

Introduction to Artificial Intelligence

Affordable AI is revolutionizing the phygital world

AI enables machines to perform tasks like decision-making, speech recognition, and visual perception.

Generative AI produces novel content, often closely resembling work created by humans.



Productivity improvement



Enhanced decision-making



Cost reduction

Key Applications of AI

Predictive maintenance

Customer service

Big Data analysis

Leverage insights

Predict trends

Automate processes



Implementation of IoT sensors

Collection of operational data

Analysis using AI algorithms

Generation of insights (failure prediction, process optimization)

Cost reduction and efficiency improvement

AI Tools for SMEs

Websites



AI-powered apps, like Hostinger, allow SMEs to create a website from scratch.

Sales automation



AI-powered apps, like Chatfuel, allow SMEs to automate selling through Chat platforms.

Marketing strategies

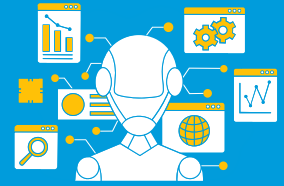


Generative AI platforms can be used to create marketing campaigns for social networks.

Social network engagement



AI-powered apps, like HeyGen or Renderforest, allow SMEs to create institutional videos within minutes.



The Power of AI

Generative AI platforms can act as agents, carrying out activities for SME managers.

AI Tools

Practical solutions like ChatGPT boost productivity and automate services.

AI for all segments

AI can support not only service businesses but also industrial activities, if the necessary data is available.

Free and low-cost tools

can be the kickstart for SMEs

Affordable Solutions

Currently, some of the most relevant Generative AI platforms are low-cost or free.

Minimal training

AI-powered apps are easy to use, requiring minimal or no training.

AI makes digitalization easier for any SME.