

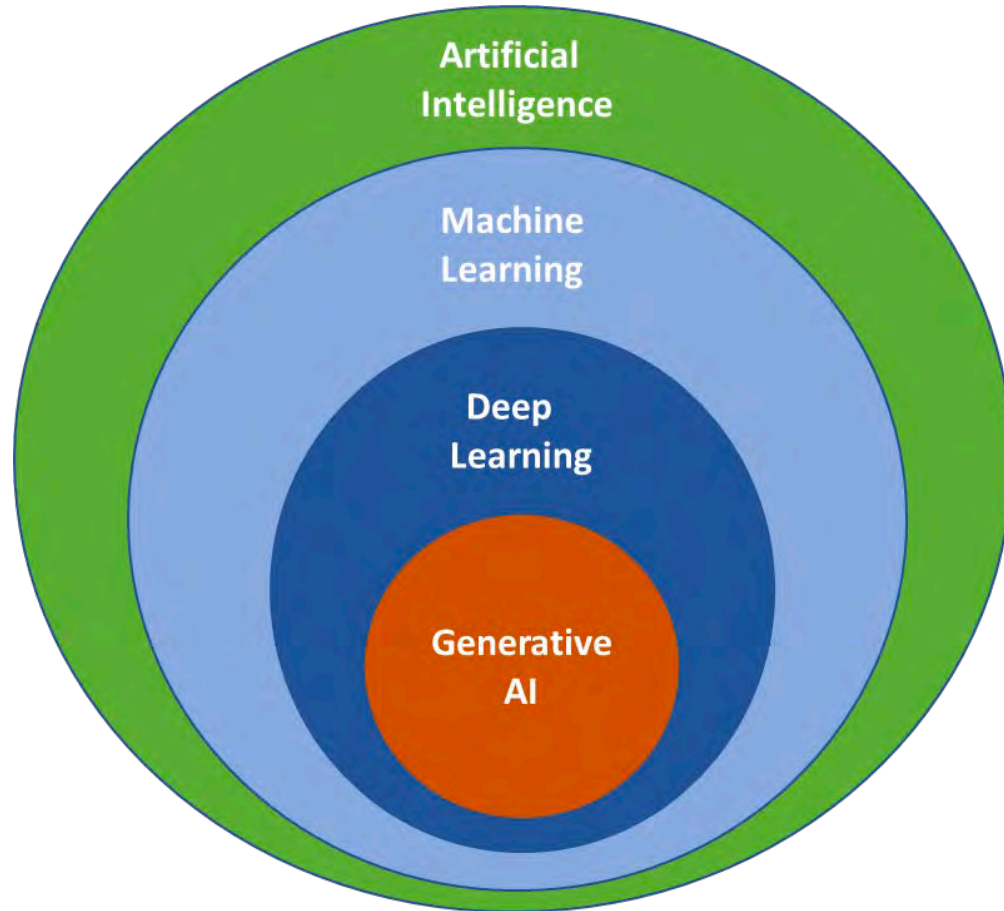
Gen AI Inspiration

Chocolade

The background features a large orange semi-circle on the left and a large orange triangle on the right, both pointing towards the center. A black circle is nested within the orange semi-circle. In the bottom right corner, the letters 'de' are displayed in a stylized orange font, with a red horizontal bar passing through the middle of the letters.

de

Beknopte geschiedenis



- **1956: Artificiële Intelligentie**

Het domein van de computer wetenschappen dat intelligente machines probeert te maken die de menselijke intelligentie kan evenaren of zelfs overstijgen

- **1997: Machine Learning**

Subdomein van A.I. dat het mogelijk maakt machines te laten leren van bestaande data en die zich kunnen verbeteren om beslissingen en voorspellingen te maken

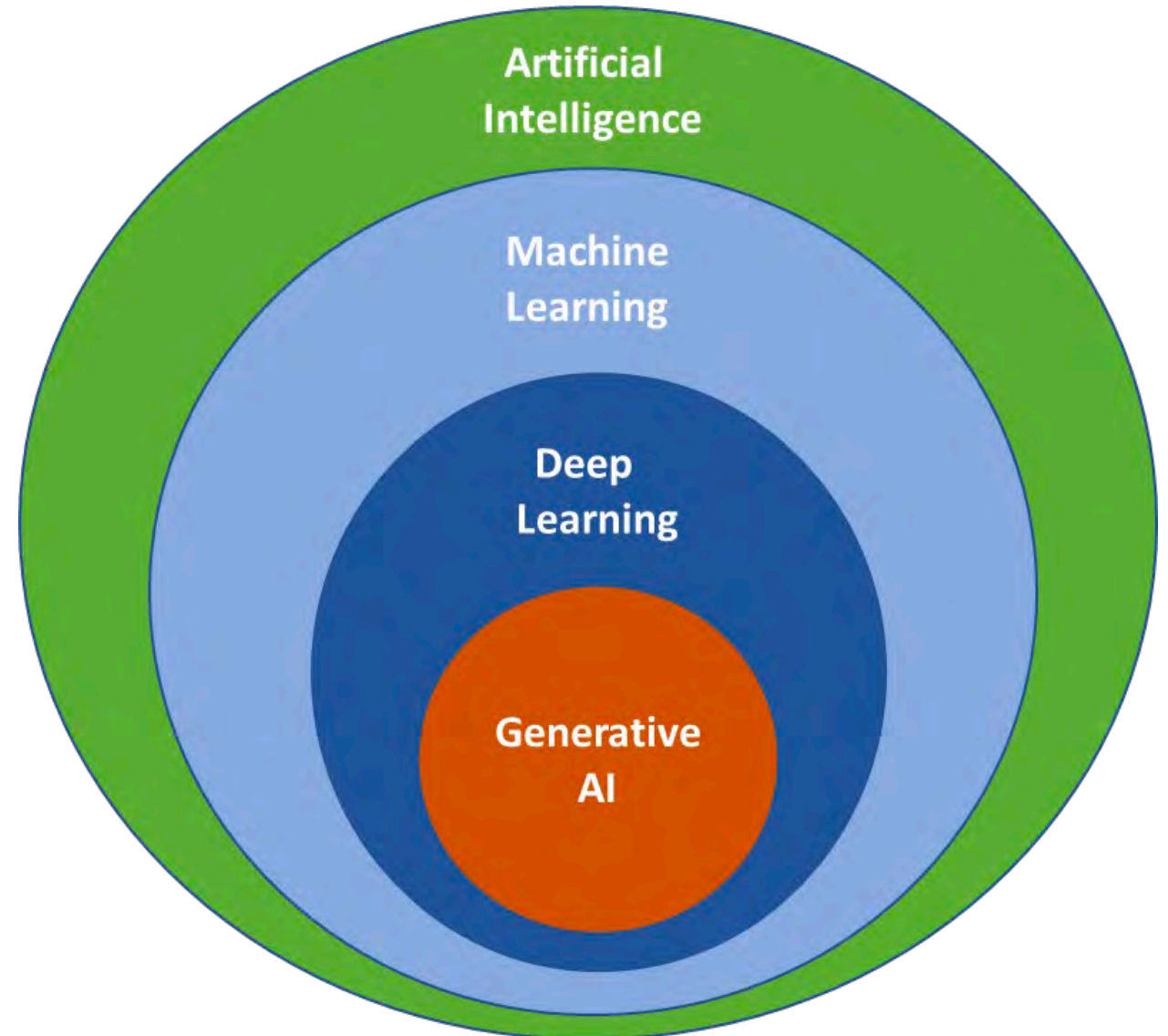
- **2017: Deep Learning**

Techniek waarbij lagen van neurale netwerken gebruikt wordt om data te verwerken en beslissingen te maken

- **2021: Generative A.I.**

Maken van nieuwe content a.h.v. bestaande data en prompts geschreven in natuurlijke taal

- Subset van Deep Learning
- Gebruikt patronen in informatie die het reeds gezien heeft (training)
- Genereert nieuwe content
 - Tekst (ChatGPT, Gemini, Llama, ...)
 - Afbeeldingen (Dall-E, Midjourney, ...)
 - Audio (Elevenlabs, ...)
 - Video (Runway, Sora, ...)
 - Code (GitHub Co-pilot, Duet AI, ...)
 - Etc.



Waar is AI niet goed in

1. Diepgaand context begrip

- ze kunnen samenhangende teksten genereren die ze tijdens de training hebben gezien
- Ze begrijpen de context of inhoud niet zoals mensen - *niet intelligent!*

2. Langetermijngeheugen en leren

- ze kunnen eerdere interacties niet onthouden of ervan leren
- Elke interactie wordt afzonderlijk behandeld

3. Professionele expertise

- Juridisch advies, medische diagnose of gedetailleerde technische probleemoplossing
- ze kunnen algemene informatie verstrekken, maar niet de professionele nauwkeurigheid

4. Feitelijke nauwkeurigheid

- ze kunnen feitelijke fouten creëren of voortzetten, vooral als de inhoud afwijkt van het trainingsmateriaal of verandert in de tijd (nieuwe gebeurtenissen of ontdekkingen)

5. Logisch redeneren

- ze hebben moeite met redeneren op basis van gezond verstand of het maken van inferenties die voor de mens vanzelfsprekend zijn

Risico's van AI

- **Cut-off date:** de AI heeft maar kennis tot een bepaalde datum
- **Hallucinaties:** de AI “verzint” zaken
- **Bias:** de AI is getraind door mensen en beschikbare data
- **Context:** moeilijkheden om de context te volgen als de focus verandert
 - **Tip: Blijf bij 1 topic!**
- **Copyright:** wie is de eigenaar van de data (teksten, afbeeldingen, ...)?
- **Security:** wordt data gebruikt voor het trainen en wordt deze zo publiek?
- **Bestraffing:** zal Google bv. A.I. gegenereerde content bestraffen?



Cut-off date 4o => October 2023

4. Political Landscape

- Elections occur **every five years**, aligned with European elections.
- The government is formed by a coalition of political parties with a majority in the **Flemish Parliament**.
- The **current government (2019–2024)** consists of N-VA, Open VLD, and CD&V, with Jan Jambon (N-VA) as **Minister-President**.

Risico's van LLMs

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Hallucinaties

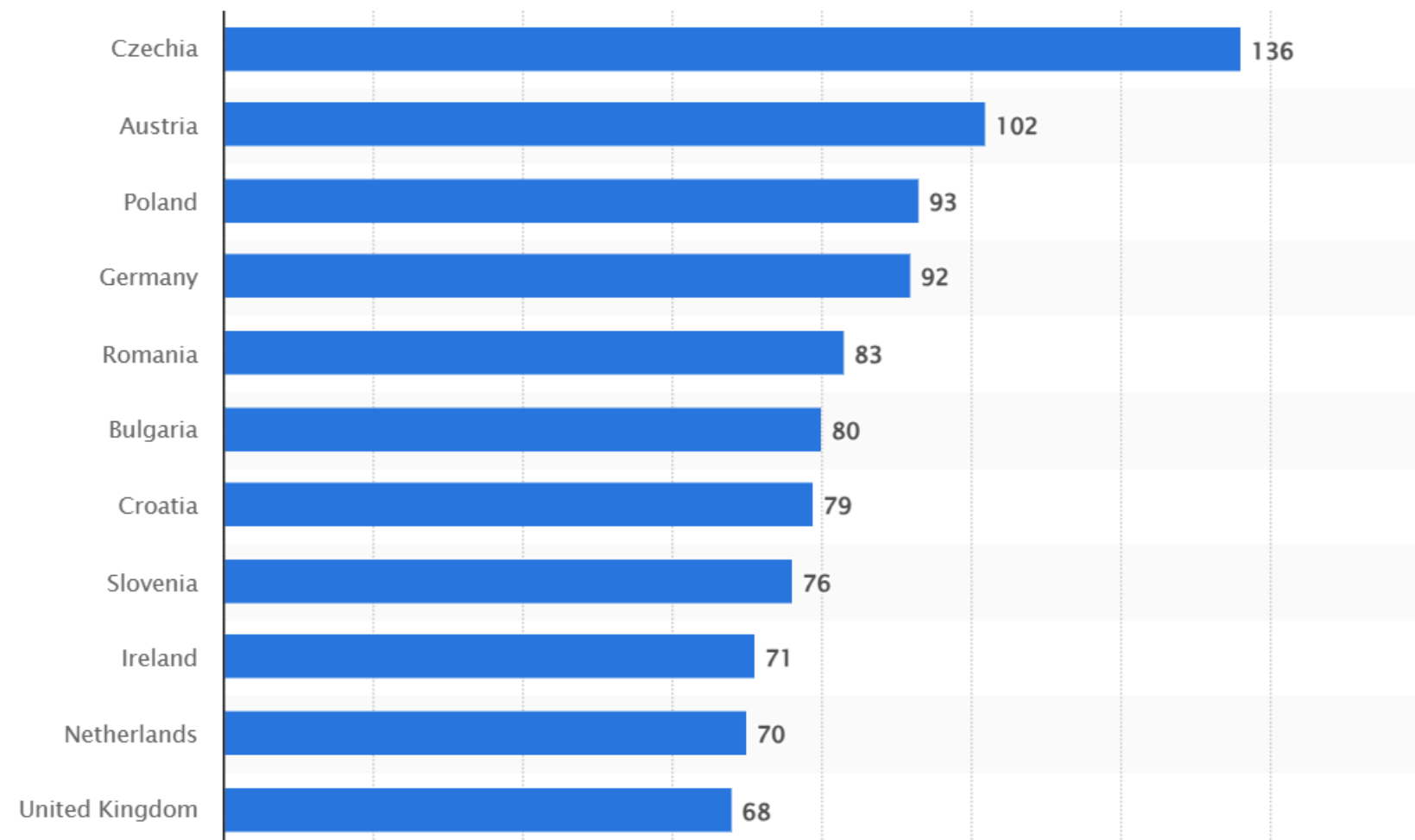
provide an overview of the beer consumption per capita in Europe for the year 2022

In 2022, beer consumption per capita varied significantly across Europe. Czechia led the continent with an average consumption of 188.5 liters per person. Austria followed with 101.2 liters, and Poland closely trailed at 99.6 liters per capita. Other notable consumers included Ireland (99.3 liters), Lithuania (97.6 liters), and Spain (95.1 liters). Germany and Estonia both reported consumption levels above 90 liters per person. In contrast, countries like France had lower per capita consumption, averaging 33 liters annually. [STATISTA.COM](#) [STATISTA.COM](#)

These figures highlight the diverse beer consumption patterns across Europe, reflecting cultural preferences and traditions unique to each nation.



Hallucinaties



Risico's van LLMs

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Eg BIAS



Candid portrait photo of a hospital employee

ar 2:3

Rerun Use Hide More



Candid portrait photo of a hospital employee

ar 2:3

Eg BIAS



Candid portrait photo of a male

ar 2:3

[Rerun](#) [Use](#) [Hide](#) [More](#)



Candid portrait photo of a male

ar 2:3

Eg BIAS



Close-up commercial shot of hot chocolate drink



Close-up commercial shot of hot chocolate drink

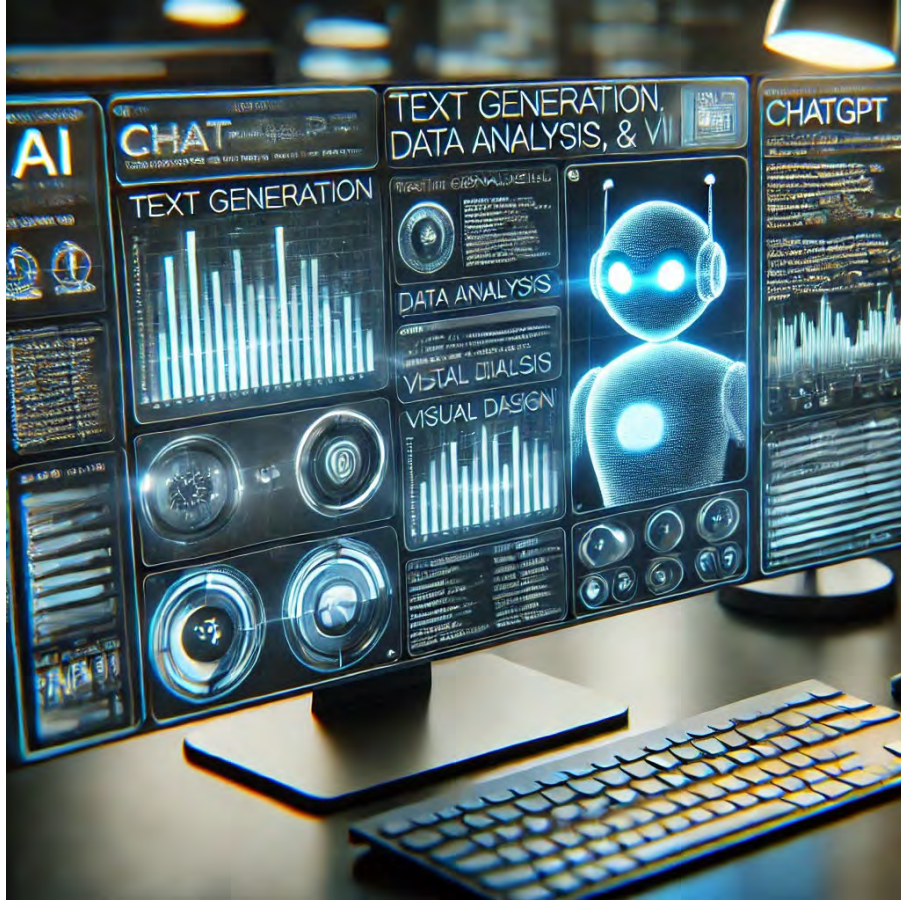
[Rerun](#) [Use](#) [Hide](#) [More](#)

10 TIPS IN 10 MINUTES WITH ChatGPT

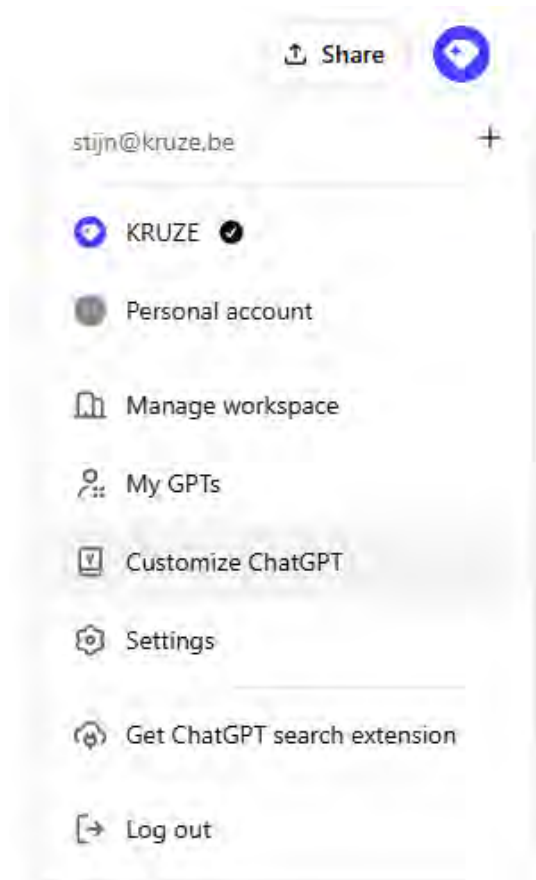


ChatGPT
DeepDive

1. ChatGPT is your assistant



2. Custom Instructions



Customize ChatGPT

Custom Instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

Brand Name : Kruze
Brand Theme : Mastery in taste, experience, and guidance.
Brand Essence: Artisanal experts in coffee and tea, dedicated to providing high-quality, ethically sourced products.
Core Values: Emphasize craftsmanship, quality, education, community, sustainability, and inclusivity

1019/1500

How would you like ChatGPT to respond?

Brand Voice and Tone: Articulate that the brand voice is artisanal, expert, professional yet approachable, passionate, and community-focused. The tone should be inviting, warm, educational, confident, and inspiring.
Consistency in Voice: ChatGPT should consistently use a tone that is professional yet approachable, using language that reflects

1152/1500

Hide tips ⓘ

GPT-4 Capabilities ⓘ

Web Search ☒

DALL-E ☒

Code ☒

Enable for new chats ☐

Cancel

Save

3. Prompt Structure

ST You

I want to write a book on chocolate and tea pairing, can you create an outline for it

Role for the
AI

ST You

You are the owner of a small business in Coffee and tea, called Kruze. You roast your own Coffees on a probat p iii, all single origine. With the Ethiopia Coffee a silver medal was won at the great taste awards. For tea, own blends are made and tea is importated from Japan, Malawi, South-africa, Sri Lanka, Nepal. You run the business with your wife.

Lots of context

Audience

The target Groupe is small businesses and hospitality. Through the webshop you target b2c. How would you convince a 3 Star restaurant to work with you

The request

4. Tell ChatGPT to write Prompts

You are a world class prompt engineer.

Your task is to provide a list of prompts that show the true power of ChatGPT.

I work as a [insert job title].

I need a list of advanced prompts that will enable someone in my occupation to be more productive and work faster.

Provide 10 prompts following the framework Role, Context, Task.

If something is not clear, ask questions before you answer. Use the format Act as [role]

5. Tell ChatGPT to ask for clarifications

Write 5 perfect Chat GPT prompts that will really show off the power of Chat GPT.

Focus the prompts around writing an email to clients about price increase of our products.

Before you write anything, ask me questions until you are sure you can create the optimal prompts

6. Custom GPT

KRUZE

Kruze Marketing Manager

By Stijn Van Schoonlandt 8

Act as a marketing manager for Kruze

6. Custom GPT

what are our brand colours again



Honestly, a traditional Black Friday sale doesn't align very well with Kruze's brand values. Here's why:

1. **Focus on Quality Over Discounts:** Kruze is positioned as a brand rooted in craftsmanship, expertise, and a deep appreciation for quality. Black Friday is often associated with heavy discounts, rushed purchases, and high-volume sales, which can give the impression of sacrificing quality for quantity. Kruze's products and experiences are about slow, intentional enjoyment rather than quick deals.
2. **Educational and Experiential Value:** Kruze is dedicated to educating customers and building a genuine appreciation for coffee and tea, as seen through workshops and the Kruze Academy. Black Friday doesn't traditionally provide an avenue for educating or engaging customers meaningfully; it's primarily transaction-focused. Kruze's brand is about depth, storytelling, and connection—values that are hard to convey through the quick-sale model of Black Friday.
3. **Luxury and Authenticity:** Kruze's branding leans into the idea of a luxury, artisanal experience. Black Friday can often feel impersonal and lacks the sense of exclusivity that Kruze aims to cultivate. A discounted coffee or tea experience might feel contradictory to the brand's premium positioning, potentially undermining the perceived value of the products.



Kruze's brand colors are carefully selected to evoke warmth, earthiness, quality, and subtle elegance. Here's a breakdown of the color palette as described in the brand book:

1. Primary Colors:

- **#8A6959 (Muted Brown/Taupe):** Used for primary branding elements like the logo, packaging, and headers, representing warmth, earthiness, and reliability, connecting to the natural origins of coffee and tea.
- **#E8BF9C (Soft Peach/Beige):** Applied as backgrounds or for secondary elements, providing a sophisticated and approachable contrast to the primary brown.

2. Secondary Colors:

- **#DBC8B7 (Soft Taupe):** Used for backgrounds and subtle highlights, adding softness and neutrality.
- **#939081 (Warm Gray):** Ideal for text and icons, providing modernity and balance without overpowering the design.
- **#CCCECD (Cool Gray):** Applied for backgrounds and product information, offering a clean, modern look.
- **#C2B197 (Warm Beige):** An accent color for call-to-action elements, promotional materials, and packaging details, adding warmth and authenticity.
- **#E6F0C7 (Pale Green):** Used for sustainability messaging and eco-friendly elements, representing freshness and organic purity.
- **#F1F2ED (Off-White):** A main background color, contributing to a minimalist and clean aesthetic.
- **#CCA693 (Golden Beige):** Reserved for premium highlights, adding a luxurious touch for special products or promotions.



7. Talk to ChatGPT

- Use it in the car or for Role Play Training



7. Talk to ChatGPT

"How easy is it to travel around in Sri Lanka on your own?"

🔊 00:04



Traveling around Sri Lanka on your own is quite manageable. The country has a good network of trains and buses connecting major cities and tourist destinations. For more flexibility, you can hire a car with a driver or rent a vehicle. Tuk-tuks are also a popular and convenient way to get around locally. Overall, it's a friendly and accessible place for solo travelers.

"I'm going with the family, so how accessible is that?"

🔊 00:04



Traveling with family in Sri Lanka is quite accessible and family-friendly. Many places are well-suited for families, with accommodations that cater to various needs. You can find family-friendly hotels, easy transportation options, and plenty of activities suitable for all ages. Plus, locals are generally very hospitable and helpful. It's a great destination for a family adventure!

🔊 📄 🌐

"Very good. How expensive is it, food costs and activities in Sri Lanka?"

🔊 00:08

"How bad is the rain?"

🔊 00:03



The rain during July can be quite heavy, especially in the southwest regions due to the monsoon. You'll experience frequent downpours, particularly in the afternoons and evenings. However, the rain often comes in bursts and is interspersed with sunny periods. The east and north coasts are generally drier, making them better for outdoor activities during this time.

"Where are the most tourist activities like that safari? Is that down south or is it down up north?"

🔊 00:09



Most tourist activities, like safaris, are concentrated in the south and central regions of Sri Lanka. Parks like Yala and Udawalawe are in the southern part, while cultural sites like Sigiriya and Kandy are more central. The northern region has fewer safari options but offers unique cultural experiences.

8. Make ChatGPT sound less ChatGPT



We didn't detect plagiarism

Your document doesn't match anything in our references



68% of your text has patterns that resemble AI text

These patterns may show AI text or occur in your writing

content is perfect, but it shows a high level of AI written text when checked with grammarly. Rewrite the text as it is written by a human and not traceable by AI detection



We didn't detect plagiarism

Your document doesn't match anything in our references



50% of your text has patterns that resemble AI text

These patterns may show AI text or occur in your writing

it still says 70% AI generated, rewrite this and drop any of the regular ai patterns these tools check for



We didn't detect plagiarism

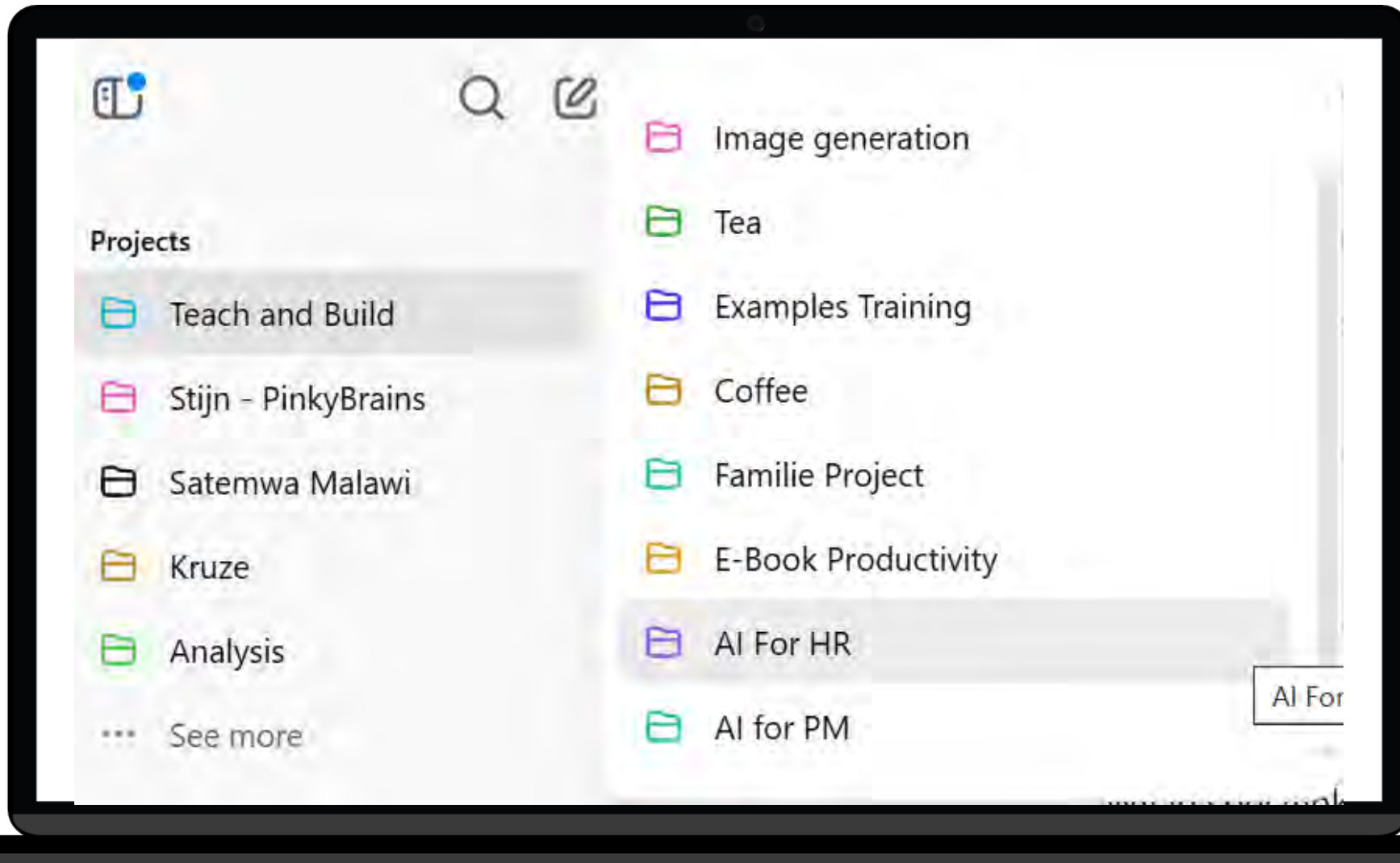
Your document doesn't match anything in our references



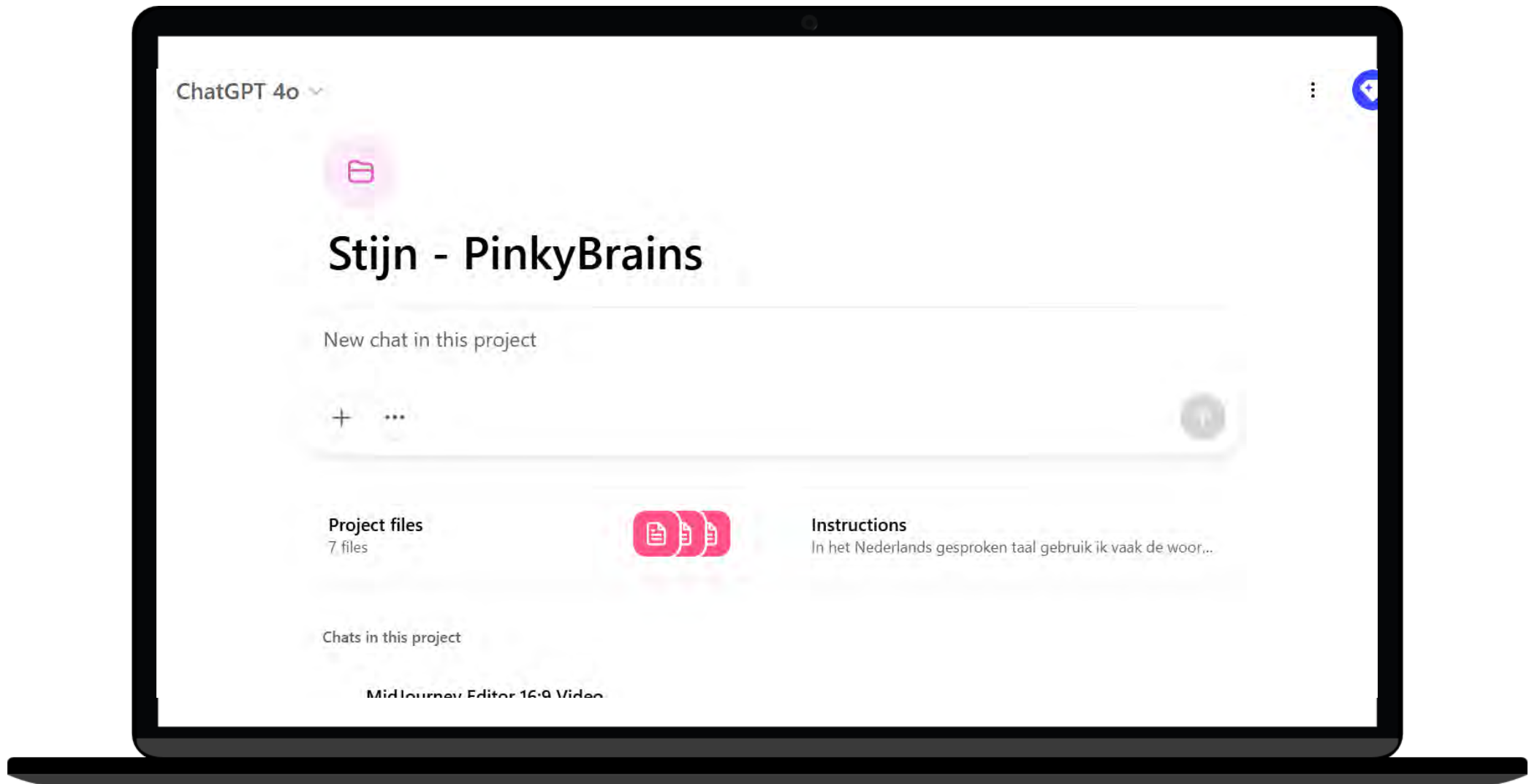
33% of your text has patterns that resemble AI text

These patterns may show AI text or occur in your writing

9. ChatGPT Projects



9. ChatGPT Projects



10. Let ChatGPT analyse your competitors



ASSORTIMENT
▼

LOCATIES

ONS
VERHAAL

PROJECTS
▼

EXPEDITIES
▼

LET THE CHILDREN
DREAM

CONTACT
▼



WEBSHOP

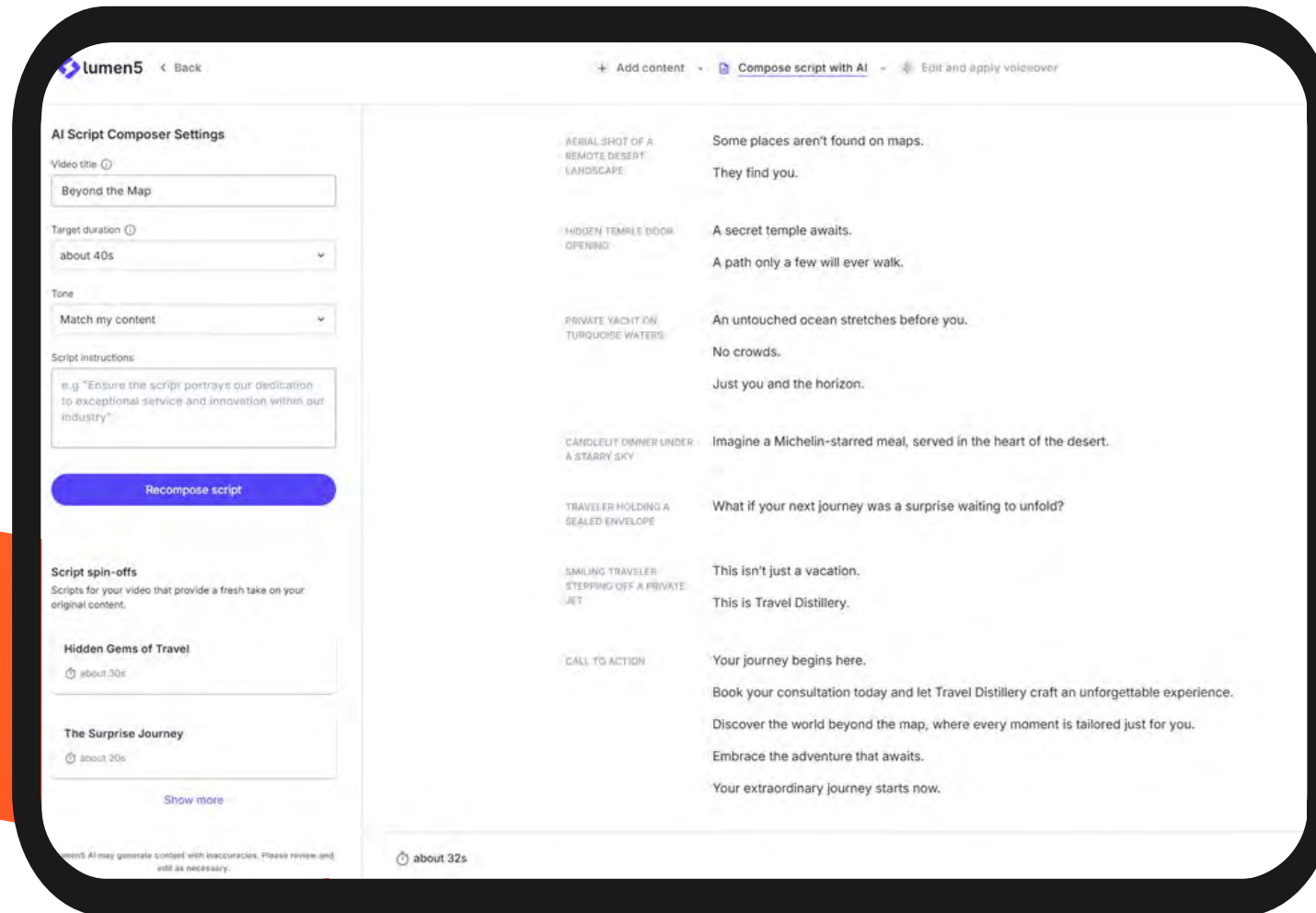
go to <https://thechocolateline.be> and analyse what this company does



EN

NL

10. Let ChatGPT analyse your competitors



Content Creation and Efficiency



Content Marketing Today

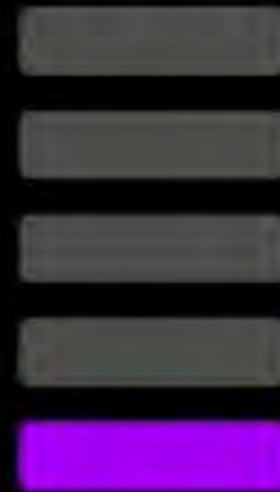
Idea

Research

Composition

Editing

Distribution



AI-Assisted Content Strategy

Idea

Research

Composition

Editing

Distribution





















ETHIOPIAN COFFEE



KRUZE

Yirgacheffe - Ethiopia
Holo Beriti

Pittlig. + volle body + passievrucht.

Natural

15/00 2022

Natural - 9.00 €

Houdbaar for 15/00/2022

250 g

KRUZE

Chiapas - MEXICO
La Victoria DECA

Hazelnoot - dadel - zoet

Geroosterd: 29/11/2022

Kaliobanen - Natuurl - 9,00 €

Per insale taluud lat : 70gr / 1/200d
250 gr

Adress: 24a Munisipiumug 2111, El Estero







Chai Fashioned

Ingredients (4 servings)

- 10 gram of spiced tea
- 0,5 liter of Spa water
- Pineapple juice (Materne)
- Apple juice
- Star anise
- Cinnamon stick

Steps

1. Brew the tea for 4 minutes at 95 °C
2. Strain the tea and let it cool at room temp
3. Put ice, star anise and cinnamon stick in whiskey glass
4. Add 4/5 tea, 1/10 orange and pineapple juice
5. Garnish with pineapple or orange zest
6. Stir and serve









Character consistency





Character Consistency



Personalization





Your digital twin







Adjust Existing images





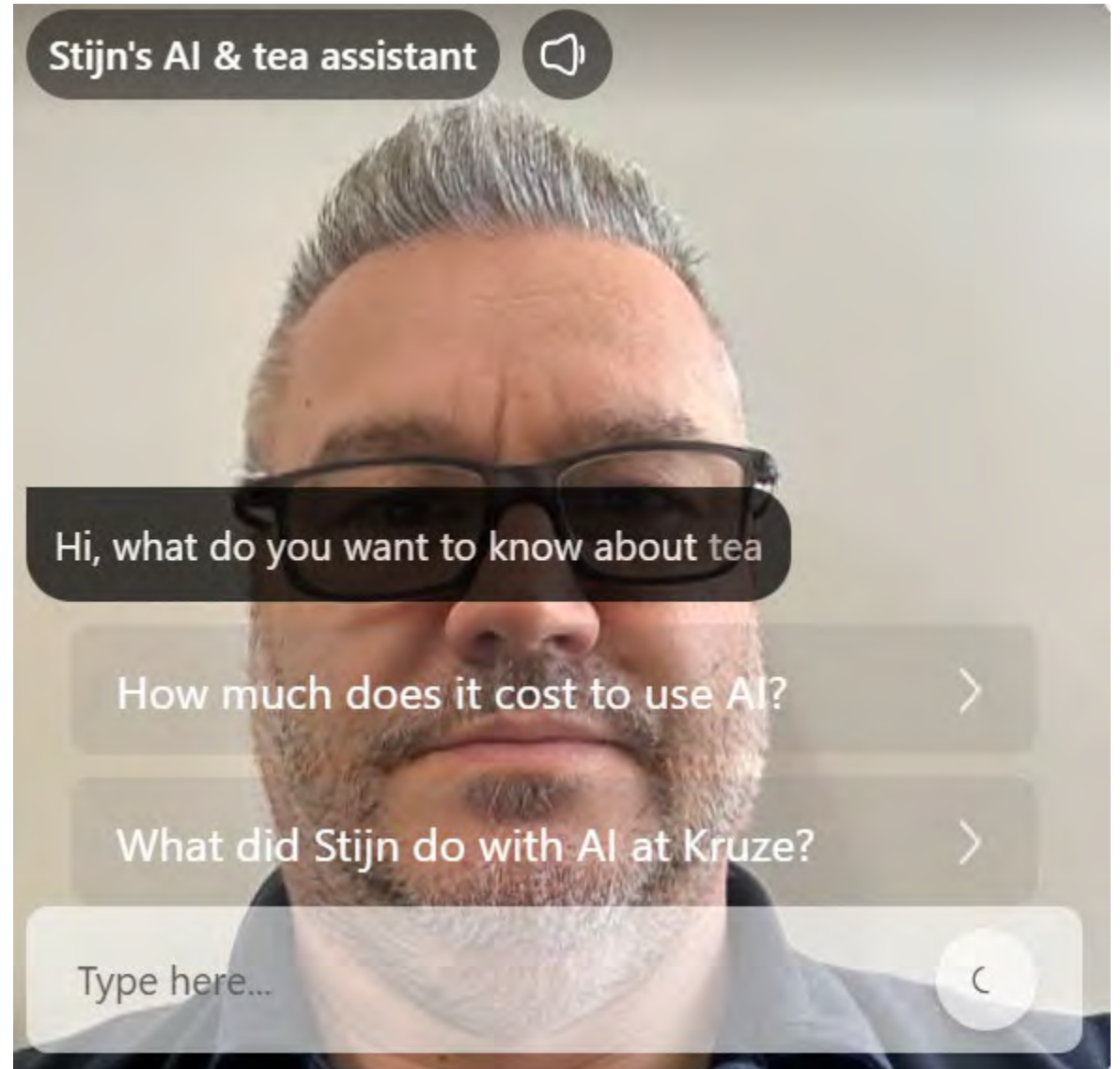
Adjust Existing images





Personalized assistant

D-ID Agent



Teach And Build AI



AI FOR
SMALL BIZ

Podcast

Teach & Build AI

Teach & Build AI

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About

We explore the world of artificial intelligence and its practical applications for small businesses. Our channel is dedicated to helping entrepreneur

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Teach And Build AI



AI FOR
SMALL BIZ

• Claude 3.5 can control your computer

Teach & Build AI

In this episode, Stijn and Jan dive into the latest feature from Anthropic's Claude 3.5 Sonnet—its groundbreaking ability to control your computer. Sa...

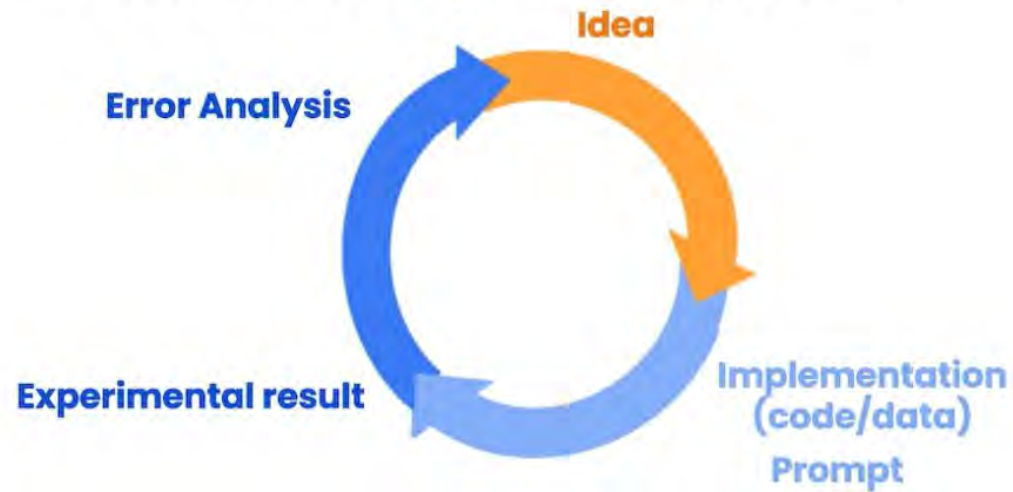
My favourite toolset

- ChatGPT , no question about => 20 \$
- Midjourney for images => 20 \$
- Runway ML for video => 80 \$
- Suno for music => 20 \$
- HeyGen for cloning => 29 \$
- Lumen5 for short video => 20 \$
- Elevenlabs for audio generation
- D-ID for video-avatars and chatbots
- Perplexity for search
- OpenAI and Anthropic API
- Ollama for running models locally



Key Takeaways

Iterative Prompt Development



Iterative Process

- Try something
- Analyze where the result does not give what you want
- Clarify instructions, give more time to think
- Refine prompts with a batch of examples

BONUS PROMPTS

- Read the customer reviews of [product] and prepare a summary of the consumer **sentiment**. Explain what users feel are the product's strong and weak points, and how the product can improve to meet their needs.
- As a product copywriter, create a compelling English **product description** for 70% dark chocolate infused with lime leaves to be used in an e-commerce setting. Use the following detailed information provided by the producer:
- As a marketing strategist for Kruze, develop a plan to **attract new customers** for our meeting room rental service. Consider the unique selling points of coffee/tea expertise, roastery views, easy parking and included beverages. Target small businesses and hospitality industry professionals. Provide 5 actionable strategies to reach and engage potential customers.
- Act as a presentation expert, create a **detailed outline** for a 1-hour presentation on the usage of conversational AI in the tea business. The presentation should cover practical applications, demonstrate real-world examples, and include interactive elements. It should engage tea business owners and employees at the World Tea Expo. Provide a breakdown of time allocation for each section.

**Don't wait for
tomorrow**

Try Culture Pop today.



**DON'T
TOUCH**

Contact Details

- Jan Moons : jan.moons@ae.be | [Jan Moons](#) | [LinkedIn](#)
- Stijn Van Schoonlandt : stijn.vanschoonlandt@ae.be | [Stijn Van Schoonlandt](#) | [LinkedIn](#)