

AI In Operations



Tony
CEO | FlowerBuddy



Product Guy

- Supply Chain & Technology
- Flint & Pearl
- Wife, 2 daughters
- Time with family, music, ceramics



Paul
CTO | FlowerBuddy



Tech Guy

- Masters in Aerospace
- 10+ Years in AI
- Wife, kid (6 months old), two dogs
- Hiking, ultimate frisbee, craft beer

Yes, we're brothers...



Tony Guerrie
CEO | FlowerBuddy



Product Guy

- Supply Chain & Technology
- Flint & Pearl
- Wife, 2 daughters
- Time with family, music, ceramics



Paul Guerrie
CTO | FlowerBuddy



Tech Guy

- Masters in Aerospace
- 10+ Years in AI
- Wife, kid (6 months old), two dogs
- Hiking, ultimate frisbee, craft beer

AI is moving (too?) fast

2022

write a short limerick on the proper way to cook pasta



There once was a cook with
great taste,

Who knew boiling pasta's no
race.

With salt in the pot,

Not too soft, not too hot,

Al dente—no rinse, no disgrace!

Message ChatGPT




FlowerBuddy

flowerbuddy.co

AI is moving (too?) fast

2022

What is the capital of France?

 The capital of France is “F”

FlowerBuddy

flowerbuddy.co


Message ChatGPT



AI is moving (too?) fast

2022

What is the capital of France?

 The capital of France is “F”

Message ChatGPT



2025

“A florist with an iPad reviewing a flower order shipment. She is wearing green overalls and a marigold t-shirt. She is in a clean bright floral studio.”

 sora



Not Just for Marketing

How you're
probably
using it

- ✦ **Writing**
- ✦ **Images**

Not Just for Marketing

How you're probably using it

- ✦ Writing
- ✦ Images

How you could be using it

- ✦ Analysis
- ✦ Guided Tasks
- ✦ Research
- ✦ Video

Not Just for Marketing

How you're probably using it

- ✦ Writing
- ✦ Images

How you could be using it

- ✦ Analysis
- ✦ Guided Tasks
- ✦ Research
- ✦ Video

How you will be using it

- ✦ Agents

Create a garden-style green and white floral centerpiece recipe. Provide only flower types and quantities. |

Create a garden-style green and white floral centerpiece recipe. Provide only flower types and quantities.

Here's a simple and elegant garden-style green and white floral centerpiece recipe:

- **Hydrangea (White)** – 3 stems
- **Garden Roses (White)** – 5 stems
- **Lisianthus (White)** – 5 stems
- **Ranunculus (White)** – 7 stems
- **Spray Roses (White)** – 5 stems
- **Stock (White)** – 4 stems
- **Anemone (White with black center)** – 3 stems
- **Eucalyptus (Seeded)** – 5 stems
- **Italian Ruscus** – 3 stems
- **Dusty Miller** – 4 stems
- **Clematis Vine (Green)** – 3 stems

This combination balances lush blooms with soft greens for a garden-inspired, airy feel.

Look up the estimated cost for each stem in this recipe.

Look up the estimated cost for each stem in this recipe.

Here are the estimated costs per stem for the flowers and greenery in your garden-style green and white centerpiece:

Flower/Greenery	Quantity	Estimated Cost per Stem	Total Cost
Hydrangea (White)	3 stems	\$3.20	\$9.60
Garden Roses (White)	5 stems	\$4.00	\$20.00
Lisianthus (White)	5 stems	\$2.00	\$10.00
Ranunculus (White)	7 stems	\$2.50	\$17.50
Spray Roses (White)	5 stems	\$2.50	\$12.50
Stock (White)	4 stems	\$2.00	\$8.00
Anemone (White)	3 stems	\$3.00	\$9.00
Eucalyptus (Seeded)	5 stems	\$1.50	\$7.50
Italian Ruscus	3 stems	\$1.50	\$4.50
Dusty Miller	4 stems	\$1.50	\$6.00
Clematis Vine (Green)	3 stems	\$3.00	\$9.00

Total Estimated Cost: \$113.60

Please note that these prices are approximate and can vary based on factors such as supplier, season, and regional availability.

Sources

Calculate the recommended retail value:
Multiply flower costs by 3X.
Rent a vase to the client for \$10 at 1X.
Labor rate is \$30/hr; each centerpiece takes 30 minutes. Multiply labor costs by 1.3X

- Total Flower Cost = \$113.60
- Multiply by 3X → $113.60 \times 3 = \mathbf{\$340.80}$

2. Vase Rental:

- Vase Rental = \$10
- Multiply by 1X → $10 \times 1 = \mathbf{\$10.00}$

3. Labor Costs:

- Labor Rate = \$30/hour
- Time per centerpiece = 30 minutes → $30 \times 0.5 = \$15.00$
- Multiply by 1.3X → $15.00 \times 1.3 = \mathbf{\$19.50}$

4. Total Recommended Retail Value:

Total = Flower Cost + Vase Rental + Labor Cost

Total = $340.80 + 10.00 + 19.50 = \mathbf{\$370.30}$

Recommended Retail Value: \$370.30

This is too expensive. Adjust the recipe so the retail value is closer to \$200

Adjusted Total Flower Cost: \$74.40

Recalculate Retail Value:

1. **Flower Cost:** $\$74.40 \times 3 = \223.20

2. **Vase Rental:** $\$10 \times 1 = \10.00

3. **Labor:** $\$15 \times 1.3 = \19.50

Total Retail = $223.20 + 10.00 + 19.50 = \252.70

Further Adjustments to Hit \$200 Target:

- Reduce **Hydrangeas** from 2 to 1 → saves $\$3.20 \times 3X = \9.60
- Reduce **Stock** from 5 to 4 → saves $\$2.00 \times 3X = \6.00
- Reduce **Ranunculus** from 4 to 3 → saves $\$2.50 \times 3X = \7.50

Savings Total: $\$9.60 + \$6.00 + \$7.50 = \23.10

$252.70 - 23.10 = \$229.60$

If needed, you can further adjust the labor or vase rental to bring it even closer to **\$200**, but **\$229.60** offers a balance between aesthetics and cost.

I need 10 of these arrangements. Calculate how many bunches of each floral variety to order and the total cost. Also, show any leftover/waste stems.

Considerations

- ✦ **Conversational = Variable Outputs**
- ✦ **The more information you provide AI the better the output will be**
- ✦ **Best for one off tasks, like “analyze this attached sales report...”**



Midjourney



Talk directly to an AI



ChatGPT



Claude

Gemini

Adopt Existing Tools That Use AI

FlowerBuddy

flowerbuddy.co

 instacart


duolingo


INTERCOM


shopify

Hilton

 quickbooks

 mailchimp

 turbotax

 credit karma

 ChatGPT

 Gemini



flowerbuddy.co

✦ **FlowerBuddy without AI** 😊 ☒

✦ **FlowerBuddy with AI** 🤖 🚀



Sarah & Ryan

7/12/2025 | 140 days to event

\$383.40

cost

\$437.00

price

\$53.60

profit



Inquiry

DETAILS

TASKS

RECIPES

TAXES

PROPOSAL

ORDER

BUILD

PERSONALS



Description



Bridal Bouquet



- qty. 1 +

\$32.82

Cost

\$109.00

Price

\$76.18

Profit



CEREMONY



Description



RECEPTION



Description



OTHER COSTS & FEES





Flower Buddy

L **Lily and Sam** 9/20/2025 | 210 days to event
\$0.00 \$0.00 \$0.00 Inquiry

cost price profit

[DETAILS 2](#) [TASKS](#) [RECIPES](#) [TAXES](#) [PROPOSAL 1](#) [ORDER](#) [BUILD](#)

[GENERATE RECIPES](#) [TEMPLATES](#) [+ ADD ITEM](#)

PERSONALS Description

Bridal Bouquet 1 \$0.00 \$0.00 \$0.00

Cost Price Profit

Bridesmaid Bouquet 4 \$0.00 \$0.00 \$0.00

Cost Price Profit

Corsage 2 \$0.00 \$0.00 \$0.00

Cost Price Profit



FlowerBuddy AI Blog

