

GROWTH SERIES



AI ON A BUDGET: AFFORDABLE TOOLS AND
SMART AUTOMATION FOR SMALL BUSINESSES

WELCOME





Ian Hunt
Chief Customer Officer
RAKEZ





Mark Hamill
CEO
ARCET Global



THIS EVENT IS ABOUT YOU!



AGENDA

9:30 AM Welcome and Networking

10:00 AM Welcome Note by Ian Hunt, Chief Customer Officer, RAKEZ

10:05 AM Introduction by Mark Hamill, CEO, ARCET Global

10:10 AM The Trends to look out for in 2025– Savio Tovar Dias, VP AI Solutions MEA, RAIZOR.ai

10:30 AM Affordable tools and smart automation for small businesses – Koshima.ai

10:50 AM Q&A

11:00 AM Networking

11:30 AM End of programme



ALL EVENTS ON COMPASS WEBSITE

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UPCOMING EVENTS



GROWTH SERIES

Jan 29 2025

AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES

January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



TAX

Jan 30 2025

VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES

January 30, 2025 11:00 am - 12:00 pm
Webinar

EVENT DETAILS >



extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR MARKETING & INBOUND

February 5, 2025 8:00 am - 11:00 am
Compass Coworking Centre

EVENT DETAILS >



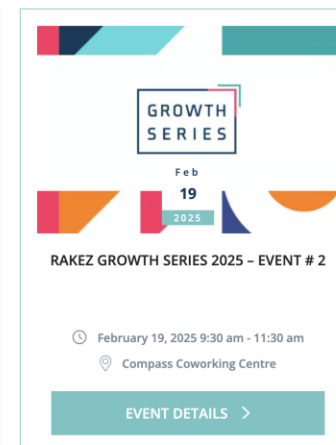
extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS

February 5, 2025 1:00 pm - 4:00 pm
Compass Coworking Centre

EVENT DETAILS >



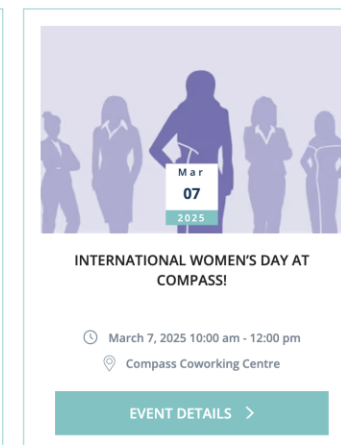
GROWTH SERIES

Feb 19 2025

RAKEZ GROWTH SERIES 2025 - EVENT # 2

February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



Mar 07 2025

INTERNATIONAL WOMEN'S DAY AT COMPASS!

March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre

EVENT DETAILS >



NEXT EVENTS

19 FEBRUARY 2025

Event 2: Maximising marketing impact with minimal spend

19 MARCH 2025

Event 3: Closing the deal: Proven sales techniques to drive growth



GROWTH SERIES



AI ON A BUDGET: AFFORDABLE TOOLS AND
SMART AUTOMATION FOR SMALL BUSINESSES

TODAY'S SPEAKERS



Savio Tovar Dias
Vice President AI Solutions ME, Raizor



Rob Hayes
Founder, Koshima.ai



RAIZOR



The Trends Into 2025

Savio Tovar Dias

X @tovardiass

2025



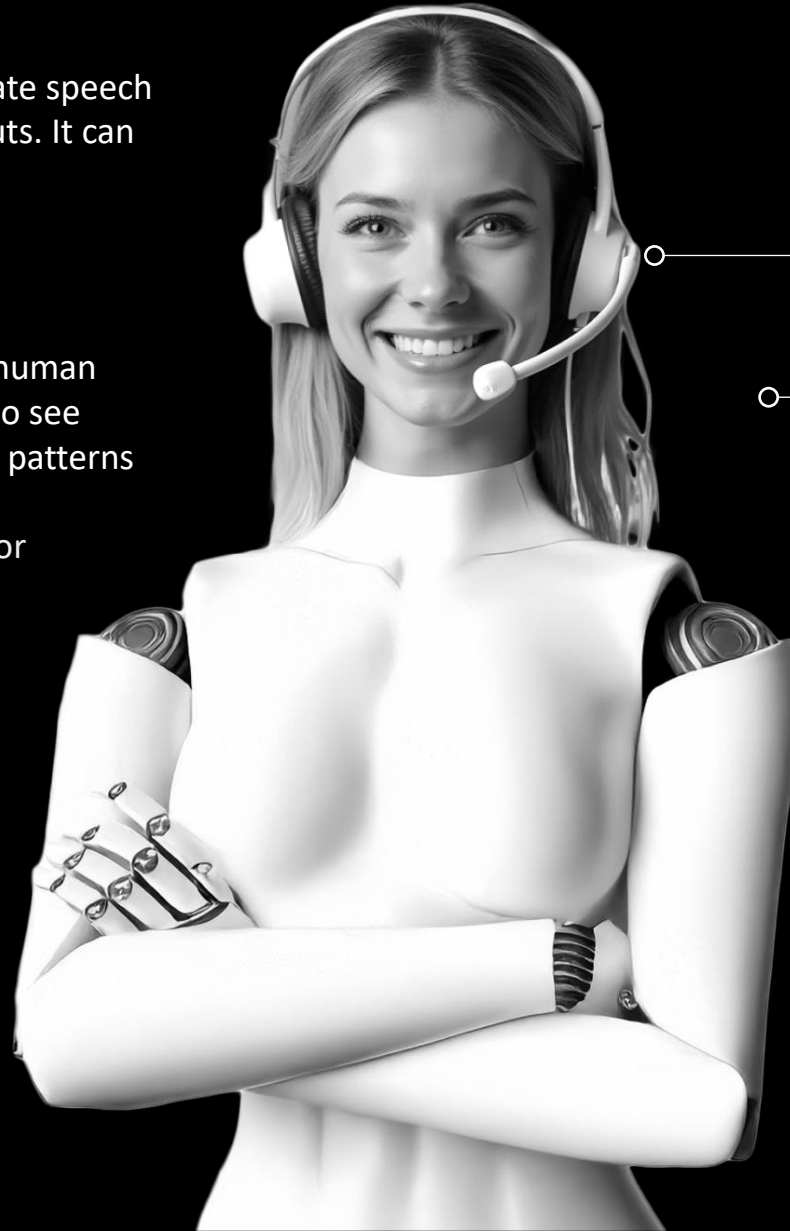
The trend is **Artificial Intelligence**

AI Agents

Natural human-like interactions through hyper accurate speech recognition, generative AI and billions of training inputs. It can act autonomously and self optimizes in real time

AI Inferencing

Data and models have grown large enough to surpass human memory capacity. These AI models have been trained to see patterns in curated data sets begins to recognize those patterns in data it has never seen before, hence can now make predictions and take decisions to mimic human behavior



Listen



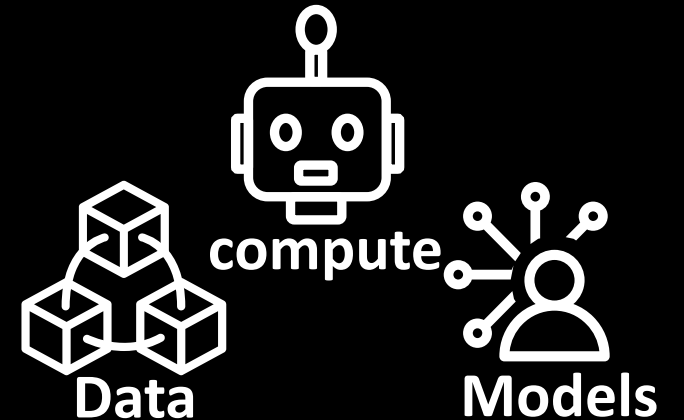
Reason



Action



Respond



AI

2025: The year of AI Agents and Inference



“Saas is the past; AI agents are the future”

Satya Nadella



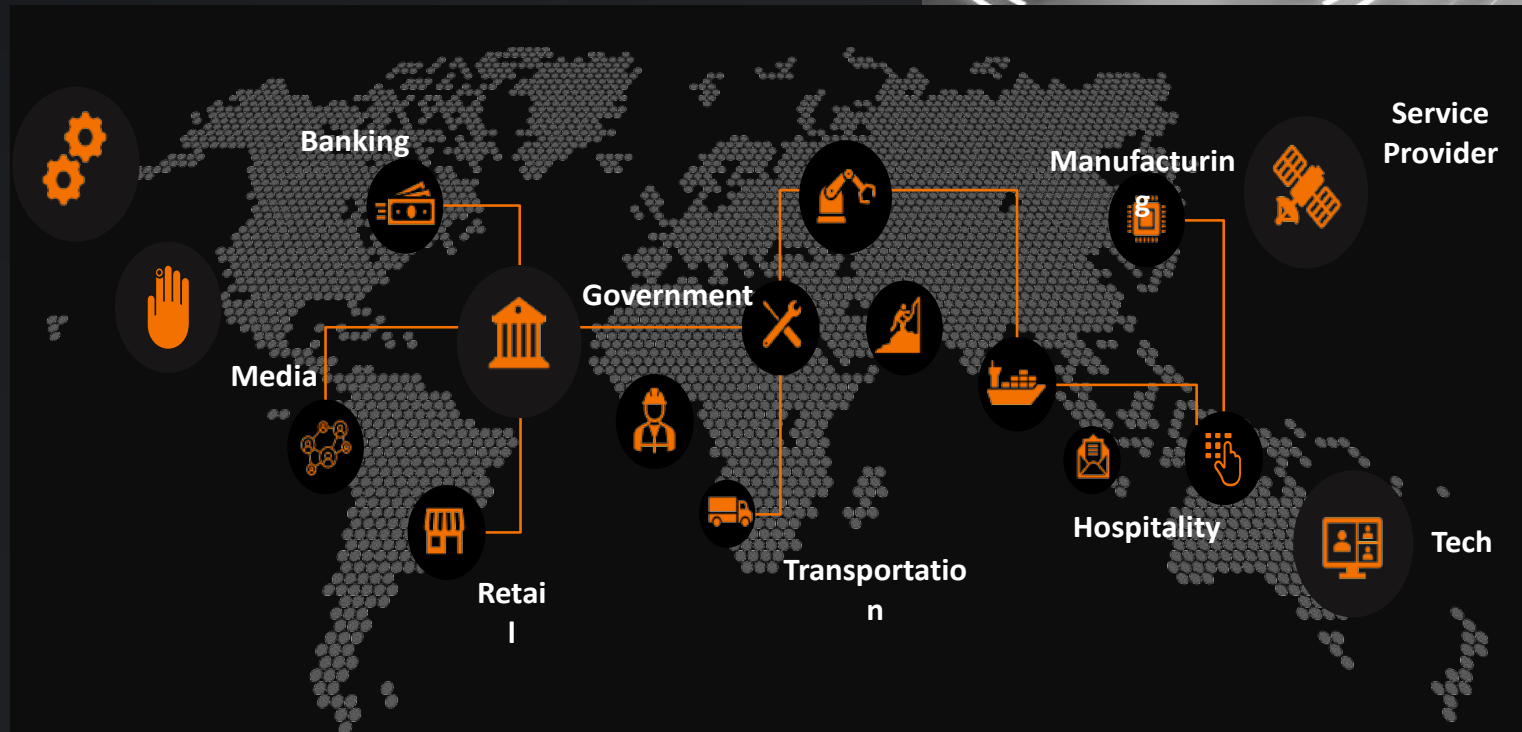
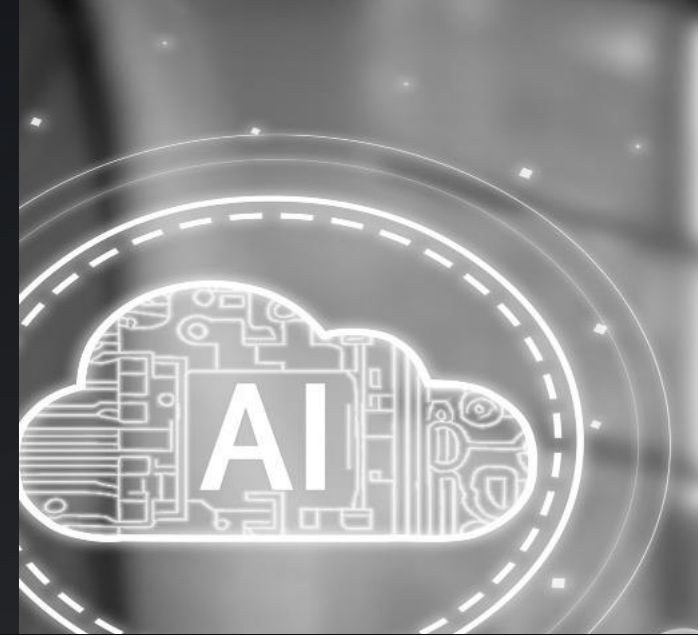
“We’ve exhausted AI training.”

Elon Musk



The Enterprise Landscape

- AI is moving from Use Cases to Business Strategy
- Models going from Training to inferencing
- Communications of everything (Machines as Customers)
- AI moving from Augmented/Assisted to Agentic
- Experiences is the new Loyalty & Marketing campaign
- Ecosystems are the new Warehouse



With Great Power comes Great responsibility

Top of mind challenges

Governance, Ethics, Bias

Regulations and standards need to be defined to prevent bias, and stereotyping, Governance and Ethics standards need definitions



Sustainability

AI inferencing will drive the energy requirements higher



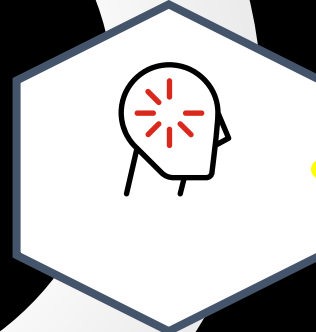
Security & Control

Cybersecurity Breaches, identification theft will be



Skill Transformation

Re Training Talent and skill from present IT skills to AI



Political

AI has the attention of world leaders and control and protectionism could create conflict & disrupt markets

Bridging Architectures to Agentic AI

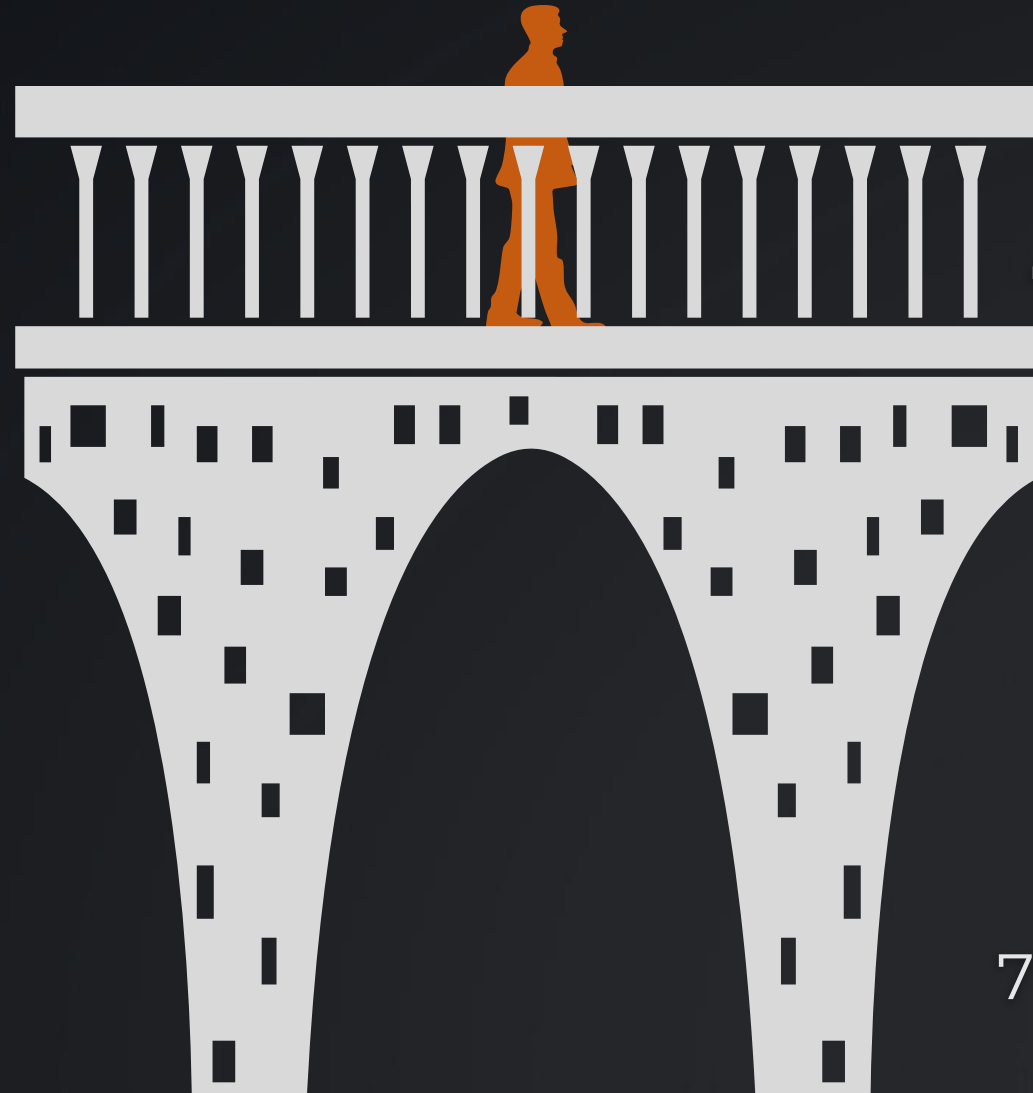


Enterprises looking to build their own private Models to leverage Generative AI

LLMs being curated to smaller refined Domain Expert models to improve accuracy and enterprise Context

Agentic AI's ability to take action autonomously has the potential to help CIOs realize their vision for generative AI to increase productivity across the organization.

AI Inferencing Architectures will Drive up Energy Consumption and Costs



64% of companies do not have AI experts to implement changes

70% Of AI global AI professionals believe sovereign LLMS are crucial to mitigating risks around data misuse and bias

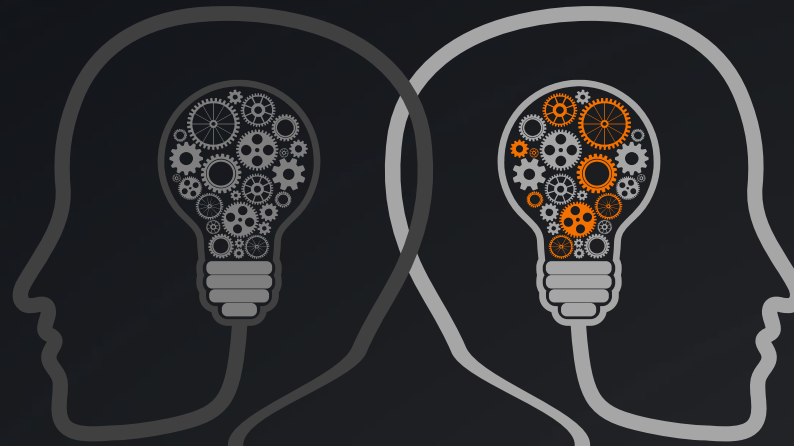
15% By 2028, at least 15% of day-to-day work decisions will be through agentic AI, up from 0% in 2024

77.4% of companies are seeking to reduce power usage

Singularity between AI EI

Artificial Intelligence

Knowledge/Intelligence



Emotional Intelligence

Human

Agentic

Autonomy



Practices

Security

AI Ethics

Skill

Transformation

Ecosystems

Ease of doing
Business



Empathy

Sense/Respect the Other side

Creativity

Originality and ideation

Collaboration

Socializing and working together

Moral Judgement

Decisions based on the Ethical principles



Interpretation and Insights based on prompts

Models



Knowledge/Data

Information and structure



Compute

Reusability



Precision and Accuracy

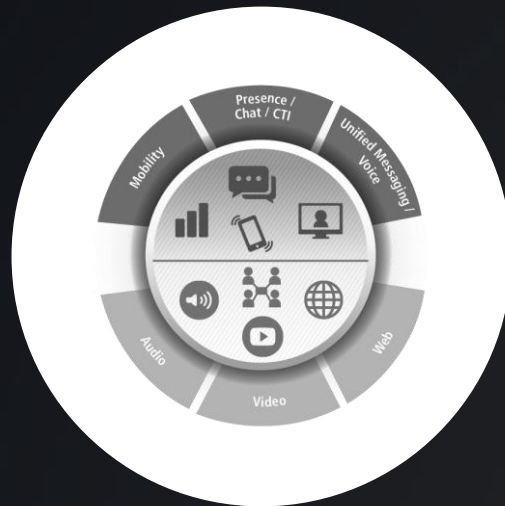
Emotional and Ideation



A Push & Pull Approach

Drive AI integration into enterprises for CX

INTEGRATE



« RAIZOR.AI »

Business outcome Challenges with AI

Inferencing

INSTIGATE



« INNOVATON »



THANK YOU



WWW.RAIZOR.AI

SAVIO TOVAR DIAS

SAVIO@RAIZOR.AI

 @tovardias

Q&A



K^{SHIMA}



AI ON A BUDGET

WHAT DO WE MEAN BY “ON A BUDGET”?

CHEAP!



What do we mean by “on a Budget”?

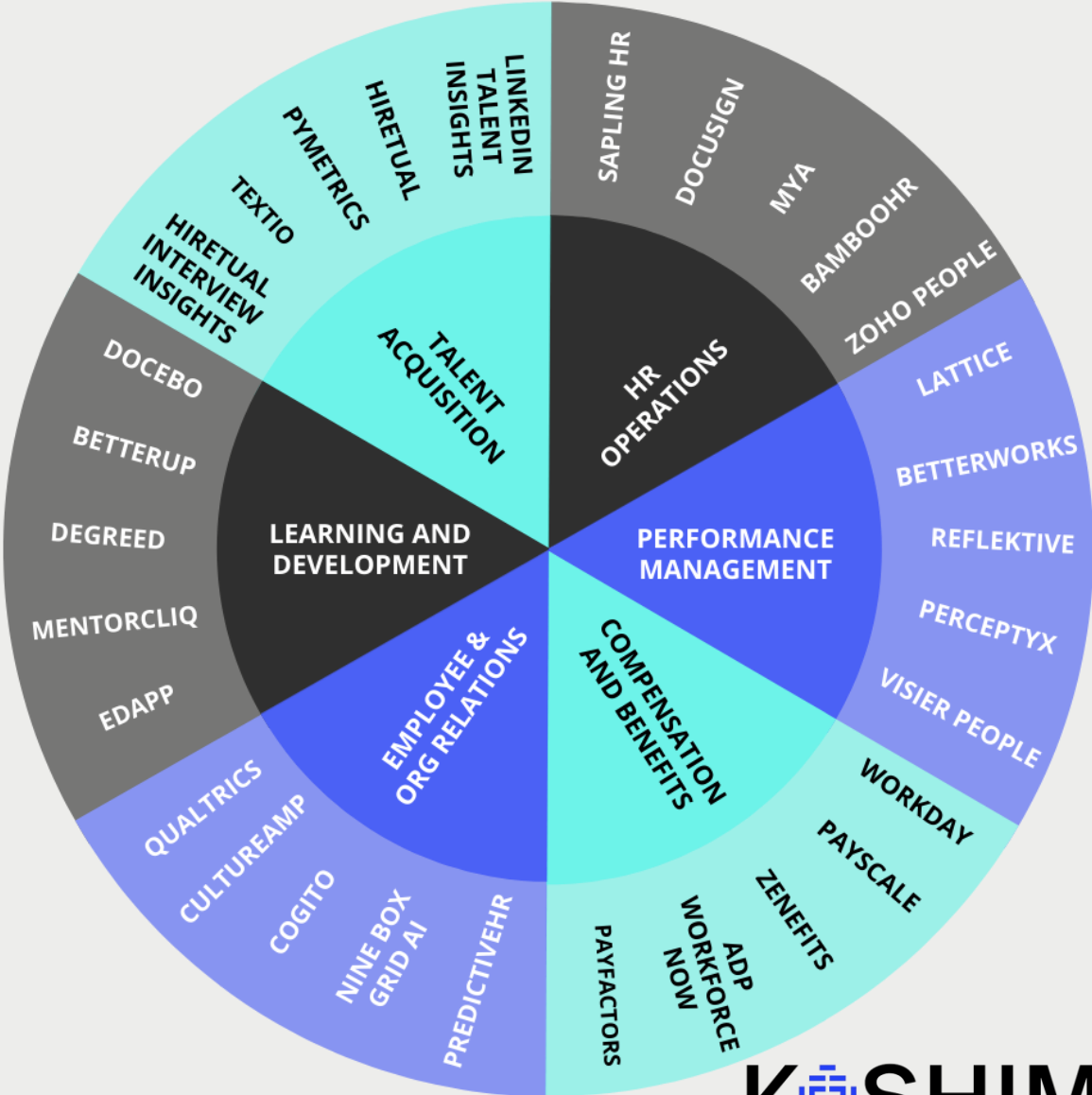
~~CHEAP!~~

COST EFFECTIVE

TOOLS, TOOLS &
MORE TOOLS

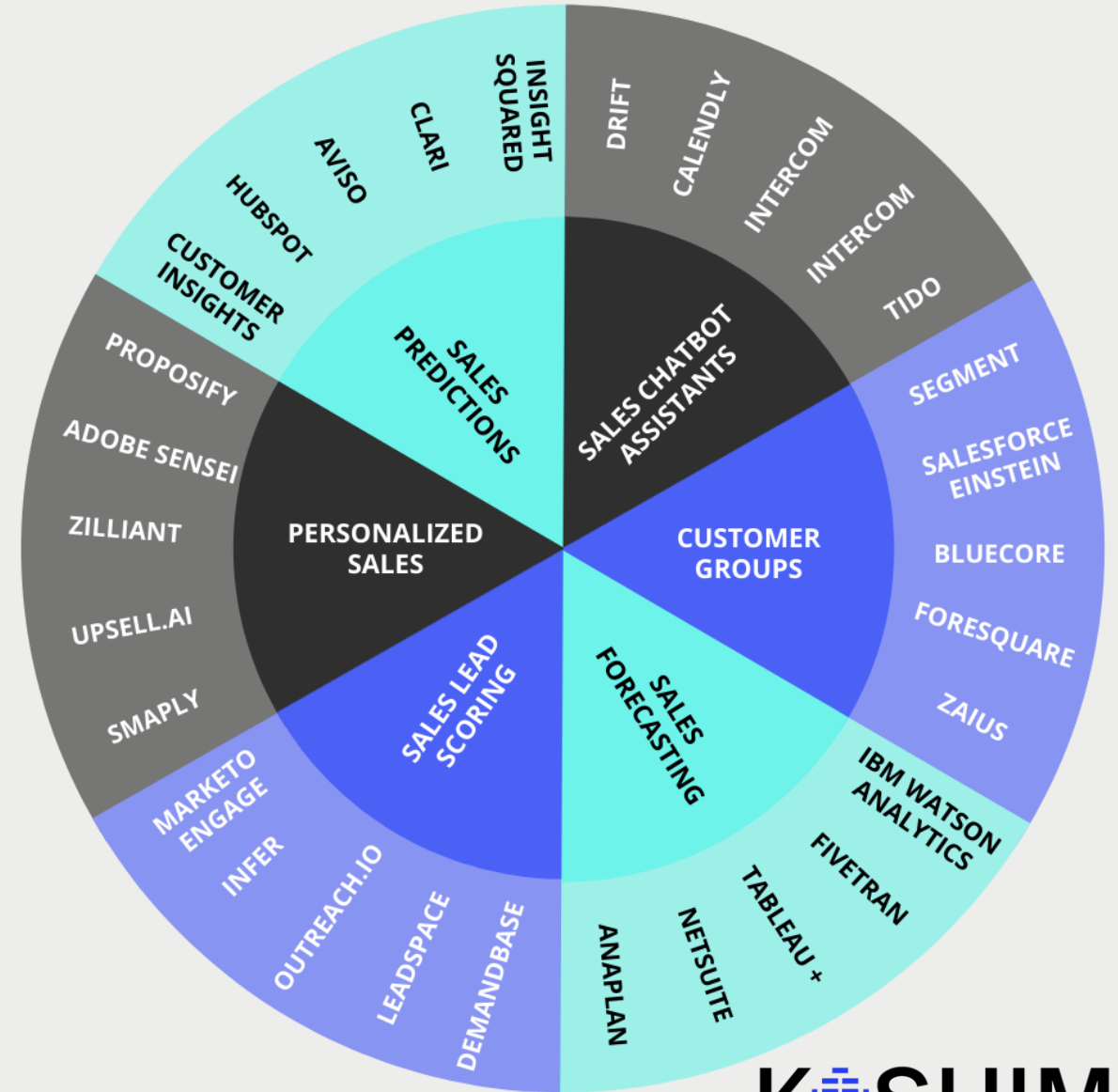
HUMAN RESOURCES

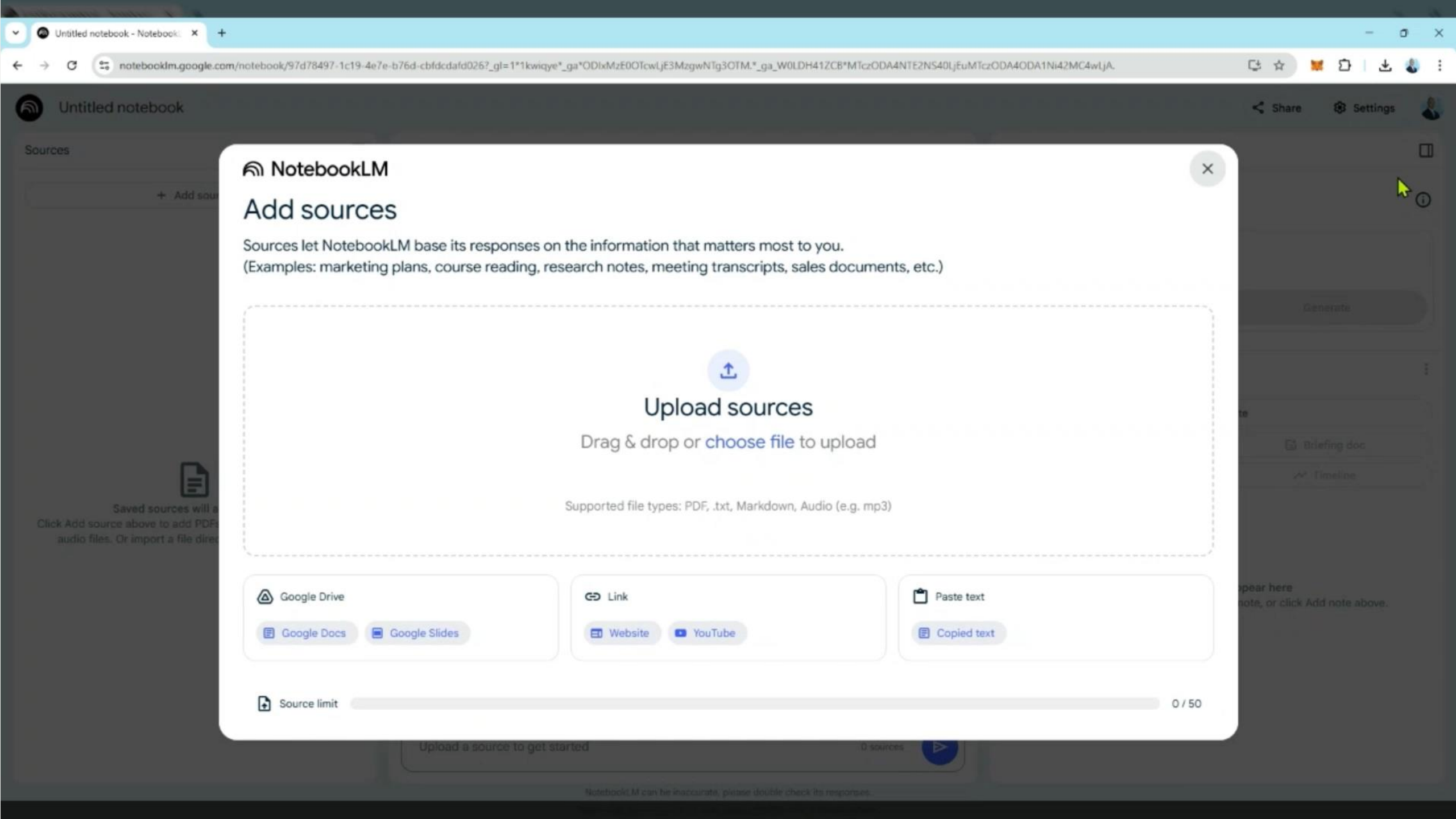
TOOLS



SALES

TOOLS





NotebookLM

Add sources

Sources let NotebookLM base its responses on the information that matters most to you.
(Examples: marketing plans, course reading, research notes, meeting transcripts, sales documents, etc.)



Upload sources

Drag & drop or [choose file](#) to upload

Supported file types: PDF, .txt, Markdown, Audio (e.g. mp3)

Google Drive

Google Docs

Google Slides

Link

Website

YouTube

Paste text

Copied text

Source limit

0 / 50

Can you compare the two against each other and also how they compare the RFI which is the requirements document. At the end of your response include a table comparison.

Both proposals respond to the requirements outlined in the RFI, but they emphasize different aspects and offer slightly different approaches. Here's a comparison of the two proposals against each other and in relation to the RFI:

Overall Approach and Alignment with RFI:

- Both proposals from Koshima acknowledge the client's goals of leveraging AI and automation to improve operational efficiency, enhance customer experiences, and foster innovation 1

Proposal 1 (proposal 1.pdf):

- **Focus on Proven Expertise:** This proposal emphasizes Koshima's experience in AI-driven transformation, particularly for public sector organizations 10 It cites specific examples, including a government transport authority, a global logistics corporation, and a retail chain 12

...

Proposal 2 (proposal 2.pdf):

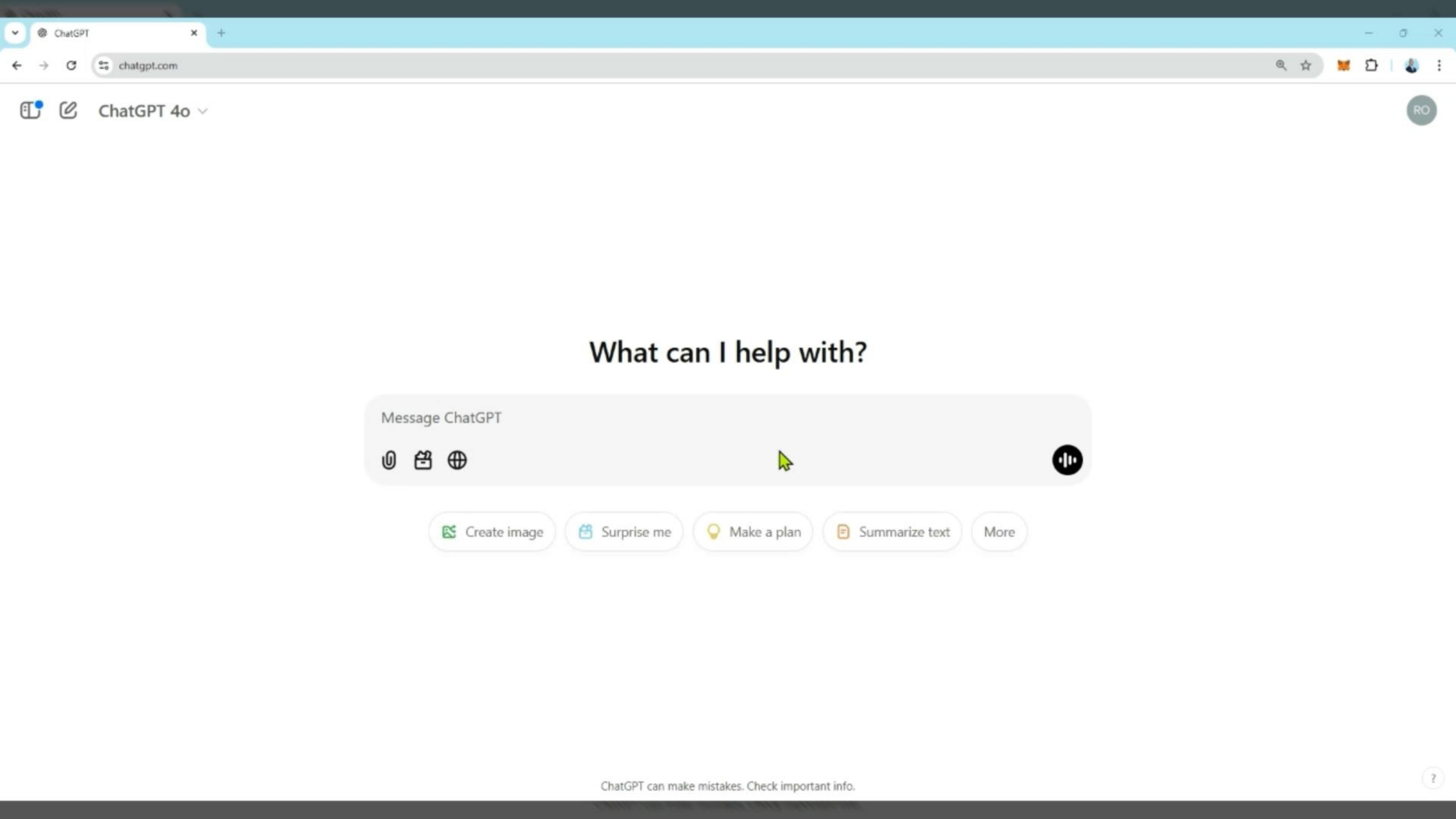
- **Focus on Quick Wins and Long-Term Transformation:** This proposal emphasizes achieving quick wins in the initial phase to build momentum, while also planning for long-term transformation through a multi-phase roadmap 9
- **Emphasis on Interdependent Pillars:** The response focuses on three interdependent pillars: use case identification, quick wins, and a multi-phase roadmap 2

Comparison Table:

Feature	RFI	Proposal 1 (proposal 1.pdf)	Proposal 2 (proposal 2.pdf)
Overall Approach	Seeks a comprehensive roadmap and strategy to leverage AI & automation for operational efficiency, enhanced customer experiences, and innovation.	Phased approach, emphasizing proven expertise and alignment with ISO 9001 standards.	Multi-phase roadmap, focusing on quick wins and long-term transformation with interdependent pillars.

In conclusion, while both proposals demonstrate a solid understanding of the RFI requirements and propose effective strategies, Proposal 2 offers a more granular and client-focused approach, with a greater emphasis on achieving quick wins and providing more specific recommendations. Proposal 1 is very competent but may appear less tailored. The decision of which proposal is superior depends on the client's priorities.





What can I help with?

Message ChatGPT



 Create image

 Surprise me

 Make a plan

 Summarize text

More

Can you build me a marketing plan for my digital print business?

1. Market Analysis

- **Target Audience:**
 - **Corporate Clients:** Businesses needing branded materials like brochures, banners, and business cards.
 - **Event Organizers:** Printing for trade shows, conferences, and promotional events.
 - **Retail Customers:** Customizable prints like photo albums, calendars, and personalized gifts.
 - **Creatives and Designers:** Artists needing high-quality prints for portfolios or exhibitions.

2. Marketing Objectives

- Increase brand awareness among local businesses and event organizers by 30% in 6 months.
- Boost online orders by 40% in the next year.
- Establish a reputation for high-quality, eco-friendly printing.

C. Customer Engagement

1. Loyalty Programs:

- Offer discounts or free prints after a certain number of orders.
- Implement a referral program with benefits for both the referrer and the new customer.

2. Reviews and Testimonials:

- Encourage satisfied customers to leave reviews on Google and social media.

5. Advertising Plan

- Budget Allocation:
 - Online Ads: 40% (Google Ads, Social Media)
 - Offline Efforts: 30% (Print materials, event sponsorships)
 - Customer Loyalty and Promotions: 30% (Discounts, rewards)

PROMPT BASICS

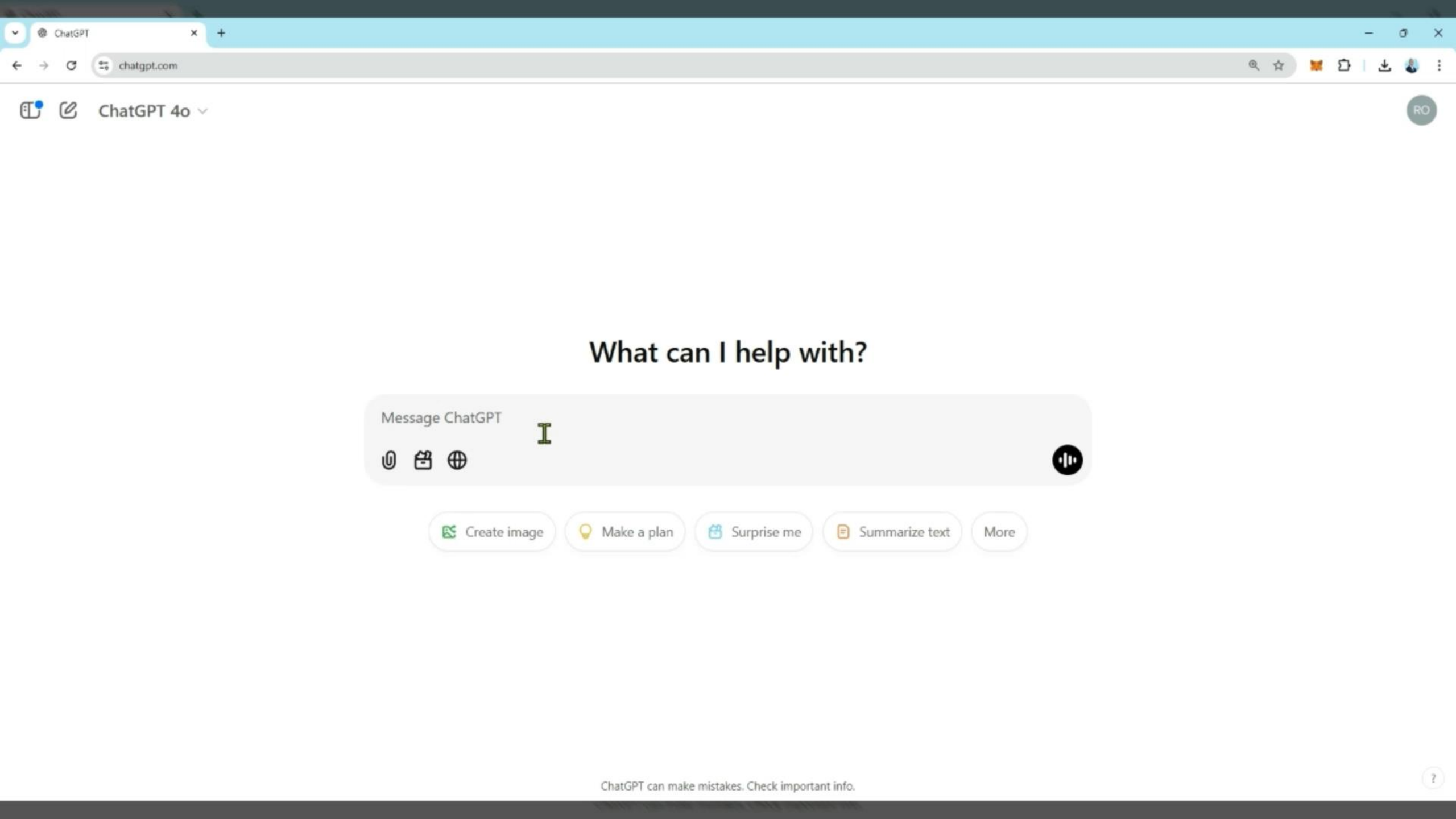
Prompt Framework

R-T-F

**ROLE
TASK
FORMAT**

**ROLE
TASK
FORMAT**

Define the role that AI or the user will assume.
Create the task to be performed by the role.
Specify the format in which the results or outputs should be presented.



What can I help with?

Message ChatGPT



 Create image

 Make a plan

 Surprise me

 Summarize text

More

Role: You are a marketing executive with a focus on building marketing plans in the digital print industry

Task: You are to help me build a marketing plan for my digital print business that is based in the Middle East

Format: I want you to respond with the three key pillars i should look to build my marketing plan around, as well as the reasoning why.



Three Key Pillars for a Marketing Plan in the Digital Print Industry (Middle East)

1. Customer-Centric Solutions

Reasoning:

- **Diverse Market Needs:** The Middle East has a wide range of industries (retail, hospitality, construction, etc.) that rely heavily on customized digital print solutions for marketing, branding, and events.
- **Value in Customization:** Offer tailored solutions such as large-format printing, signage, personalized promotional materials, and event graphics to meet specific client needs.

2. Digital Presence & Engagement

Reasoning:

- **High Internet Penetration:** The Middle East has a high internet penetration rate, with platforms like Instagram, LinkedIn, and TikTok playing a significant role in influencing purchasing decisions.
- **Showcasing Capabilities:** Use digital platforms to display your work through high-quality images, videos, and client testimonials. Demonstrate innovative projects to position yourself as a market leader.

3. Strategic Partnerships & Events

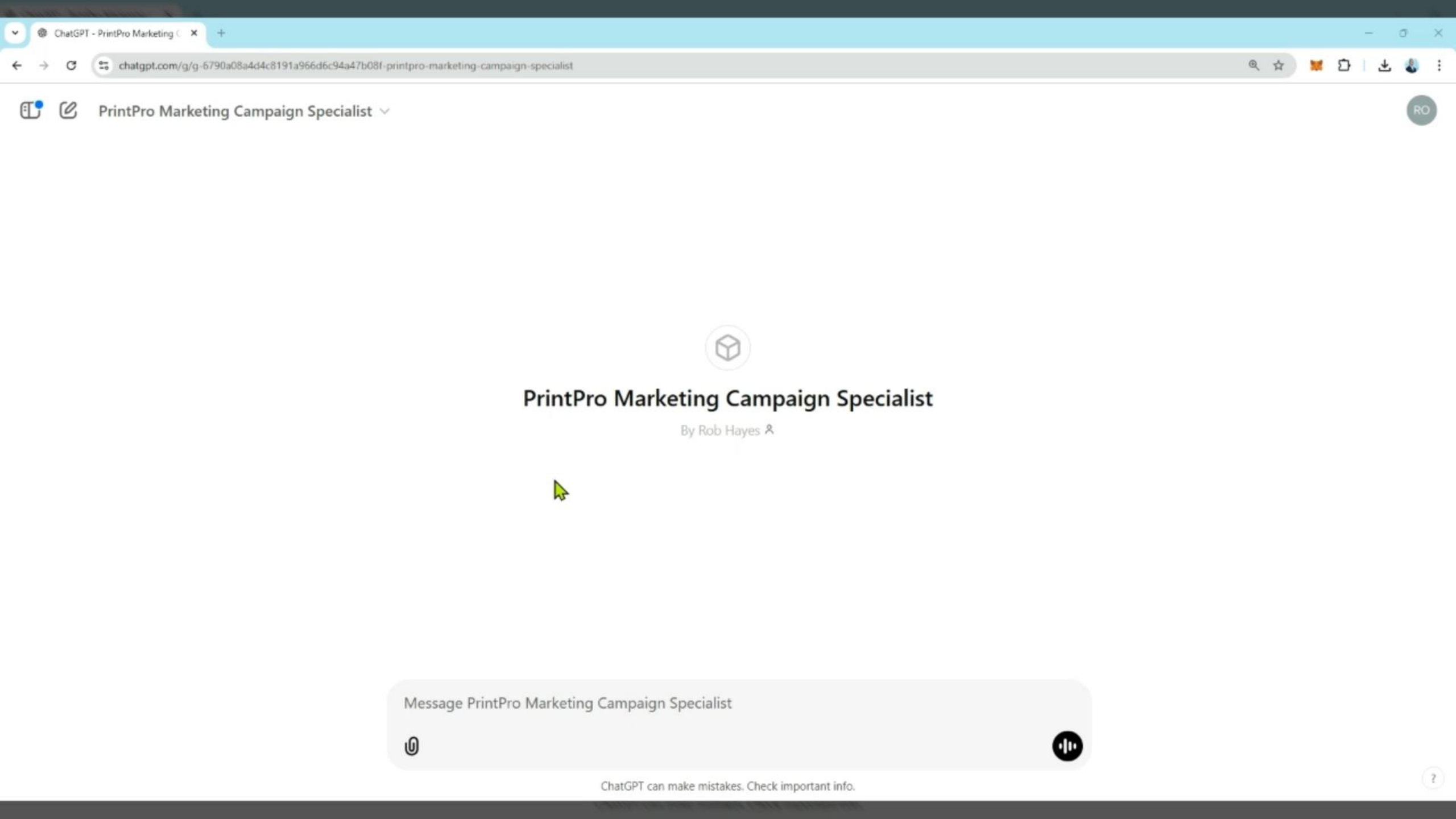
Reasoning:

- **B2B Networking:** The region is known for its business-focused events, such as trade shows and expos. Partner with event organizers or exhibit at industry-specific expos like FESPA Middle East to showcase your capabilities.
- **Collaborations:** Form partnerships with complementary businesses like branding agencies, event organizers, or retail consultants to gain access to a broader audience.

Next Steps:

- Build specific objectives under each pillar (e.g., grow online engagement by 20% or secure 3 strategic partnerships in 2025).
- Develop a timeline and allocate resources to ensure consistent execution.
- Measure performance regularly using KPIs such as customer retention, website traffic, and ROI from partnerships.

Would you like help drafting specific strategies for these pillars or actionable steps to implement them?



PrintPro Marketing Campaign Specialist

By Rob Hayes



Message PrintPro Marketing Campaign Specialist



Can you build me a marketing campaign for EID?



Eid al-Fitr in 2025 is anticipated to begin on Sunday, March 30, and continue until Thursday, April 3, in the UAE. **TIME OUT DUBAI** This festive period is a prime opportunity for businesses in the digital print industry to engage with customers through tailored marketing campaigns.

To develop an effective Eid marketing strategy, it's essential to understand the cultural significance of the holiday. Eid al-Fitr marks the end of Ramadan, a month dedicated to fasting, prayer, and reflection. The festival emphasizes themes of family, generosity, and community. During this time, consumers often seek personalized gifts, greeting cards, and decorative items, all of which can be provided by digital print services.

Before proceeding with a detailed campaign plan, could you please specify the primary objectives you aim to achieve with this Eid marketing campaign?

Sources



Increase revenue



To craft an Eid marketing campaign focused on increasing revenue in the digital print industry, it's essential to align the campaign with seasonal demand, consumer behavior, and cultural preferences. Here's an outline of how the campaign could operate:

Initial Campaign Concept: "Print Your Eid Moments"

Key Focus Areas:

1. **Personalized Gifts:** Offering customized products like Eid greeting cards, photo albums, calendars, and wall art with Eid-themed designs.

Next Step

What specific customer segment would you like to target most: individual consumers, businesses, or both?

individual consumers

Eid Marketing Campaign for Individual Consumers: "Celebrate Eid with a Personal Touch"

To drive revenue from individual consumers during Eid, the campaign can focus on personalized, high-demand products that resonate emotionally with the festival. Here's how the campaign could be structured:

1. Key Offerings:

Personalized Products:

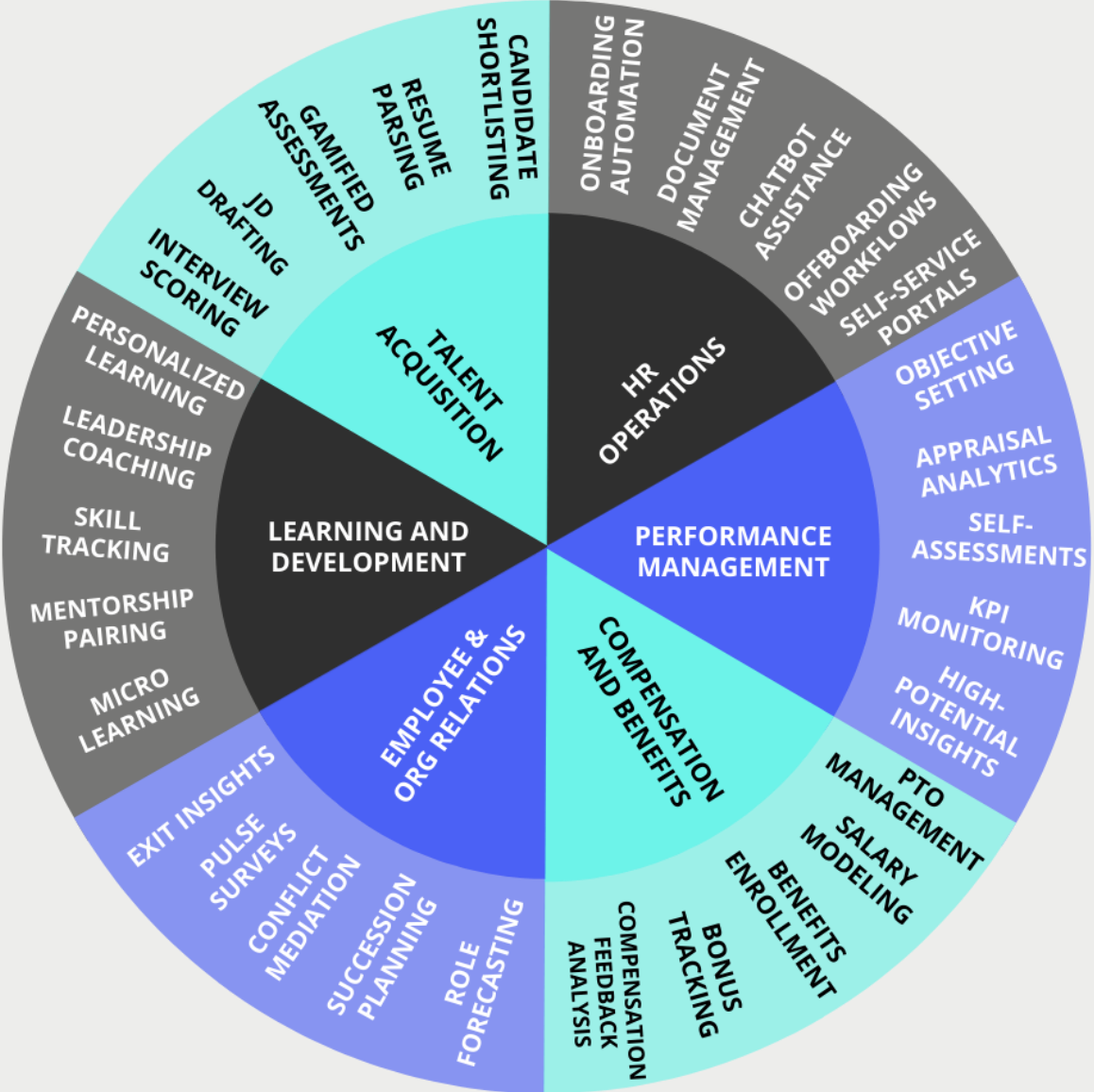
- **Custom Greeting Cards:** Offer a range of festive designs with personalized messages, available in premium finishes like foil or embossed details.

**"A BAD WORKMAN ALWAYS
BLAMES HIS TOOLS."**



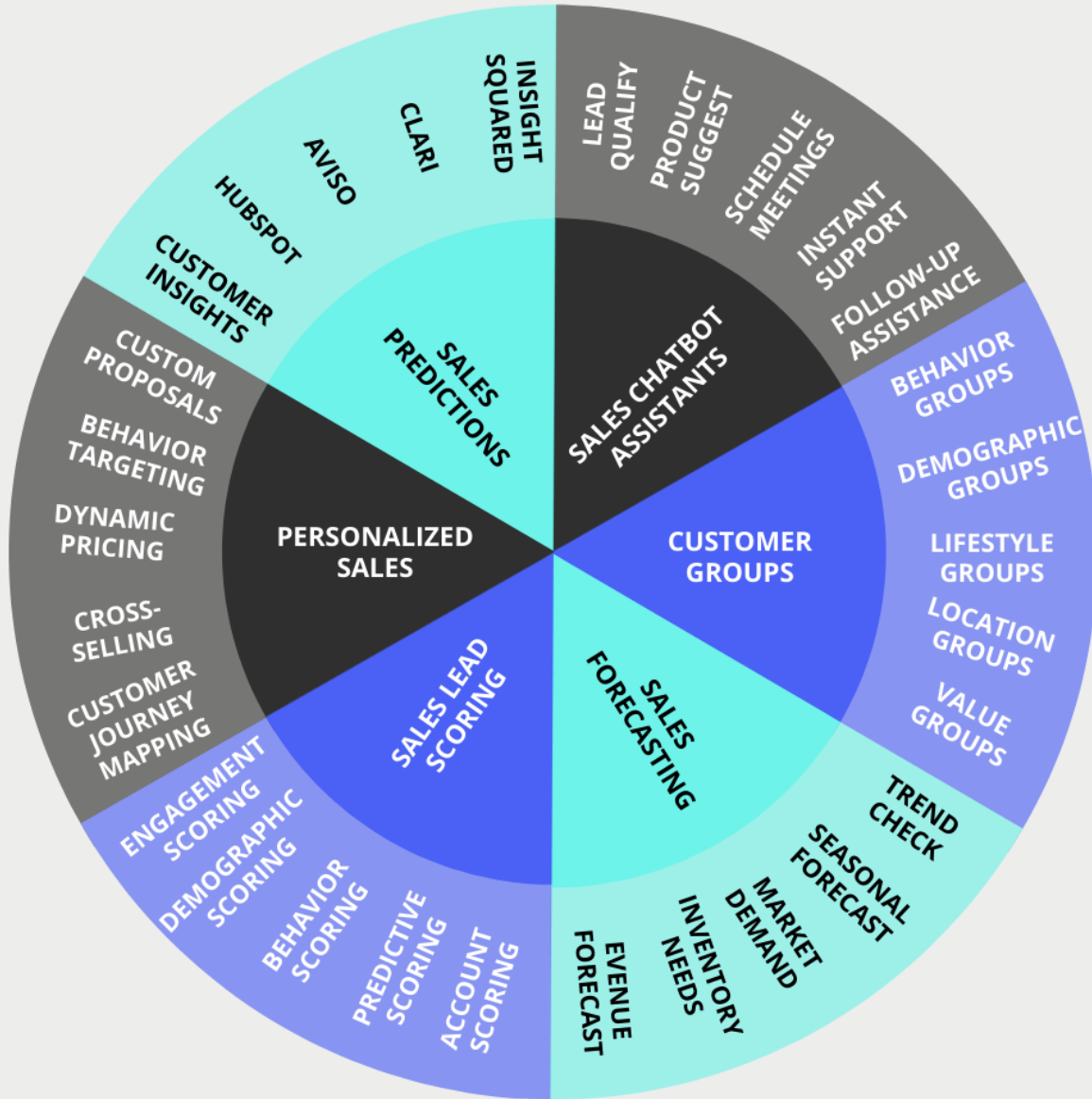
USE CASES,
USE CASES,
USE CASES!

HUMAN RESOURCES



USE CASES

SALES



USE CASES

KOSHIMA TIME FRAMEWORK

T (TIME)

How is time spent across various tasks and processes?

Where do you spend your time?

What tasks consume the most time in your daily activities?

I (INVESTMENT)

What is your allocation and use of resources?

Where do you invest the most resources for a task or a workflow in your operations?

M (MONEY)

Where is money made and where it is spent?

What are the major cost drivers?

E (EXPERIENCE)

Internal & external experiences related to tasks performed?

What are the key experiences of your customers & employees?

How can these experiences be improved?



With a '**Think Big, Start Small**' approach, you can **aim for ambitious goals** while achieving quick, actionable wins that **build confidence & drive progress.**

AI QUICK START PACKAGE ON A BUDGET

- ❑ 3-HOUR WORKSHOP WITH YOUR TEAM TO IDENTIFY OPPORTUNITIES
- ❑ CUSTOM REPORT WITH 3 VALIDATED AI USE CASES FOR YOUR BUSINESS
- ❑ 3 CUSTOM AI ASSISTANTS BUILT FOR YOUR SPECIFIC NEEDS*
- ❑ HANDOVER MEETING TO WALK THROUGH THE ASSISTANTS AND THE REPORT

**FROM WORKSHOP TO WORKING AI
SOLUTIONS IN 1 WEEK**



**USUALLY 7,500 AED
TODAY 5,000 AED**



Arigatō
Thank you
Shukran



Survey



Q&A



GROWTH SERIES



THANK YOU