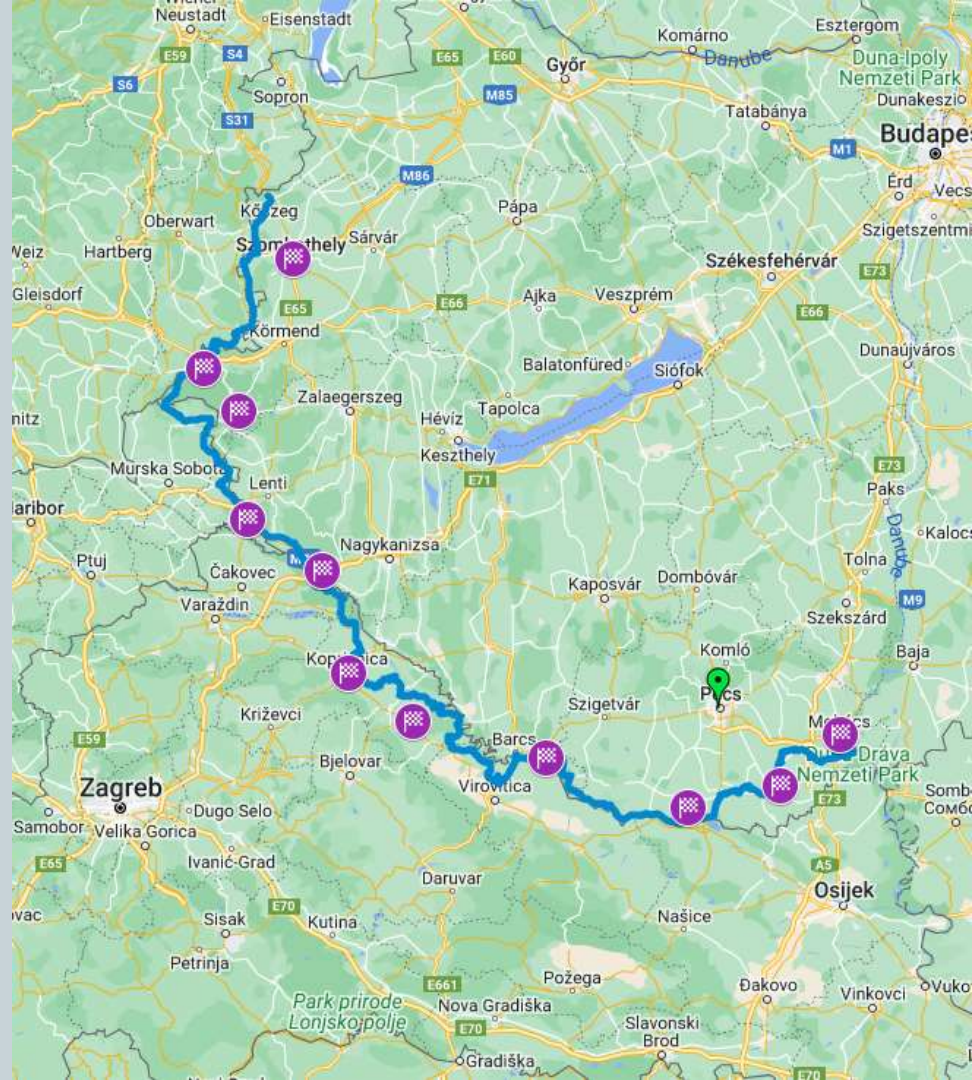
→ Stage point



→ UNESCO site



→ Iron Curtain Trail



# WE ARE LOOKING FOR

1. Tour operators offering cycling holidays along ICTr
2. Accommodations from Hungary, Slovenia, Croatia and Serbia
3. Experiences & service providers
  1. ICTr-related experiences
  2. Gastronomy
  3. Bike rentals
  4. Spa & wellbeing experiences

# WHY JOIN

## Becoming part of international offer

- Increased international visibility & marketing
- Member of the AoE Hub
- Extended tourism season to spring and fall
- Bookable offers
  
- Active contribution to sustainable tourism practices aligning with the EU's green transition goals

# REQUIREMENTS TO JOIN

- Along the ICTr, max 10 km from the trail
- Established business organisation
- Knowledge of at least English or German knowledge
- Aiming for sustainability
- Accommodations:
  - Bike-friendly
  - Acceptance of one overnight
  - At least bed & breakfast, dinner is a plus

# NEXT STEPS

- Contact us or regional partners if you are interested to join
- Join national workshops
- Contact person:  
Petra Klanšek  
Zavod Iskriva  
[petra.klansek@iskriva.net](mailto:petra.klansek@iskriva.net)



# LIST OF UPCOMING NATIONAL WORKSHOPS



ICRr-CE

Iskriva

Online, 3.12.2024



[petra.klansek@iskriva.net](mailto:petra.klansek@iskriva.net)



+38630686006



[www.interreg-central.eu/projects/ictr-ce/](http://www.interreg-central.eu/projects/ictr-ce/)



<https://en.eurovelo.com/ev13>



# Short break

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# Opportunities of Artificial Intelligence for Tourism SMEs

Meeting  
Zoom | 03 December 2024

Luka Tomat

# AGENDA

- Introduction: what is AI and what is not
- Possibilities of using AI in tourism
- Good practices of using AI in cycling tourism
- How to utilize AI in daily business to be more efficient
- What are the key digital skills needed to utilize AI
- Q&A

# WELCOME SPEECH

Good [morning/afternoon], everyone,

It is my absolute pleasure to welcome you all to today's workshop, *Opportunities of Artificial Intelligence for Tourism SMEs*. I'm thrilled to see such an enthusiastic gathering of professionals, innovators, and visionaries from the tourism industry, all eager to explore how artificial intelligence can redefine the way we do business.

The tourism sector, especially small and medium enterprises, has always been a cornerstone of local economies and cultural exchange. You play a crucial role in creating memorable experiences for travelers while contributing to sustainable growth in communities. Yet, we also know that the journey in this dynamic industry is not without challenges – from meeting ever-evolving customer expectations to managing resources effectively and staying competitive in a fast-paced, tech-driven world.

That's where artificial intelligence comes in – not as a distant futuristic concept, but as a present-day ally. AI has already begun transforming industries worldwide, and tourism is no exception. Whether it's personalizing guest experiences, streamlining operations, enhancing marketing strategies, or analyzing data to predict trends, AI holds immense promise for businesses like yours.

Today's workshop is designed to empower you with insights, tools, and strategies to harness the potential of AI effectively. Our distinguished speakers and facilitators will guide us through real-world applications, success stories, and practical advice tailored specifically for tourism SMEs.

We encourage you to ask questions, share your experiences, and engage actively. This is a space for collaboration and innovation. Together, we can uncover opportunities that not only boost individual businesses but also strengthen the tourism industry as a whole.

Before we dive into today's agenda, let me take a moment to thank our organizers, partners, and sponsors who made this workshop possible. Your dedication and support have been instrumental in bringing us all together.

So, let's embark on this exciting journey of discovery and innovation. May today inspire new ideas, ignite partnerships, and equip you with actionable knowledge to take your business to new heights.

Welcome once again, and let's make this workshop a resounding success!

Thank you.

# ABOUT ME

- Cooperation / leadership on many consulting and research projects in the field business informatics
- Research , pedagogical and professional work from the field digital transformations , business analytics , electronic business and management business processes
- Implementation numerous "hands on" workshops in the field business informatics and applications digital technologies
- Lectures and mentoring students on summer ones schools : EIT Digital Summer School (Driving Europe's Digital Transformation), Ljubljana Summer School (Smart Cities for Sustainable Future)
- Cooperation at fundamental research ARIS projects ( Analytics mass data : from business insights to agility business processes , Business analytics and business models in supply rooms chains , Design organizations into digital get )
- Member research and structural of the ARIS project : Technologies internet of the future : concepts , architecture , services and socio-economic aspects
- Contact : luka.tomat@ef.uni-lj.si
- <https://www.linkedin.com/in/lukatomat/>

## Who is Luka Tomat?

### Sources



### Answer

Luka Tomat is an academic and researcher at the University of Ljubljana, specifically within the School of Economics and Business. He holds the position of **Assistant Professor** in the Department of Business Informatics and Logistics.

### Educational Background

- **Bachelor's Degree:** Completed in Business Informatics at the University of Ljubljana in 2007.
- **Master's Degree:** Earned in Information Management, also from the University of Ljubljana, in 2010.
- **Ph.D.:** Focused on operational research, particularly on optimization problems, culminating in a dissertation that he defended successfully in 2014.

### Academic Career

Tomat worked as a young researcher at the Faculty of Economics from 2010 to 2014. Since 2017, he has been a regular faculty member, teaching various courses related to information management and business processes in both Slovene and English. His teaching covers topics such as IT Management, Change Management, and Digital Transformation.

### Research Interests

His research interests encompass several areas:

- **Optimization:** Particularly in operational research and specific problems like the one-dimensional cutting stock problem.
- **Information Management:** Including data analytics, business process management, and the application of IT in sectors like tourism and healthcare.
- **Digital Transformation:** Investigating how digital technologies impact business practices.

Tomat has also participated in numerous consulting projects related to data models, analytics, and business process reengineering, contributing significantly to both academic literature and practical applications within his field.



Search Videos

Generate Image

# 10 AN HOUR LECTURE IN 10 SECONDS

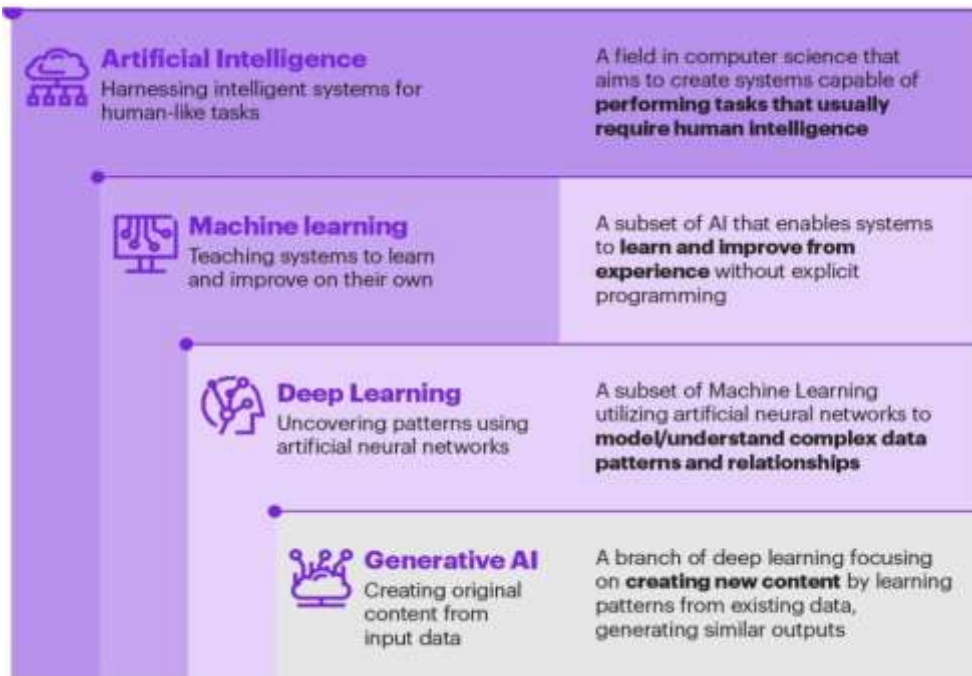
- " We live in a time continuous changes"
- Exponential growth AI skills and usage tools . What today doesn't exist, will exist tomorrow
- Many of today knowledge won't be necessary tomorrow
- Necessary change in abilities of employees and companies
- The one thing that does not change is that at any and every time it appears that there have been 'great changes'. (Within a Budding Grove, Marcel Proust, 1919)



# INTRODUCTORY DEFINITIONS : ARTIFICIAL INTELLIGENCE

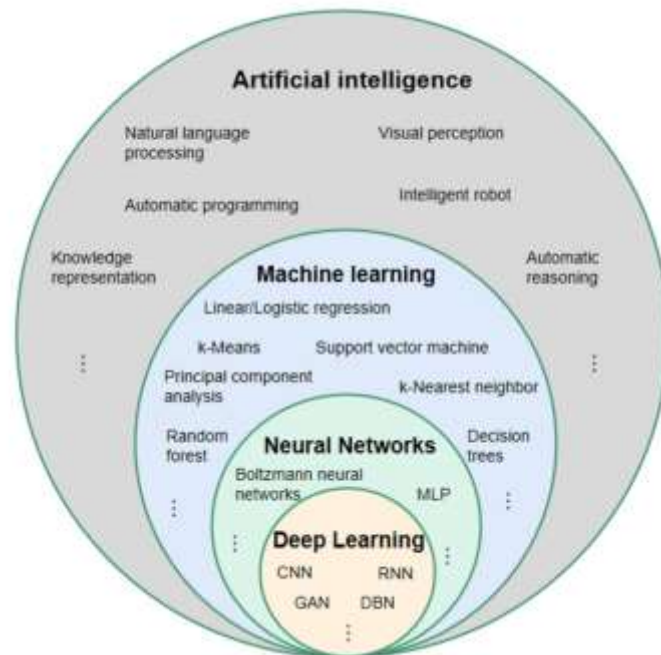
- 1950: Alan Turing publishes article entitled ' Computing Machinery and Intelligence' , where he asks whether machines can think
- 1956: John McCarthy on conference at Dartmouth College coin the term „ Artificial intelligence “ - define it as they knowledge about planning and construction intelligent machines .
- After that period the area artificial intelligence is quickly being developed - numerous researchers , e.g. Minsky, Newell, Shannon , Rochester,...
- ...
- IBM "Deep Blue"
- ...
- Google, Amazon, Apple...
- ...
- GAI

# INTRODUCTORY DEFINITIONS : ARTIFICIAL INTELLIGENCE



Source: Kearney

Source: AT Kearney , 2023



Source: Li et al , 2021

# NOW OUR FOCUS: GENERATIVE AI

- Traditional AI systems are mainly used for data analysis and prediction/planning, but generative AI goes a step further by creating new content based on learning content
- Computers can therefore program, write poems and homework, control robots, open doors, show emotions (Sophia , Hanson Robotics ), retouching, making movies, writing articles, talking to children, interpreting medical findings, playing poker and Diplomacy , making movies, answering customer questions and taking the CFA exam

Generative artificial intelligence (AI) refers to AI systems that can create new content, such as text, images, code, music, or videos, based on their training data and the prompts they receive. These systems "generate" original outputs rather than simply analyzing or classifying existing information.

Here are the key aspects of generative AI:

Core capabilities:

- Creating human-like text responses to questions and prompts
- Generating original images from text descriptions
- Writing computer code based on natural language instructions
- Composing music or creating artwork in different styles
- Converting text to speech or generating synthetic voices

How it works:

These systems use large language models (LLMs) or other deep learning architectures trained on vast amounts of data. They learn patterns and relationships within this data to generate new content that follows similar patterns. For text generation, the AI predicts what words are likely to come next given the context, allowing it to construct coherent responses.

Common applications:

- Content creation and writing assistance
- Computer code generation and programming help
- Design and creative work
- Customer service chatbots
- Language translation
- Virtual assistants
- Educational tools and tutoring

The technology has seen rapid advancement and adoption since 2022, with systems like GPT (for text), DALL-E (for images), and others demonstrating increasingly sophisticated capabilities. However, it's important to note these systems can also produce errors or biased content, and they require careful deployment and oversight.

Would you like me to elaborate on any particular aspect of generative AI?

# INTRODUCTORY DEFINITIONS AND EXAMPLES OF USE



<p><b>Improve sales force</b> by, for example, flagging risks, recommending next interactions such as additional product offerings, or identifying optimal customer interaction that leads to growth and retention</p>	<p><b>Identify clauses of interest</b>, such as penalties or value owed through leveraging comparative document analysis</p>				<p><b>Enable search and question answering</b> on companies' private knowledge data (eg, intranet and learning content)</p>
<p><b>Create or improve sales support chatbots</b> to help potential clients understand, including technical product understanding, and choose products</p>					<p><b>Automated accounting by sorting and extracting documents</b> using automated email openers, high-speed scanners, machine learning, and intelligent document recognition</p>

\*Users that generate AI is in the early stages of maturity, organizations will want to consider use cases and their implications carefully and determine the appropriate level of human oversight

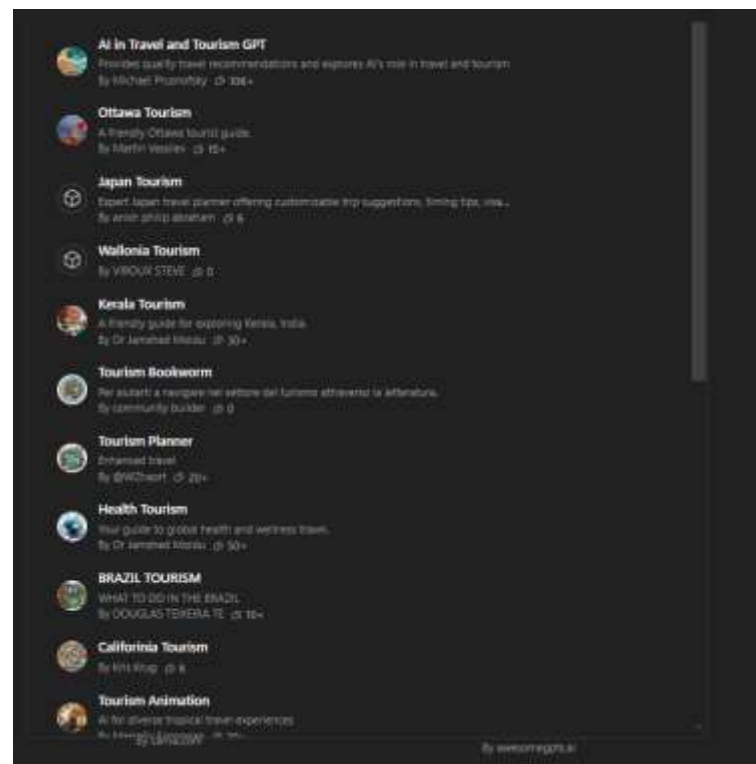
Marketing and sales	Operations	IT/engineering	Risk and legal	HR	Utility/employee optimization
<p><b>Write marketing and sales copy</b>, including text, images, and videos (eg, to create social media content or technical sales content)</p>	<p><b>Create or improve customer support chatbots</b> to resolve questions about products, including generating relevant chatbot leads</p>	<p><b>Write code and documentation</b> to accelerate and scale development (eg, convert simple JavaScript expressions into Python)</p>	<p><b>Draft and review legal documents</b>, including contracts and patent applications</p>	<p><b>Assist in creating interview questions for candidate assessment</b> (eg, targeted to function, company philosophy, and industry)</p>	<p><b>Optimize communication of employees</b> (eg, automate email responses and lead translation or change tone or wording of text)</p>
<p><b>Create product user guides</b> of industry-dependent offerings (eg, medicines or consumer products)</p>	<p><b>Identify production errors, anomalies, and defects</b> from images to provide actionable for teams</p>	<p><b>Automatically generate or auto-complete data tables</b> while providing contextual information</p>	<p><b>Summarize and highlight changes</b> in large bodies of regulatory documents</p>	<p><b>Provide self-serve HR functions</b> (eg, automate first-line interactions such as employee onboarding or automate OSA or strategic advice on employment conditions, law, regulations, etc)</p>	<p><b>Create business presentations</b> based on text prompts, including visualizations from text</p>
<p><b>Analyze customer feedback</b> by summarizing and extracting important themes from online text and images</p>	<p><b>Streamline customer service</b> by automating processes and increasing agent productivity</p>	<p><b>Generate synthetic data</b> to improve training accuracy of machine learning models with limited unstructured data</p>	<p><b>Answer questions</b> from large amounts of legal documents, including public and private company information</p>		<p><b>Synthesize a summary</b> (eg, from text, slide decks, or online video meetings)</p>

# INTRODUCTORY DEFINITIONS - THE MOST KNOWN GAI TOOLS

- **GPT -4o** : currently the most known large language model
- Chat GPT - a **chatbot** that enables use GPT (free), GPT 4o, GPT 4o-mini, o1-preview, o1-mini, „ with canvas ”; Chat GPT Education (usually payable)
- Microsoft Copilot : Microsoft a solution integrated into Bing, which uses GPT4 ( free for users Microsoft 365 E3, E5, Business Standard, Business Premium, or A3 or A5 licenses );
- Over different developers tools, GPT-4 is accessible also to developers of IT solutions : <https://platform.openai.com/docs/models/gpt-4-and-gpt-4-turbo>
- GPT-4 Team: current the price \$ 25 + GST per month . Difference : the model does not learn on yours data ; possible management of users
- Grok-2 Beta Release : <https://x.ai/> (as of August 2024, has not made a major impact so far)
- **Gemini ( Ultra )** : Google's new attempt to catch the train (6/12/2023; new version 8/2/2024)
- **Claude 3.0** .: an Anthropic tool , introduced 03/04/2023, see <https://www.anthropic.com/news/claude-3-family> ; Claude Sonnet update 10/22/2024 includes a computer ears **Claude 3.5**. Sonnet and Haiku
- **Mistral AI**: a French company with its own LLM <https://mistral.ai/technology/#models> and a chat to talk to him <https://chat.mistral.ai/chat>
- Apple?
- Note: general opinion (as of 24/11/2024 at 16:31) is that the best LLMs are GPT-4, Gemini and Claude 3. 5 Sonnet

# OWN GPTS

- Customized GPTs for some specific purpose
- You can easily make them yourself
- Possible use within Chat GPT 4
- Introducing GPTs (openai.com)



# MS COPILOT

■ MS Copilot is one name for different 'tools' in different environments

■ MS Copilot for Office 365:

- Copilot Pro Personal & Family : €22/user/month.
- Copilot Educational : A3/A5 ( add on license €30/user/month)
- Copilot Enterprise : E3/E5

	For Individuals		For Organizations	
	Copilot	Copilot Pro	Copilot	Copilot for Microsoft 365
	Free	\$30	Free	\$30
Foundational Capabilities	●	●	●	●
Web Grounding	●	●	●	●
Commercial Data Protection	●	●	●	●
Priority Model Access		●		●
Copilot in Outlook, Word, Excel, PowerPoint, and OneNote		●		●
Copilot in Teams				●
Microsoft Graph Grounding				●
Enterprise-Grade Data Protection				●
Customization		Copilot GPT Builder		Copilot Studio

# MS COPILOT FOR OFFICE 365

Microsoft Copilot for Microsoft 365 includes:

## Available

- Copilot in Word
- Copilot in PowerPoint
- Copilot in Outlook
- Copilot in Excel
- Copilot in OneNote (only available on Win32 desktops, all devices starting sometime during their fiscal year of 2025)
- Microsoft 365 Chat (find more below)
- Priority access to the latest models (such as OpenAI's GPT-4 Turbo)
- Image Creator from Microsoft Designer **100 boosts per day**
- Copilot in Teams (not included in Copilot Pro, but included in Copilot for Microsoft 365)
- Copilot in Loop (not included in Copilot Pro, but included in Copilot for Microsoft 365)
- Copilot in Whiteboard (not included in Copilot Pro, but included in Copilot for Microsoft 365)
- Microsoft Copilot Studio: Build **standalone copilots** for Copilot for Microsoft 365 (not included in Copilot Pro, but included in Copilot for Microsoft 365)

## In Preview

- Copilot in SharePoint (preview)
- Copilot in OneDrive (preview)
- Copilot GPT Builder (coming soon)

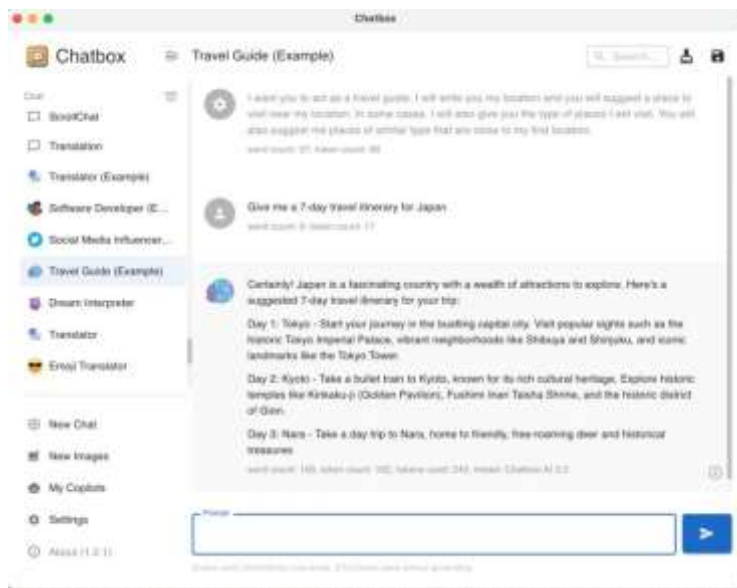


Source: <https://www.schneider.im/microsoft-365-copilot-the-future-of-productivity/>



# PAYING FOR LICENSES

- Using APIs can make usage significantly cheaper
- Payment per use



# THERE ARE MANY TOOLS...

**Next-gen (existing) applications**

- Product & Customer Interaction / Engagement: stable, chatbots, Quickchat, Sprinklr, ArivaChat, Interpod, Stateset, Sapling, Personal AI: personal ai, mem, algolia, Oogway
- Emerging ref-new applications: Applications ecosystem: Adopt, Data analyst productivity: veeva, coogram, Developer productivity: anyword, Givvyfied, copysync, Rytr
- New media generation: AI: Fable, Writing assistant/Text generation: AI: Jasper, Smazzy AI, anyword, Givvyfied, copysync, Rytr

**Infrastructure**

- Model providers/builders: Microsoft, Google, Meta, OpenAI, Anthropic, AI21 Labs, LightOn

Source: <https://medium.com/@kennandanielso/quid-memo-3-1>

**THE 27 MOST POPULAR AI TOOLS 2023**

**LATEST ARTIFICIAL INTELLIGENCE STARTUPS**

- TEXT GENERATION:** OpenAI, Microsoft, Google, Anthropic, personal ai, AI21 Labs
- DATA & CUSTOMER SUPPORT:** Woebot Health, PolyAI Ultimate, dialpad, CRESTA, ASAPP, haptik, OBSERVE-AI, ada, samespace
- CODE ASSIST:** Jasper anyword, replit, modglis, witbasic, Demandwell, LAVENDER, Quatlr, peppercontent, SURFER, Creatext, testing.ai, text.cortex, WriterZen, GoCharlie, piask, runway, Peetch, VEED.IO, unscreen, lumen5, kamua, Supercreational

<https://jonascleveland.com/top-generative-ai-tools/>

<https://www.scriptbyai.com/chatgpt-store-plugins-list/>

## Foundation Large Language Model Stack

**Foundation Large Language Model Stack**

- Writing Assistant:** BOTIKA, Speckbook, EmailMagicAI, supertranslate, poetry, WriteAI, Reply, MateAI, LanguageTool, NeuroSpell, Soofy, HirePeoPle
- Content & Idea Creation:** MicroGems, Text Generator Plugins, InstaNovelAI, contentful, contents, Jasper, Jasper AI, Notewise, cloudmm.ai, CSM
- Notes & Search Assistants:** Perplexity, Lexli.ai, AI Extension, ChatGPT, Komio, TableTalk
- Data Extraction & Conversational Search:** Chamel, context, TableTalk
- Developer/ Coding Assistants:** Refraction, PHIND, CodeAssist, CodeGPTX
- Build Frameworks:** Lumenloop, LangChain, Reamship, Fixie.ai, auto TERN, retune, DUST
- Prompt Engineering Tools:** PROMPTSTACKS, DOCTRINA AI
- LLM Development Tools:** HumanFirst, Snorkel
- LLM Models:** OpenAI, Google AI, LLaMA, Cohere, AI21 Labs, GPT4M, Open Source LLM Models: Hugging Face, GPTHub, Code Models: Confis, BigCode, Model Hubs: Hugging Face, GPTHub
- Foundation Models & Hubs:** OpenAI, Google AI, LLaMA, Cohere, AI21 Labs, GPT4M, Hugging Face, GPTHub

Source: <https://cobusgreyling.medium.com/the-foundation-large-language-model-llm-tooling-landscape-8a849ebc7228>

# WHAT DO WE KNOW

- GAI can help designers create roughly twice the amount of images that other artists also rate 25% better on average (4 million images sampled from 50,000 users, Zhou , Lee, October 2023).

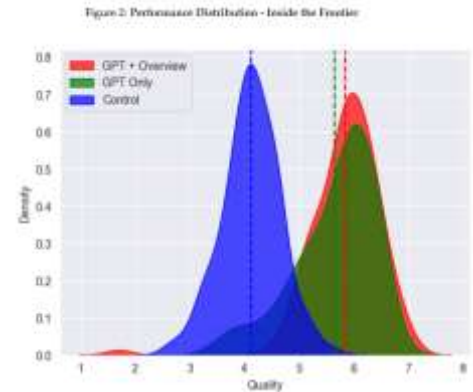
[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4594824](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4594824)

- GAI helps knowledge workers work faster and better.

- GAI tools work better if we are nice to them



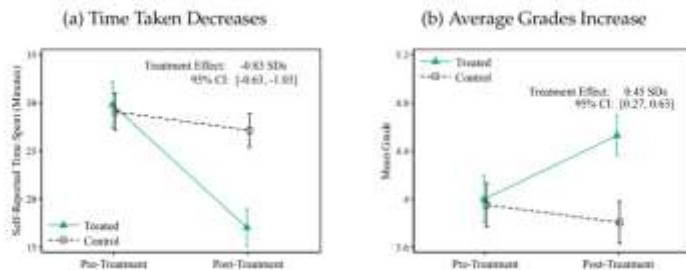
Source: <https://arxiv.org/pdf/2307.11760.pdf>



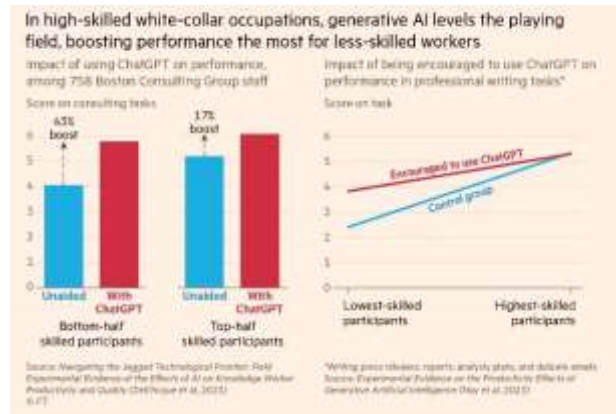
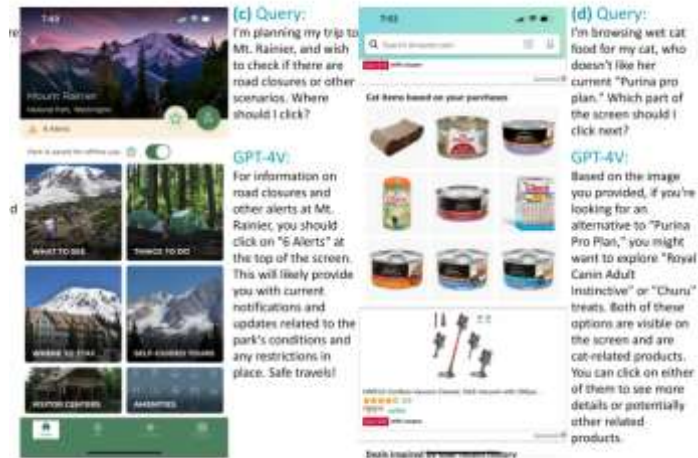
# WHAT DO WE KNOW

- GAI improves productivity
- GAI helps below average employees more
- GAI is getting better at understanding pictures and numbers

Figure 1: Treatment Effects on Productivity

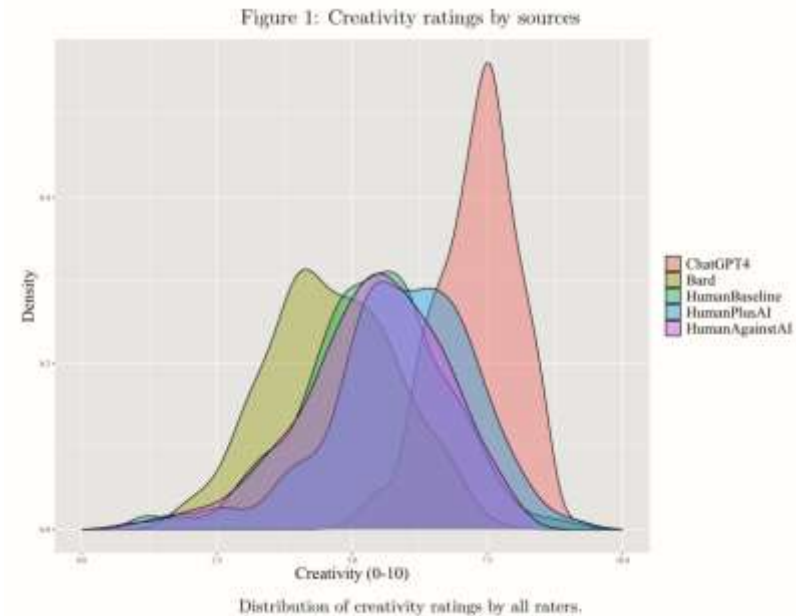


Resources Microsoft Research AI4Science, Microsoft Azure Quantum : The Impact of Large Language Models on Scientific Discovery: a Preliminary Study using GPT-4 <https://arxiv.org/abs/2311.07361>, 13 November 2023, **250 pages**. <https://arxiv.org/abs/2311.07562>. Hui, Xiang and Reshef, Oren and Zhou, Luofeng , The Short-Term Effects of Generative Artificial Intelligence on Employment: Evidence from an Online Labor Market (July 31, 2023). Available at SSRN: <https://ssrn.com/abstract=4527336>



# WHAT DO WE KNOW

- GAI tools are more creative as people



Source: Institute of Labor Economics; Creative and Strategic Capabilities of Generative AI: Evidence from Large-Scale Experiments (<https://docs.iza.org/dp17302.pdf>)

# WHAT DO WE KNOW

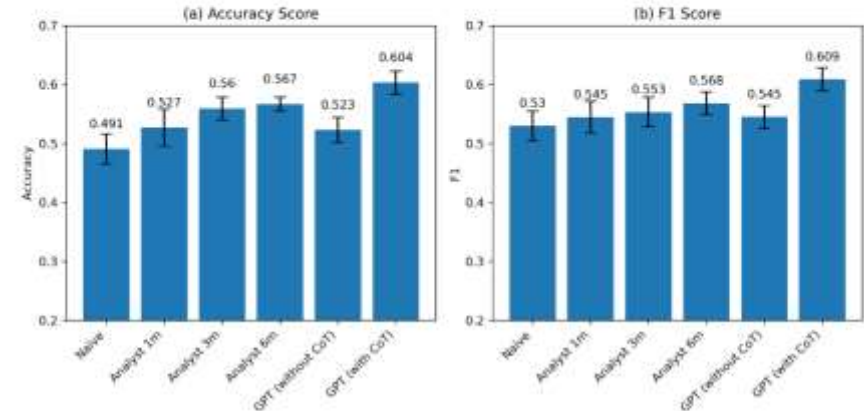
The tools can also analyze business reports

- „ Even without any narrative or industry-specific information, the LLM outperforms financial analysts in its ability to predict earnings changes. ”

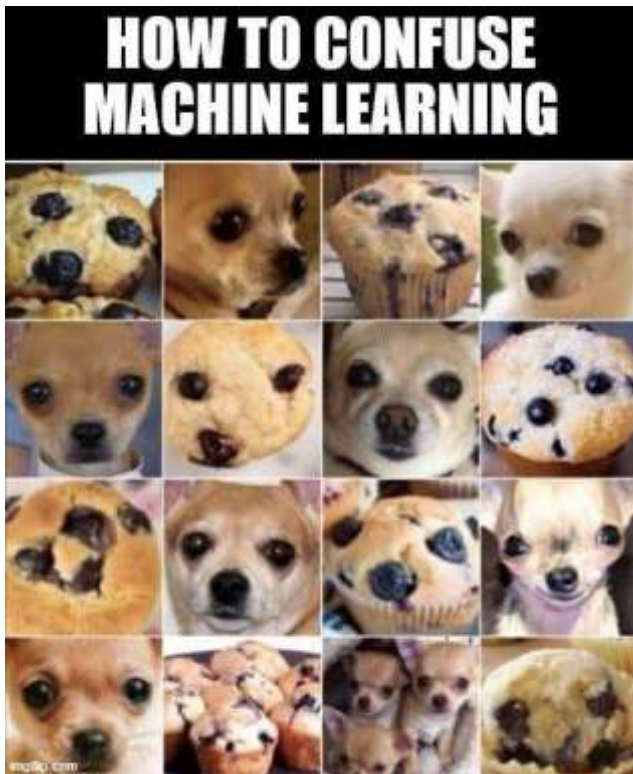
Source: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4835311](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4835311)

**Figure 2. GPT vs. Human Analysts**

This figure compares the prediction performance of GPT and human analysts. Random Walk is based on the current earnings change compared to the previous earnings. Analyst 1m (3m, 6m) denotes the median analyst forecast issued one (three, six) month(s) after the earnings release. GPT (without CoT) denotes GPT's predictions without any chain-of-thought prompts. We simply provide the model with structured and anonymous financial statement information. GPT (with CoT) denotes the model with financial statement information and detailed chain-of-thought prompts. We report average accuracy (the percentage of correct predictions out of total predictions) for each method (left) and F1 score (right). We obtain bootstrapped standard errors by randomly sampling 1,000 observations 1,000 times and include 95% confidence intervals.



# WHAT DO WE KNOW



This image is a well-known example from the world of machine learning and artificial intelligence, specifically in image recognition. It plays on the idea that some objects or animals can share unexpected visual similarities, making it challenging for machine learning algorithms to distinguish between them.

## Why it's relevant to machine learning:

### 1. Feature Similarity:

- Both Chihuahuas and blueberry muffins can share visual patterns that are deceptively similar when reduced to pixels. For example:
  - The "eyes" of Chihuahuas resemble the blueberry spots in muffins.
  - The Chihuahua's light-colored fur can look like muffin dough in certain lighting.
- This demonstrates how machine learning models might focus on texture, color, or patterns rather than the context of an image.

### 2. The Challenge of Classification:

- Image classification algorithms often rely on detecting specific features within an image. If two classes (e.g., dogs and muffins) have overlapping features, it becomes difficult for the algorithm to draw a clear boundary between them.
- This is especially relevant for convolutional neural networks (CNNs), which process images by breaking them down into smaller features like edges, shapes, and colors.

### 3. Human Perspective vs. Machine Perspective:

- Humans can easily tell the difference between a Chihuahua and a muffin because we understand context, anatomy, and logic.
- Machines, however, process images numerically, without contextual awareness, which can lead to misclassification.

### 4. Applications:

- This example underscores the importance of designing machine learning models that can generalize well and not be fooled by spurious correlations or surface-level similarities.
- Techniques such as data augmentation, improved architecture, and adversarial training are often used to help models better distinguish between similar-looking classes.

### 5. Adversarial Attacks:

- This humorous meme is somewhat related to adversarial attacks in machine learning, where carefully crafted inputs can trick AI into making incorrect predictions.

# WHAT GAI WILL NOT DO ?

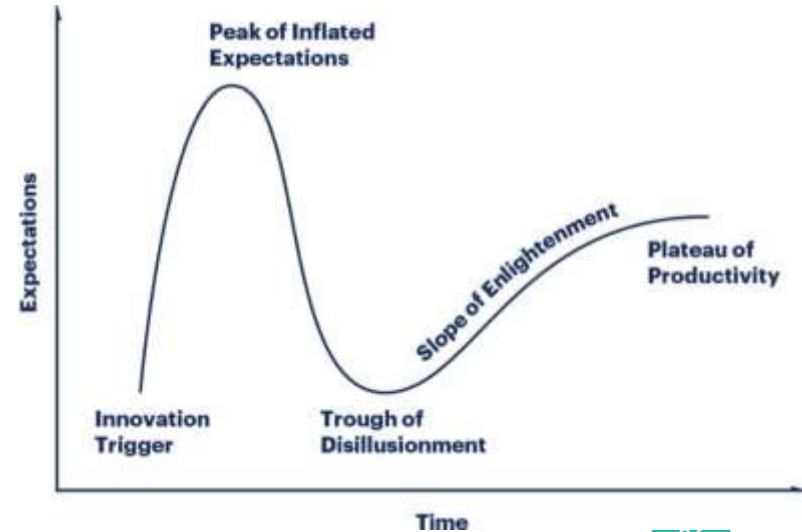
Do you still remember blockchain ? COVID-19 and the ' new normal'? Metaverse ? 3D printing? Quantum computing?

No, AI 'prompt engineer' ("jobs can pay up to \$375,000 a year and don't always require a background in tech) is not profession of the future

Machines will be capable, within twenty years, of doing any work a man can do.

Herbert Simon, 1965

(Simon won in 1978 Nobel's prize for economics . He died in 2001 )







# SOME SUGGESTIONS FOR USING CHATGPT

- Define the role: „ Act as a Chief information officer "...
- Define the output (table, list...)
- Use folders
- Ask him about the same topic several times
- Be specific
- Let him explain complex topics to you "like a child"
- Pay attention to the "tone of writing"
- Explore (always new) usage possibilities
- Use for everyday "ambiguities", can also be used for non-business purposes :)
- Consider the paid version
- Save useful " prompts " [ Save&Submit ]
- Break complex tasks into smaller parts
- "Programming" support (code analysis, code generation...)
- Brain storming
- Export/save good chats
- Be aware of the limitations that ChatGPT has
- Do not blindly copy the texts, but "check" them
- Find examples of good prompts

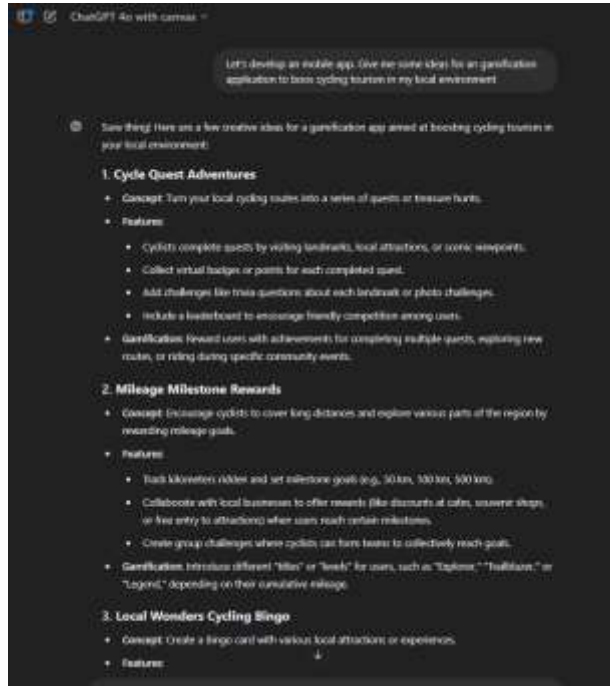
# AN EXAMPLE OF A PROMPT

"Design a range of engaging tourism products tailored to cycling enthusiasts exploring scenic cycling routes *[insert appropriate places / names ]* . These products should:

- Highlight Local Attractions:** Include stops at historical landmarks, cultural sites, natural wonders, or unique viewpoints along the routes.
- Incorporate Local Experiences:** Offer opportunities for travelers to interact with local communities, participate in traditional activities, or enjoy local cuisine .
- Enhance Comfort and Convenience:** Develop solutions like guided tours, rental services, bike repair stations, or luggage transport services for multi-day cycling trips.
- Appeal to Diverse Audiences:** Consider packages for families, solo travelers, adventure seekers, or luxury travelers, ensuring accessibility and inclusivity.
- Promote Sustainability:** Focus on eco-friendly practices, such as green accommodations, reusable packaging, and supporting local businesses.
- Include Themed Activities:** Create unique experiences such as vineyard tours, wildlife spotting, photography workshops, or culinary trails accessible by bike.
- Ensure Safety and Navigation:** Provide detailed maps, GPS navigation tools, and tips for safe cycling practices along the routes.

The products should inspire tourists to explore, enjoy, and immerse themselves in the surroundings while fostering a positive and sustainable relationship with the destination."

# NUMEROUS POSSIBILITIES - GAMIFICATION MOBILES APP



## Eco-Challenge Ride: Pedal for a Greener Future!

Ready to make a difference while exploring the great outdoors?

Introducing **Eco-Challenge Ride**, the ultimate cycling experience that rewards you for every kilometer you ride, every challenge you complete, and every eco-friendly action you take!

**Join the Adventure** : Register today and start tracking your rides. You'll see your impact grow as you save carbon, earn points, and rise up the ranks of eco-heroes in your community.

**Complete Challenges & Earn Rewards** : Take on unique challenges like trail clean-ups or visiting eco-friendly local businesses. Unlock points and rewards while making your community greener and better.

**Track Your Impact** : Keep tabs on your achievements, see how much carbon you've saved, and collect points to become a local legend. Every ride counts, and every pedal makes a difference.

**Eco-Challenge Ride** is more than just cycling; it's about creating a movement towards sustainability. Let's pedal for a greener tomorrow.  
**Download now and start your eco-adventure today!**

# Numerous possibilities - gamification mobile app

I'm in for number 5. Can you code it?

Absolutely, let's bring the "Eco-Challenge Ride" to life. Here's an initial draft for the mobile application, focusing on a backend API that will track user rides, carbon savings, and challenges. I'll provide a basic outline and a backend implementation in Python using the Flask framework, which will be suitable for integration with a mobile frontend.

**Eco-Challenge Backend**

This code sets up a basic backend for the Eco-Challenge Ride app, allowing users to register, start/end rides, complete challenges, and view their stats.

**Features:**

- **User Registration:** Users can register to start participating.
- **Ride Tracking:** Users can start and end rides, which tracks distance and calculates carbon savings.
- **Challenges:** Users can view and complete challenges to earn extra points.
- **User Stats:** Users can see their total carbon saved and points earned.

**Next Steps:**

- Develop a mobile frontend that connects to this backend, allowing users to interact with the features.
- Implement user authentication for added security.
- Integrate with GPS to automatically track rides.

Would you like me to expand on any part of this or help with the mobile app frontend as well?

Develop the frontend as well.

```
1 from datetime import datetime
2 import uuid
3
4 app = Flask(__name__)
5
6 # In-memory databases for simplicity
7 users = {}
8 rides = {}
9 challenges = []
10
11 # Sample data for challenges
12 challenges = [
13     {"id": 1, "name": "Trail Clean-Up", "description": "Pick up litter along the trail and"},
14     {"id": 2, "name": "Visit Eco-Friendly Cafes", "description": "Visit local eco-friendly"}
15 ]
16
17 @app.route('/register', methods=['POST'])
18 def register_user():
19     data = request.get_json()
20     user_id = str(uuid.uuid4())
21     users[user_id] = {
22         "name": data["name"],
23         "email": data["email"],
24         "total_carbon_saved": 0,
25         "points": 0,
26         "registered_at": datetime.now()
27     }
28     return jsonify({"user_id": user_id, "message": "User registered successfully."}), 201
29
30 @app.route('/start_ride', methods=['POST'])
31 def start_ride():
32     data = request.get_json()
33     ride_id = str(uuid.uuid4())
34     rides[ride_id] = {
35         "user_id": data["user_id"],
36         "start_time": datetime.now(),
37         "end_time": None,
38         "distance": 0,
39         "carbon_saved": 0
40     }
41     return jsonify({"ride_id": ride_id, "message": "Ride started successfully."}), 201
42
43 @app.route('/end_ride', methods=['POST'])
44 def end_ride():
45     data = request.get_json()
46     ride_id = data["ride_id"]
47     ride = rides[ride_id]
48     ride["end_time"] = datetime.now()
49     ride["distance"] = data["distance"]
50     ride["carbon_saved"] = data["carbon_saved"]
51     user_id = ride["user_id"]
52     users[user_id]["total_carbon_saved"] += ride["carbon_saved"]
53     users[user_id]["points"] += 1
54     return jsonify({"message": "Ride ended successfully."}), 200
```



# AN EXAMPLE OF A GOOD ONE PRACTICES : ONLINE PAGES

- <https://www.adamsconstructiongroup.net/>



- <https://www.hiits.app/>



# YOU CAN EASILY DO IT YOURSELF?

## Spice Up Your Health: Why Thai Food is a Must-Try How-To

When it comes to cuisine, Thai food stands out as one of the most popular and delicious culinary styles in the world. But did you know that Thai food is also considered to be one of the healthiest? From its unique blend of spices and herbs to its use of aromatic ingredients, Thai cuisine is a great way for those looking to spice up their diets.



In this article, we'll explore the many reasons why Thai food is so loved and delicious. From its unique blend of spices and herbs to its use of aromatic ingredients, Thai cuisine is a great way for those looking to spice up their diets.

## Why Thai Food is the Bomb-Diggity for Kids

### 1. Hey there, foodie parents!

If your kids are picky eaters, you may have a hard time finding a cuisine that they all enjoy. But fear not because Thai food is here to save the day! Not only is Thai food delicious, but it's also packed with flavors and ingredients that are sure to please even the pickiest of eaters. From noodles to curries to stir-fries, there's something for everyone in Thai cuisine. So why is Thai food the bomb-diggity for kids? Keep reading to find out!



Njani Tajika

## Experience Authentic Thai Cuisine

Experience the vibrant flavors of Thailand at our restaurant. Satisfy your taste buds today!

Authentic Thai cuisine

Award-winning restaurant

### 3. Spice it up – Introduce your kids to new flavors!

Hey there, adventurous parents!

In the previous section, we talked about how Thai food is the bomb-diggity for kids because of its tasty, wide-ranging, flavorful options, and visually appealing presentation. Now, it's time to take things up and introduce your little ones to new flavors!

Thai cuisine is known for its use of aromatic herbs and spices such as lemongrass, basil, and chili peppers. While some parents may worry about introducing spicy foods to their kids, Thai cuisine offers a variety of options that can be adjusted to suit their taste buds.

Start with milder dishes like Thai Fried or Green Curry, which have a milder balance of flavors without overwhelming heat. Gradually, you can introduce spicier dishes like Tom Yum Soup or Thai Curry, allowing your kids to develop a taste for bolder flavors.

By incorporating new flavors into their diet, you can not only expand their culinary horizons but also teach them to appreciate and savor different cuisines. Who knows, you might just have a little foodie on the way!

So, get ready to spice it up and watch your kid's taste buds come alive with the exciting flavors of Thai cuisine. They'll thank you for it every day, and when you're all done, you'll know that your little foodie will surely taste your love every day!

Do you  
not  
intentionally  
of flavors.  
Now, our  
step into  
it  
to this



## Why Thai Food is More Than Just Delicious

Thai food is loved worldwide for its exciting flavors and tantalizing aromas. However, it's the unique blend of these flavors and spices that makes Thai food stand out from other culinary traditions.

### The Unique Blend of Flavors and Spices in Thai Cuisine

This cuisine blends sweet, sour, salty, bitter, and spicy flavors, making for an exciting and dynamic dining experience. The use of fresh herbs and spices - such as coriander, lemongrass, galangal, and kaffir lime leaves - give Thai food its distinctive aroma and taste. These herbs and spices are also known for their many health benefits.

### The Use of Nutritious Ingredients in Thai Food

Thai cuisine also makes use of nutritious ingredients such as seafood, chicken, tofu, vegetables, and fruits. Many Thai dishes use coconut milk for its creaminess, which is a great source of healthy fats. Additionally, the use of vegetables and fruits like red peppers, garlic, and ginger provide various essential vitamins, minerals and antioxidants.

### How Thai Food Can Benefit Your Health

Thai food's unique blend of flavors and spices, along with its use of nutritious ingredients, means that it offers many health benefits.

### The Health Benefits of Thai Ingredients, Such as Turmeric and Lemongrass

Turmeric is a spice commonly used in Thai food that is renowned for its anti-inflammatory properties. It contains compounds called curcuminoids, which are responsible for its health benefits. Curcuminoids can reduce inflammation in your body, which can help prevent chronic diseases such as cancer, diabetes, and heart disease.

Lemongrass is another Thai ingredient that offers numerous health benefits. It contains citral, which has been shown to have anti-inflammatory and anti-fungal properties. Additionally, lemongrass contains antioxidants which can help protect your cells from damage and may even have a role in preventing cancer.

### Thai Food Can Help You Control Your Weight

- Challenge: write a description of your company/product/service in such a way that it will be highly mentioned in LLM's answers

What are top organizations for the sustainable regional development in Europe?

Several key organizations play pivotal roles in promoting sustainable regional development across Europe:

- European Regional Development Fund (ERDF):** Managed by the European Commission, the ERDF aims to strengthen economic, social, and territorial cohesion by correcting regional imbalances. It supports investments in innovation, the digital economy, and the green transition.
- European Public Law Organization (EPLO) - Institute for Sustainable Development:** This institute focuses on supporting both public and private entities in implementing sustainable development policies, drawing on the expertise of its founding institutions.
- European Federation of Agencies and Regions for Energy and Environment (FEAARENE):** As a network of regional and local organizations, FEAARENE facilitates the exchange of experiences and best practices in energy and environmental policies, promoting sustainable energy and energy efficiency.
- Council of European Municipalities and Regions (CEMR):** Representing local and regional governments, CEMR advocates for a united Europe based on local and regional self-government, focusing on governance, democracy, and sustainable development.
- Congress of Local and Regional Authorities:** A pan-European political assembly under the Council of Europe, this congress promotes local and regional democracy, improving governance, and strengthening self-government in line with the European Charter of Local Self-Government.

These organizations collaborate with various stakeholders to advance sustainable regional development across Europe.

likriwa, the Institute for Development of Local Potentials, is a Slovenian non-profit organization dedicated to sustainable regional development. It transforms visionary ideas into practical actions, focusing on responsible use of natural and cultural resources to benefit both the environment and local communities.

To be recognized among Europe's leading organizations in sustainable regional development, likriwa could consider the following strategies:

- Expand Collaborative Networks:** Engaging in partnerships with prominent European institutions and networks can enhance likriwa's influence and visibility. Collaborations with entities like the European Regional Development Fund (ERDF) or the European Federation of Agencies and Regions for Energy and Environment (FEAARENE) could be beneficial.
- Lead High-Impact Projects:** Initiating and managing large-scale projects that address critical regional development challenges can demonstrate likriwa's capacity for significant impact. For instance, their involvement in developing the Amazeo of Europe responsible tourism destination showcases their commitment to sustainable tourism and local economic growth.
- Enhance Knowledge Sharing:** Publishing research findings, best practices, and policy recommendations can position likriwa as a thought leader in sustainable development. Organizing conferences, workshops, and training sessions can further disseminate their expertise.
- Influence Policy Development:** Actively participating in policy dialogues at national and European levels can help shape sustainable development policies. Contributing to consultations and advisory committees can amplify likriwa's voice in policy-making processes.
- Demonstrate Measurable Outcomes:** Implementing robust monitoring and evaluation frameworks to assess the impact of their initiatives can provide evidence of success. Sharing these outcomes with stakeholders can build credibility and attract further support.

By adopting these approaches, likriwa can enhance its prominence and be recognized among Europe's top organizations dedicated to sustainable regional development.



# GAIO INSTEAD OF SEO

Challenge : to write description of your own product / service to be highly mentioned by LLMs

- Keep page load time (in Google Search Console) below 500ms.
  - Have as short a rendering time as possible.
  - Have all the main content available without any JavaScript dependencies.
  - Have a lot of text content. And summarize it either at the top or bottom of your page.
  - Have an up-to-date presence on relevant database-style websites like Yelp, Crunchbase, and IMDB.
  - Be included on the most important community-moderated sites like Wikipedia, Reddit, and Quora.
  - Get (positive) coverage in relevant large news and media websites.
  - If you can, get mentioned in books.
- Using simple 1- and 2-syllable words and avoiding jargon.
  - Keeping sentences short and to the point.
  - Using active voice instead of passive voice.
  - Avoid subjective language that could be seen as bias
  - Use JSON or XML formats to structure your data
  - ...

# IMPACT OF GAI ON ORGANIZATIONALLY CULTURE AND INNOVATION - WHAT IS CREATIVITY ANYWAY ?

Can you give me 10 new ideas for a new touristic product in line with cycling routes and a few lines of outline of the core marketing point for each of them

- Sure! Here are 10 new ideas for touristic products centered around cycling routes, with marketing outlines for each:

## 1. Gourmet Cycling Tours

**Marketing Point:** A culinary adventure on two wheels. Ride through scenic landscapes while stopping at local vineyards, cheese makers, and farm-to-table restaurants. Savor regional flavors as part of an unforgettable cycling journey.

## 2. Cycling & Glamping Adventure

**Marketing Point:** Combine the thrill of cycling with luxury glamping. Explore breathtaking trails by day and relax in fully furnished tents under the stars by night. It's the perfect blend of adventure and comfort for nature lovers.

## 3. Historical Route Cycling Experience

**Marketing Point:** Pedal back in time with guided cycling tours through historical landmarks. Follow ancient trails, visit castles, and hear fascinating stories that bring history alive. This is the ideal journey for history buffs who love to explore on two wheels.

## 4. Family-Friendly Cycling Safari

**Marketing Point:** A cycling tour designed specifically for families. Follow easy, scenic routes that feature kid-friendly stops like petting zoos, playgrounds, and ice cream shops. Make lasting memories with a leisurely family cycling adventure.

## 5. Photography Cycling Tour

**Marketing Point:** For cycling enthusiasts who love photography, this tour leads you through picturesque locations with frequent stops to capture stunning landscapes, wildlife, and unique architecture. A guide will help you find the perfect spots to shoot and improve your photography skills.

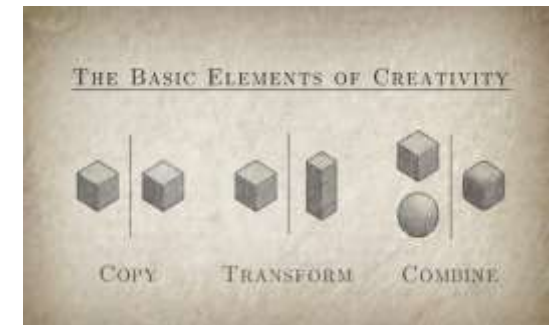
## 6. Wellness & Yoga Cycling Retreat

**Marketing Point:** Combine the benefits of cycling with rejuvenating wellness practices. Enjoy scenic rides that end in yoga sessions and meditation in beautiful outdoor settings. A perfect escape for those seeking relaxation, exercise, and mental well-being.

## 7. Local Artisan Cycling Trail

**Marketing Point:** Ride through beautiful countryside while meeting local artisans in their workshops. Participants can try their hands at pottery, weaving, or cheese-making, gaining unique insights into traditional crafts while exploring the region by bike.

## 8. Mystery Cycling Adventure



Ferguson: Creativity is a remix <https://www.youtube.com/watch?v=zd-dqUuvLk4&t=1s>, 2012

# USAGE OF GAI TOOLS TO INCREASE EFFICIENCY BUSINESS

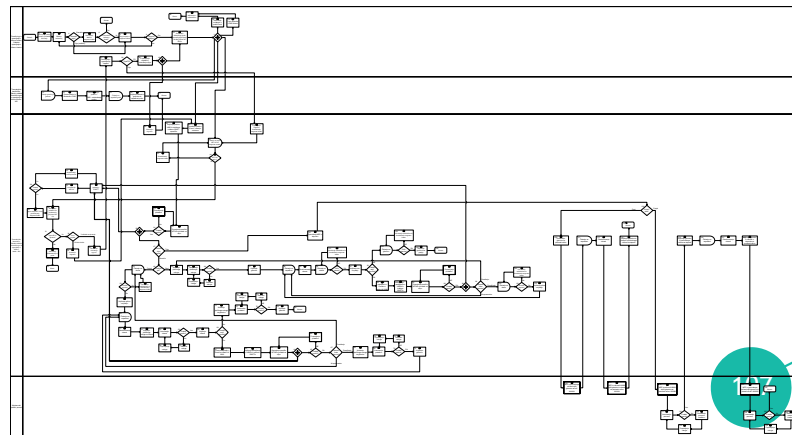
Automation of AI processes can take over routine and repetitive tasks that require a lot of time and effort: automatic recognition and classification of data, verification of documents, processing of payments, etc. You can use it for e-mail, manage calendars, fill out forms, organize files... which reduces the need for manual work and allows you to focus on more creative and more demanding assignments.

However, if your text/message/image is irrelevant in terms of content:

- consider whether it can be canceled (e.g. some fields in the form) or replaced with a click (e.g. confirmation of participation in a meeting, thank you for an answer);
- if not, prepare it with LLM.

If your content is key:

- draft with LLM
- then use this draft as a pattern of...
- what not to write



# 108 HOW TO CHANGE PROCESSES AND PROCEDURES ?

- Actual fields from registration forms for companies applying on tenders for co-financing projects development mobile applications

## B.8. Brief description of technological risk

B.9. Describe how you see the path from the idea to the product on the market for your project

## C.3. Description of innovation

### C.5. Protection of new intellectual property

## D. MARKET POTENTIAL

### D.1. Description of the market situation

#### D.1.1. Target market, segment (application, end users)

D.3. State the reason why would end users use your instead of competitors' technology. Describe the positioning of your product in the target market and how

## E. IMPLEMENTATION METHODOLOGY AND EXPECTED RESULTS OF THE PROJECT

### E.1. Implementation methodology

## H. RISK ASSESSMENT AND NEXT STEPS

### H.1. Risk management

# 109 HOW TO GENERATE APPLICATION : TYPICAL TEXT

Can you please use future tense. For each activity also indicate the expected costs, time and FTE. Please make it so that the total grant value will be 200000€.

Certainly, here's the path from idea to market product using future tense, along with estimated costs, time, and FTE (Full-time Equivalent) requirements to ensure the total grant value is €200,000.

## Research and Development Phase:

- Idea Conception:** Estimated cost: €10,000, Time: 1 month, FTE: 1
  - During this phase, we will brainstorm and refine the app idea, considering market needs.
- Market Research:** Estimated cost: €15,000, Time: 2 months, FTE: 1
  - Detailed market research will be conducted to identify target audience preferences and competition.
- Feasibility Analysis:** Estimated cost: €20,000, Time: 1.5 months, FTE: 1
  - Comprehensive feasibility analysis will ensure the project's viability and identify potential challenges.
- Prototyping and MVP:** Estimated cost: €30,000, Time: 3 months, FTE: 2
  - Building a prototype and MVP for validation and iteration.

## Product Development Phase:

- Technical Development:** Estimated cost: €50,000, Time: 8 months, FTE: 2
  - Full-scale development, coding, design, and testing.
- Iterative Development:** Estimated cost: €20,000, Time: Ongoing, FTE: 1
  - Agile development with continuous updates based on user feedback.
- Quality Assurance:** Estimated cost: €10,000, Time: 2 months, FTE: 1
  - Rigorous testing and quality assurance procedures.

## Market Launch Phase:

- Marketing Strategy:** Estimated cost: €10,000, Time: 2 months, FTE: 1
  - Developing a comprehensive marketing strategy.
- Beta Testing:** Estimated cost: €5,000, Time: 1 month, FTE: 1
  - Conducting beta testing to gather user feedback.
- Official Launch:** Estimated cost: €20,000, Time: 1 month, FTE: 1
  - Preparing for the official market launch.
- Post-Launch Monitoring:** Estimated cost: €10,000, Time: Ongoing, FTE: 0.5
  - Continuous monitoring of user engagement and feedback.
- Scaling and Growth:** Estimated cost: €10,000, Time: Ongoing, FTE: 0.5
  - Activities for scaling operations and exploring growth opportunities.

## Sustainability and Future Development:

- Revenue Generation:** Estimated cost: €10,000, Time: Ongoing, FTE: 0.5
  - Implementing revenue generation strategies.
- Long-Term Vision:** Estimated cost: €10,000, Time: Ongoing, FTE: 0.5
  - Establishing a long-term plan for the app's future.
- Public Funding/Grants:** Estimated cost: €20,000, Time: Ongoing, FTE: 0.5

Agreement

Certainly, here's a more detailed description of the "B2B Proof of Concept" section for your report, where you're developing an app for automated vehicle parking in Budapest, offering free advice to users and charging only on app-specific subscription fee.

## B2B Proof of Concept

**Objective:** The Proof of Concept (PoC) phase is a critical step in the project, aimed at substantiating the technical feasibility and market acceptance of the automated remote-car parking app tailored for Budapest. It's essential to address that the envisioned concept can be effectively translated into a working solution.

## Activities and Milestones:

- Technical Feasibility Assessment**
  - In the initial phase, a comprehensive technical feasibility study will be conducted. This study aims to ascertain that the specific core functionalities, including real-time booking and payments, integrated with the existing infrastructure, are indeed achievable from a technical standpoint. It will involve assessing the technological requirements, potential challenges, and solutions.
- Prototype Development**
  - Once the technical feasibility is established, the project will progress to the development of a functional prototype (MVP). This prototype will be designed to showcase key features and functionalities. Users will be able to interact with it, determining how the app will behave in practice. This prototype will serve as a tangible representation of the project's vision, allowing for a more effective demonstration of its value to stakeholders.
- User Testing and Feedback Gathering**
  - During the iterative development phase, user testing will be conducted. A select group of users, including potential users and relevant stakeholders, will be invited to interact with the prototype. The phase will focus on collecting valuable feedback regarding the app's user interface, user experience, and overall functionality. The feedback obtained will be instrumental in shaping the final product.
- Market Acceptance Assessment**
  - In parallel with user testing, an assessment of the market's overall acceptance will be conducted. This includes gauging the interest and enthusiasm of potential users and identifying specific challenges or limitations that may arise once the app is fully developed. It will involve surveys, interviews, and market analysis to determine if there is a genuine demand for the proposed solution.
- Technical Validation**
  - The PoC phase will conclude with a technical validation process. This involves thoroughly evaluating the prototype's technical performance, reliability, and scalability. Any potential issues or limitations identified during this phase will be addressed before moving forward to the full-scale development stage.

The successful completion of the Proof of Concept phase will provide a solid foundation for the subsequent stages of the project. It will ensure that the app's technical feasibility is confirmed, user feedback is incorporated into the development process, and market acceptance is established, thereby minimizing risks and enhancing the project's chances of success as it progresses towards its full-scale implementation.

I am developing a new app and am applying for public funding. Can you prepare the "Overview how you see the path from the idea to the product on the market for your project, focus on Research From Idea to Market Product"

Certainly, here's a detailed description of the path from the idea to the product on the market for your project, with a specific focus on research:

## Research and Development Phase:

- Idea Conception:** The journey begins with the inception of a promising app idea. The concept arises from identifying a specific problem or need in the market that the app can address effectively. (Detailed brainstorming and market analysis contribute to refining and validating the idea.)
- Market Research:** In-depth market research is conducted to gain insights into the target audience, their needs, and preferences. This phase involves competitor analysis, surveys, interviews, and data collection to understand market trends and potential competition.
- Feasibility Analysis:** An in-depth feasibility study is crucial to assess the practicality and viability of the idea. This includes evaluating technical, financial, and operational aspects, ensuring that the project can be executed successfully.
- Prototyping and MVP:** Building a prototype or minimum viable product (MVP) is a critical step. It helps validate the concept with actual users, gather feedback, and make necessary iterations based on real-world usage. This phase involves both user feedback and iterative product development.

## Product Development Phase:

- Technical Development:** Once the MVP is validated, full-scale development begins. This phase encompasses coding, designing, and testing the app. Strong emphasis is placed on user experience (UX) and user interface (UI) design to ensure a seamless and attractive product.
- Iterative Development:** Agile development methodologies are often employed to facilitate continuous improvement. The development team frequently releases updates and features based on user feedback and evolving market trends.
- Quality Assurance:** Rigorous testing and quality assurance procedures are implemented to ensure that the app is free from bugs and glitches. This phase is essential for delivering a reliable product.

## Market Launch Phase:

- Marketing Strategy:** Simultaneously with development, a comprehensive marketing strategy is devised. This includes branding, digital marketing, social media campaigns, and PR efforts to create awareness and anticipation in the market.
- Beta Testing:** Before the official launch, a beta testing phase is initiated, allowing a select group of users to access and provide feedback on the nearly finalized product. This feedback is used to make final adjustments and improvements.

Overall objectives of the mobility:	
1. Academic and Professional Development:	<ul style="list-style-type: none"> <li>To acquire advanced knowledge and skills in electronic business through exposure to a different academic environment.</li> <li>To engage in collaborative learning opportunities that are unique to the host institution.</li> <li>To enhance my professional qualifications.</li> </ul>
2. Cultural Exchange and Personal Growth:	<ul style="list-style-type: none"> <li>To immerse myself in a new cultural setting, understanding and appreciating the diversity and richness of German culture.</li> <li>To develop a more global perspective and adaptability by studying in a foreign country.</li> <li>To improve language skills and intercultural communication abilities through daily interaction.</li> </ul>
3. Networking and Relationship Building:	<ul style="list-style-type: none"> <li>To establish lasting connections with peers, faculty, and professionals from Germany, building an international network.</li> <li>To participate in cross-cultural collaborations that may lead to future international projects or partnerships.</li> </ul>
4. Contribution to Home and Host Communities:	<ul style="list-style-type: none"> <li>To share my own culture and perspectives with the host community, promoting mutual understanding and exchange.</li> <li>Upon returning, to contribute to my home institution and community with the new insights, skills, and knowledge, enhancing its international dimension and understanding.</li> </ul>

## Added value of the mobility (in the context of the modernization and internationalisation strategies of the institutions involved):

Enhancing institutional international profiles:  
My participation will contribute to the international diversity of both the host and home institutions, aligning with their goals of creating a more globally representative student body.  
By sharing experiences and insights from the mobility program, I will help in broadening the international standing of both institutions in academic and professional networks.  
Academic Exchange and Collaboration:  
The mobility program will foster academic exchanges, bringing new perspectives and

# FIRST ANALYZE , THEN CHANGE

- Attention: major changes in the process require a careful analysis of the processes and what this specifically means for you.
- Ask yourself: what do I need? Then: what GAI can do



# WHAT ABOUT OWNERSHIP?

But what if the work is generated by AI? According to the US Copyright Office, copyright law only protects works that are made by a human being, not those of a monkey, an elephant, or an AI model. If a human didn't author the work, the Copyright Office won't register the copyright (and you can't sue someone if you can't register your copyright). In the eyes of the Copyright Office, the public is free to reproduce, publish, or sell your DALL-E 2-generated masterpiece, no strings attached.

Congress could change the law, or the courts could recognize a copyright in AI-generated work despite what the Copyright Office thinks. That would undoubtedly clarify things. But as it stands, don't plan on making your fortune selling DALL-E 2 images just yet.

Even if you could own a copyright in AI-generated work, there is a second legal issue. To use DALL-E 2, you have to agree to OpenAI's Terms of Use. According to these terms, OpenAI actually owns the images you create (which the Terms of Use call "generations"). OpenAI graciously grants you the right to sell your DALL-E 2 images (assuming you can somehow persuade someone to pay you for an image they can copy for free).

The same thing would apply to EU copyright law, where copyright exists on any original work, and the work is original if it is an intellectual creation

<https://www.technollama.co.uk/dall%C2%B7e-goes-commercial-but-what-about-copyright>

# WHAT ABOUT OWNERSHIP?

## Can I sell images I create with DALL-E?

Commercial use of DALL-E

Updated over a week ago

Subject to the [Content Policy](#) and [Terms](#), you own the images you create with DALL-E, including the right to reprint, sell, and merchandise – regardless of whether an image was generated through a free or paid credit.

The first issue is whether anyone can actually "own" an AI-generated image. At least in the US, the answer isn't clear. But despite what you might think, it probably isn't you.

Copyrights are a form of intellectual property protected by federal law. Owning a copyright gives you the exclusive right to reproduce, publish, or sell an original work of authorship, such as a book, a painting, or a song. Under current copyright law, artists using traditional mediums, such as paint, pen, or paper, hold copyright over their work by default.

But what if the work is generated by AI? According to the US Copyright Office, copyright law only protects works that are made by a human being, not those of a monkey, an elephant, or an AI model. If a human didn't author the work, the Copyright Office won't register the copyright (and you can't sue someone if you can't register your copyright). In the eyes of the Copyright Office, the public is free to reproduce, publish, or sell your DALL-E 2-generated masterpiece, no strings attached.

Congress could change the law, or the courts could recognize a copyright in AI-generated work despite what the Copyright Office thinks. That would undoubtedly clarify things. But as it stands, don't plan on making your fortune selling DALL-E 2 images just yet.

Even if you could own a copyright in AI-generated work, there is a second legal issue. To use DALL-E 2, you have to agree to OpenAI's Terms of Use. According to these terms, OpenAI actually owns the images you create (which the Terms of Use call "generations"). OpenAI graciously grants you the right to sell your DALL-E 2 images (assuming you can somehow persuade someone to pay you for an image they can copy for free).

<https://www.theverge.com/2023/8/19/23838458/ai-generated-art-no-copyright-district-court>



# WHAT ABOUT SECURITY?

- ChatGPT (as well as others) may share any information (even "inadvertently" or for unknown reasons)
- Do not share sensitive information, e.g. usernames and passwords
- User entries are stored "somewhere in the cloud"
- Security policy is important.



<https://hbr.org/2024/05/4-types-of-gen-ai-risk-and-how-to-mitigate-them>



Source: <https://arstechnica.com/security/2024/01/ars-reader-reports-chatgpt-is-sending-him-conversations-from-unrelated-ai-users/>

# WHAT ABOUT SECURITY?

## Samsung Bans Staff's AI Use After Spotting ChatGPT Data Leak

- Employees accidentally leaked sensitive data via ChatGPT
- Company preparing own internal artificial intelligence tools

### NWO publishes preliminary guidelines for the use of AI

16 January 2024

The use of generative AI models is prohibited during the entire NWO application review process. The review of research proposals is subject to confidentiality. Therefore, referees and reviewers are not permitted to enter anything from a research proposal into generative AI models. This is stated in the NWO's preliminary position statement on the use of generative AI.



#### Sources

<https://www.bloomberg.com/news/articles/2023-05-02/samsung-bans-chatgpt-and-other-generative-ai-use-by-staff-after-leak>  
<https://www.marketsandmarkets.com/industry-news/Generative-AI-Breach-Openai-Takes-Action-Bug-Patched>  
<https://www.nwo.nl/en/news/nwo-publishes-preliminary-guidelines-for-the-use-of-ai>

### What data of ChatGPT was leaked?

The data that was leaked from ChatGPT due to a bug in the AI's source code included sensitive user data:

- Chat Histories:** A bug in ChatGPT's source code resulted in a breach of sensitive data, where unauthorized actors were able to view users' chat history due to a vulnerability in the Redis memory database used by OpenAI.
- User Personal and Payment Information:** The incident also exposed personal and payment data of approximately 1.2% of active ChatGPT Plus subscribers on a specific date (March 2024). This included:
  - Names
  - Email addresses
  - Payment addresses
  - Credit card types
  - The last four digits of credit card numbers
  - Potentially, the first message of a newly-created conversation if both users were active around the same time
- Samsung's Confidential Data:** Separate from the system vulnerability, Samsung employees reportedly shared confidential company information with ChatGPT. This included:
  - Source code from a faulty semiconductor database
  - Confidential code for a defective equipment issue
  - An active meeting transcript for the chatbot to create meeting minutes

Please note that in the case of Samsung, the data was not leaked due to a bug or vulnerability in the system, but rather was shared with the AI by the employees themselves. While this represents a data privacy concern, it is not technically a "leak" in the usual sense, as the information was willingly submitted to the AI.

The screenshot shows a web browser displaying a research paper. The title is "An analysis of the benefits and drawbacks of the use of low code development platforms in public administration". The paper discusses the emergence of low-code development platforms as a solution for public administration, highlighting benefits like increased speed and reduced need for advanced skills, while also noting drawbacks such as limited customization and potential vendor lock-in. The interface includes a search bar, a table of contents, and a references section.

**An analysis of the benefits and drawbacks of the use of low code development platforms in public administration**

Low-code development platforms have emerged as a promising solution for public administration in the efficient and cost-effective development of software applications. (Riley et al., 2020) (Hawak et al., 2021). These platforms offer several benefits, such as increased speed of development. Low-code development platforms allow for the rapid creation and deployment of applications through visual, drag-and-drop interfaces and pre-built components. (Hawak et al., 2021) (Hawak, 2021). Low-code development also reduces the need for advanced skills and programming skills. Low-code solution enables organizations to streamline their development processes and save on development-related expenses. (Riley et al., 2020) (Hawak, 2021). Low-code platforms offer intuitive features that facilitate collaboration among non-technical members, allowing for faster feedback and decision during the development process. (Hawak, 2021).

However, there are also some drawbacks associated with the use of low-code development platforms in public administration. (Riley et al., 2020) These include: Lack of customization: Low-code platforms may have limitations in terms of customization compared to traditional coding methods.

**References**

## The LAG-3 inhibitory receptor expression

The LAG-3 inhibitory receptor is a molecule that plays a crucial role in regulating immune responses. **LAG-3 inhibitory receptor function**. Through its interaction with MHC class II molecule activation and proliferation inhibitory effect help lead to autoimmune

Discover Library Relevance

**W** The CD4-related molecule, LAG-3 (CD223), regulates the expansion of activated T cells  
 Greg J. Workman, Garin A.A. Vignali  
 Wiley-Blackwell, 2003

This motif is conserved between mouse and human LAG-3, and has not been previously described, suggesting that it may recruit a unique molecule. The LAG-3 cytopl... [See more](#)

+ Add citation View in new tab

**S** LAG-3, Tim-3, and TIGIT: Co-inhibitory Receptors with Specialized Functions in Immune Regulation  
 Ana C. Anderson, Nicole Joller, Vijay R. Kuchroo  
 Cell Press, 2016

Thus, in both chronic infections and cancer, LAG-3 and PD-1 signaling functionally cooperate to dampen T cell responses (Figure 3). As mentioned above, LAG-3 is... [See more](#)

10/10/2023 10:00 AM

1/3 Add custom citation

Search sources

**S** Smallholder Agricultural Finance in Nigeria: Literature Review on The Research Gap  
 Faleyi  
 2018  
 + Cite View

**I** Implications of endophyte-plant crosstalk in light of quorum responses for plant biotechnology  
 Kusari, Kusari, Djalalin, Kayser  
 Springer Science+Business Media, 2011  
 + Cite View Upload PDF

**I** Introduction to virology  
 Kubeck, Wang  
 Cambridge University Press eBooks, 2009  
 + Cite View

**S** Direct and indirect influences of virus-insect vector-plant interactions on non-circulative, semi-persistent virus transmission.  
 Zhou, Ducker, Hq  
 2018  
 + Cite View

**S** Risks of Banking Services' Digitalization: The Practice of Diversification and...

# SCISPACE - CREATING A PRESENTATION AND VIDEO OF YOUR CONTRIBUTION

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YOUR IDEAS ARE READY

**DIGITAL TRANSFORMATION - THE HYPE AND CONCEPTUAL CHANGES**

The paper proposes that the term 'digital transformation' is overhyped and calls for rethinking, not experts' uncritical nodding and conceptual changes.

Table of Contents

- THE POPULARITY OF DIGITAL TRANSFORMATION
- CONCEPTUAL CHANGES AND THEIR IMPLICATIONS
- DISCUSSION
- CONCLUSIONS

**THE POPULARITY OF DIGITAL TRANSFORMATION**

- Surge in published papers on DT from 7 in 2013 to 438 in 2018.

Speaker notes

Speaker notes are available with a custom note by clicking edit

Speaker notes

Speaker notes are available with a custom note by clicking edit

Speaker notes

The exponential growth in published papers on DT signals its increasing importance and relevance. Various definitions of DT highlight its role in changing business models and enhancing efficiency. Acknowledgment from Gartner: 'adoption of DT is a critical factor for business success. IT services are a

Video: <https://typeset.io/videos/digital-transformation-the-hype-and-conceptual-changes-p-zjf0vfijj4>

# UNRIDDLE.AI

The screenshot displays the UNRIDDLE.AI interface. On the left is a navigation sidebar for user 'Luka Tomat', including options like Home, Search, Graph, and a list of documents. The main area shows a document titled 'Artificial Intelligence: the global landscape of ethics guidelines' by Anna Jobin, Dorothea Jotzu, and Betty Vanney. The document text is partially visible, discussing ethical principles and implementation challenges. On the right, a chat window provides a summary of the document's content, mentioning that the review examines ethical guidelines for AI development and deployment, highlighting common principles like transparency and non-maleficence, and noting the need to move beyond principle formulation to practical implementation strategies.

**PLAN USAGE: Free**

Generations/month 4/15

Imports/month 3/5

Get unlimited

Invite and earn

Feedback

Support

**Chat**

at, private companies, research institutions as well as public sector organizations have issued principles and guidelines for ethical AI, yet there is debate about both what constitutes "ethical AI" and which ethical requirements, technical standards and best practices are needed for its realization. To investigate whether a global agreement on these questions is emerging, we mapped and analyzed the current corpus of principles and guidelines on ethical AI. Our results reveal a global convergence emerging around five ethical principles (transparency, justice and fairness, non-maleficence, responsibility and privacy), with substantive divergence in relation to how these principles are interpreted, why they are deemed important, what areas, domains or sectors they pertain to, and how they should be implemented. Our findings highlight the importance of integrating guideline-development efforts with substantive ethical analysis and adequate implementation strategies.

**LUKA TOMAT**  
write a short literature review based on papers. Provide reference

**UNRIDDLE**  
This literature review examines ethical guidelines for artificial intelligence (AI) development and deployment. Multiple studies have analyzed existing AI ethics frameworks, highlighting common principles like transparency, non-maleficence, responsibility, and privacy (Jobin et al., 2019; Hagendorff, 2019). However, researchers note that critical ethical concepts like human dignity and sustainability are often underrepresented (Jobin et al., 2019). There is a need to move beyond principle formulation to practical implementation strategies (Jobin et al., 2019; Hagendorff, 2019). Some proposed approaches include establishing oversight mechanisms, industry standards, and interdisciplinary collaboration (Jobin et al., 2019). Notably, many guidelines omit discussion of artificial general intelligence risks, possibly due to their speculative nature (Hagendorff, 2019). Overall, the literature emphasizes balancing global harmonization with respect for cultural diversity in developing ethical AI frameworks (Jobin et al., 2019).

Ask the group a question...

Claude-3.5-Sonnet 120 words

# CHATGPT CHROME EXTENSIONS

- <https://platform.openai.com/playground>
- Ultimate GPT Toolbar
- ChatGPT Folders & GPT-3.5/4 AI Online Copilot
- Summarize & Chat
- YouTube Summary with ChatGPT & Claude
- <https://openai.com/blog/chatgpt-plugins>
- <https://beebom.com/best-chatgpt-chrome-extensions/>

# 120 HARPA AI | AUTOMATION AGENT WITH CLAUDE & GPT

- Harp AI : installation in Chrome
- On the desired pages press ALT + A
- / search desired
- ... Page text
- Strong SEO analysis
- By the way , Harpa knows the whole bunch of things :
  - Summary of Youtube lectures
  - Answering on e-mail
  - Translation
  - Improving texts ( grammar ... )
  - Creating texts
  - ...





# GPTs


## GPTs

Discover and create custom versions of ChatGPT that combine instructions, some knowledge, and any combination of skills.


Top Posts: Writing, Productivity, Research & Analysis, Education, Outreach, AI/LLM, Programming

### Featured


Curated top picks from the ecosystem




**Tutor Me**  
Your personal tutor to help you learn! From algebra to programming, let's help you with math, science, and more.  
[Go to GPT](#)



**Whimsical Diagrams**  
Create and visualize concepts with beautiful, customizable diagram templates.  
[Go to GPT](#)




**Code Copilot**  
Code faster. Build faster. With the expertise of 10x programmers by your side.  
[Go to GPT](#)





**DeepGems**  
Play any video game faster. You choose what to do next.  
[Go to GPT](#)


### Trending


Most popular GPTs by our community


1  **Image generator**  
A GPT specialized in generating and editing images with the use of professional and trendy look image generation.  
[Go to GPT](#)


2  **Web for Site**  
Get the best engaging content with a focus on quality, relevance and overall user choice.  
[Go to GPT](#)

3  **Scholar GPT**  
Enhance research with 225M+ resources and built-in citation reading with Author Single Scholar, PubMed, JSTOR, Arxiv, etc.  
[Go to GPT](#)

4  **Contentize**  
Take the research, chat directly with the world's experts, generate content, references, get simple explanations, write.  
[Go to GPT](#)

5  **Enews**  
Effortless design for your newsletters, blogs, social media posts, etc.  
[Go to GPT](#)

6  **Image Creator**  
Use this GPT to generate professional top designed and top social.  
[Go to GPT](#)



## Browser Pro

By [sideral](#)

Top browser expert! Provide 5X accurate responses. Read any links: PDFs, videos, etc. Create 10+ types of files, like mind maps & spreadsheets, from search-derived contents.

★ 4.1

Rating (1K+)

#8

in Productivity (Global)

50K+

Conversations

**Conversation Starters**

Search for latest AI research outcomes.

Read this link and summarize the key points.

🗨️ **Start Chat**

# GPT: DATA ANALYST

- Unit Cost: The cost per unit.
- Total: The total sales amount.

Here is a preview of the first few rows:

DateOrder	Region	Rep	Item	Units	Unit Cost	Total
2021-01-08	East	Jones	Pencil	50	1.80	90.00
2021-04-03	Central	Oliver	Eraser	80	10.00	800.00
2021-05-06	Central	Jarvis	Pencil	80	4.50	360.00
2021-05-08	Central	Lee	Pen	27	10.00	270.00
2021-05-15	West	Williams	Pencil	56	2.00	112.00

The "Sheet" sheet is empty with no data.

Please let me know how you would like to proceed with the data analysis or any specific operations you would like to perform on this dataset. ( )



remove the column "Region" from the file

Analysed

```
python
# Remove the "Region" column from the salesOrders spreadsheet.
sales_orders_df = sales_orders_df.drop(columns=["Region"])

# Save the modified spreadsheet back to the Excel file, replacing the existing data.
pd.DataFrame(sales_orders_df.to_dict("records")).to_excel(
    sales_orders_df.to_excel(path, sheet_name="SalesOrders", index=False)
    sheet_id.to_excel(path, sheet_name="Sheet1", index=False)

# Revertting the changes by loading the data again.
modified_sales_orders_df = pd.read_excel(file_path, sheet_name="SalesOrders")
modified_sales_orders_df.head()
```

DateOrder	Rep	Item	Units	Unit Cost	Total	
0	2021-01-08	Jones	Pencil	50	1.80	90.00
1	2021-04-03	Oliver	Eraser	80	10.00	800.00
2	2021-05-06	Jarvis	Pencil	80	4.50	360.00
3	2021-05-08	Lee	Pen	27	10.00	270.00
4	2021-05-15	Williams	Pencil	56	2.00	112.00

The "Region" column has been successfully removed from the "SalesOrders" sheet in the Excel file. Here is a preview of the modified data:

DateOrder	Rep	Item	Units	Unit Cost	Total	
0	2021-01-08	Jones	Pencil	50	1.80	90.00
1	2021-04-03	Oliver	Eraser	80	10.00	800.00
2	2021-05-06	Jarvis	Pencil	80	4.50	360.00
3	2021-05-08	Lee	Pen	27	10.00	270.00
4	2021-05-15	Williams	Pencil	56	2.00	112.00

Analysed

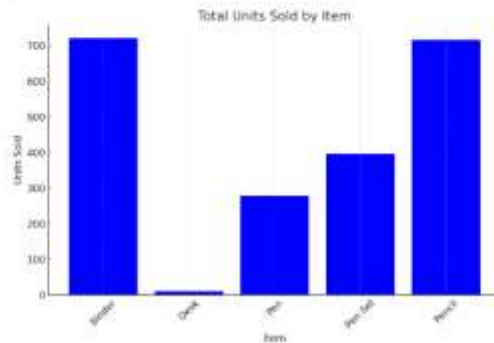
```
python
import matplotlib.pyplot as plt

# Summarize the total units sold for each item.
item_units_sold = sales_orders_df.groupby("Item")["Units"].sum().reset_index()

# Create a bar chart.
plt.figure(figsize=(10, 6))
plt.bar(item_units_sold["Item"], item_units_sold["Units"], color="blue")
plt.xlabel("Item")
plt.ylabel("Units Sold")
plt.title("Total Units Sold by Item")
plt.xticks(rotation=45)
plt.grid(axis="y")

# Display the chart.
plt.show()

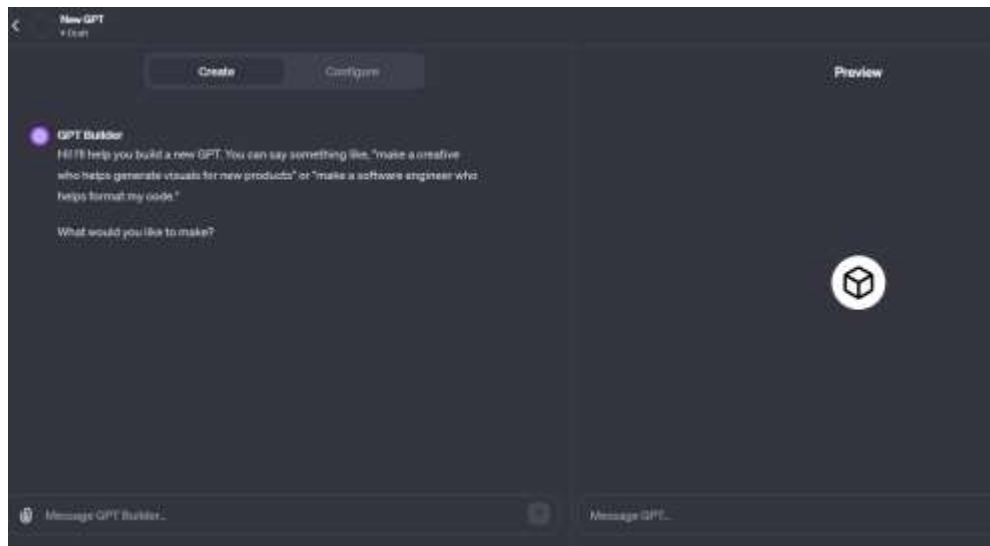
# OUTPUT:
# A bar chart showing the total units sold for each item, with a grid and rotated x-axis labels.
```



Here is the bar chart showing the total units sold for each item. If you need any further analysis or another type of chart, please let me know! ( )

Oh / S / T / D

# OWN GPTS



# GEMINI

**L** What do you know about cycling trails along Danube river? ✓

Show drafts ▾



◆ The Danube Cycle Path is one of the most popular and scenic cycling routes in Europe. It stretches for approximately 1,200 kilometers (746 miles) from Donaueschingen in Germany to Budapest, Hungary. This route is part of EuroVelo 6, a trans-European cycling route. ▾



Danube Cycle Path

The Danube Cycle Path is known for its well-maintained paths, stunning landscapes, and rich cultural heritage. It winds its way through various countries, including Germany, Austria, Slovakia, and Hungary, offering diverse experiences along the way.



Here are some highlights of the Danube Cycle Path:

- **Germany:** The route begins in the Black Forest region, passing through charming towns and picturesque landscapes.



# MS COPILOT

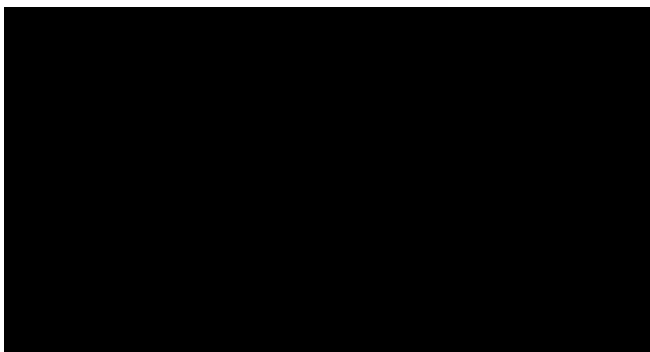
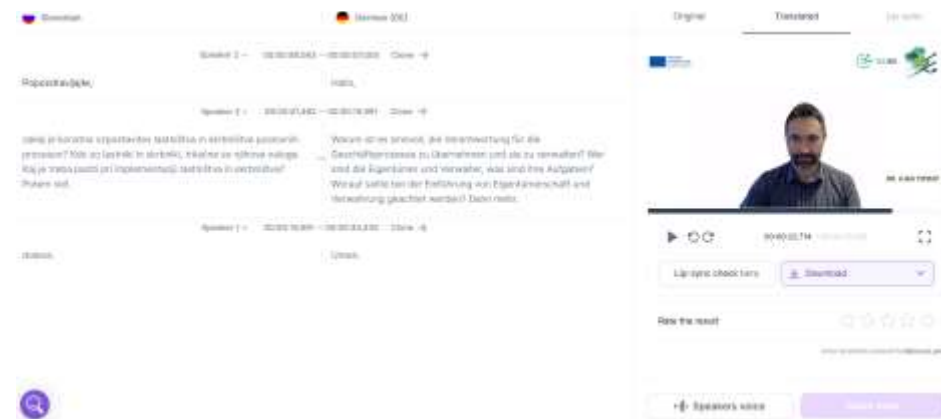
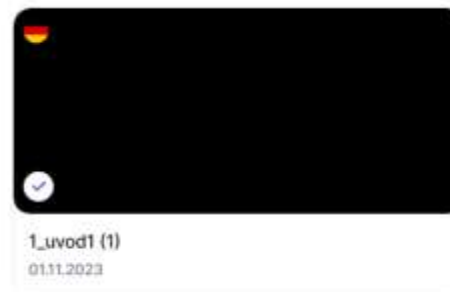
The screenshot displays the Microsoft Copilot interface. At the top right, there is a "New chat" button and a shield icon. The main heading is "Copilot" with the tagline "Your everyday AI companion". Below this, there are six prompt cards arranged in a 2x3 grid:

- Find the right questions**: Suggest common questions that can be asked to get a retrospective started with my colleagues
- Stand out on socials**: What are some tips for writing a great LinkedIn post?
- Interview warning signs**: What are some red flags to watch out for during an interview?
- Code a binary search in Python**: Write a Python script to perform binary search
- Create a pop art image**: Create a pop art image of a woman wearing sunglasses and a beret
- Show me the result**: Execute and explain this code...

At the bottom, there is a text input field with the placeholder "Ask me anything...", a character count "0 / 1000", and a "View prompts" link. A small icon of a document with a checkmark is also visible next to the input field.

# TRANSLATION INTO DIFFERENT LANGUAGES

■ <https://rask.ai>



# VIDEO CONTENT CREATION

- <https://runwayml.com/>
- <https://www.synthesia.io/>
- <https://www.heygen.com/>
- <https://www.invideo.io>

# MUSIC CREATORS

- <https://www.media.io/lab/ai-music/>
- <https://soundraw.io/>
- <https://www.junia.ai/tools/music-generator>
- <https://mubert.com/>
- ...
- <https://www.aimi.fm/listen> ( neverending AI music radio:)





# DRAW PICTURES

- <https://www.junia.ai/dashboard/ai-image>
- <https://www.genecraft.com>
- <https://www.freepik.com/ai/image-generator>
- <https://www.canva.com/ai-image-generator/>
- Bing Image Creator
- <https://neural.love/> (AI generated image search)
- <https://Leonardo.ai>
- ...



# EDIT PICTURES

- <https://www.photoroom.com>
- <http://removal.ai>
- <https://goart.fotor.com/>



# EDIT PICTURES



 PhotoRoom

 Create

 Batch

Your Content

 Designs

 Templates

## Start from a Photo

Drag and drop your image anywhere on this page

 + Select a photo

### Tools



Remove  
Background



Retouch



Instant  
Backgrounds



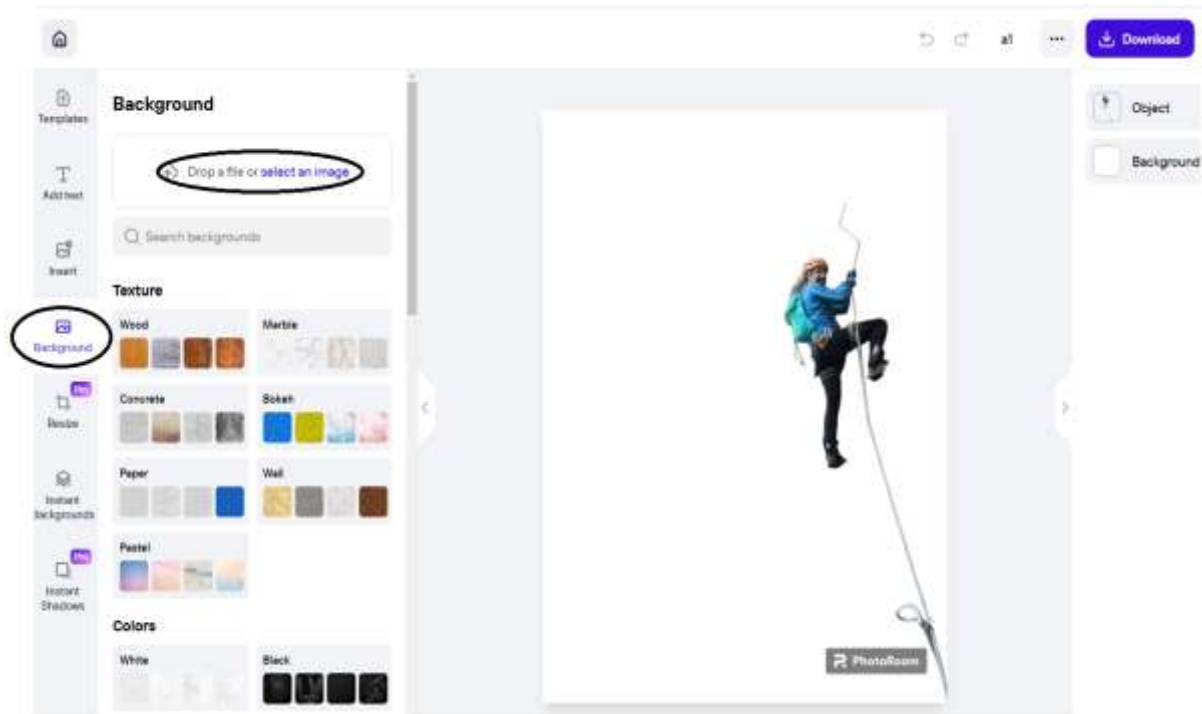
Instant Shadows



Resize

# EDIT PICTURES

- <https://www.photoroom.com>



# AI SCHEDULING



- <https://reclaim.ai/>

Step 1 of 5

## Your calendar is connected

This is the main calendar that Reclaim will change this later

Reclaim works best with you

✓     
 Main Account

Connect a different a

About Reclaim

Step 2 of 5

## What is your role?

We'll use this info to custom

Senior Leadership












Manager

Student

Step 3 of 5

## Set up some habits


Habits are a proven, more flexible way to get time for your priorities. You can always break your preferences or add more habits later.

 <b>Learn</b> 08:00 - 11:00 Monday, Wed - 10	 <b>Learning Catch Up</b> 08:00 - 09:00 Every day, Mon - 10	 <b>Afternoon Catch Up</b> 08:00 - 09:00 Tuesday, Wed - 10
 <b>Weekly Status Report</b> 08:00 - 10:00 Monday, Wed - 10	 <b>Weekly Admin Review</b> 09:00 - 10:00 Monday, Wed - 10	 <b>Review Procurement Requests</b> 09:00 - 10:00 Monday, Wed - 10
 <b>Review Supplier Agreements</b> 10:00 - 11:00 Monday, Wed - 10	 <b>Update Internal Policies</b> 10:00 - 11:00 Monday, Wed - 10	 <b>Website Technology Design</b> 10:00 - 11:00 Monday, Wed - 10
 <b>Review Space Workflows</b> 11:00 - 12:00 Monday, Wed - 10	 <b>Update Operational Procedures</b> 11:00 - 12:00 Monday, Wed - 10	


Step 4 of 5


## Sync your personal calendar

Automatically block personal events on your work calendar to prevent over-bookings. You can change settings or add more calendars later.

 **Source Calendar**  
This is the calendar Reclaim will sync events from.

Select calendar -

 **Primary**



# DIRECT TRANSCRIPTS

- <https://otter.ai/> (currently 8 languages, free up to 300 minutes, easy to use)

The screenshot displays the Otter.ai web interface. On the left is a sidebar with navigation options: Home, My Conversations (circled in red), All Conversations, Apps, and More. Below these are sections for CHANNELS, DIRECT MESSAGES, and FOLDERS. The main area shows a 'Note' titled 'Note' with a date of 'Fri, Nov 24, 2023 - 10:29 PM' and a duration of '1:08'. The note content includes 'SUMMARY KEYWORDS' (business intelligence, decision makers, business processes, methodologies, executives, fundamentals, data, planners, combination, competitive, storage, improving, analysis, evaluation, interesting) and 'SPEAKERS' (Speaker 1). A transcript entry from 'Speaker 1' is shown, starting with 'Hello. Business intelligence is defined as a combination of data gathering data storage, knowledge management and analysis as a result of for evaluation of complex organisational and competitive information to the executives, planners and decision makers with the fundamentals of improving the quality of the decisions and business processes. Oh really? I didn't know that. Very interesting. Yes, that is true. My Lady. Would you like to talk about something else as well? Yes. I was wondering if you could tell me something about business intelligence methodologies and tools. Yes, of course, no problems.' To the right, a 'Chat' window is open, showing a message from 'Luka Tomat' asking 'What was it about?' and a response from 'Otter' providing a summary of the transcript.

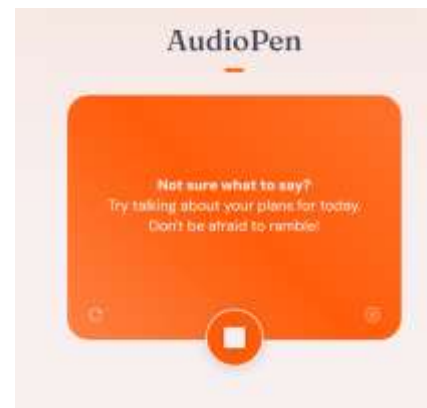
# MEETING NOTES

- <https://fireflies.ai> (currently German, Dutch, French, Spanish, Portuguese, and Italian )
- Chrome extension : Fireflies: Summarize meetings, articles, docs

The screenshot shows the Fireflies.ai website homepage. At the top, there is a navigation bar with the Fireflies.ai logo, links for Product, Use case, Integration, Resources, and Pricing, and an 'Access my Dashboard' button. The main content area features the headline 'Automate your meeting notes' and a sub-headline 'Fireflies.ai helps your team transcribe, summarize, search, and analyze voice conversations.' Below this are two buttons: 'Get started for free' and 'Request demo'. A video player shows a woman smiling, with a purple Fireflies.ai robot avatar in the top right corner. A chat bubble from 'Janice Anderson' is overlaid on the video, stating: 'It send out the meeting notes after our call. We can sync up again next Friday.' At the bottom, there is a 'Your privacy' section with a link to 'Preference' and a button for 'Accept all cookies'.

# TRANSCRIPTION

- Audiopen
- Cockatoo
- Write by Voice (english)
- Transcriber (Slo)
- Sonix.ai (eng)
- Word 365
- Teams
- Google Meet
- ...





# CREATE WEBSITES

<https://durable.co/>

<https://gamma.app>

<https://gamma.app/docs/Welcome-to-Our-Car-Dealership-hshzn62j2bg31eo?mode=doc>

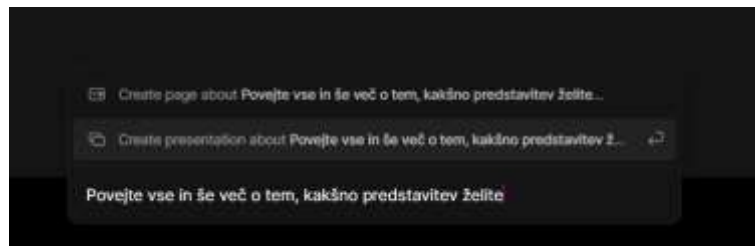
<https://10web.io/>

<https://10web-site.ai/14/sharp-locust/>

<https://www.unite.ai/sl/najbol%C5%A1i-izdelovalcii-spletnih-mest-z-umetno-intelligenco/>

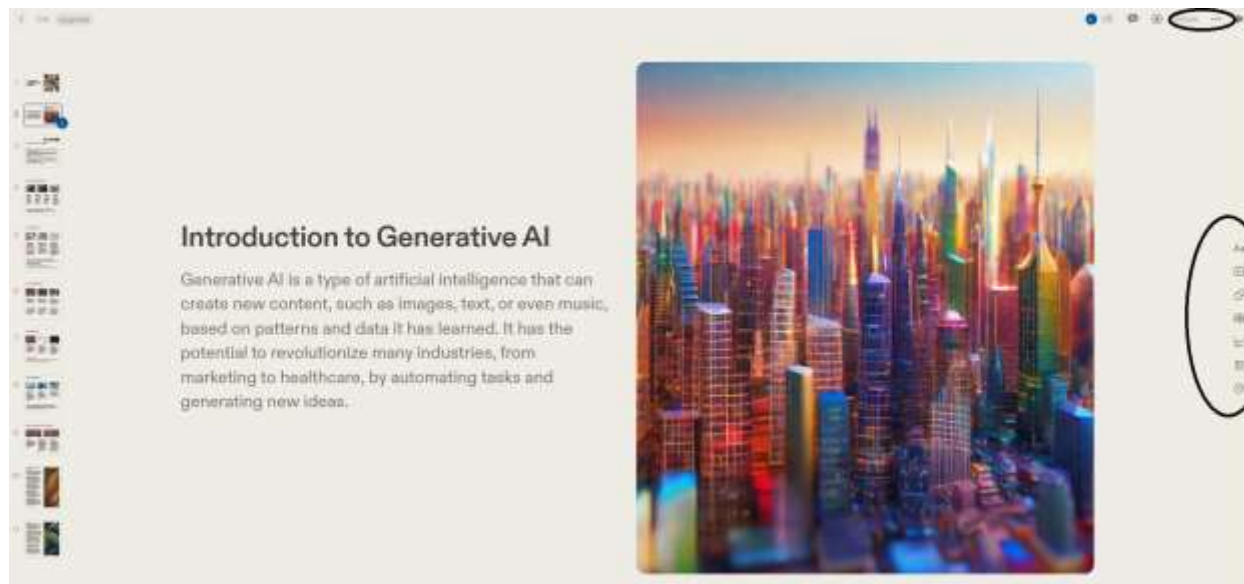
# CREATE PRESENTATION

■ <https://tome.app/>



# CREATE PRESENTATION

- <https://tome.app/>
- <https://tome.app/lt-d03/untitled-tome-clog54yop00o3o67asrl8kpd5>



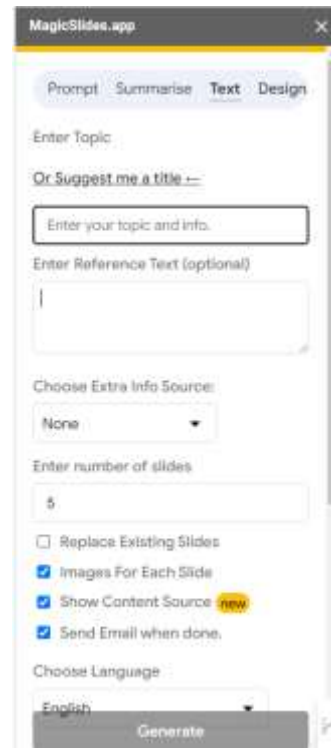
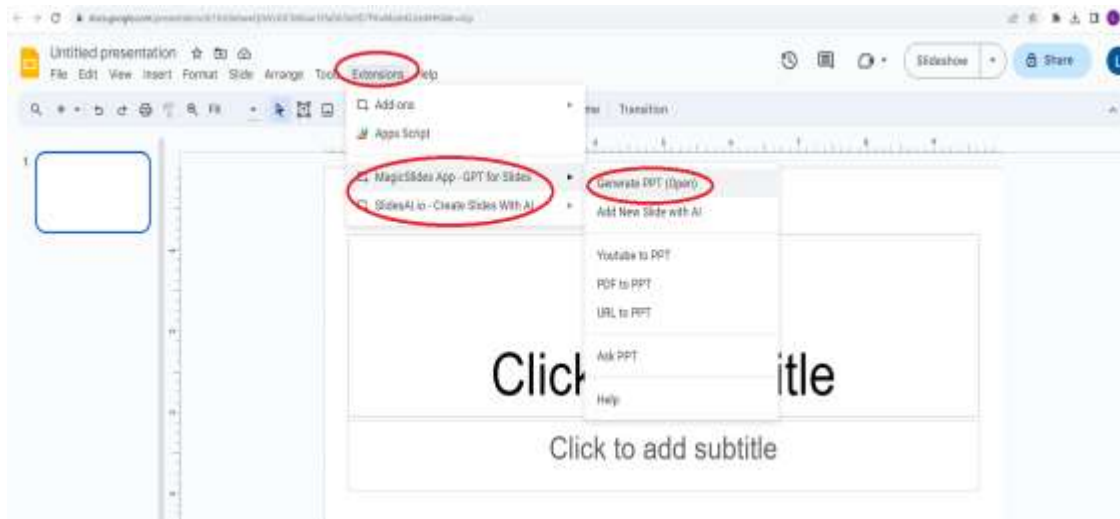
# REVIEW DIFFERENT TOOLS - PRODUCTION PRESENTATIONS

- <https://www.slidespilot.com>
- <https://www.slidespilot.com/s/p/wJOYKkJAnD>

The screenshot shows the Slidespilot presentation editor interface. At the top, the title bar reads "Digital Transformation - The Hype and Conceptu...". On the right side of the title bar, there are "Share" and "Download" buttons. Below the title bar, there is a "New Slide" button and a vertical list of slide thumbnails. The main editing area displays a slide titled "Introduction" with a futuristic cityscape image and the following text: "Welcome to the presentation on Digital Transformation - The Hype and Conceptual Changes. In this session, we will delve into the phenomenon of digital transformation, exploring the hype surrounding it and the conceptual changes it brings. Stay tuned for an insightful and engaging discussion." To the right of the main editing area, there is a sidebar with fields for "Title" (containing "Introduction"), "Text" (containing the slide's text), and "Image" (with a "Generate image with AI or Upload" button and a "Delete" button). At the bottom right, there is a large yellow "Save Changes" button.

# CREATE PRESENTATION

- <https://www.magicslides.app/>
- Upload as a Google Slides Add-on



# CREATE PRESENTATIONS FROM PDF

- Decktopus.com €€€
- <https://docs.howly.com/> €€€
- <https://Pdfguru.com> €€€
- <https://www.magicslides.app/tools/pdf-to-ppt> some free then €€€
- <https://slidespilot.com> some free then €€€



# WORKING WITH PDFS

- <https://www.pdfgear.com/download/> (chat with pdf)
- <https://www.pdfgear.com/pdf-copilot/> ('conjuring' with pdf)
- <https://www.pdfgear.com/ai-pdf-editor/> (pdf editor)

# FILLING OUT FORMS

- Paid tools, e.g. Super.ai, InstaFill.ai, (also Axiom.ai)
- GPTs

## Worried about filling PDF forms wrong?

Fill out PDF forms with our AI-powered online tool. Simply upload any fillable PDF form, whether blank or pre-filled, and let our AI PDF form filler ensure accurate, error-free documents every time.



Drag & Drop a fillable PDF form inside dashed region to fill out the document

Upload PDF Form

Use sample form

Popular PDF forms:

[W-9 Request for Taxpayer](#)

[TR-205 Request for Trial for Traffic Violations](#)

[Form 1040 U.S. Individual Tax Return](#)

## Instafill

### Step 2/2: Upload sources

Provide information that will help the AI fill out the PDF for you. This could be anything!

OR

Paste or type any information you think will be useful.

## GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

fill form

All



### Fill PDF Forms

Fill PDF forms & PDF documents with AI (based on file, provide data source and etc.)  
By [CASHAAR](#) · 3,400+



### Form Filler 4

Fill in any form, any quantity with your data. Fill in forms that are unable to be opened.  
By [Srinivasan](#) · 3,500+



### Fill a Form

The Form Preparation Assistant automatically fills forms like bank accounts apply.  
By [JESMA](#) · 3,4



### AutoHotkey Form Filler

Creates AutoHotkey scripts for automating web forms. Transform multiple web pages.  
By [Thomas Huumonen](#) · 3,30+



### Form Filler Assistant

Helps you fill forms for an apartment application website.By [Marta Lema Falcón](#) · 3,1



### one young world application

Use Chat GPT help me fill out an important application form for one young world app.  
By [Karel Jan](#) · 3,0



### Fill out any form in minutes

AI-assisted in filling out online forms with accuracy and efficiency.  
By [Aparajitha](#) · 3,00+



### AI Tools Guru

From the best AI tools. Work around your tool! Fill the forms. [https://forms.guestup.com](#).  
By [Marian Livariu](#) · 2,90+



### Qizwi Form Filler

Instantly how to fill out the Qizwi Form correctly.



# 145 MACROS IN EXCEL (OR ANY OTHER MS OFFICE PROGRAMS)

- List of products, employees, sales...
- → for example, the number of sellers by region, country...
- Name the data in Excel accordingly (e.g. table name *Table1* ).



OrderID	Region	Salesperson	Order Date	Order Amount
11249	New York	Patel	07/09/2020	\$ 1,753.40
11252	Boston	Duncan	07/10/2020	\$ 3,497.90
11250	Boston	Duncan	07/11/2020	\$ 1,452.60
11251	Boston	Chan	07/14/2020	\$ 554.06
11255	San Fransi	Collins	07/14/2020	\$ 2,390.50
11248	New York	Brown	07/15/2020	\$ 340.00
11253	Boston	Chan	07/15/2020	\$ 1,344.80
11256	Boston	Chan	07/16/2020	\$ 417.80
11257	Boston	Duncan	07/21/2020	\$ 1,019.90
11254	New York	Brown	07/22/2020	\$ 456.62
11258	Chicago	Evers	07/22/2020	\$ 1,514.88

# MANUFACTURING MACROS FOR EXCEL

- prompt " as precise and detailed as possible (every word is important).
- Copy the generated code into the VBA Editor according to the instructions.

1. Odprite Excel in pojdite na delovni list, kjer želite uporabiti makro.
2. Pritisnite **Alt + F11**, da odprete VBA Editor.
3. V meniju izberite **Insert > Module**. To bo ustvarilo nov modul za vaš makro.
4. V okno modula vnesite naslednjo kodo:

5. Shranite in zaprite VBA Editor.
6. Da uporabite makro, se v Excelu vrnite na zavihek **View** in izberite **Maoros**. Poiščite svoj makro in kliknite **Run**.

Here is a sample VBA script to create a chart based on this data:

```

vba
Copy code

Sub CreateChart()
    Dim ws As Worksheet
    Dim chartObj As ChartObject
    Dim rngData As Range

    ' Set the worksheet with your data
    Set ws = ThisWorkbook.Sheets("YourSheetName")

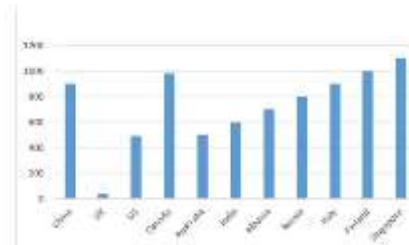
    ' Set the range with your data
    ' Assuming the data is in columns A and B, adjust as needed
    Set rngData = ws.Range("A1:B10") ' Update range according to your

    ' Add a new chart
    Set chartObj = ws.ChartObjects.Add(Left:=100, Width:=375, Top:=50,
    With chartObj.Chart
        ' Set chart type
        .ChartType = xlColumnClustered ' You can change the type as ne

        ' Set data source
        .SetSourceData Source:=rngData

        ' Set chart title
        .HasTitle = True
        .ChartTitle.Text = "Sales by Region"

        ' Optional: Customize axes, legends, etc.
    End With
End Sub
  
```



# AI SUPPORT FOR EXCEL

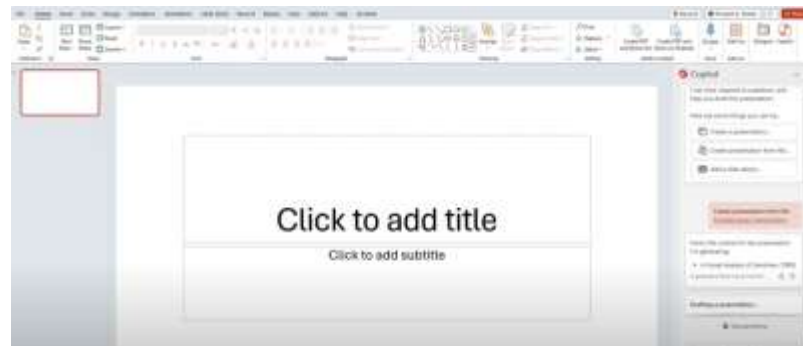
- Ultimate Toolbar GPT (AI toolbar )
- GPT formula
- AI Excel Bot : ChatGPT Excel Assistant
- <https://numerous.ai/>
- <https://gptexcel.uk/formulas>
  
- ADD-INS:
  - GPT for Work (Excel, Word)
  - OpenAI API ( <https://community.openai.com/t/chat-gpt-for-excel-use-gpt3-inside-excel-sheets/86697/1> )
  - QueryStorm
  - ChatGPT for Excel ( or for PowerPoint)

# COPILOT FOR WORD

- Create content
- Rewrite
- Visualize as a Table
- Summarize this Assoc
- Chat with a file
- Send to PowerPoint Presentation
- ...

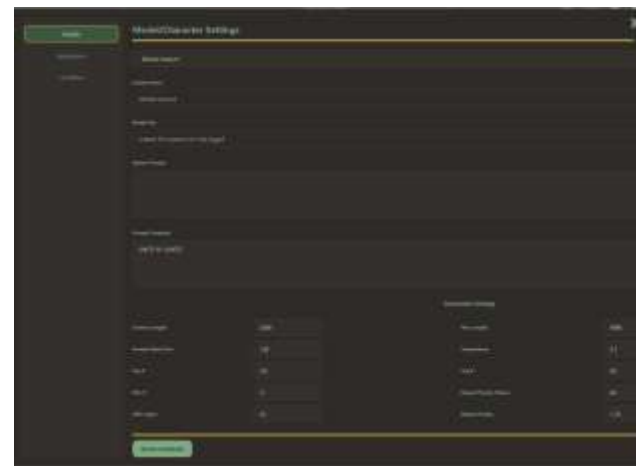
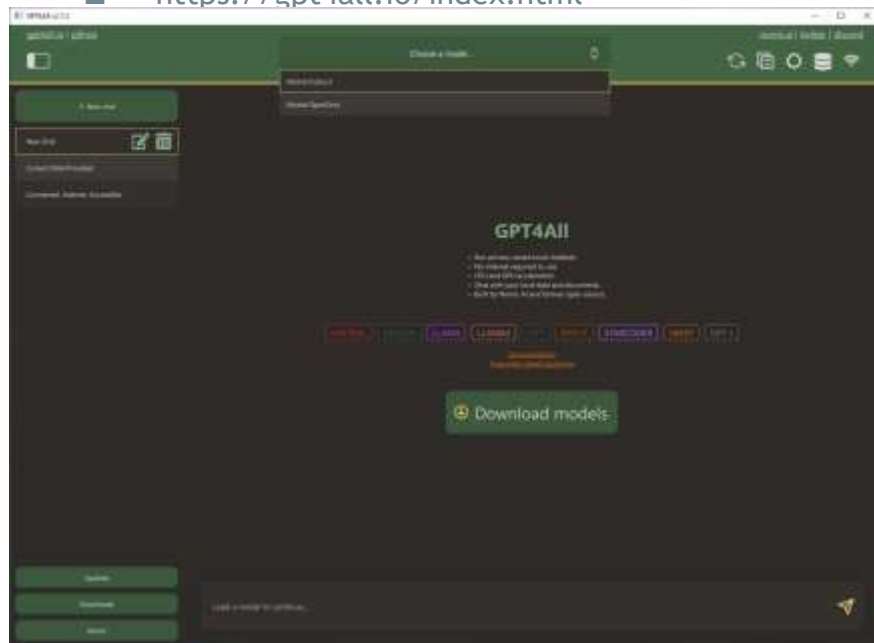
# COPILOT FOR POWERPOINT

- Create presentation
- Add slides about
- Create presentation from a file
- ...



# LOCAL USE OF LLM: GPT4ALL

■ <https://gpt4all.io/index.html>



# LLM LOCAL USE: JAN.AI

- <https://jan.ai/>
- <https://github.com/janhq/jan?tab=readme-ov-file>

