



Campbell
Cyber Dynamics



AI in Business

Opportunities & Risks

Presented by Kaden Campbell





Before we start...

Scan the QR code on the right to follow along with today's presentation.

When you download our presentation, it also comes with a list of **AI Tools & Resources** you can use for your own business!



Scan to get today's slides!

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About Me

Quick intro about me!

Types of Business AI

Discuss the different types of AI for business and popular use-cases.

Case-Study: Custom AI Policy-Bot

Helping a manufacturing firm increase quality and efficiency through custom-trained AI.

AI Security Risks

AI is powerful - but it's important to be aware of the risks.

Q&A Session

About Me

KADEN CAMPBELL



The Campbell Cyber Team - Me, my wife Baileigh, and our mascot Winston!

- **Grew up loving computers** - Worked nearly every IT job at Campbell Scientific, Inc.
- **Business Degree in Information Systems** - USU
- **Pursuing a Master's in National Security** - Core area of research is in advanced AI cyberthreats.
- **Google Certified in AI**
- **Web Developer & AI Team Lead at Campbell Scientific** - helping implement custom-trained Chatbots.
- **Business Owner** - Campbell Cyber Dynamics. We help business owners with websites and IT consulting.

AI Use-Cases

01

CHATBOTS

Custom-trained chatbots for process automation or knowledge retrieval.

Demo:

Custom GPTs with ChatGPT

02

CONTENT CREATION

Content writing, image generation, and video editing.

Demo:

**Instagram Reel Creation
with Invideo AI**

03

INTEGRATED AI

AI that's integrated into existing software tools like Canva, Adobe Photoshop, Notion, Copilot, Gemini, etc.

Demo:

**Email Automation with
Google Gemini**



Creating Custom Chatbots with **ChatGPT**

- ChatGPT allows users to create “Custom GPTs”
- This allows users to customize interactions, responses, and functions of ChatGPT.
- Great for quickly finding resources and generating very specific content.
- Your data is secured - it won't be used to train other models.
- Today's use-case: Creating a quick customer knowledgebase GPT.

Creating Instagram Reels with **Invideo AI**

A screenshot of the Invideo AI interface. It features a dark background with a glowing blue circular highlight. In the center, there is a text input field containing the prompt "a youtube video on thrilling water sport adventures with locations" and a blue "Create" button to its right.

a youtube video on thrilling water sport adventures with locations **Create**

- Invideo AI is a ChatGPT-like interface that allows users to generate short, 1-2 minute videos to post on social media.
- Invideo AI is able to produce voice-over videos with generated captions and stock background footage.
- Great for producing informative content on social media to promote your chamber/business!

A circular screenshot of the Gemini AI interface. The word "Gemini" is displayed in a large, multi-colored font (blue, purple, pink). Below it, the text "Supercharge your creativity and productivity" is written in white. Underneath that, a smaller line of text says "Chat to start writing, planning, learning and more with Google AI". At the bottom of the screenshot is a blue button with the text "Chat with Gemini".

Gemini

Supercharge your creativity
and productivity

Chat to start writing, planning, learning and
more with Google AI

Chat with Gemini

Using Google Gemini for increased productivity

- Google Gemini integrates with Google Workspace.
- Helps draft emails, generate images, and plans business workflows.
- Your data is secured by Google - it isn't used to train its models.

Case Study: Policies & Processes AI Chatbot



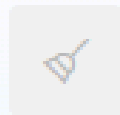
- At Campbell Scientific, we have *hundreds* of policies and processes.
 - Intense cybersecurity policies
 - Specific manufacturing processes
 - Robust set of technical documentation for data loggers and scientific equipment
- **The Problem - If someone has a question about a process or policy, it takes a long time to find out the answer.**



Campbell Scientific Policy Assistant

Ask a question about a Campbell Scientific policy

Type a new question...



What are the official brand colors of Campbell Scientific?

The official brand colors of Campbell Scientific include:

- 1. **Gold:** HEX #F9C908, RGB 249, 201, 8, CMYK 3, 19, 100, 0, PMS 7548
- 2. **Gold Dark:** HEX #F5B01B, RGB 245, 176, 27, CMYK 3, 33, 100, 0, PMS 7409
- 3. **White:** HEX #FFFFFF, RGB 255, 255, 255, CMYK 0, 0, 0, 0, PMS White
- 4. **Red:** HEX #FF585D, RGB 255, 88, 93, CMYK 0, 80, 56, 0, PMS 178
- 5. **Blue:** HEX #00ACD8, RGB 0, 172, 216, CMYK 73, 12, 7, 0, PMS 2995
- 6. **Gray:** HEX #808080, RGB 128, 128, 128, CMYK 49, 39, 39, 4, PMS 423
- 7. **Dove Gray:** HEX #666666, RGB 102, 102, 102, CMYK 57, 47, 48, 14, PMS 424
- 8. **Tundora:** HEX #4D4D4D, RGB 77, 77, 77, CMYK 66, 56, 53, 29, PMS 425
- 9. **Black:** HEX #000000, RGB 0, 0, 0, CMYK 30, 30, 30, 100, PMS Black ¹.

1 reference ▾

AI-generated content may be incorrect

[1 Label Style Guide 1.01.pdf - Part 1](#)

Type a new question...



What is our free ice cream policy?

The requested information is not available in the retrieved data. Please try another query or topic.

AI-generated content may be incorrect



AI Security Risks

- The AI legal landscape is *continuously* evolving.
 - Copyright and data ownership are HUGE issues.
- Make sure to READ the fine print!
 - Most companies have a privacy policy - read that to see how they use your data.
- When using AI-Generated content for commercial use, ensure you aren't plagiarizing or stealing.
- No matter how good an AI is, it will ALWAYS hallucinate, so always double check your answers!



Thank You!

We'd love to come speak at your chamber!

Please go to campbellycyber.com/contact and we'd love to get in touch!

Our other topics include:

- AI for businesses
- Cybersecurity for small businesses
- Implementing great business websites



Scan to get today's slides!

AI Resources

- **ChatGPT** - <https://chatgpt.com/>
- **Invideo AI** (used for social media videos) - <https://invideo.io/>
- **Google Gemini** (productivity/integrates with Gmail) - <https://gemini.google.com/>
- **Microsoft Copilot** (productivity/integrates with Microsoft) - <https://copilot.microsoft.com/>