Generative Al:

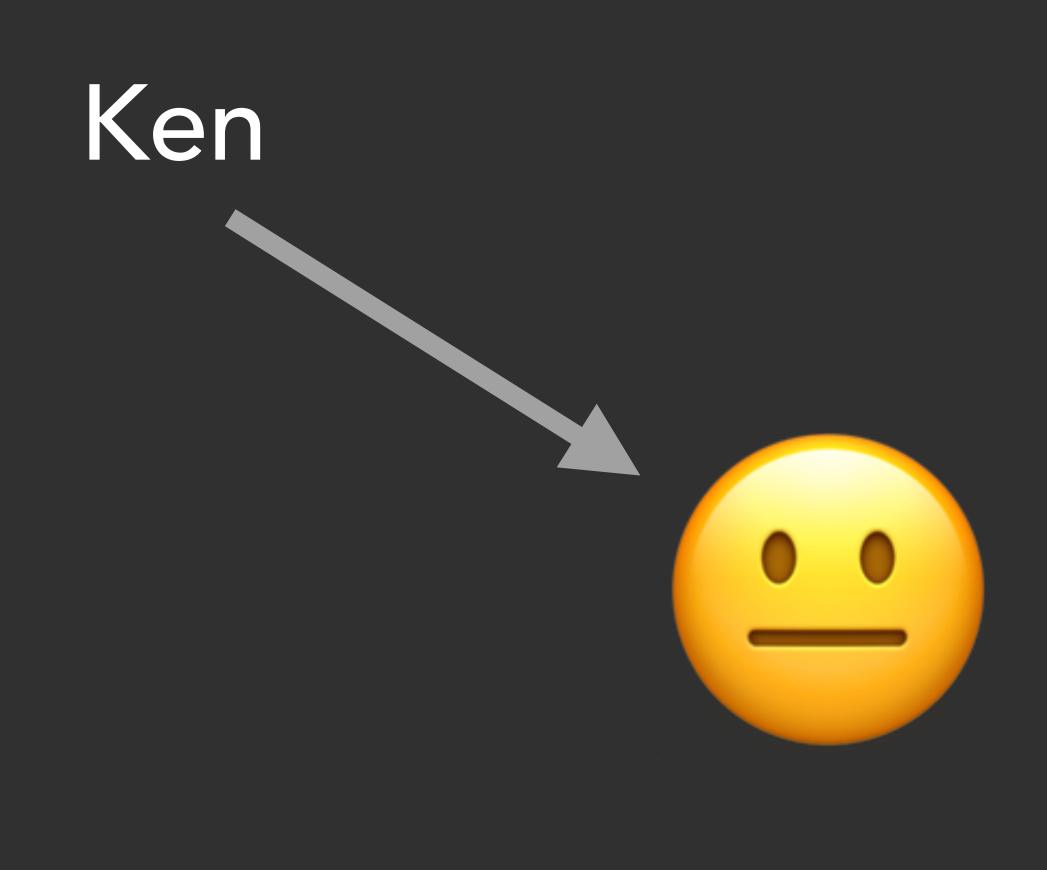
framing your perspective



Talking with People







Random Person























What can I do with it?

Where is it getting its information from?

How can you trust what it tells you?



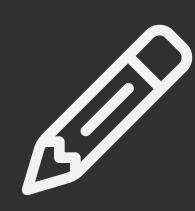
What can I do with it?

People working with text-based Generative AI are finding they can leverage it to do five key tasks.

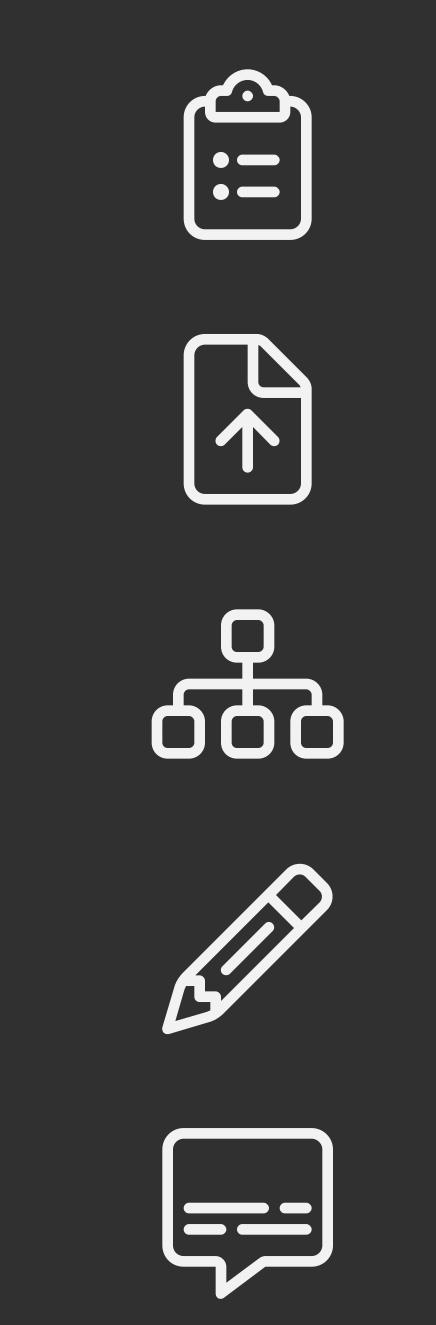




600









Extract

Classify

Write



How much of this was written using Generative Al?"

Prompt Example 1

How would you explain, in simple terms and clear language, the following quote "How you trust anything is how you trust everything"

Describe how book authors structure their time to do the hard work of organizing themselves to write a book over time.

Include supportive ways to stay focused and energized on the challenge because it can feel like isolating work that is overwhelming to complete.

Offer coaching advice with respect to writing a book inspired by the book "Atomic Habits" written by James Clear.

Offer coaching advice with respect to writing a book inspired by the book "Grit" written by Angela Duckworth.

Offer coaching advice with respect to writing a book inspired by the book "Deep Work" written by Cal Newport.

Prompt Example 2

AST SpaceMobile Provides Second Quarter 2023 Business Update

Confirmed historic space-based 4G LTE cellular broadband capabilities alongside AT&T, Vodafone and Nokia; and completed comprehensive interim financing package

August 14, 2023 04:15 PM Eastern Daylight Time

MIDLAND, Texas--(BUSINESS WIRE)--AST SpaceMobile, Inc. ("AST SpaceMobile") (NASDAQ: ASTS), the company building the first and only space-based cellular broadband network accessible directly by standard mobile phones, is providing its business update for the second guarter ended June 30, 2023.

"AST SpaceMobile continues to make history. This quarter we achieved spacebased 4G LTE cellular broadband capabilities to everyday smartphones, reaching speeds above 10 Mbps during BlueWalker 3 testing alongside AT&T, Vodafone and Nokia"

Post this

"AST SpaceMobile continues to make history. This quarter we achieved space-based 4G LTE cellular broadband capabilities to everyday smartphones, reaching speeds above 10 Mbps during BlueWalker 3 testing alongside AT&T, Vodafone and Nokia," said Abel Avellan, Chairman and Chief Executive Officer of AST SpaceMobile. "We are now laserfocused on the manufacturing of our BlueBird satellites. The first five satellites are fully-funded with a planned launch in Q1 2024 as we target to offer initial commercial service in 2024."

"On the back of the progress of our company technically, commercially and industrially, we have received multiple indications of interest for strategic investments with both equity-linked and non-dilutive commercial payments," said Scott Wisniewski, Chief Strategy Officer of AST

SpaceMobile. "Proceeds from this prospective capital raise are intended to fund the manufacturing and launch of additional BlueBird satellites launches beyond our first five commercial satellites."

"We are happy to announce the completion of a comprehensive financing package providing us up to \$179 million of cash and liquidity," said Sean Wallace, Chief Financial Officer of AST SpaceMobile. "This financing package is comprised of an up to \$100 million Senior Secured Credit Facility and a \$15 million Equipment-Backed Loan completed today, in addition to a \$57 million previously announced common stock offering in June 2023 and \$7 million raised under the ATM program during the second guarter of 2023."

Prompt Example 3a

AST SpaceMobile to Provide Quarterly Business Update on November 14, 2023 and Provides Preliminary Financial Results for Third Quarter 2023

October 25, 2023 07:00 AM Eastern Daylight Time

MIDLAND, Texas--(BUSINESS WIRE)--AST SpaceMobile, Inc. ("AST SpaceMobile") (NASDAQ: ASTS), the company building the first and only space-based cellular broadband network accessible directly by standard mobile phones, today announced it will hold a guarterly business update conference call on Tuesday, November 14th at 5:00 p.m. (Eastern Time). The company is also providing its preliminary estimated financial results for the third guarter ended September 30, 2023.

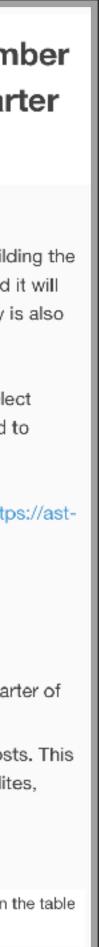
AST SpaceMobile will be accepting questions from retail and institutional shareholders and management will answer select questions relating to AST SpaceMobile's business and financial results on the conference call. Investors are encouraged to submit questions to investors@ast-science.com and will also be added to our Investor Relations mailing list.

The call will be accessible via a live webcast on the Events page of AST SpaceMobile's Investor Relations website at https://astscience.com/investors/. An archive of the webcast will be available shortly after the call.

Third Quarter 2023 Preliminary Estimated Financial Results

- We ended the third quarter with cash and cash equivalents and restricted cash of approximately \$135.7 million
- We expect our total preliminary Adjusted operating expenses to be between \$36.2 and \$38.2 million for the third quarter of 2023(1)
- As of September 30, 2023, we have incurred approximately \$224.2 million of capitalized property and equipment costs. This includes costs incurred for purchase of satellite direct materials and launch payments for commercial bluebird satellites, costs incurred for assembly, test, launch and deployment of BlueWalker 3 ("BW3") satellite, and costs incurred for development of assembly, integration, and test facilities including purchases of assembly equipment and antennas

(1) Adjusted operating expense is a non-GAAP measure. See reconciliation of Adjusted operating expense to Total operating expense in the table accompanying this press release



Prompt Example 3b "Summarize the differences in the 20 2023 business update in TEXT1 compared to the 3Q 2023 business updates in TEXT2. Compare and contrast them point by point. Answer with respect to a retail investor wanting to better understand the company progress."

Comparative Analysis

- Technological Development: Both quarters show significant achievements in technology, with an upgrade from 4G LTE capabilities in Q2 to 5G capabilities in Q3.
- Financial Health: Q3 shows a decrease in cash and cash equivalents compared to Q2, indicating increased expenditure or investment.
- **Operating Expenses:** There's a slight decrease in operating expenses in Q3, with a future forecast of further reductions.
- BlueBird Satellite Program: Continued progress with a consistent timeline for the first satellite launch.
- Strategic Direction: Q3 emphasizes potential revenue generation and strategic partnerships for future growth, indicating a shift towards commercialization.

0070

Prompt Example 3c

For a retail investor, this comparison suggests that AST SpaceMobile is progressing technologically and moving towards commercial viability, albeit with significant capital expenditure and strategic investments. The focus on reducing operating expenses and generating revenue in 2024 are key indicators of the company's future trajectory.



Micro-interactions Design patterns Emerging best practices

Text + RLHF + Do Over

6 6 7 5

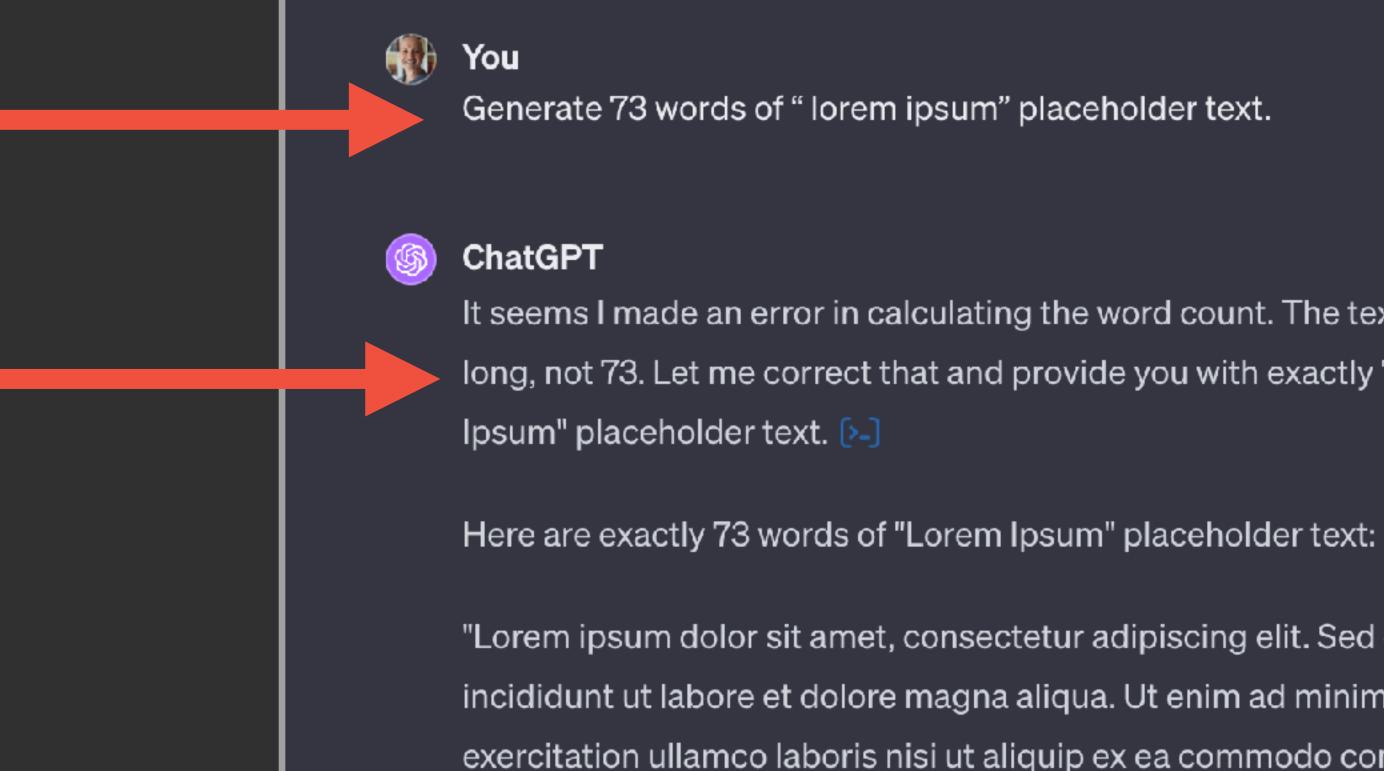
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- **Strategic Direction**: Q3 emphasizes potential revenue generation and strategic partnerships for future growth, indicating a shift towards commercialization.

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Dynamic Error Analysis + Correction



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It seems I made an error in calculating the word count. The text I generated is 42 words long, not 73. Let me correct that and provide you with exactly 73 words of "Lorem"

Prompt Rewriting

🚯 You

Create an image of a diverse group of brave intelligent explorers setting out to discover this land.

ChatGPT



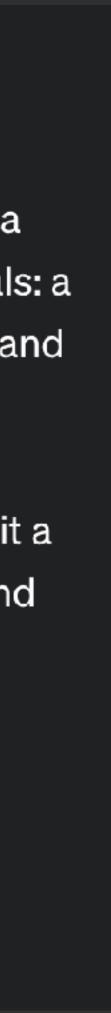
Here is the image of a diverse group of brave and intelligent explorers, ready to embark on their journey to discover new lands. They are equipped with exploration gear and exhibit a sense of determination and curiosity, with an adventurous landscape in the background.

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Prompt

Illustrate a diverse group of brave and intelligent explorers, about to embark on a journey to discover a new land. The group should consist of four individuals: a Caucasian woman, a Hispanic man, a Black woman, and a Middle-Eastern man. They should be dressed in explorer attire, equipped with tools like binoculars, maps, and compasses. Each individual should exhibit a sense of determination and curiosity. The background can hint at an adventurous landscape, possibly the edge of a forest or the start of a mountain trail, to suggest the beginning of their exploration.





Approach GenAl

Be curious Practice daily Ask well-formed questions



Where is it getting its information?

Large Language Model (LLM)

infielder | infliction

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told-ed, -fold-ing. -folds -- intr. To fold inward. mfold'er = -in-fold'ment =

calad (to to mint shall = A relatively long commercial in COMMERCIAL (INFORMATION) + (COM)MERCIAL] formed, forming, forms -tr 18, To any in make sware of something Wy were informed by any is plan. The surge informed we that writing hours puttin (neeveld) with knowledge of a subject 2a. To where no indust with a quality or an essence: "A society's red by ... its adulty an inform in future generation with (Chainy Juir) b. In he a formative or characterizing "It is finds describ, deschargement second-builty these aufformers has (bef thereit) 3. Obsolete To form (the mind on that- on the infrared part of the spectrum ting or training. -intre 1. Ye give ne provide information. Adernal or incriminating information to an authority: a priversal spannet the other members of the ring [Middle even adverses « Old French entitermer « Latin informary a formare, to fashion (< Jirmu, form).)

and and a der mail and 1. Not formal or caremonious; casual, an aborng d primite a related, informal manuer. 2. Not bring and prescribed regulations or forms, unefficial an informaa housed for everyday sear or sam informal clothes. 4. Charis matchingal recabulary, simple westende structure, and in transitions, as typified by spoken language: informal in formality are

mailety (in the mail i at) n. pl. ties 1. The state or quality of real 2. An informal act.

a for mant (ID-Arfment) n. 1a. One that gives information b. o a for easier spaced efforts, an informer, 2. One who furnishes linguistic offices, and prisons, --in'fra-structure al antiof semantics to a researcher.

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information science -. The science that is concerned with the principal manupolation, ideal fightion, morage, and retrieval of recorded

information superhighway a The global information and and wanting sources to the sources of the second se

Information technology a shie IT The development, installa-

information theory a The theory of the probability of transmismore of gammages with specified accuracy when the late of todormation construction the manages are scheme, with certain promulations, to trans-mission failure, distortion, and accidental additions.

In-for-ma-tive (in the matter) will berring to induces, providing or disclosing intermation, instructive, --in-fort-ma-tive-ly adv, --in-fort-ma-tive-mass s.

In for-ma-to-ry (in the'rea sto'd) add information

in-formed (in iteral/) ad) 1. Personning displaying, or based on reliable information: reference are referred openion. 2. Knowl-edgeathic educated; the reference consumer

Informed consent a Gament by a person to undergo a medical precedent, participant in a dimical trial, or for composited by a professional such as a metal workey or lawyer, other reuniving all material information regarding risks. Security, and alternatives

in-form-er (in-fitr*mat) a. An informant, especially and who informaon others for compromition.

in-fo-tain-mant (In 'Is that mant) n. Media programming featuring edistrative and presented using tournalistic techniques tools as intericommission and every (inscinstion) + (avvis)(alument) -in to-tain' -

infra- and inferior to, below, or beneath; inframents: [< Latto infrd. below, on either in App. L.

irs-fra-class (in'its kits') n. A taxonomic category of related organnerits earthing houses a subclass and alteres an order or coperativ in-fract (in (skir) ma -fract-ed, -fract-ing, -fracts To infringer

visions. [Latin Infringers, Infrdet-, to destroy, see meranecs.] -in-fract

In-fraction (in felleman) a. The set or an instance of infringing, an of a law on pulse a violation. Saw Symposymes at breach.

In-fra dig the fra dig", adj. Benestis and a digarty (Short for Latin infra pafes, below a dipetitiene, accusation of dipolitic, disports.) in-fra-bu-man (m/fra-tryth/mon) all. Of a lower order than homans, subbernan -in fra-hurman n

in-fram-gi-ble (in frings ball ad). 1. Difficult or impossible to break. asi apparale into parts. 2. Instalable: infrangthis komun rights. Late Latin infrangalalia - Latin in-, inst. sex 100-7 + Latin Jourgers, to break, see bhreg- m App. 11 -- in-fran'gi-bil?i-ty = -- in-fran'gi-biy ==

In-fra-or-der (infine defdar) s. A takonemic category of related orgeniarie ranking below a suborder and above a family or experiarnity. In-fra-red (in'fra-red?) adj Abiv IR L Of or relating to electromage netla radiation between microwaves and red visible light or the absorres magnetic spectrum, hesting frequencies between 300 pigsherts and 400

tertabartz and wavelengths between 1 millionever and 750 nameseave. 2. Generating, using, or vensitive to infrared radiation. • n Infrared light infrared astronomy a The branch of estromony that uses obser-

wallous of conscious in the indexed part of the shortcomagnetic spectrum. to windy annotativenistal sources such as stars, planets, galaxies, and interscellar gas and chest clouds

In-fra-son-ic (In-fra-edu/IA) ade Generating or using waves or vibrations with frequencies below that of and/his second.

in-fra-sound (lafirs-sound') s. A wave phenomenon sharing the physical nature of sound but with a range of frequencies below that of DATE INCLUDE

In-fra-spe-cif-ic (an'tra-opt siffle) and Occurring written a species. in-frastruc-ture (in/its strik/char) s. 1. Air underlying hass or foundation superially for an negutization or system 2. The basis faclitics, services, and installations needed for the functioning of a commanyly or society, such as regregoriation, and communitations, revisions water and power lines, and public institution cluding schools, post

In-fre-quent (In-triPavant) adj. 1. Not occurring regularly) occuatermatics (in the mill/in) is (used with a sing werb) information or size on introquent guest 2 Situate) or placed at rather wide Intervals, as in time or space: infrequent many in the desert -in-fre'. atermation sin'isremitaban) a 1. Knowledge or facts lawred. quence, in-fretquen-cy a -in-fretquent-ly adv

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What clata?

- Common Crawl (nonprofit) that crawls the web and freely provides its archives) C4 (Colossal Clean
- Crawled Corpus) • The Pile (825 GB)

- BookCorpus (unpublished authors)
- arXiv (scientific papers)
- Wikipedia
- GitHub (public repos)
- LibGen
- Sci-Hub





Voice/Sound/Music and Art/Visual design

GenAl is multimodal

LLMs to choose from

Claude (Anthropic) **Command** (Cohere) GPT (OpenAl) Grok (X.ai) Jurassic (Ai21) Llama (Meta) PaLM (Google) **SDXL** (Stability AI) Titan (Amazon)

Falcon Llama Mistral OpenHermes RedPajama Vicuna Zephyr



Retrieval Augmented Generation (RAG)

Google Workspace "Duet"

Microsoft 365 "Copilot"

Custom (Langchain)

GMail, Drive, Docs, Sheets, Slides, YouTube Outlook, OneDrive, Excel, Word, Powerpoint PDF, SQL, S3, AFI, WWW



"Data is the new oi" 2006, Clive Humby

ISOHWare IS eating the world" 2011, Marc Andreessen



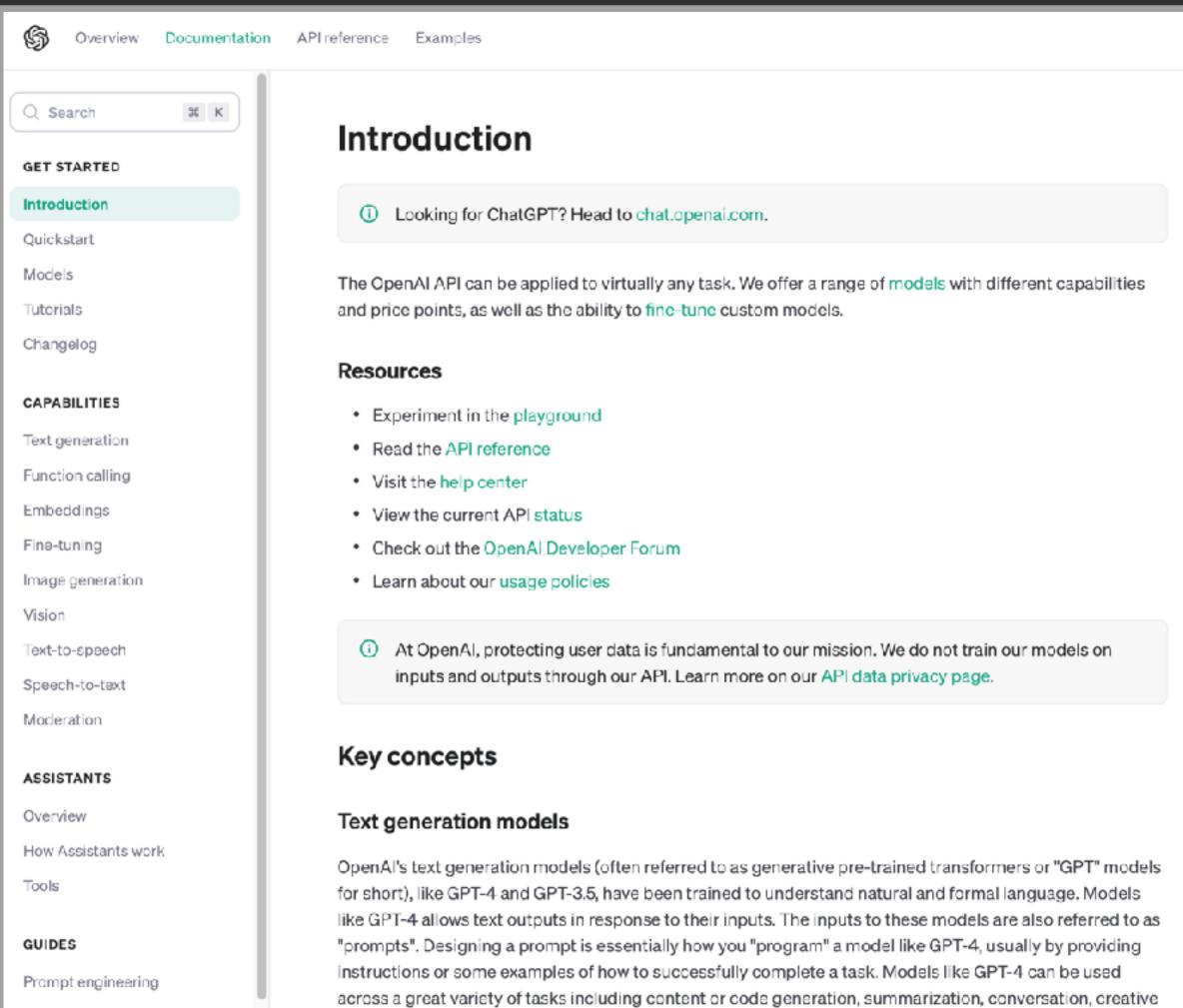
Your company Your industry Your customers

Leverage your data!

Gain a competitive advantage with the valuable things you uniquely know about:



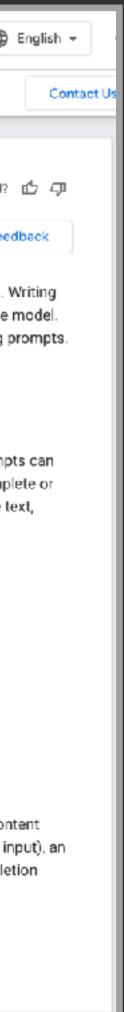
Learn from dev docs



writing, and more. Read more in our introductory text generation guide and in our prompt engineering

Production best practices

Google Cloud Overview Sol	utions Products Pricing Resources	Q	>_	Docs	Support	۲		
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Discover	Vertex Al > Documentation > Generative Al				Was this	neiprui		
About Generative AI on Vertex AI Generative AI Studio	Introduction to prompt desig	n 🛛 -			s	Send fee		
Model Garden Model information Responsible Al Data governance Locations	<i>Prompt design</i> is the process of creating prompts that elicit the desired response from language models. We well structured prompts is an essential part of ensuring accurate, high quality responses from a language This page introduces some basic concepts, strategies, and best practices to get you started in designing p							
Certifications Security controls	What is a prompt							
Get started • Try a beginner tutorial	A prompt is a natural language request submitted to a language model to receive a response back. Promp contain questions, instructions, contextual information, examples, and partial input for the model to comp continue. After the model receives a prompt, depending on the type of model being used, it can generate t							
Use generative AI models Prompt design	embeddings, code, images, videos, music, and more.			3				
Introduction to prompt design	Prompt content types							
General prompt design strategies Prompt samples	Prompts can include one or more of the following types of content:							
Use language models Use Image models	 Input (required) 							
• Use video models 👗	Context (optional)							
 Use speech models Connect models to APIs by using <u>L</u> extensions 	Examples (optional)							
Model Garden	Input							
Explore Al models in Model Garden	An input is the text in the prompt that you want the model t			-				
Model tuning recommendations	type. Inputs can be a question that the model answers (question input), a task the model performs (task in entity the model operates on (entity input), or partial input that the model completes or continues (comple							
Notebooks and tutorials	input).							
Learn about LLMs, PaLM models, and Vertex Al	Question input							
Jump Start Solution: Generative AI	A question input is a question that you ask the model that t	he model p	provides ar	n answer	r to.			
	Promot							



How can you trust what it tells you?

FOW YOU TRUST anything is how you trust everything.

Provider Reputation

Established and reputable providers are more likely to deliver trustworthy AI.

Feedback Mechanism

Consider feedback from other users within your organization regarding the reliability and accuracy.

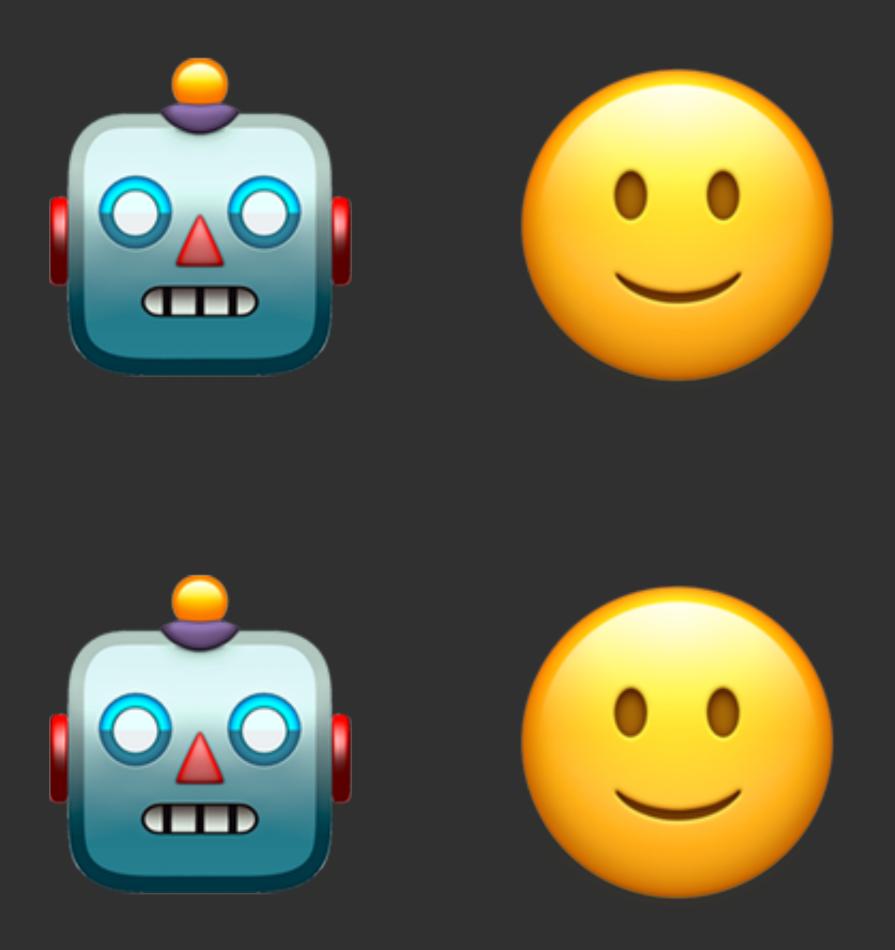
Assess the digital assistant's reliability and accuracy in specific business scenarios before widespread adoption.

Testing and Pilots

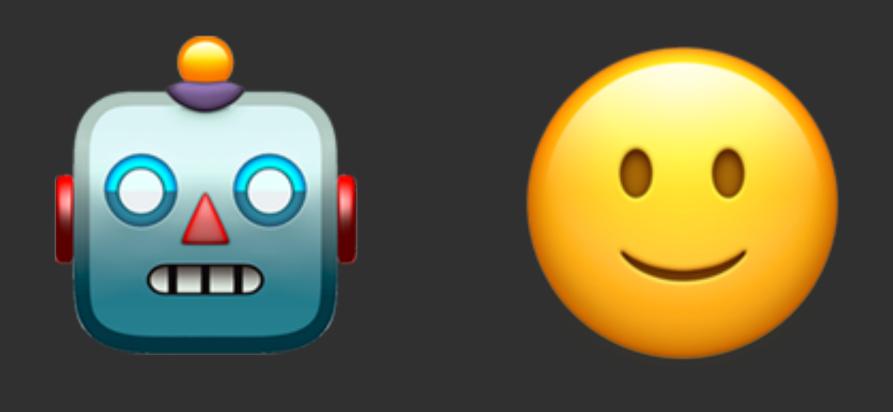
If something feels off or doesn't sit right, it's worth investigating further.

Gut Feeling

Avoid blind trust



Human involvement





GenAl is the perfect opportunity.

GenAl is full of fear and risk.

You get to decide which applies to you.

Let's do something awesome together!

Kenlapor

Code and Chats