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ChatGPT and generative AI: What are the opportunities and challenges for SMEs?

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Plan de Recuperación, Transformación y Resiliencia

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Introduction

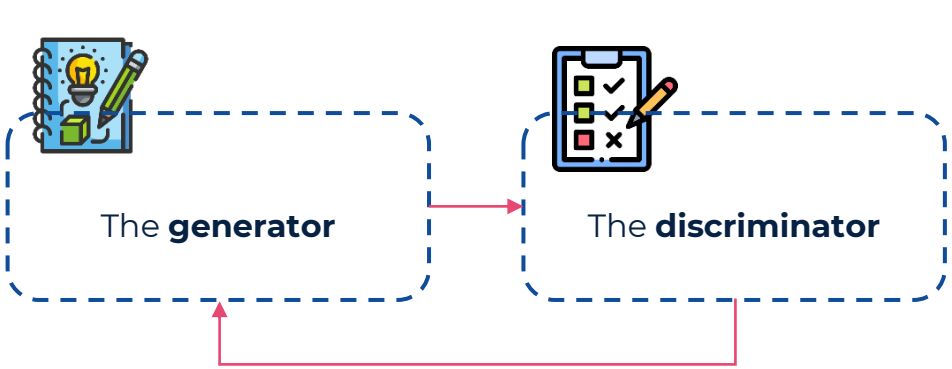
Generative AI, such as that used by **ChatGPT,** has gained widespread popularity and global attention due to its **ability to create new content** in a variety of formats, such as text, images and videos. While it offers exciting **opportunities** for businesses, it also poses ethical and security challenges that must be addressed through appropriate regulations.

It is **crucial** to understand and responsibly harness the potential of generative AI to **drive growth and innovation in the business world.**

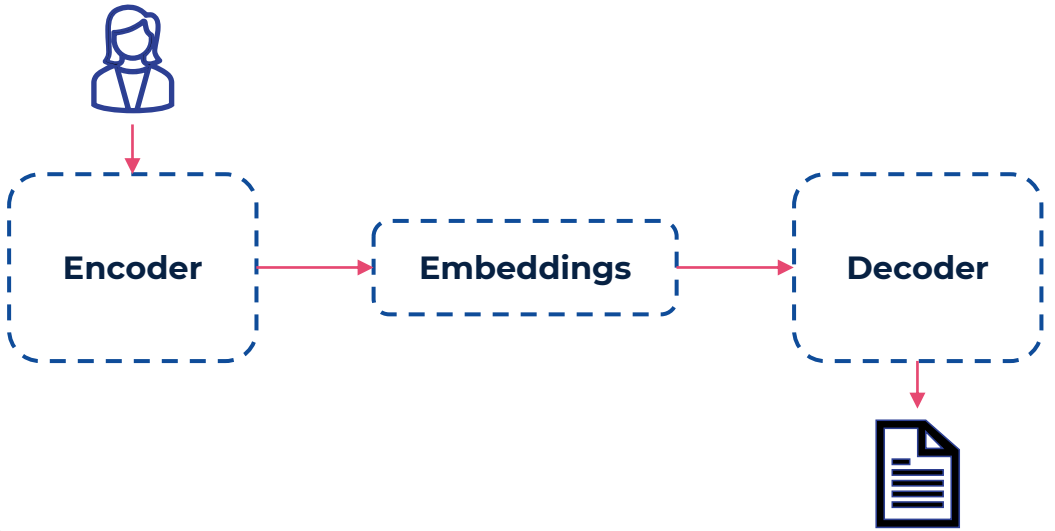
What is generative AI and how does it work?

> Generative Artificial Intelligence (AI) is a branch of **machine learning** AI, which is capable of **creating new original content** from existing data.

> Generative AI of the GAN (Generative Adversarial Network) type works with a learning model that is composed of two **main elements**:



> GPT (Generative Pre-Trained Transformer) type generative AI is based on a learning model composed of two **main blocks**:



> These technologies are **constantly growing and improving**, so **advances** will be rapid.

Benefits

SPECIFIC INTELLIGENCE

CREATIVITY

DESIGN AND CUSTOMIZATION

ACCESSIBILITY

REDUCTION OF REPETITIVE TASKS

PRODUCTIVITY AND COST REDUCTION

ADVANCED DATA ANALYSIS

INTEGRATION

DISRUPTION

Use cases

Sentiment or behavioral analysis

Image and video generator

Music generator

Content generator

Research

Summaries and information extraction

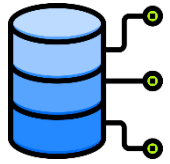
Customer service and sales

SEO strategy or web positioning

Translations or editing in other languages

Process automation

Computer code development



Synthetic data generator

Challenges and fears

- **Monopoly**
- Possible **misuse of technology:**
  - Fake news
  - Deepfakes
  - Identity theft
- **Support in decision-making processes**
- **Accuracy and veracity**
- **Intellectual property and legal challenges**
- **Staff replacements**
- **Biases**
- **Environment**
- **Innovation vs. Regulation**

Application tips

A series of **recommendations for its proper use** are detailed below:

> **Human supervision**
> **Verify and validate sources**
> Provide **clear instructions**
> **Train the AI**
> **Check for bias**
> **Transparency**

Regulations to consider

ETHICAL GUIDELINES FOR A RELIABLE IA

- Human intervention
- Human manipulation and surveillance
- Technical robustness and security
- Data protection and data governance
- Copyright and intellectual property
- Transparency
- Diversity, non-discrimination and equity
- Lack of clear accountability
- Regulation on artificial intelligence

Tools

Transversal (Foundation Models)

Azure OpenAI Services

Google Bard AI

OpenAI

aws

Hugging Face

Textual content and conversation

ChatGPT

copy.ai

Hypewrite

Jasper

Videos

D-ID

NVIDIA

Images and visual content

DALL·E

Openjourney

Canva

Adobe

MidJourneyAI

Dreamstudio

PS

Photosonic AI

Music

Google MusicLM

Music LM

Jukebox

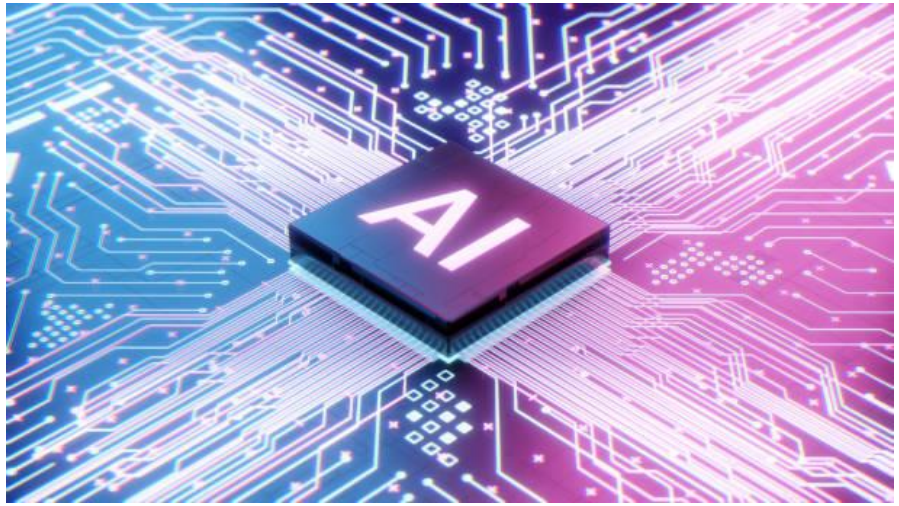
Bardeen

Conclusion

Generative AI offers **multiple opportunities for SMEs**, from the creation of written content, chatbots, images or process automation.

Knowledge of these technologies is essential for the whole of society, including SMEs, because of the power of innovation and transformation that they imply.

In short, their use brings great benefits, and must be c**arried out in an ethical and transparent manner.**



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