SMB AI | AI FOR SMALL BUSINESS

FREE WORKSHOP · NO TECHNICAL BACKGROUND NEEDED

AI for small business owners & leaders

Ready to do something with AI but not sure where to start? Confused about which tools are right for you? Worried about exposing your business data to cloud-based AI? Played around with ChatGPT but struggling to make it work in your business? Then this free 90-minute session is for you. No sales pitch.

WHEN
Date TBD
9:00–10:30 AM

WHERE
Location TBD
Address TBD

FORMAT
90 minutes
Fast-paced, real examples

BRING
One problem to solve
Laptop optional

01

AI Literacy

30 MIN · UNDERSTAND THE LANGUAGE

The terms that let you judge any AI tool or vendor, in plain English:

- Frontier and local LLMs
- Content & token usage
- MCPs, skills and plug-ins
- Memory, RAG and prompting
- Data security and governance
- Wikis and knowledge bases
- GitHub and open source
- Harnesses (Hermes, OpenClaw, NemoClaw)
- Subscription vs. API usage

02

Live Demonstrations

40 MIN · USE CASES FOR EVERY BUSINESS LEADER

A tour of Claude, Claude Code, Claude Design and the Claude Chrome extension, applied to work any business has, whether you're a real estate agent, plumber or financial advisor.

Market research. Analyze a company's website and LinkedIn page in real time, using a business from the audience.

Financial Q&A. Ask questions of financial statements and pull out insights.

Trip planning. Flights, lodging, food and events, then save it as a reusable travel skill.

Mine your email. Research and summarize a complex topic through connectors to your email and apps.

03

Question & Answer

20 MIN · BRING YOUR OWN ISSUES

20 minutes built around your issues. Send one problem you'd like to solve with AI before the workshop, and we'll work through a few live. Fill in the blanks:

As a _____,

it's hard for me to _____,

it would be great if a tool could

_____.

Walk away with specific ideas for getting started with AI in your business or personal life.

Led by Greg Howell, an owner at Flexo Concepts, a Plymouth manufacturer selling worldwide. Greg isn't from the technology world. He's a business owner who has used technology for competitive advantage, efficiency and profit, and Flexo runs a paperless operation with all-digital workflows. The demos use Claude, but everything applies to whichever AI tool you choose.

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