

# Balancing Connection and Efficiency with AI



# FlowerBuddy



**Tony**  
CEO

**15+ Years Supply  
Chain & Technology**



**Paul**  
CTO

**Masters in Aerospace  
10+ Years in AI**

## Concept

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AI **can** boost efficiency **without**  
sacrificing authenticity

## Practice

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**3 levels** you can engage with AI,  
and how you can **start tonight!**

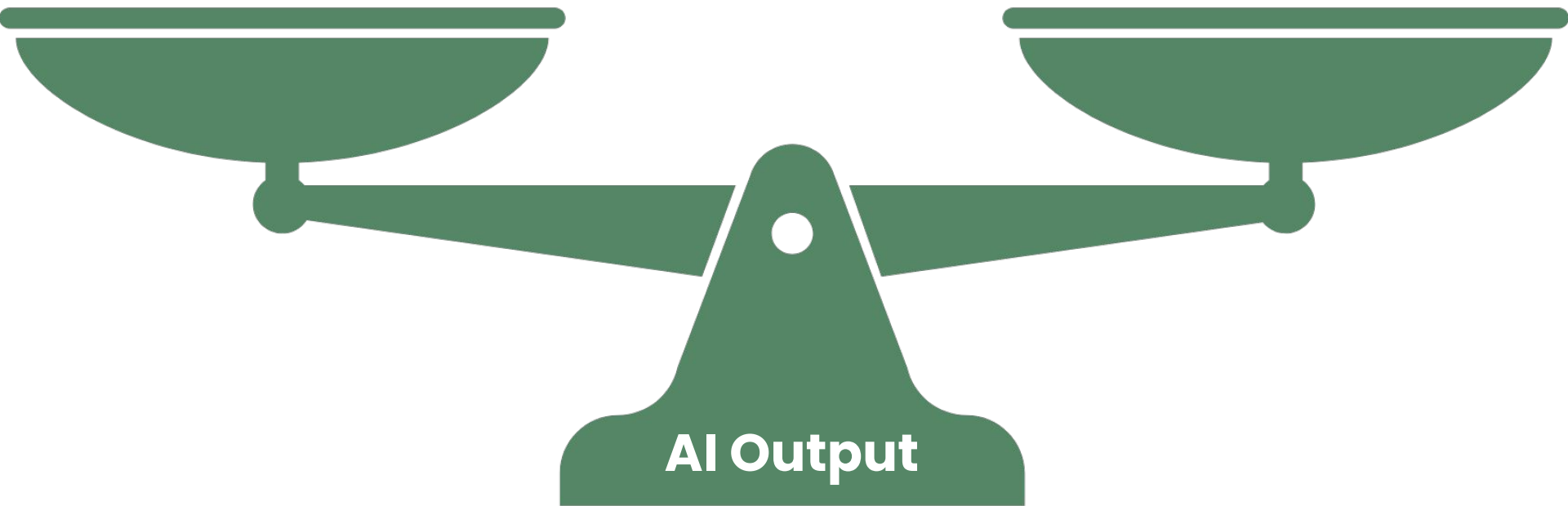
## Concept

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AI mirrors what you feed it.

The more of *your voice, style, and understanding* you bring, the smarter, more on-brand and more authentic the results become.

**Concept**



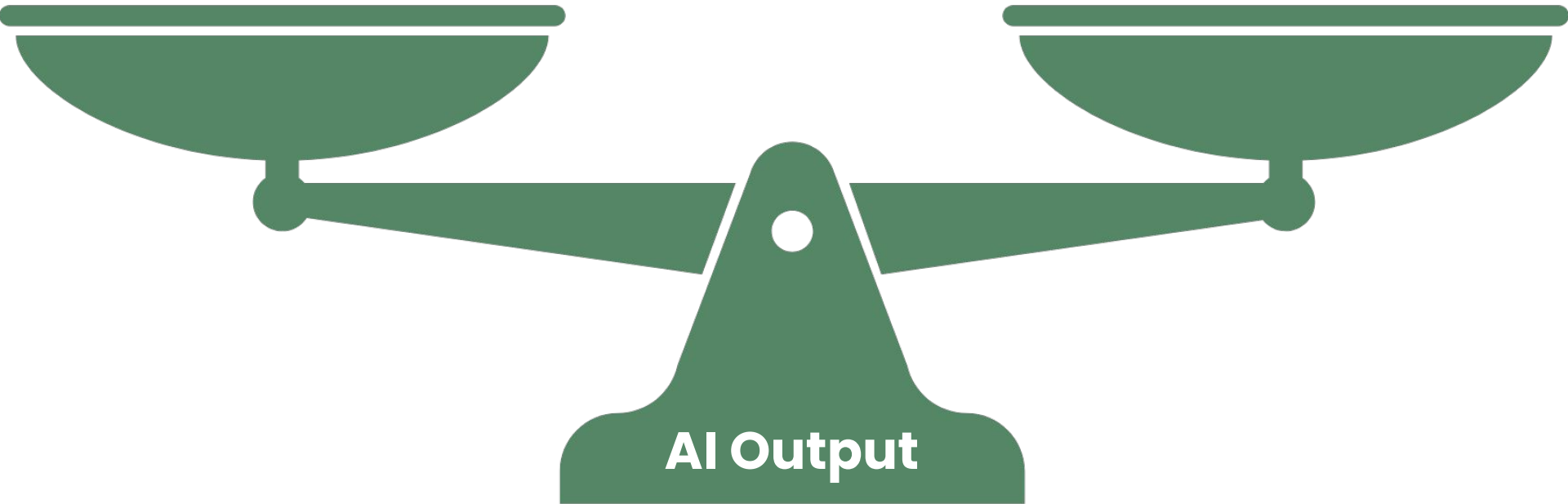
**Concept**

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**Internet**

**Model**

**AI Output**



## Concept

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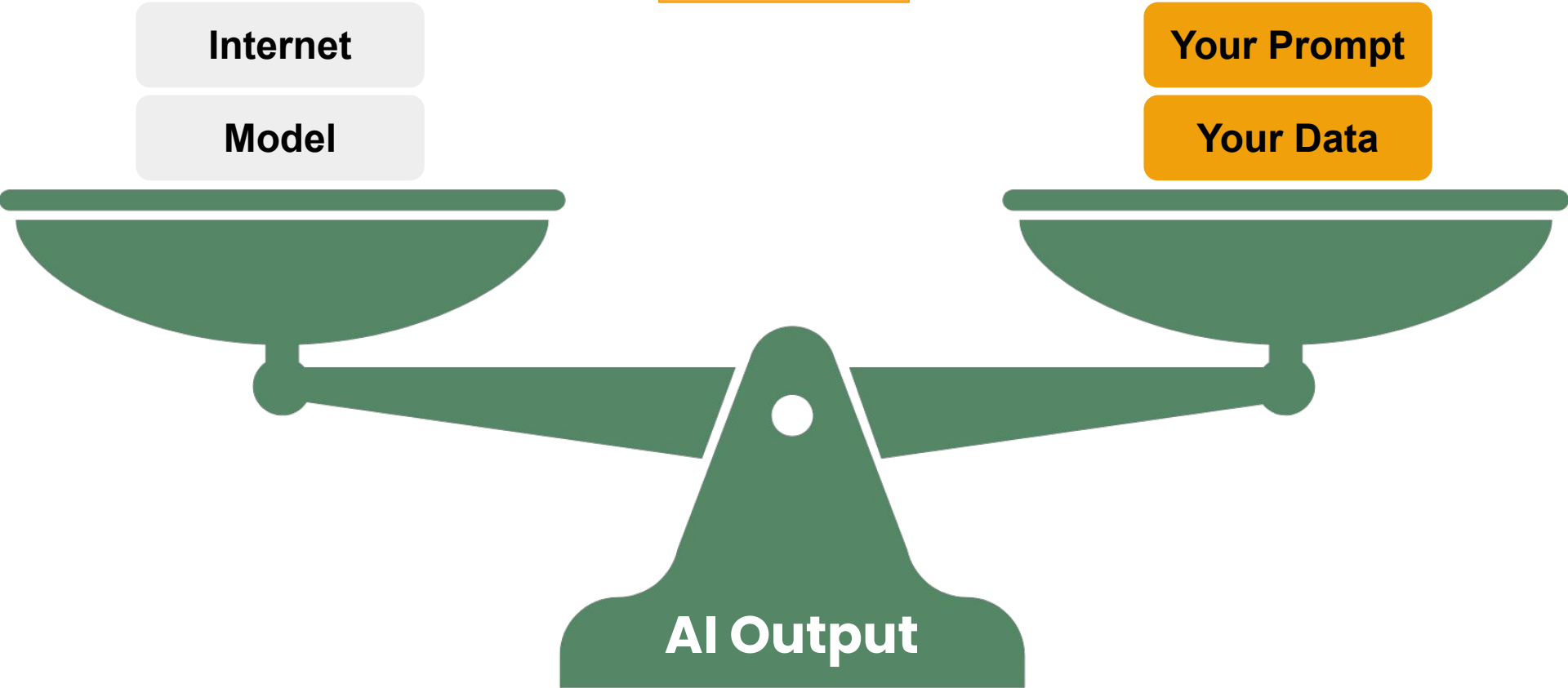
**Internet**

**Model**

**Your Prompt**

**Your Data**

**AI Output**



**Concept**

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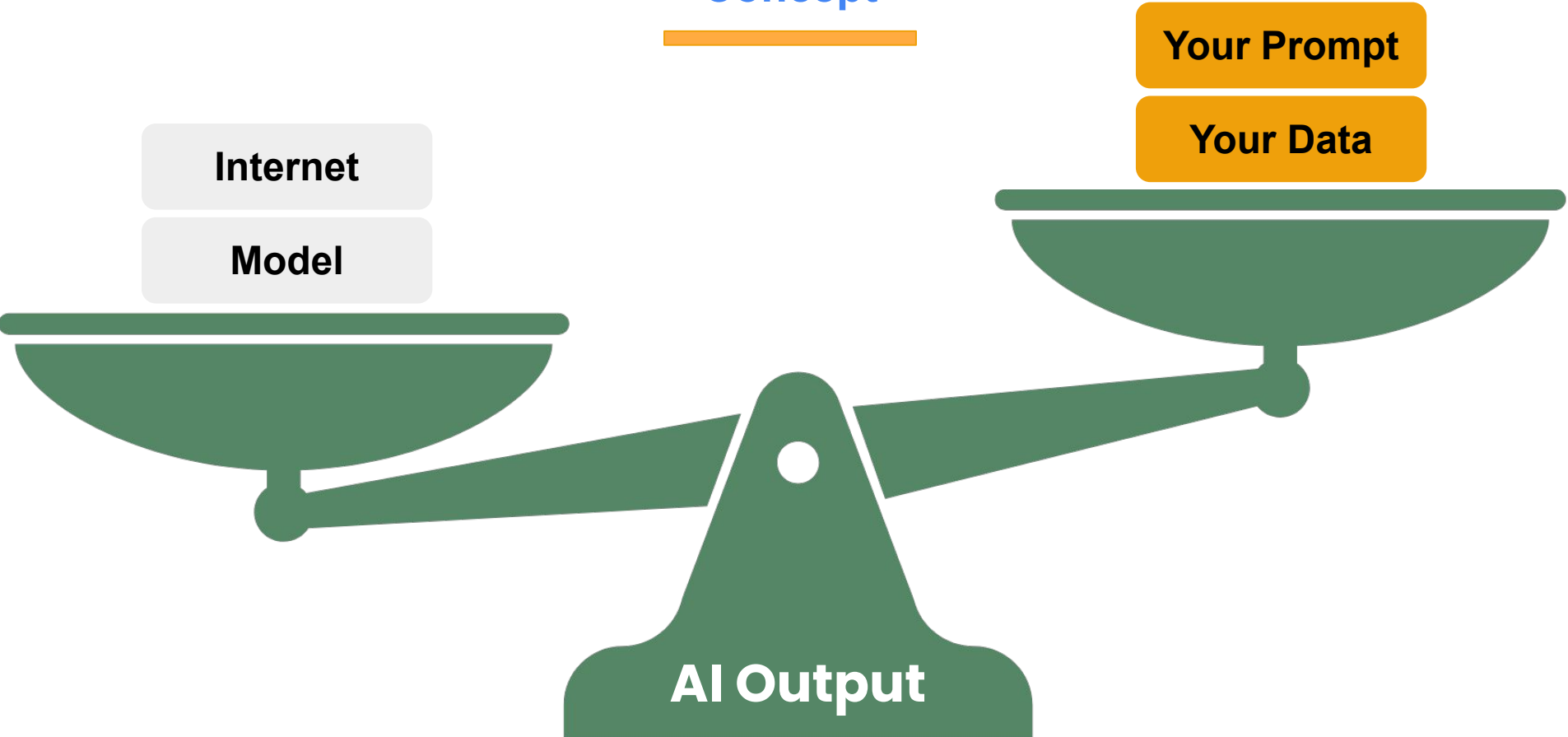
**Internet**

**Model**

**Your Prompt**

**Your Data**

**AI Output**



## Concept

Internet

Model



Your Prompt

Your Data

AI Output

## Concept

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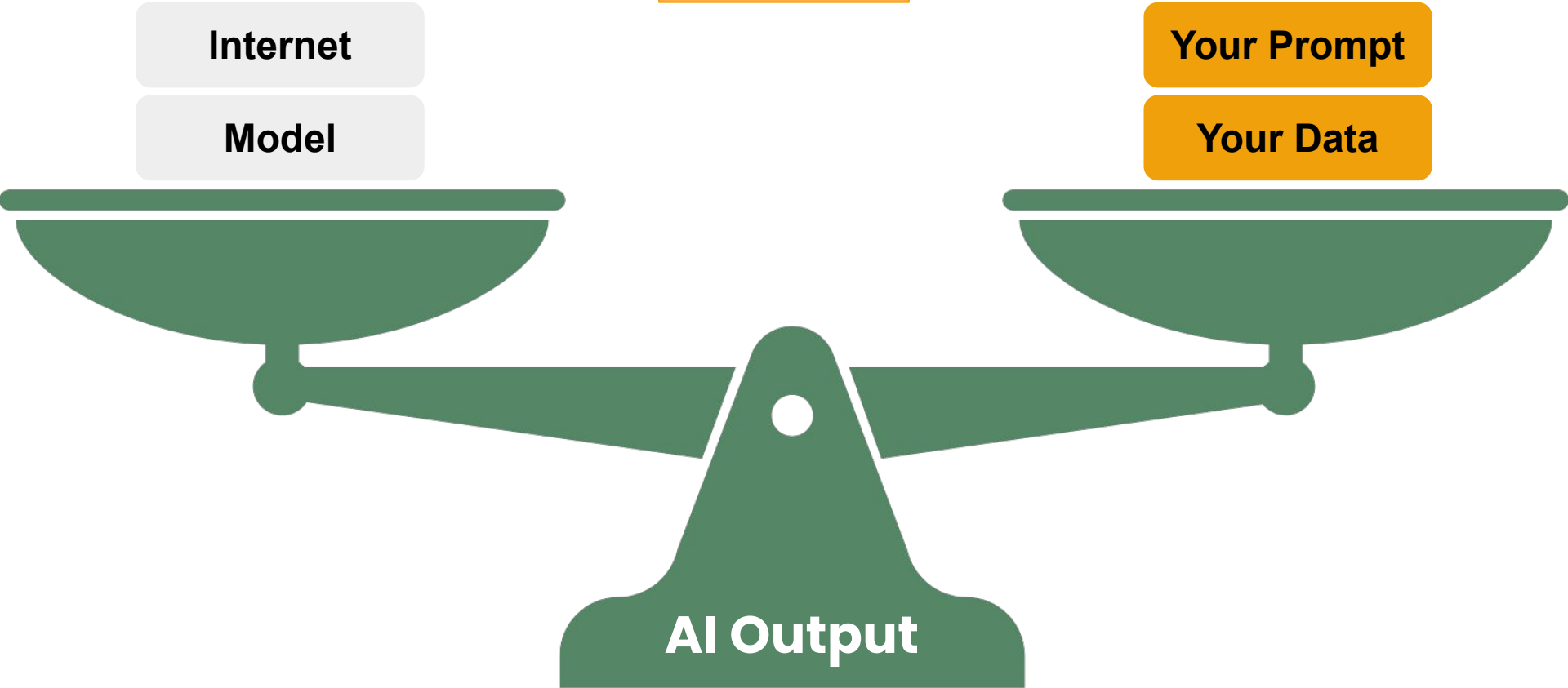
**Internet**

**Model**

**Your Prompt**

**Your Data**

**AI Output**



## Concept

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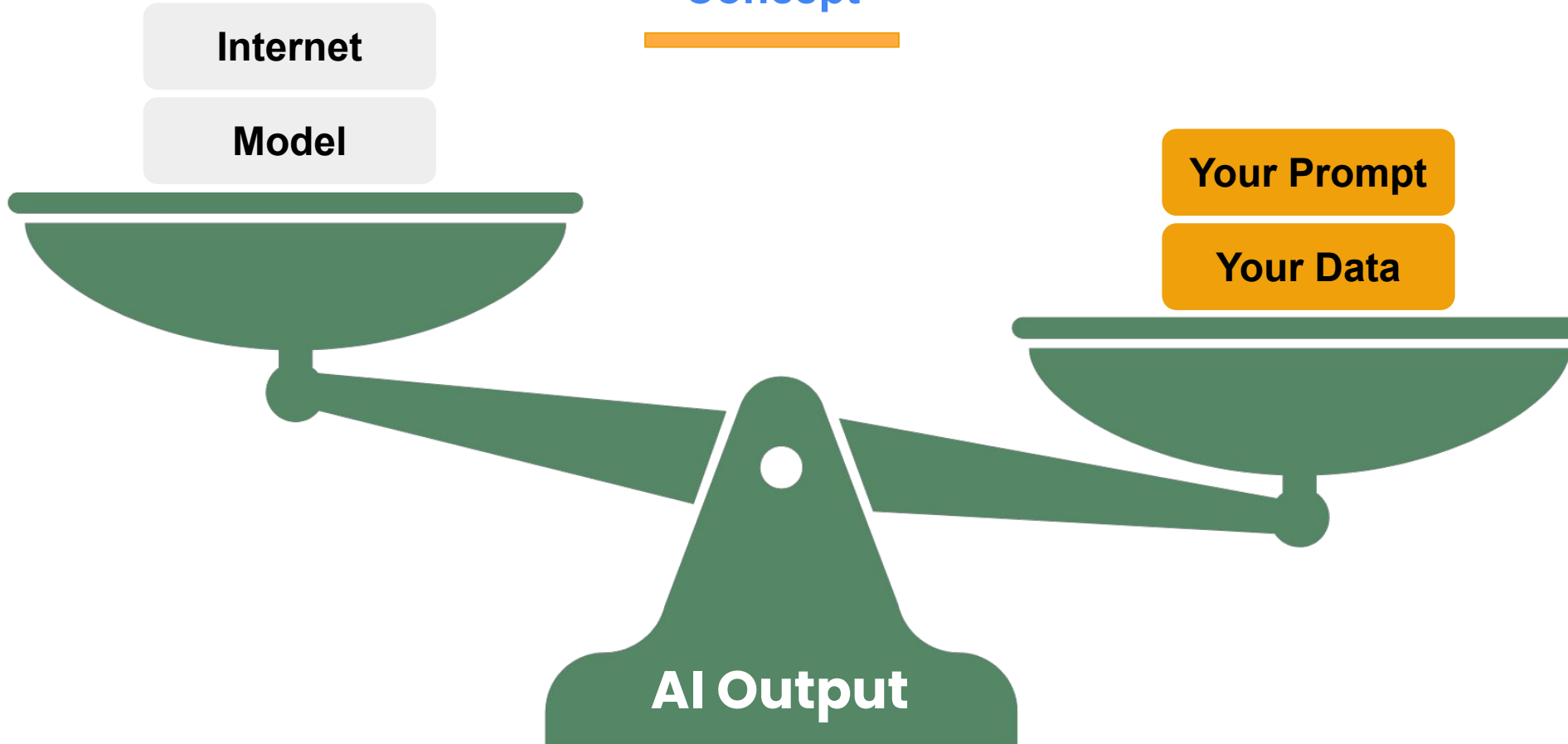
Internet

Model

Your Prompt

Your Data

AI Output



## Concept

Internet

Model



Your Prompt

Your Data

AI Output

## Concept



AI saves time and improves outcomes,  
but only when it's guided by real  
understanding.

Whether that's your eye for design or your  
grasp of your numbers, your experience is  
what gives AI something meaningful to  
work with.

## Concept



The goal isn't to let AI dream up something generic, it's to make your work shine brighter and help you move faster.

## Concept

---

create an image of a  
retail floral arrangement

## Concept

---

create an image of a  
retail floral arrangement



## Concept

create an image of a  
retail floral arrangement



un·can·ny val·ley

/ˌənˌkənəˈvælē/

noun

used in reference to the phenomenon whereby a computer-generated figure or humanoid robot bearing a near-identical resemblance to a human being arouses a sense of unease or revulsion in the person viewing it.



# Concept



## Concept

---

...in a clean modern  
restaurant, with a lower more  
dynamic angle

## Concept

---

...in a clean modern  
restaurant, with a lower more  
dynamic angle



## Concept

...in a clean modern restaurant, with a lower more dynamic angle



Concept



**It's not too late!**

## Practice

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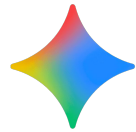
Use LLM

Save refined prompts & Files  
via Gems or GPTS

Embedded in app, large knowledge base

**Practice**

Use LLM



**Gemini**

**AI**

# Practice

Use LLM: Starting is almost too easy

Hello,

 Enter a prompt for Gemini



 Tools



Create Image

Write

Build

Deep Research

Create Video

Learn

## Practice

Use LLM: Starting is almost too easy

### **Level 1**

Simple Question

## Practice

Use LLM: Starting is almost too easy

### **Level 1**

Simple Question

### **Level 2**

Tailored Prompt

# Practice

Use LLM: Starting is almost too easy

## **Level 1**

Simple Question

## **Level 2**

Tailored Prompt

## **Level 3**

Tailored Prompt + Files

# Practice

Have AI write the prompt

Hello,

Help me write a prompt...



Tools



Create Image

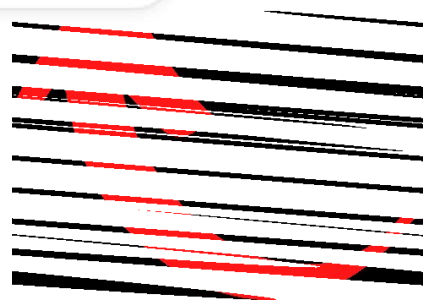
Write

Build

Deep Research

Create Video

Learn



## Practice

Use GPTS or Gems





New Gem

Save

Name

Company Policies

Description

For employees to reference

Instructions ⓘ

You are an expert of all Lafayette Florists policies and procedures. You will help answer questions or think through scenarios with employees....

Knowledge ⓘ



Employee Handbook



Return Policy

Preview



To preview your Gem start by giving it a name

🔒 Enter a prompt for Gemini



C

## Company Policies

Recent

F

Question about refund or credit

F

How much vacation am I entitled to?

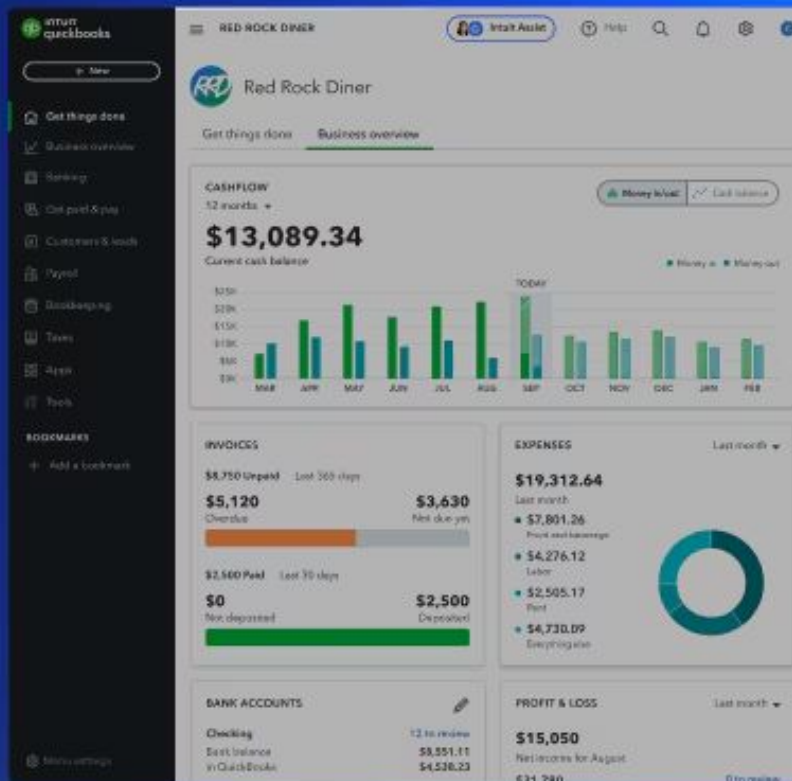
Enter a prompt for Gemini



Tools

How do process roses?





Intuit Assist

Good morning, Prateek

## Welcome to Intuit Assist

This experience uses **generative AI** to provide **intelligent insights** so you can make better business decisions in **QuickBooks**.

[Check cash flow](#)

It looks like your cash flow could drop. Check suggestions for ways to avoid a dip.

### Cash flow - September

**\$13,089.34**  
Today's cash balance

Today, Sept 6

Aug 1 Today Sep 30

[Go to Cash Flow](#)

Type or ask something

Always results may be inaccurate and not reflect Intuit's views.

## Example



Creating Professional E-Commerce Floral  
Product Images

## Concept

create an image of a  
retail floral arrangement



un·can·ny val·ley

/ˌənˌkənəˈvælē/

noun

used in reference to the phenomenon whereby a computer-generated figure or humanoid robot bearing a near-identical resemblance to a human being arouses a sense of unease or revulsion in the person viewing it.





Gemini



Backup video, intend to make this a live interactive session, where inputs from the crowd help first create a tailored prompt, and then we turn it into a Gem, which then we publish and make available to everyone in the crowd.

# Hello,

Enter a prompt for Gemini



Tools

2.5 Flash



Create Image

Write

Build

Deep Research

Create Video

Learn



Jim & Kim Wedding | Cost: \$2,861.84 | Price: \$3,136.60 | Profit: 9.48% |



EMPLATES

+ ADD I



## Generate Image with AI

Inspiration Image (Optional)

Drag and Drop



Prompt

e.g. A boquet with with red roses, eucalyptus, and peonies being held by a bride wearing a white lace wedding dress

☐ Include recipe description

☐ Include recipe flowers

CANCEL



GENERATE

440 REMAINING

## Modify Template

### Generate Image with AI

Inspiration Image (Optional)

Drag and Drop



Prompt

☐ Include recipe description

☐ Include recipe flowers

CANCEL

✦ ✦ ✦  
GENERATE  
438 REMAINING