

An Introduction to ChatGPT and the World of Generative AI



Presented By
John H. Higgins, CPA.CITP
CPA Crossings, LLC



Learning Goals

- Develop an understanding of the current state of AI (artificial intelligence)
- Learn what ChatGPT is all about
- Explore the potential impact on accounting & finance

John H. Higgins, CPA.CITP Strategic Technology Advisor



jhiggins@cpacrossings.com

Strategic technology advisor to the profession w/ 35+ years of experience

Nationally recognized author and presenter on CPA technology

Former National Mid-market Technology Partner - BDO

Cygnus Media Top 25 Thought Leader for the profession

AICPA Business & Industry Hall of Fame Inductee

MICPA Innovative User of Technology Award

Past Chair of the Michigan Association of CPAs

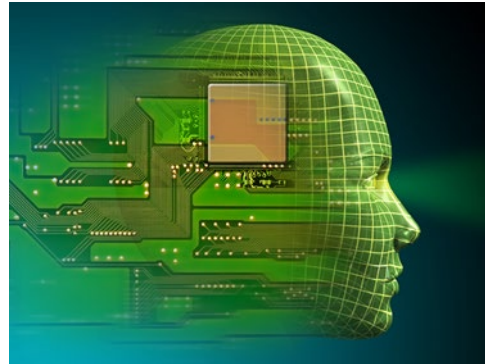
Passionate advocate for the CPA profession!

Cryptocurrency Enthusiast

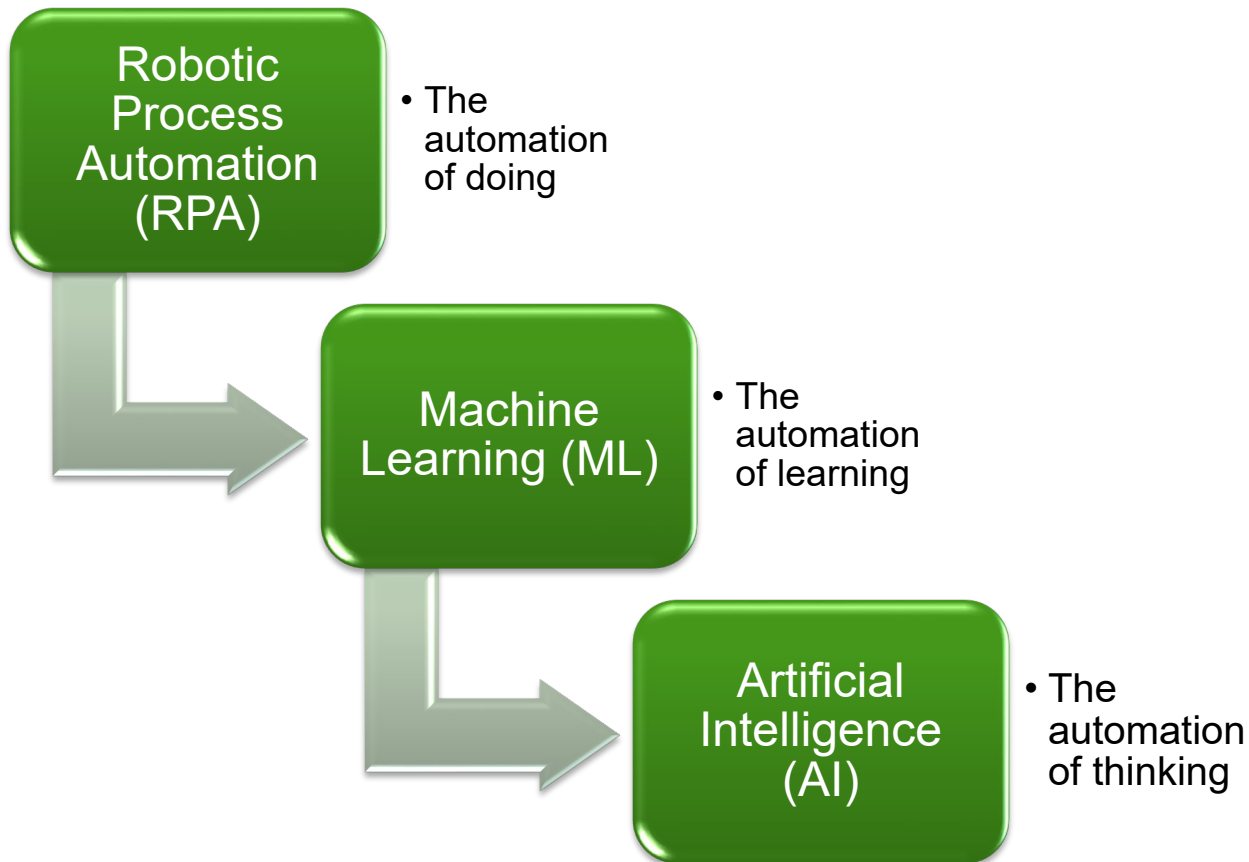
Presentation Outline

- Fundamentals of AI
- Chat GPT Deep Dive
- Let's Chat
- AI Potential Impact on Accounting & Finance
- Wrap-Up

FUNDAMENTALS OF AI



Key Trends in Automation



What is ChatGPT

- Chat Generative Pre-trained Transformer
- Fastest growing app in history
 - Launched November 30, 2022
 - 100 million users in two months
- An AI chatbot
- Developed by OpenAI

History of OpenAI

- Research organization founded in 2015 by Elon Musk, Sam Altman and others
- Initially structured as a non-profit, now a for-profit entity
- Elon Musk resigned in 2018 due to conflict of interest with Tesla & SpaceX
- Microsoft announces \$10 billion investment in Jan 2023

Chatbot

- A program designed to simulate conversation with human users.

AI – Artificial Intelligence

- The development of “intelligent” machines that can perform tasks that typically require human intelligence, such as perception, reasoning, learning, and natural language processing.

Machine Learning

- Use of algorithms that enables machines to learn from data and make predictions or decisions based on what it has learned.

GPT - Generative Pre-trained Transformer

- A type of language model that uses deep learning techniques to generate human-like text

NLP - Natural Language Processor

- A field of AI that deals with the interaction between computers and human language, enabling machines to understand, interpret, and generate human language.

LLM – Large Language Model

- An artificial intelligence (AI) model that is designed to generate human-like text.
- Trained on massive amounts of data, such as text from books, articles, and websites, and use complex algorithms to learn patterns in the data and generate text that is similar to human writing.

Where does it get its data?

- Public website data, including documents
- Private partnerships with entities
- Licensed from third party providers
- Crowdsourcing
- Sources are not always disclosed
- OpenAI provides an API for private company licensing using private data.

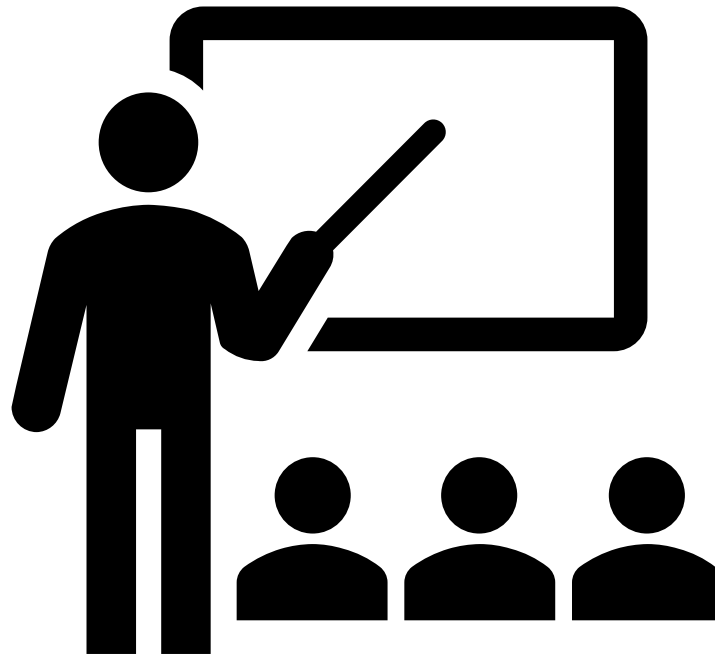
Let's Chat

- List licensed CPAs by name in NC
- 2020 Presidential election results
- Explain FAS 13 Lease standard
- IRS Code references to auto expense deductions
- Suggestions?

Potential Impact on Accounting & Finance

- Fully automated financial audits
- Advanced fraud detection
- Accounting standards citation
- Automated journal entries
- Automated account reconciliation
- Automated graphics creation
- Solve the CPA pipeline issue?
- What else?

WRAP-UP



Presentation Wrap-Up

- We are at the infancy of this technology
- No one knows how this will evolve
- We should be concerned if the experts are concerned!
- Stay tuned to Microsoft Co-pilot technology in Microsoft 365
- Give it a try

Questions ?



THANK YOU

