

**ARCANUM**

# How to get started with AI

**Asa Cox, Founder of Arcanum AI**





PRODUCTIVITY

INVESTMENT

MARKETING

BUSINESS MODELS

OPERATIONS

**The time is now.**



**The challenge is how.**

# Yesterday



# Today



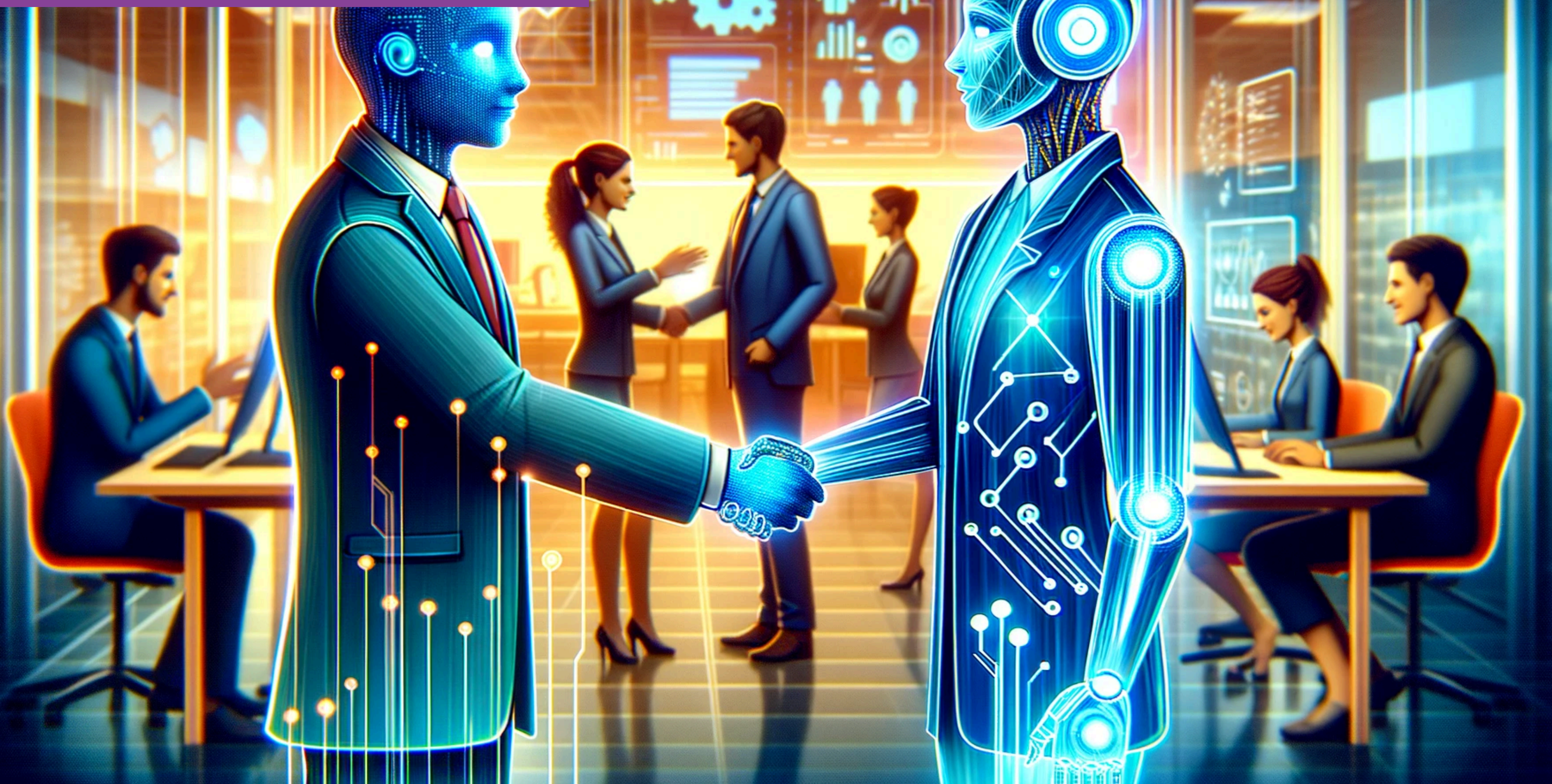
# Tomorrow



Coming soon...



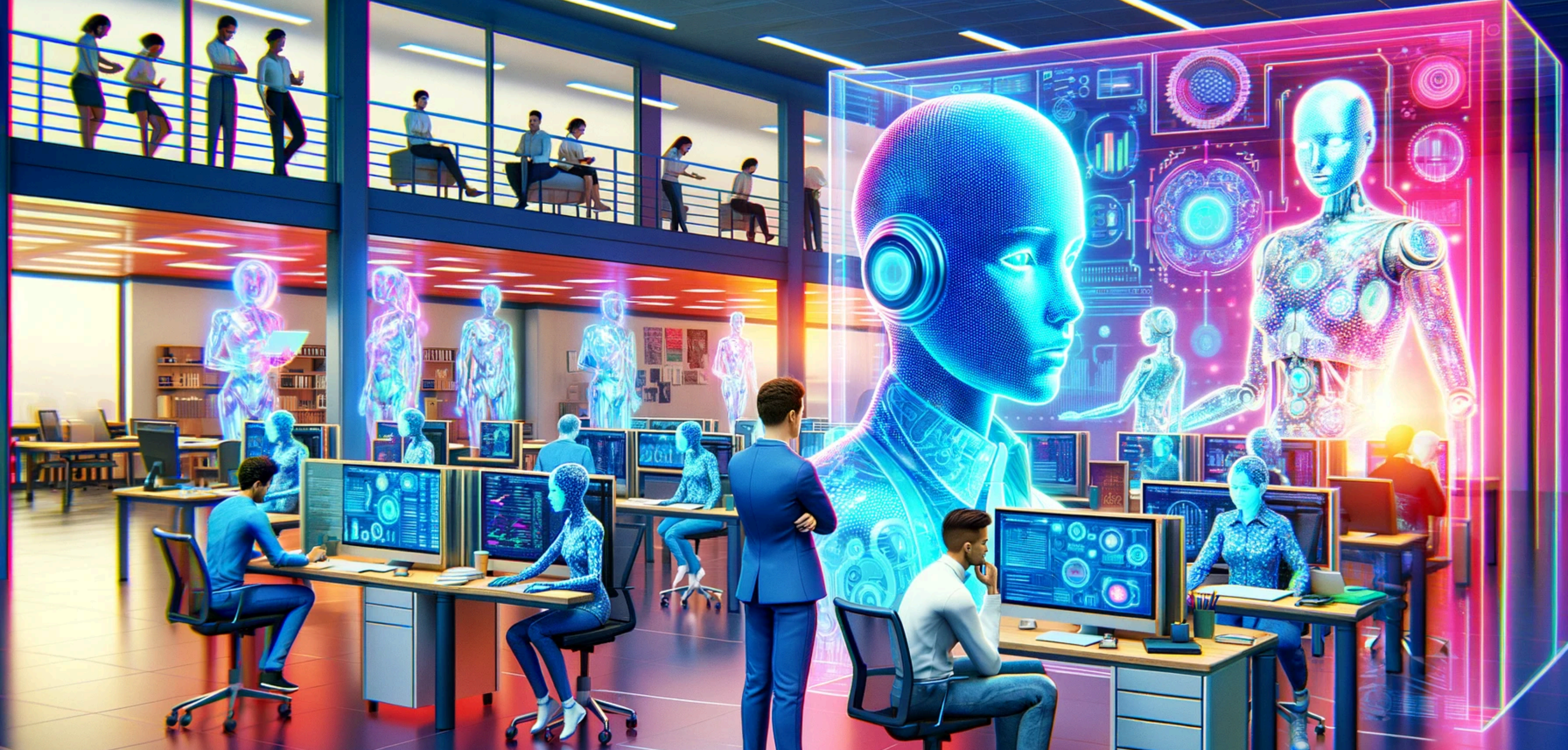
Coming one day...





**“In my little group chat with my tech CEO friends, there’s this betting pool for the first year that there is a **one-person billion-dollar company**. Which would have been unimaginable without AI and now will happen.”**

- Sam Altman, CEO, OpenAI



**Many bored humans**





Utopia?

**Genius level knowledge.**

**On everything.**

**Accessible to all staff.**

**Instantaneously.**

**Near zero cost.**





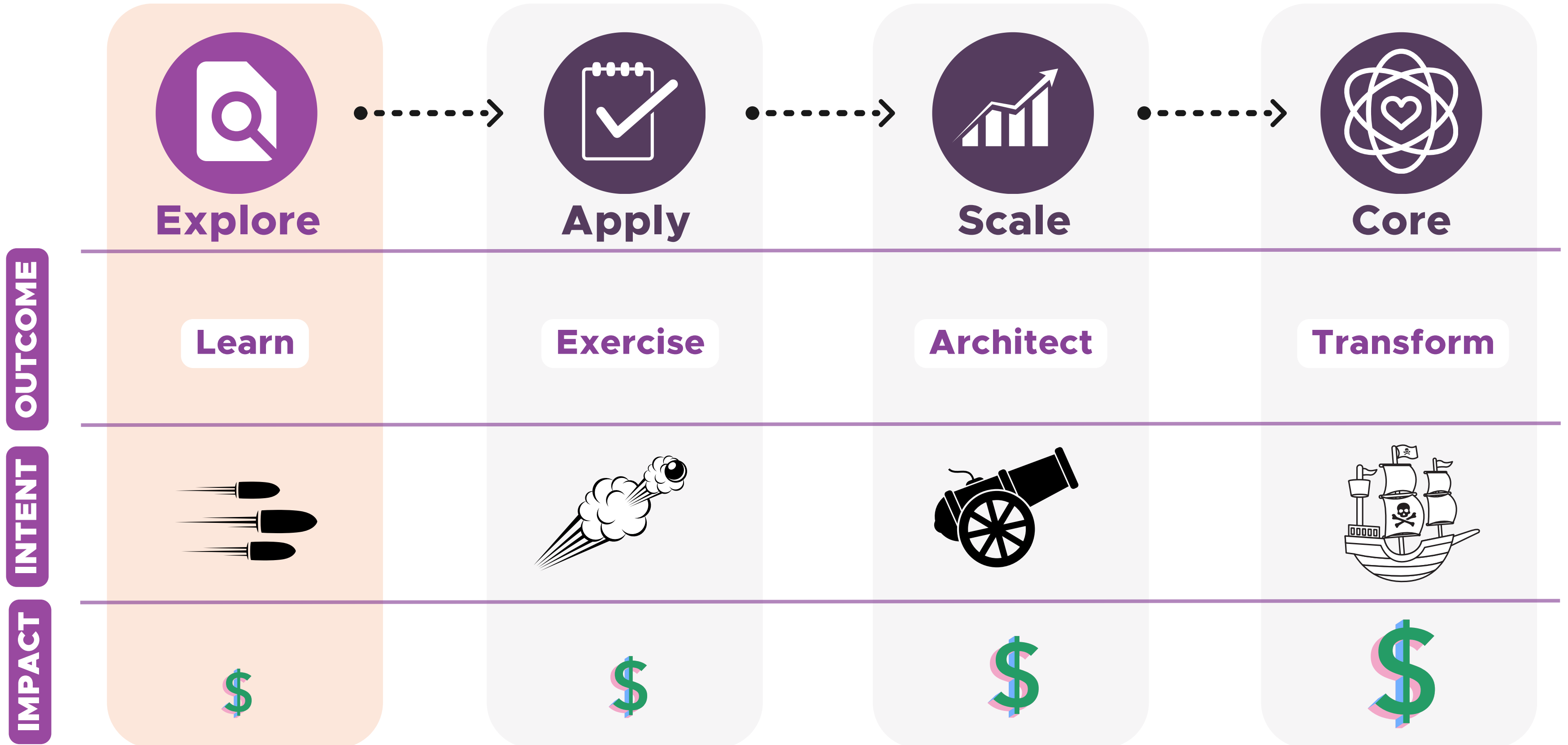
**Imagine.**

**10x growth**

**2x cost increase**

**Thinking big and small**

# AI Horizons

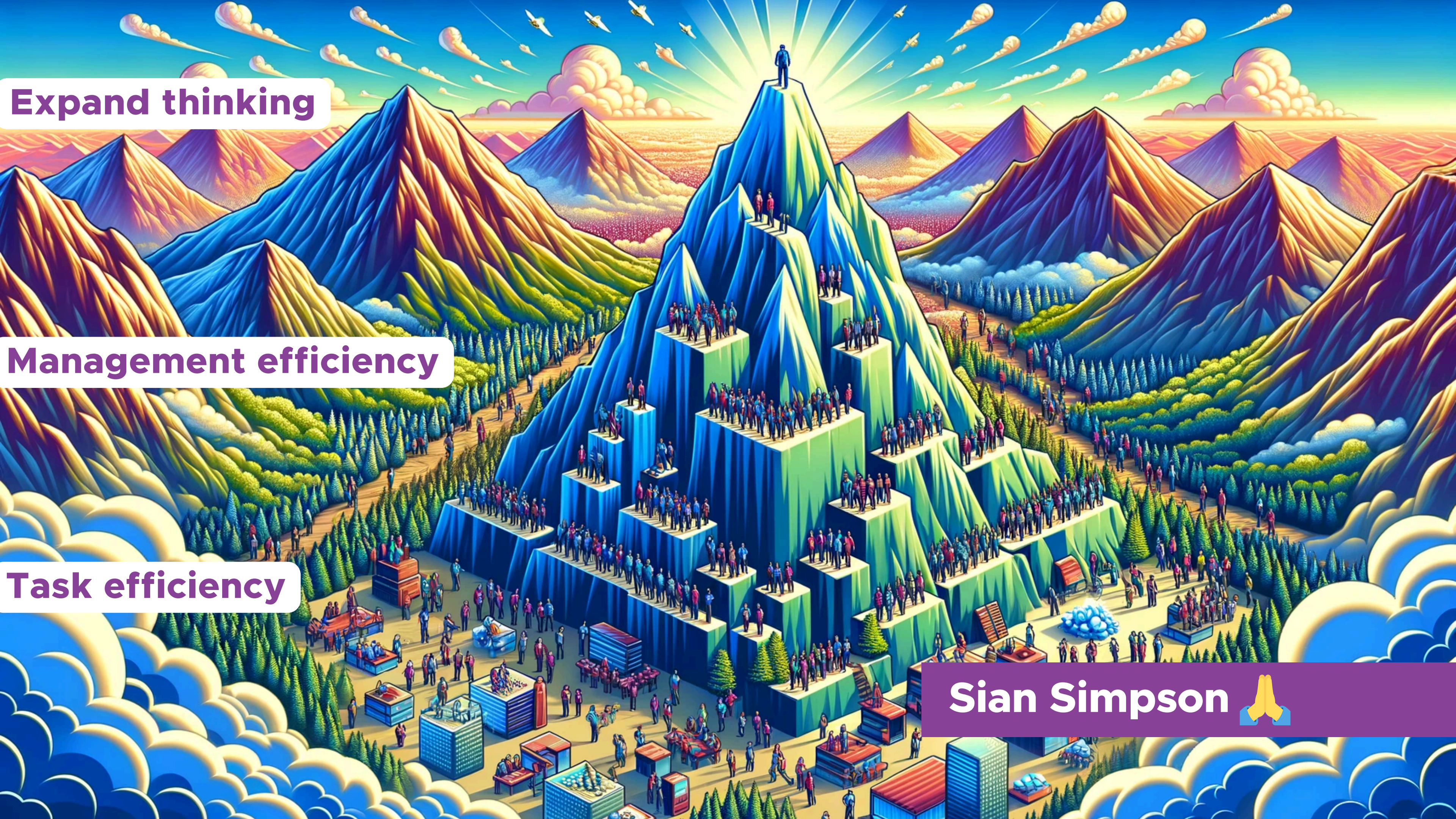


**Expand thinking**

**Management efficiency**

**Task efficiency**

**Sian Simpson** 🙏

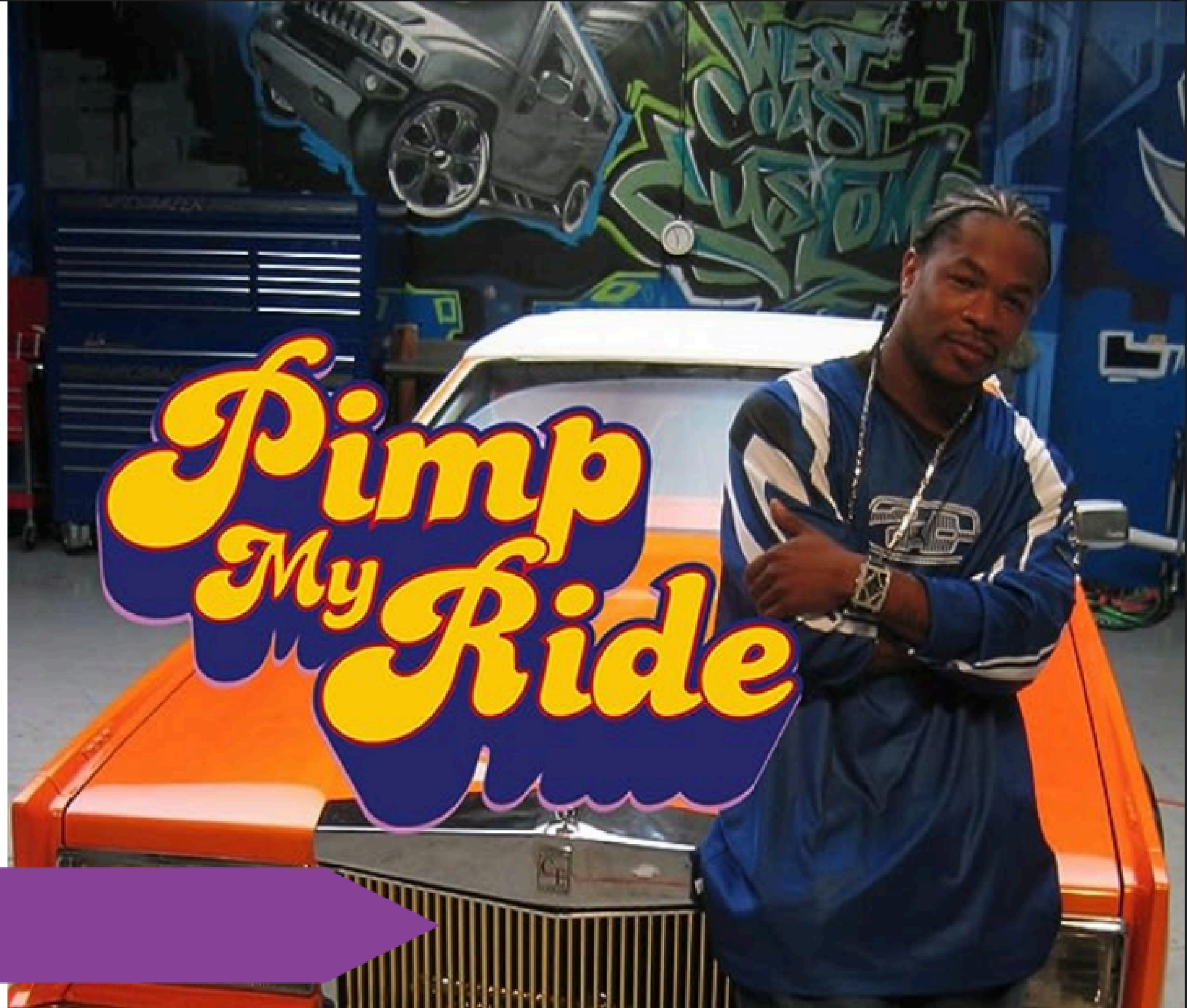


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PIMP-IT

AI ADOPTION  
FRAMEWORK




**People**

**P**

Enthusiasm Magnet.  
Skills Reality.  
Education.

**Ideas**

**I**



Unfair Advantage.  
Research.  
Journey.

**Money**

**M**

Case vs Necessity.  
No regrets.  
Better spent.

**Prize**

**P**

Capitalise.  
Exponential.  
Existential.

**Impact**

**I**








BAU disruption.  
Workforce evolution.  
Risk.

**Time**

**T**

Required vs possible.  
Windows.  
Faster.

# AI Adoption Canvas

<p><b>People</b> </p> <p><i>Essential to successful positive change</i></p> <ul style="list-style-type: none"> <li>• Who are the AI enthusiasts in your organisation?</li> <li>• What is your team's current experience with AI?</li> <li>• What AI skills are the team lacking and what education is needed?</li> </ul>	<p><b>Ideas</b> </p> <p><i>Understanding your opportunities</i></p> <ul style="list-style-type: none"> <li>• What are your organisation's unfair advantages that AI can amplify?</li> <li>• What opportunities are available with the current market trends and customer preferences?</li> <li>• What component of the customer journey or internal team processes could AI enhance?</li> </ul>	<p><b>Money</b> </p> <p><i>Investing wisely in AI</i></p> <ul style="list-style-type: none"> <li>• What AI projects are most essential to your businesses survival or represent growth opportunities?</li> <li>• Which AI initiatives will offer high potential returns with minimal downside risks?</li> <li>• What areas could yield significant results?</li> </ul>	<p><b>Prize</b> </p> <p><i>Strategic approach to AI</i></p> <ul style="list-style-type: none"> <li>• How can you use AI to outpace competitors in your industry?</li> <li>• Do you want to focus on incremental improvements or disruptive innovations?</li> <li>• How can AI create long term business benefits?</li> </ul>
<p><b>Impact</b> </p> <p><i>Anticipating changes</i></p> <ul style="list-style-type: none"> <li>• How might AI adoption disrupt and enhance your industry?</li> <li>• How will your employees evolve with more AI integration?</li> <li>• What potential risks are there and how can you mitigate them?</li> </ul>	<p><b>Time</b> </p> <p><i>Considering timelines</i></p> <ul style="list-style-type: none"> <li>• Which AI initiatives have shortest time to value and are most feasible?</li> <li>• What is your window of opportunity to retain fast-mover advantage?</li> <li>• How can you speed up the pace of deploying AI solutions and time to value?</li> </ul> <p><i>Consider - what is the opportunity cost of not getting started now?</i></p>	<p><b>Governance</b> </p> <p><i>Adopting AI Responsibly</i></p> <ul style="list-style-type: none"> <li>• What roles and responsibilities need to be in place to ensure accountability for safe AI use?</li> <li>• What legislation and regulations do you need to comply with and how does this impact your use and adoption of AI?</li> <li>• How can understanding of the risk implications of AI be fully understood to ensure informed decision making?</li> </ul>	<p><b>Where to Begin?</b> </p> <p><i>Find a safe place to start</i></p> <ul style="list-style-type: none"> <li>• Consider your ideas and budget, then determine what is the quickest and simplest AI systems to implement.</li> <li>• The goal here is to start learning with little risk, in order to work towards bigger projects.</li> </ul> <div data-bbox="2625 1440 2848 1665" style="text-align: right;">  </div>





**People**

Enthusiasm Magnet.

Skills Reality.

Education.



Ideas

Unfair Advantage.

Research.

Journey.



# Money

Case vs Necessity.

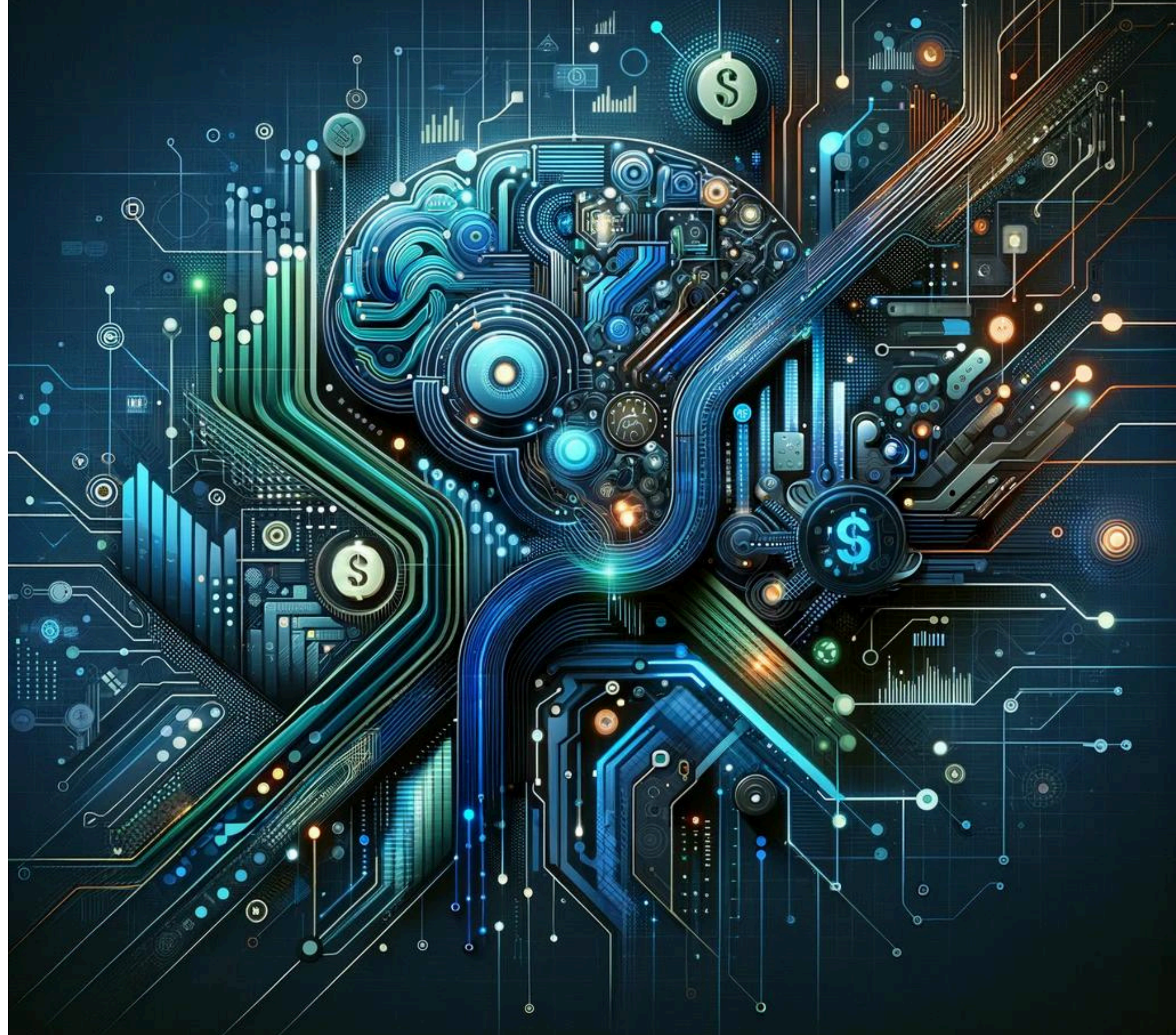
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Better spent.



Capitalise.  
Exponential.  
Existential.

Prize



BAU disruption.  
Workforce evolution.  
Risk.

**Impact**



Required vs possible.

Windows.

Faster.

Time



# Governance

Accountability.

Compliance.

Ethics.



Business Case.  
Considerations.  
Action.

**What  
next?**






# ACTION 1

Grab a **FREE** copy of the canvas.

Display Copy

## AI Adoption Canvas

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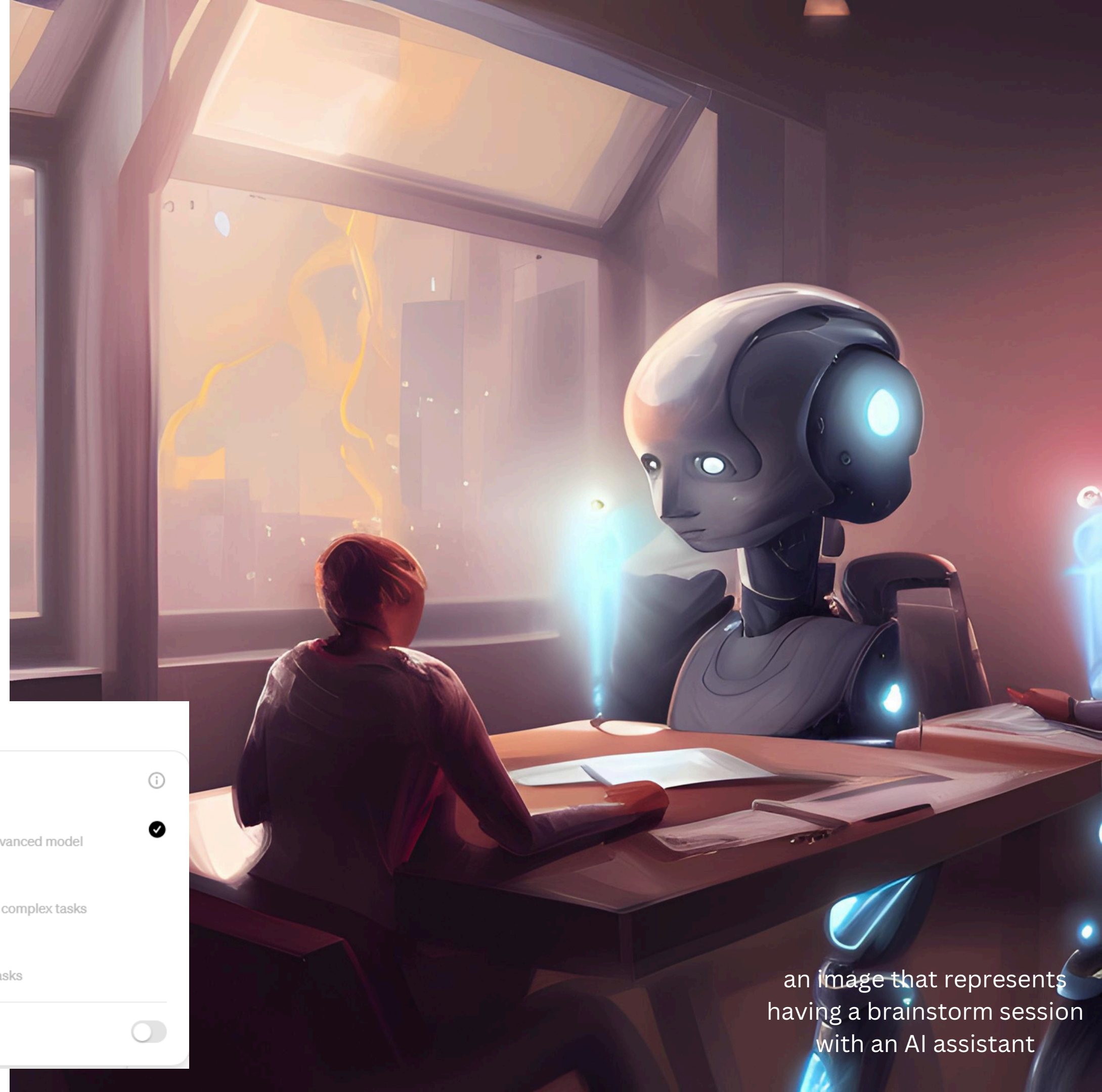
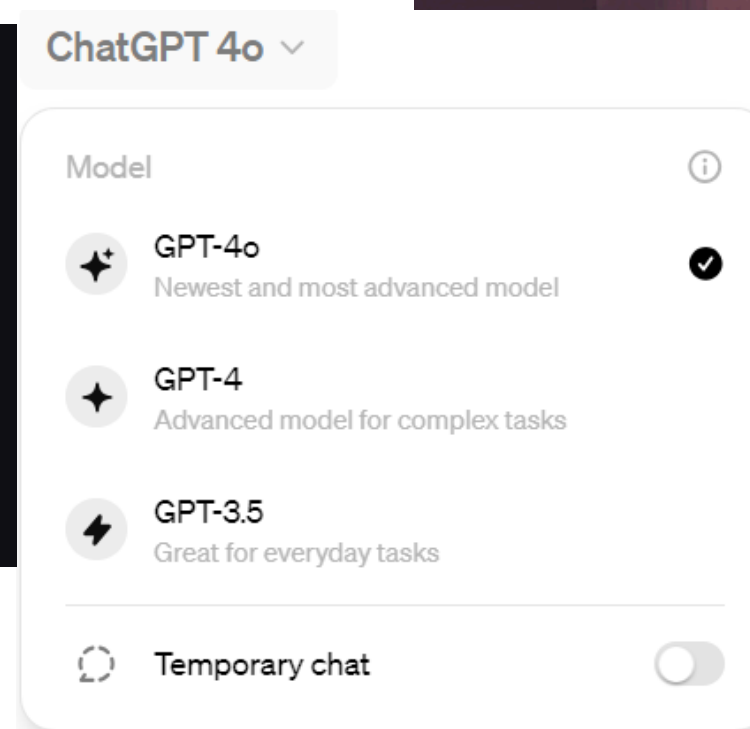
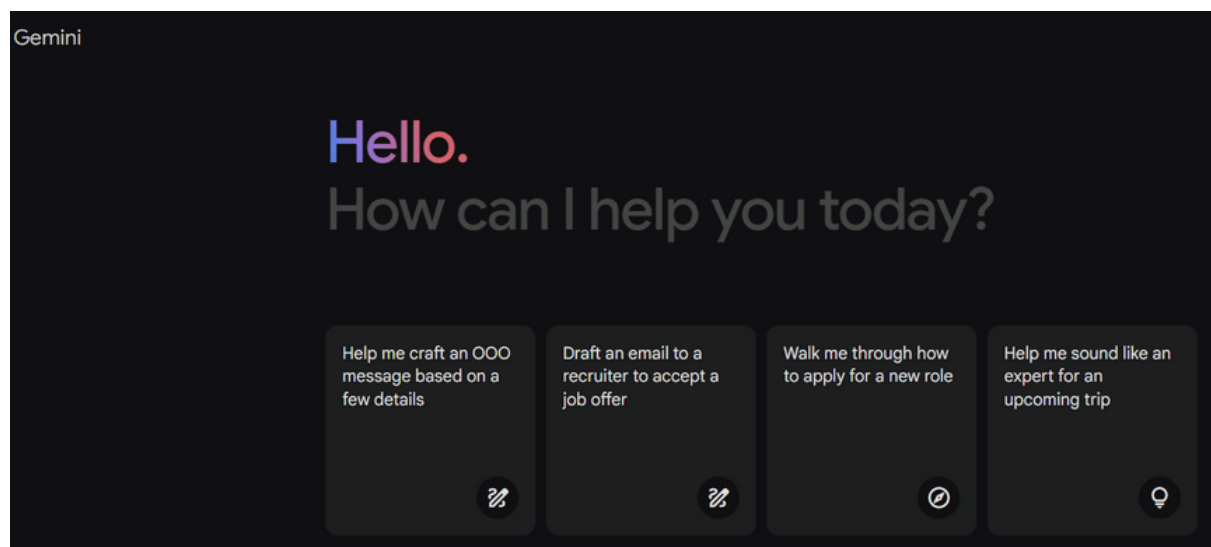




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# ACTION 2

## Use AI as a study buddy.



an image that represents having a brainstorm session with an AI assistant



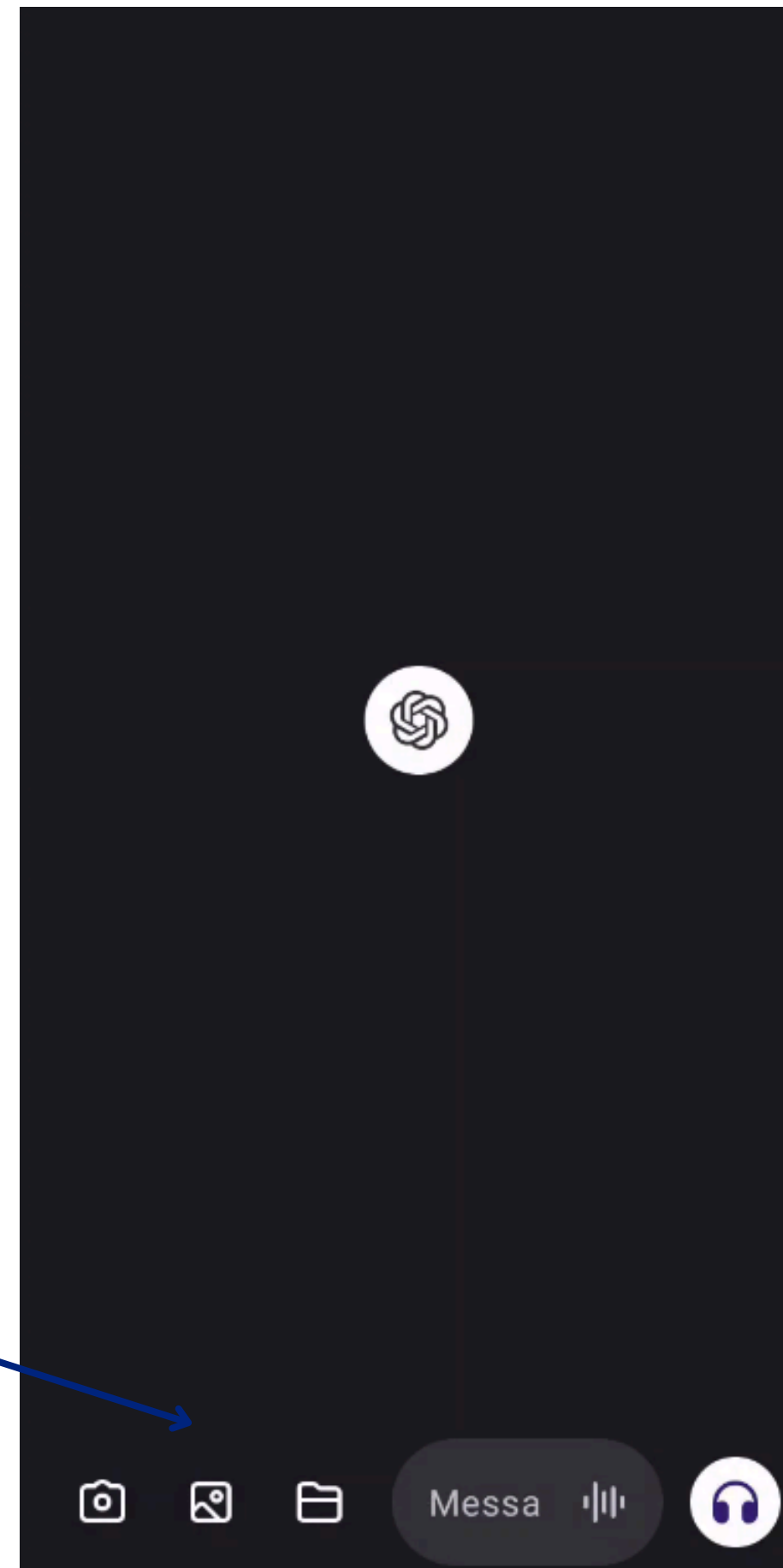
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# ACTION 3

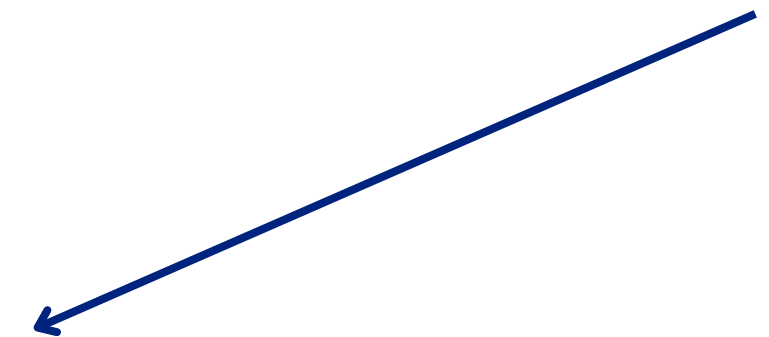
## Try AI for fun exploration

Files with AI

Camera with AI



Voice chat with AI





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# ACTION 4

Keep an eye out  
for practical AI  
workshops





**THANK YOU!**  
**arcenum.ai**

