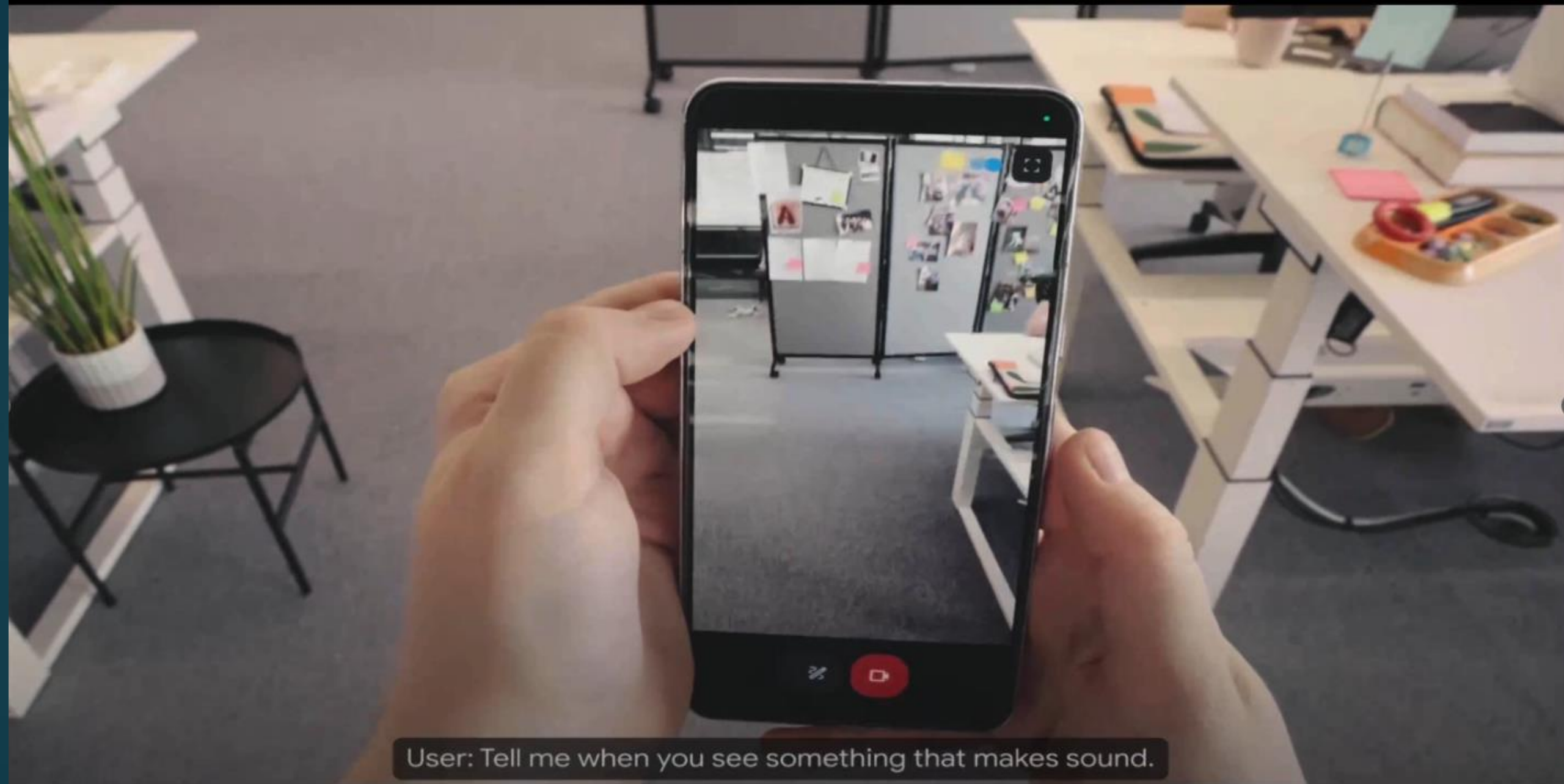


CHATGPT, AI, AND BEYOND Game-Changing Technologies That Will Impact Your Firm and Your Clients

Gene Marks CPA

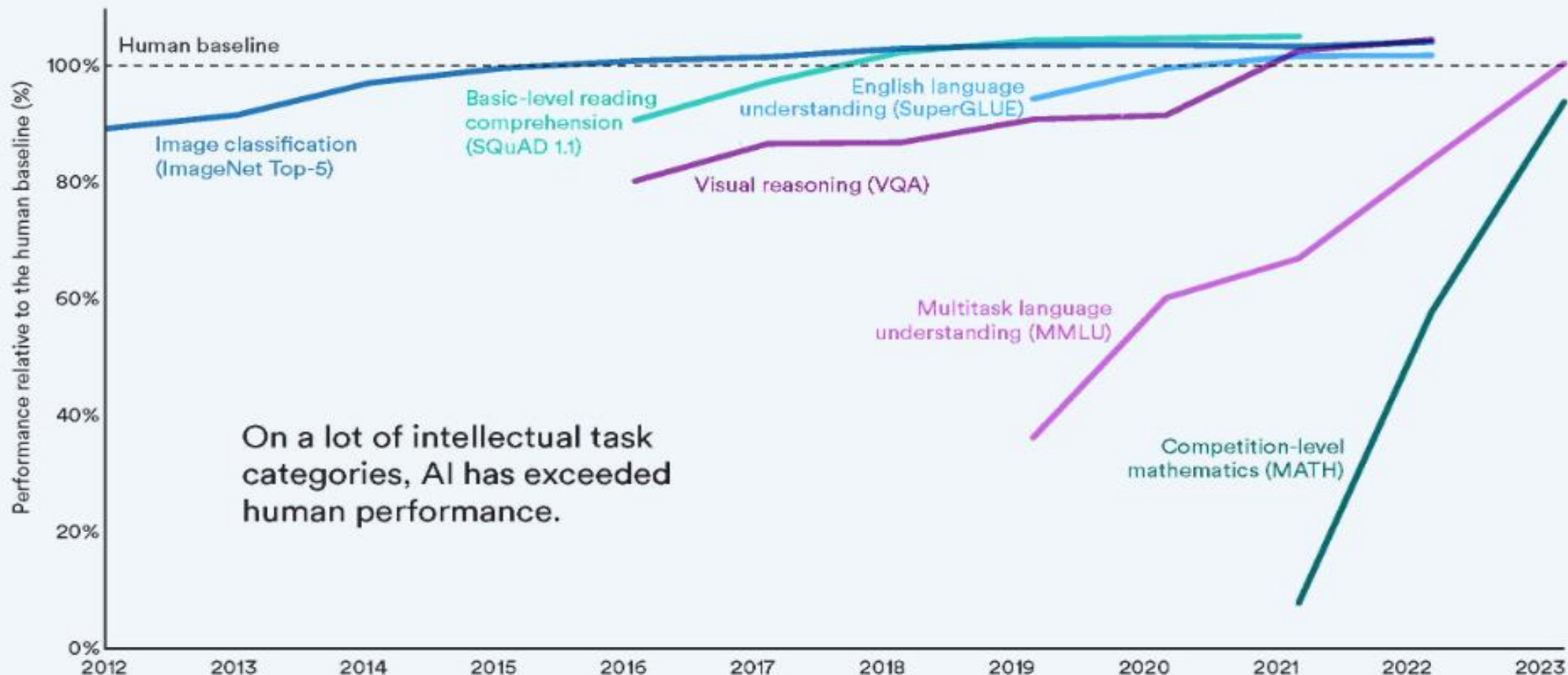




User: Tell me when you see something that makes sound.

Select AI Index technical performance benchmarks vs. human performance

Source: AI Index, 2024 | Chart: 2024 AI Index report



AI: The Big Risks

- Misinformation
- Hallucinating
- Impersonation (Deepfakes)



A Deepfake Phone Call Dupes An Employee Into Giving Away \$35 Million

Think your business is too small to be fooled? Think again.

BY GENE MARKS •

Share



AI: The Big Risks

- Misinformation
- Hallucinating
- Impersonation (Deepfakes)
- Bias
- Job loss





AI: The Big Risks


- Misinformation
- Hallucinations
- Impersonation (Deepfakes)
- Bias
- Job loss
- Control

Technology

Ukrainian AI attack drones may be killing without human oversight

Ukraine is using drones equipped with artificial intelligence that can identify and attack targets without any human control, in the first battlefield use of autonomous weapons or "killer robots"

By [David Hambling](#)

 13 October 2023

AI: The Big Risks

- Misinformation
- Hallucinations
- Impersonation(Deepfakes)
- Bias
- Job loss
- Control
- Security and Privacy of Data
- The Trust Factor

PINKY SWEAR —

Big AI companies sign safety pledge

Promise not to deploy AIs if severe risks cannot be addressed and mitigated.

TECH

OpenAI joins Silicon Valley companies lobbying against California's AI bill, which includes a 'kill switch'

Could Artificial Intelligence Create Real Liability for Employers? Colorado Just Passed the First U.S. Law Addressing Algorithmic Discrimination in Private Sector Use of AI Systems (US)

U.S. Secretary of Commerce Gina Raimondo Releases Strategic Vision on AI Safety, Announces Plan for Global Cooperation Among AI Safety Institutes

AI: The Big Risks

- Misinformation
- Hallucinations
- Impersonation(Deepfakes)
- Bias
- Job loss
- Control
- Security and Privacy of Data
- The Trust Factor
- Carbon Emissions
- Copyright infringement

AI in 2024:

AI can now identify, understand and analyze objects and places and has reached a human baseline;

Misinformation, bias, control and security are among the many risk factors of AI;

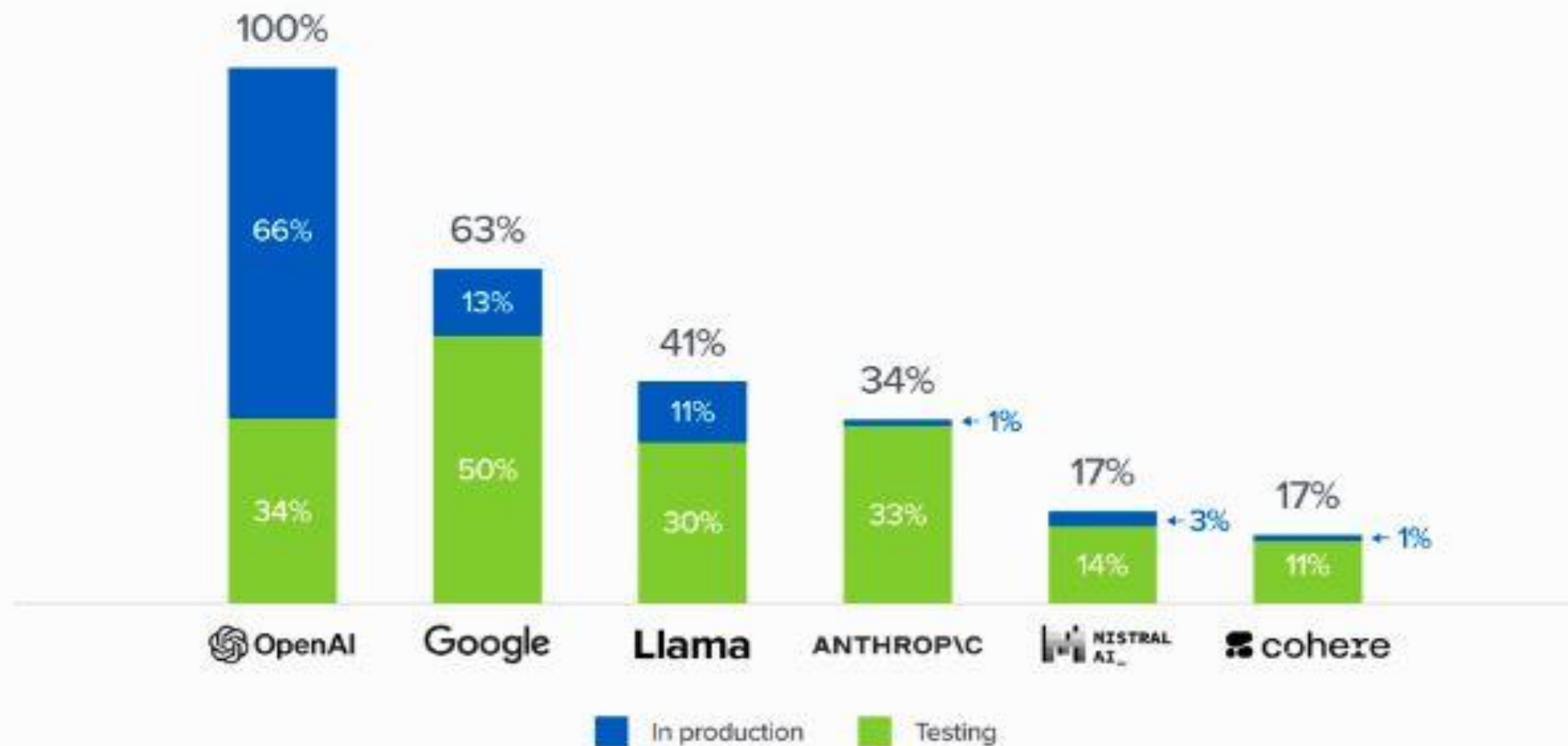
AI in 2024

Build

Buy

Prepare

Which model providers are enterprises using?



BUILD: Large Language Model

- A database of unstructured textual information
- An AI application reads and breaks down into segments and looks for patterns, structure and phrases
- AI application answers questions based on the above
- The AI application learns from the answers

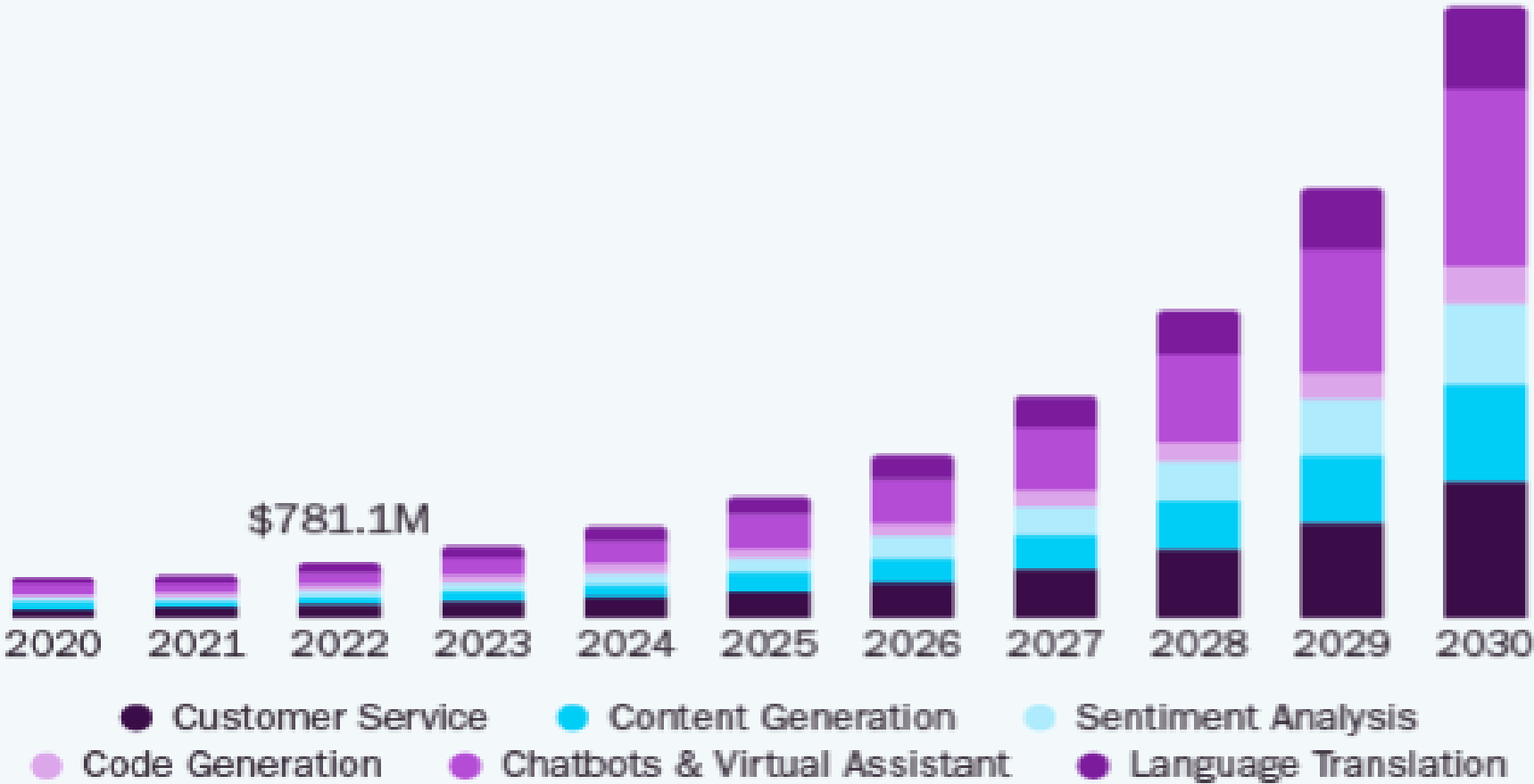
Accounting Example:

Accounting data is structured. Convert debits/credits to:

"On August 1st, 2024, \$10,000 was credited to the sales account..."

U.S. Large Language Model Market

Size, by Application, 2020 - 2030 (USD Million)

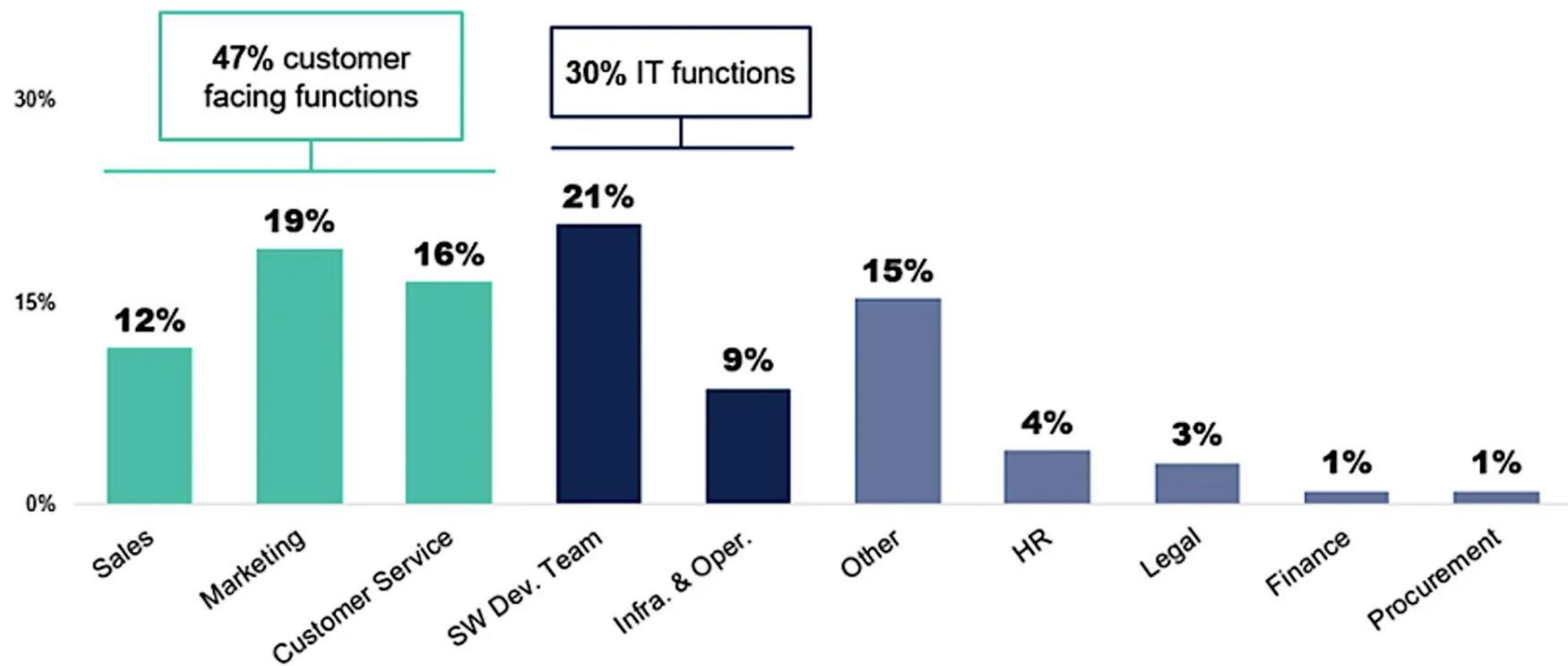


37.2%

U.S. Market CAGR,
2024 - 2030

Source:
www.grandviewresearch.com

Figure 1. Generative AI Investment by Business Function



Source: Gartner (October 2023)

New York, NY – February 27, 2024 – [Klarna](#) today announced its AI assistant powered by OpenAI. Now live globally for 1 month, the numbers speak for themselves:

- The AI assistant has had **2.3 million conversations**, two-thirds of Klarna's

'Our Chatbots Perform The Tasks Of 700 People': Buy Now, Pay Later Company Klarna To Axe 2,000 Jobs As AI Takes On More Roles

Klarna has already cut over 1,000 employees and plans to remove nearly 2,000 more



By Vinay Patel  @VinayPBPatel

Published 08/28/24 AT 7:42 AM BST



- It's estimated to drive a **\$40 million USD in profit** improvement to Klarna in 2024

Klarna has also seen massive improvement in communication with local immigrant and expat communities across all our markets thanks to the language support.

WALMART

- Create or improves 850M pieces of data in product catalog
- AI shopping assistant online - advice, suggestions and ideas

GOLDMAN SACHS

- Internal platform
- Investment models
- Customer applications
- Access public/proprietary data

PRICELINE "PENNY"

- books car, hotel, flights on voice commands
- calls hotel concierges with special requests

LOMAN AI

- restaurant receptionist for table bookings
- accepts phone/online orders – talks to people and bots

TACO BELL

- Listens to workers' conversations
- Detects when workers try to upsell
- Detects when workers suggest loyalty program
- Compensates on this scorecard

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AI in 2024

Build

Buy

AI in 2024: A Few Big Players To Watch

AI Assistants:

- ChatGPT
- Microsoft Copilot
- Google Gemini
- Anthropic's Claude
- Grok

ChatGPT 4o - \$20-30/month

Free, Plus, Team, Enterprise

Blogs

Legal, HR, Tax research

Policy creation

Document creation

Advice and analysis

SEO, Market Research

Text to image and video

TRY THESE PROMPTS

- “I need to create a macro that calculates the average of cells B1 to B10 and inserts the result in cell C1. Can you help me with that?”
- “Please review the following contract. What issues should I be concerned about? Where am I liable? [copy and paste contract]”
- “As a seasoned operations consultant, develop a detailed business continuity plan for <business> in <industry>. Address areas such as crisis communication, operational resilience, recovery strategies, and the roles and responsibilities of key personnel in managing the disruption.”

TRY THESE PROMPTS

- “I am a customer service representative, and I need to create a response to a customer complaint. The customer ordered a pair of headphones that arrived damaged. They’ve already contacted us via email and provided pictures of the damage. I’ve offered a replacement, but they’re requesting an expedited shipping option that isn’t typically included with their order. Include a paragraph that acknowledges their frustration and three bullet points with potential resolutions.”
- “Help me create an accounting staff onboarding checklist for my accounting firm”

6

Tips to write better prompts



Presented by:

Anna Bernstein

Prompt Engineer at **copy.ai**



Play (k)

0:05 / 13:56 • Start >



OpenAI's Prompt Engineering Guide:

<https://platform.openai.com/docs/guides/prompt-engineering/six-strategies-for-getting-better-results>

GoDaddy's Prompts For Small Business:

<https://www.godaddy.com/resources/ai-prompts-for-small-business>

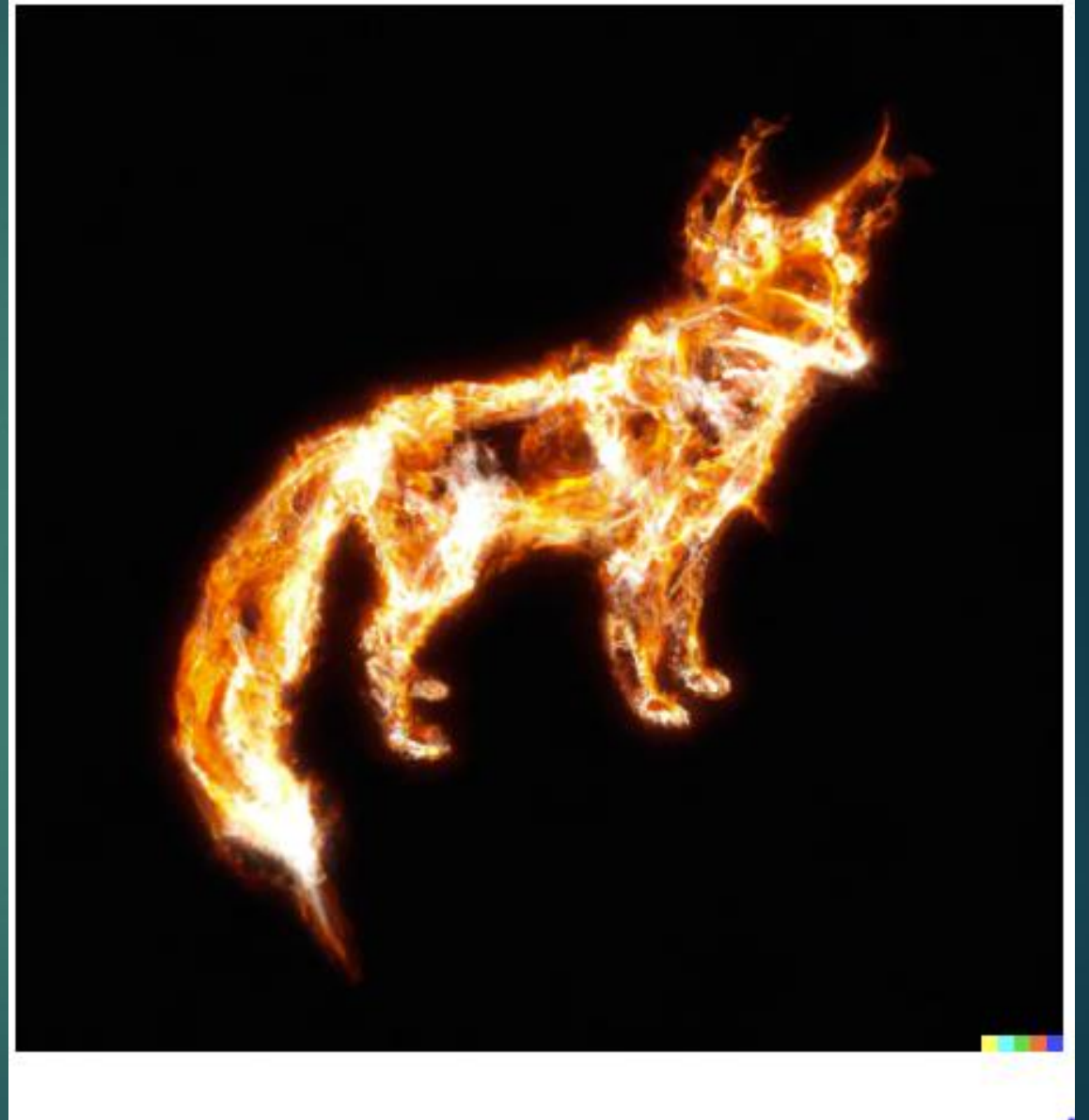
Google Prompts:

<https://drive.google.com/file/d/1VnjolelHegCmihe-j0Wt4TSiXN1Vukr6/view>

A cowboy gunslinger
walking the neon lit streets
and alleys of a futuristic
Tokyo covered in a dense
fog



An artistic render of a fox
made of fire



A real life image of a very handsome and sexy man





Several giant woolly mammoths approach treading through a snowy meadow, their long woolly fur lightly blows in the wind as they walk, snow covered trees and dramatic snow capped mountains in the distance, mid afternoon light with wispy clouds and a sun high in the distance creates a warm glow.

GENERATED BY A.I.



ChatGPT 4o - \$20-30/month

Free, Plus, Team, Enterprise

Blogs

Legal, HR, Tax research

Policy creation

Document creation

Advice and analysis

SEO, Market Research

Text to image and video

-Voice

-Challenging Google search

-ChatGPT Store

-Long term memory

ChatGPT 4o Mini – “Fine Tuning” suitable for small businesses and independent developers to build applications and software.

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- Microsoft Copilot
- Google Gemini
- Claude
- Grok

Office Automation

- Copilot for Office
- Gemini for Workspace

Business Automation

Microsoft/Google

-Microsoft: CoPilot

-Google: Gemini

-\$20-\$30/month/user

-Uses:

Word/Docs

Excel/Sheets

PowerPoint/Presents

“Learn” OneDrive/Google Drive

Teams/Meet

Create content with Copilot

A job description for...

10 ideas for...

A press release for...

A project proposal about...

Describe what you'd like to create, and Copilot will generate a draft

Home View Help

New Mail

Delete

Archive

Sweep

Move to

Quick steps

Read/Unread

Favorites

Family Photos

Add favorite

katri@contoso.com

> Inbox 14

Favorites 5

Catherine Lanco... 3

Drafts

Sent Items

Action

Shortcut te

Junk Email

Archive

New folder

Add account

Focused

Other

Filter

Today



Amari Rivera

Fw: Flight details for Catherine's gr... 9:43 AM
I should arrive with enough time to attend...

Jessie Irwin

> February 2023 Financial Results 3:07 PM
Hi all, Yesterday afternoon we announced...

Yesterday



Hayden Cook

> Update on manufacturing plant... 10:35 AM
Hi you two, I'm hoping you can help me

Isobel Macintyre

> Contract details for work on... (3) 3:57 PM
Got it, thank you for clarifying! In that case...

Jie Qui

Request for student résumé review 3:16 PM
Hello Christian, I am a junior studying busi...

Omar Bennett

> Tailwinds (New Client) Contr... (6) 1:42 PM
Sharing a preliminary draft of the latest co...

[DRAFT] Tailwi...



Rodrigo Botas

Final PTA Meeting! 11:33 AM





	A	B	C	D	E	F	G	H	I	J	K
1	Country	Customer	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
2	France	VanArsdel	Biodegradable Cleaning Products	Low	4345	\$10	\$352	\$1,529,440	\$15,294	\$1,514,146	\$
3	USA	VanArsdel	Biodegradable Cleaning Products	Low	4245	\$10	\$352	\$1,494,240	\$14,942	\$1,479,298	\$
4	Australia	VanArsdel	Biodegradable Cleaning Products	None	4124	\$10	\$352	\$1,451,648	\$0	\$1,451,648	\$
5	Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	3954	\$10	\$352	\$1,391,808	\$83,508	\$1,308,300	\$
6	France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	4952	\$10	\$127	\$628,904	\$6,289	\$622,615	\$5
7	France	Contoso Pharmaceuticals	Recycled Can	Low	4903	\$5	\$127	\$622,681	\$6,227	\$616,454	\$21
8	Canada	Proseware	Natural Personal Care Products	Low	1954	\$270	\$302	\$590,108	\$5,901	\$584,207	\$581
9	Canada	Proseware	Biodegradable Cleaning Products	High	1990	\$220	\$302	\$600,980	\$84,137	\$516,843	\$48
10	USA	VanArsdel	Compostable Food Packaging	Low	1254	\$3	\$380	\$476,520	\$4,765	\$471,755	\$
11	USA	Proseware	Natural Personal Care Products	Medium	1465	\$224	\$302	\$442,430	\$26,546	\$415,884	\$361
12	USA	Proseware	Sustainable Snack Packaging	Medium	1410	\$120	\$302	\$425,820	\$25,549	\$400,271	\$181
13	Australia	Proseware	Natural Personal Care Products	Medium	1369	\$224	\$302	\$413,438	\$24,806	\$388,632	\$33
14	USA	VanArsdel	Compostable Food Packaging	Medium	1052	\$3	\$380	\$399,760	\$23,986	\$375,774	\$
15	Canada	VanArsdel	Compostable Food Packaging	Low	980	\$312	\$380	\$372,400	\$3,724	\$368,676	\$331
16	Australia	Proseware	Sustainable Snack Packaging	Medium	1298	\$120	\$302	\$391,996	\$23,520	\$368,476	\$17
17	Australia	VanArsdel	Compostable Food Packaging	None	954	\$3	\$380	\$362,520	\$0	\$362,520	\$
18	Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	2785	\$110	\$127	\$353,695	\$3,537	\$350,158	\$331

Click to add subtitle

...

Copy the format of the Director's Review

Describe what you'd like to create, or type
/ for suggestions

OneDrive

Search

+ Add new

Megan Bowen

Home

My files

Shared

Favorites

Recycle bin

Browse files by

People

Meetings

Quick access

Mark 8 Project Team

Design

U.S. Sales

Project Falcon - UX test

The Landing

Digital Initiative Public Rel...

More places...

Share

Copy link

Download

Automate

Sort

Details

My files

Candidates

Resumes

		Name	Modified	Modified by	File size	Sharing	Activity
		<div><div></div><div>Kat Larson CV.pdf</div></div>	4 hours ago	Guest Contributor	173 KB	<div><div></div><div>Shared</div></div>	
		<div><div></div><div>Maisha Bishara resume.pdf</div></div>	Yesterday	Guest Contributor	90.2 KB	<div><div></div><div>Shared</div></div>	
		<div><div></div><div>Tore Østrem.pdf</div></div>	2 days ago	Guest Contributor	105 KB	<div><div></div><div>Shared</div></div>	
		<div><div></div><div>Carla Costa_CV.pdf</div></div>	Last week	Guest Contributor	122 KB	<div><div></div><div>Shared</div></div>	

Storage

0.1 GB used of 1 TB (1%)

What About....?

Apple?

- Apple Intelligence – delayed

Amazon?

- built in AI for search, product descriptions

Meta?

- AI for Facebook advertising

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- Claude
- Grok

Office Automation

- Copilot for Office
- Gemini for Workspace

Accounting/Finance

Just Ask Xero

Intuit Assist For QuickBooks

Sage Copilot

SAP Joule

Other apps



INVOICES

\$28,471.15 Unpaid Last 365 days

\$24,196.15 Overdue

\$4,275.00 Not due yet

\$2,302.69 Paid Last 30 days

\$0 Not deposited

\$2,302.69 Deposited

EXPENSES Last month ▼

\$16,731.62 Last month

- \$7,921.83 Cost of goods sold
- \$1,544.32 Rent
- \$3,054.17 Maintenance
- \$4,211.30 Everything else

BANK ACCOUNTS

Checking 12 to review

Bank balance \$48,077.41

in QuickBooks \$2,183.06

Mastercard 8 to review

Bank balance -\$47.39

in QuickBooks \$0.00

[Connect accounts](#) [Go to registers ▼](#)

PROFIT & LOSS Last month ▼

\$15,050.15 Net income for August

\$31,781.77 Income 0 to review

\$16,731.62 Expenses 0 to review

Good morning, Jane

Welcome to Intuit Assist,

This new experience uses generative AI to provide intelligent insights so ou can make better decisions.

I can share some insights about your business and help you use QuickBooks.

[Show me last month's profit and loss](#)

[Show me my unpaid invoices](#)

[How to create invoices](#)

Was this helpful?

Type or ask something

Summary

Cash flow

Tip & ideas

Spending

Highlights

9/6/23

Generated just now

Based on your QuickBooks transaction data for the last 30 days, your total income was \$10,575.00. Sales of product income was the highest at \$2,920.50. Your overall cash flow looks positive, but you could have a large dip next month.



Chat with Intuit Assist to learn more

01

Potential cash flow dip ahead

Last month, you improved sales by 16% and your profit is up 4%.

\$48,077.41

Today's cash balance

+ New

Get things done

Business overview

Banking

Get paid & pay

Customers & leads

Payroll

Bookkeeping

Taxes

Apps

Tools

BOOKMARKS

+ Add a bookmark

RUIZ RESTAURANT SUPPLY

Intuit Assist

Help



Intuit Assist

Your invoice to Li Food Tours is now 16 days overdue.

Send reminder to pay

Overview

Invoices

Customers

All Sales

Products and services

\$28,471.15 Unpaid Last 365 days

\$24,196.15

Overdue

\$4,275.00

Not due yet

\$2,309.69 Paid Last 30 days

\$0.00

Not deposited

\$2,309.69

Deposited

Batch actions



New invoice



<input type="checkbox"/>	INVOICE	CUSTOMER / PROJECT	DATE	DUE DATE	BALANCE	TOTAL	STATUS	ACTIONS
<input type="checkbox"/>	10004	Grace Pariente	08/11/2023	09/12/2023	\$1,492.03	\$1,492.03	Due in 5 days (Not sent) ▾	Print ▾
<input type="checkbox"/>	10005	Heeren Goodyer	08/07/2023	09/07/2023	\$1,019.19	\$1,019.19	Due tomorrow (Not sent) ▾	Recieve Payment ▾

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BUYING: Microsoft Copilot and Google Gemini/Workspace are unreliable and inaccurate. But they will get better;

AI in 2024:

BUYING: Major accounting platforms are using AI to provide analytics, advice and automate some processes;

AI in 2024

Build

Buy

Prepare

OTHER ACCOUNTING AI APPS TO WATCH

Embedded Finance



embedded.ember.co/

www.layerfi.com/

www.teal.dev/

Target markets: accounting firms,
banks, financial service firms

Unify customers payments,
banking, payroll, e-commerce,
HR & inventory data

AI Spreadsheets

ROWS

 **GPTExcel**

 **Numerous.ai**

rows.com/ai

gptexcel.uk/

numerous.ai/

Uses ChatGPT inside Google Sheets or Excel

Summarizing, rewriting, and extracting content

Classify content into graphics

Generates formulas, scripts, SQL queries

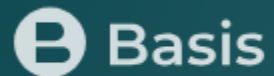
Creates templates

Tax/Accounting LLMs

getbasis.ai/ (waitlist)

trymateria.ai/

withtutti.com/



Research tax law

Analyze documents for tax impact

Onboarding/processing of client tax documents

AI Bookkeeping



kick.co/
pilot.com/
puzzle.io/

Auto categorization

Receipt matching

Tax deduction identification

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Just Ask Xero

Intuit Assist For QuickBooks

Sage Copilot

SAP Joule

Other apps

AI 2024 In Industry

CRM
HR

Salesforce/CRM

Chat

Sentiment

Predictive Analysis

Rep Training

Product Suggestions

Landing Pages

Automatic Reachouts

Automatic Campaigns



HR/AI: Recruiting/Reviews

HireVue:

AI-driven video interviewing and assessment solutions. It uses AI to analyze verbal and nonverbal communication of candidates to help assess their fit for a role.

Textio:

Uses augmented writing technology to help companies craft job listings that attract diverse and qualified candidates. It analyzes the language used in job descriptions and suggests improvements.

15Five:

Incorporates AI to help track employee progress, set objectives, and offer continuous feedback. It also includes features for weekly check-ins and quarterly reviews.



AI 2024 In Industry

CRM

HR

Retail

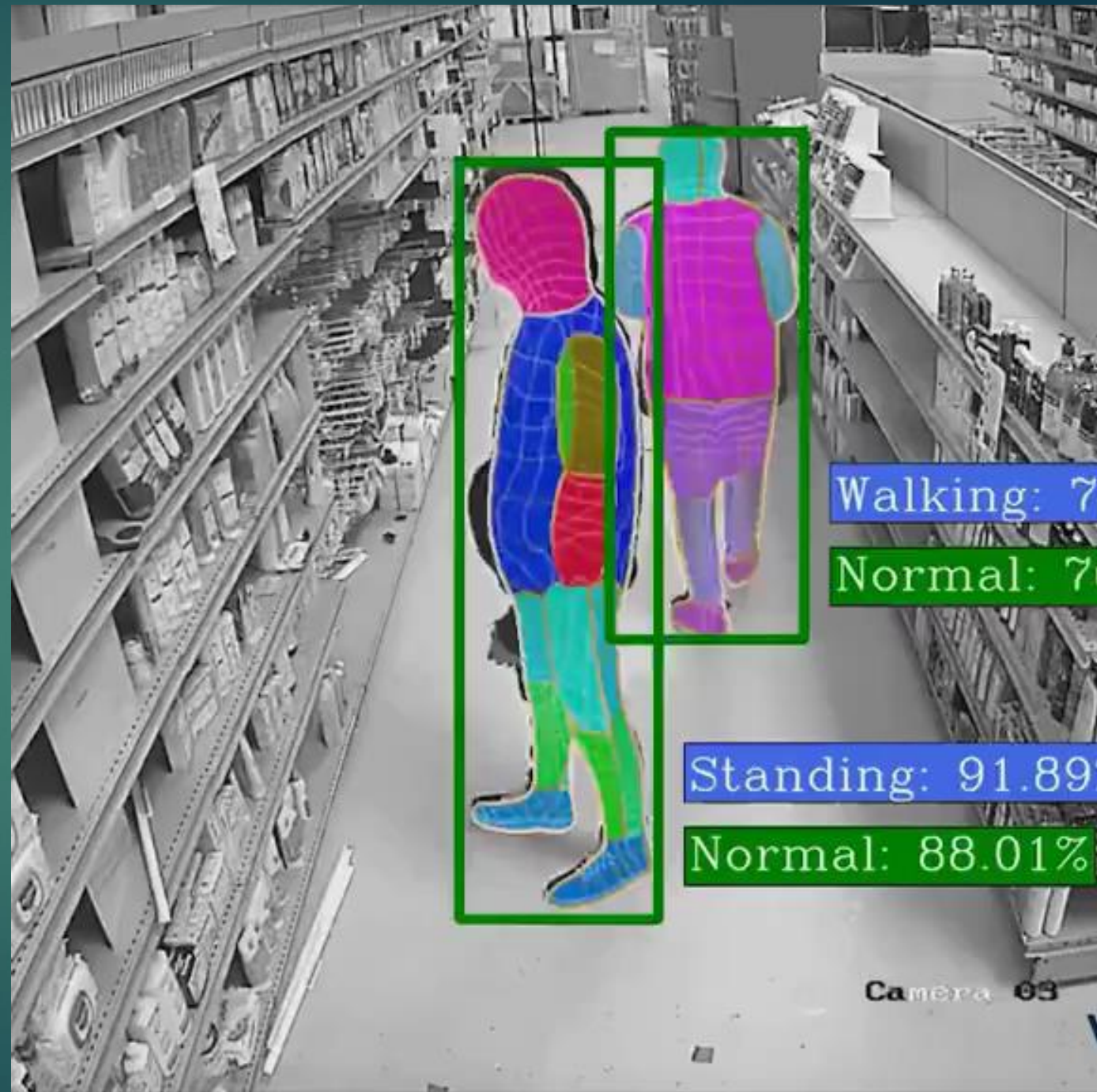
Construction

Manufacturing

Retail - AI In Store Design

Security

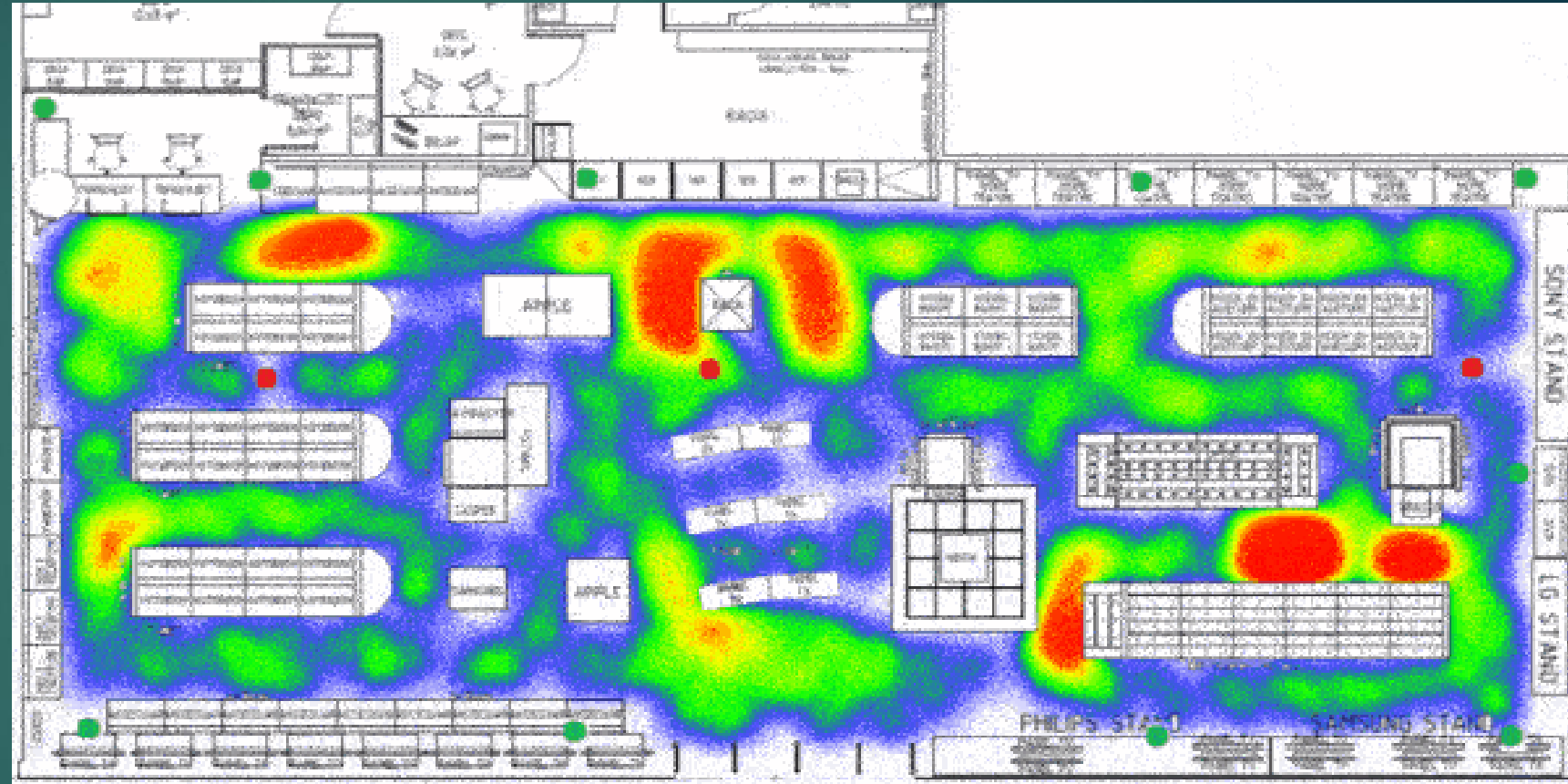
- Real-time alerts when shoplifting or suspicious behaviors are detected
- Facial recognition
- License plate detection



Retail - AI In Store Design

Traffic

- Heat mapping
- Video recognition
- Demographics
- Patterns
- Entrances, exits
- Pauses



Retail - Checkout

Self Check Out

Video/photo recognition of product for automatic scanning

Detection of unscanned items

“Smart shelf” re-inventory



AI In Store Design

Displays

- Facial recognition
- Body recognition
- Purchase history
- Product recommendations
- Sizing choices
- Targeted ads



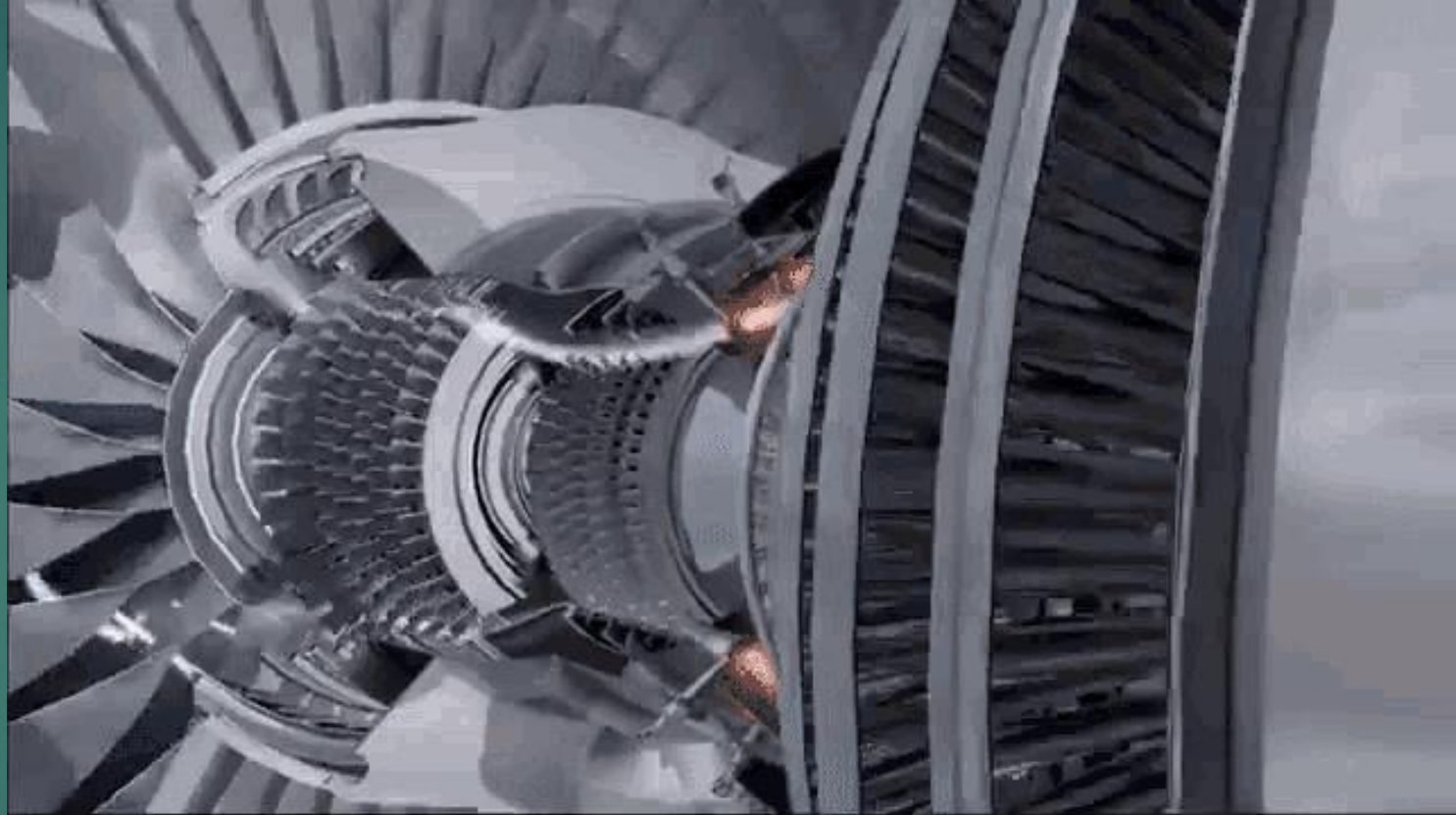
AUGMENTED REALITY

- Real time capture of video, audio
- Safety, design, weather analysis
- Real time project management responses
- Employee training and onboarding




PREDICTIVE MAINTENANCE

- Alerting
- Automatic remediation
- Sensors: humidity, gas, proximity





An aerial photograph of a construction site in winter. The ground is covered with patches of snow and brown earth. In the center, there are several rectangular concrete foundations for buildings. To the right, there are more developed structures with wooden framing. In the background, there are stacks of white materials, possibly insulation or bags of cement, and some construction equipment. A black rectangular box with white text is overlaid in the center of the image.

\$5,000 - \$15,000

AUTONOMOUS VEHICLES

- Site analysis
- Drawings, plannings
- Materials m
- Safety check
- Security checks
- Excavation

\$15,000 - \$50,000



Senses different sizes


Senses different
weights

Chooses/Sorts

Adjusts dexter

\$5,000 - \$10,000





\$60,000 - \$100,000





\$100,000 - \$250,000



A photograph of a bowling alley with a robotic arm. The arm is orange and black, positioned over a bowling lane. In the foreground, a black bowling ball sits on the lane. The background shows multiple lanes and a colorful, patterned wall. A black rectangular box with white text is overlaid in the center.

PRICELESS!

Cool AI Apps

Temi/Otter/Fathom – realtime transcription services

ProfilePicMaker – Creates professional headshots

Eightify.ai – summarizes YouTube Videos

Xembly.com – schedules, monitors meetings for groups

Rask.ai - converts videos into 130+ languages

Lavender.ai - personalized email coach

Askjack.io - LLM for all your company's policies

Speedlegal.io - AI contract review

Four Final Thoughts:

1. AI Is A Developer's Tool...Talk To Your Software Provider!!!
2. Data is the Achilles Heel

Companies are failing to train their employees on AI — so they ‘go rogue’

A Salesforce report found very few employers have clearly articulated policies regarding generative AI

Four Final Thoughts:

1. AI Is A Developer's Tool...Talk To Your Software Provider!!!
2. Data is the Achilles Heel
3. Your team needs training and consulting
4. You're going to need an AI Policy

Ethical Use and Fairness
Data Privacy and Security
Transparency and Explainability
Accountability and Oversight
User Consent and Control

Development and Deployment
Employee Training and
Awareness
Legal Compliance
Collaboration and Partnership
Continuous Improvement

Environmental
Sustainability
Impact Assessment
Customer Engagement
and Feedback
Inclusion and Accessibility
Partners and Suppliers

An AI Policy

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AI in 2024:

BUYING: Major accounting platforms are using AI to provide analytics, advice and automate some processes;

PREPARING: Startups are using AI to embed accounting in finance platforms, automate bookkeeping, super-charge spreadsheets and create research LLMs;

PREPARING: CRM applications are using AI for chatbots, email marketing campaigns and customer sentiment analysis;

PREPARING: HR applications are using AI to automate recruiting and do improve performance management;

AI in 2024:

PREPARING: Retail companies are using AI to improve security, track in-store traffic and make suggestions to customers;

PREPARING: Drones, augmented reality, autonomous vehicles and robots are being powered by AI to help manufacturers and construction companies;

This year: understand new AI features from your vendors, clean up your data, invest in training and create an AI policy.



Get the PDF Of This Presentation!

Scan this QR code



Or go to

<https://talk.ac/genemarks>

and enter this code when prompted

NCCPA