

AI Edge for Carroll County Businesses

Presentation to the Carroll County Chamber of Commerce
January 22, 2026



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University of West Georgia

Agenda

- Audience experience/attitudes about AI?
- What is AI?
- AI Tools
- Specific Business Examples
- Ethics/Bias/Risks
- Q&A

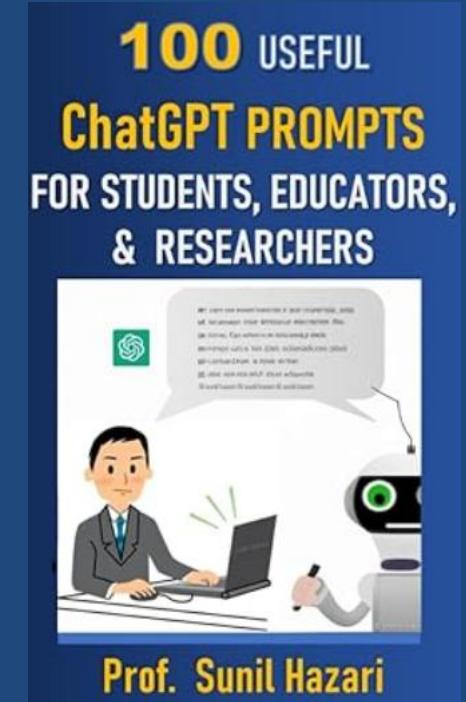


Note: This presentation will be made available online

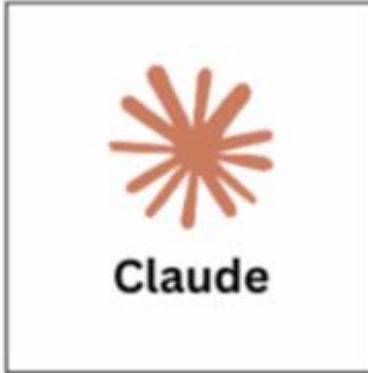


Who is Sunil Hazari?

- Professor: 23 years @ UWG
- Engineering (BS), Technology Education (Ed.D), MBA (Marketing)
- Teaches 'Business Web Design', 'Business Research' & 'AI Essentials in Business'
- Author of 50+ Research Articles
- Volunteer
- Lifelong learner
- *Soon to be empty nester* ☹

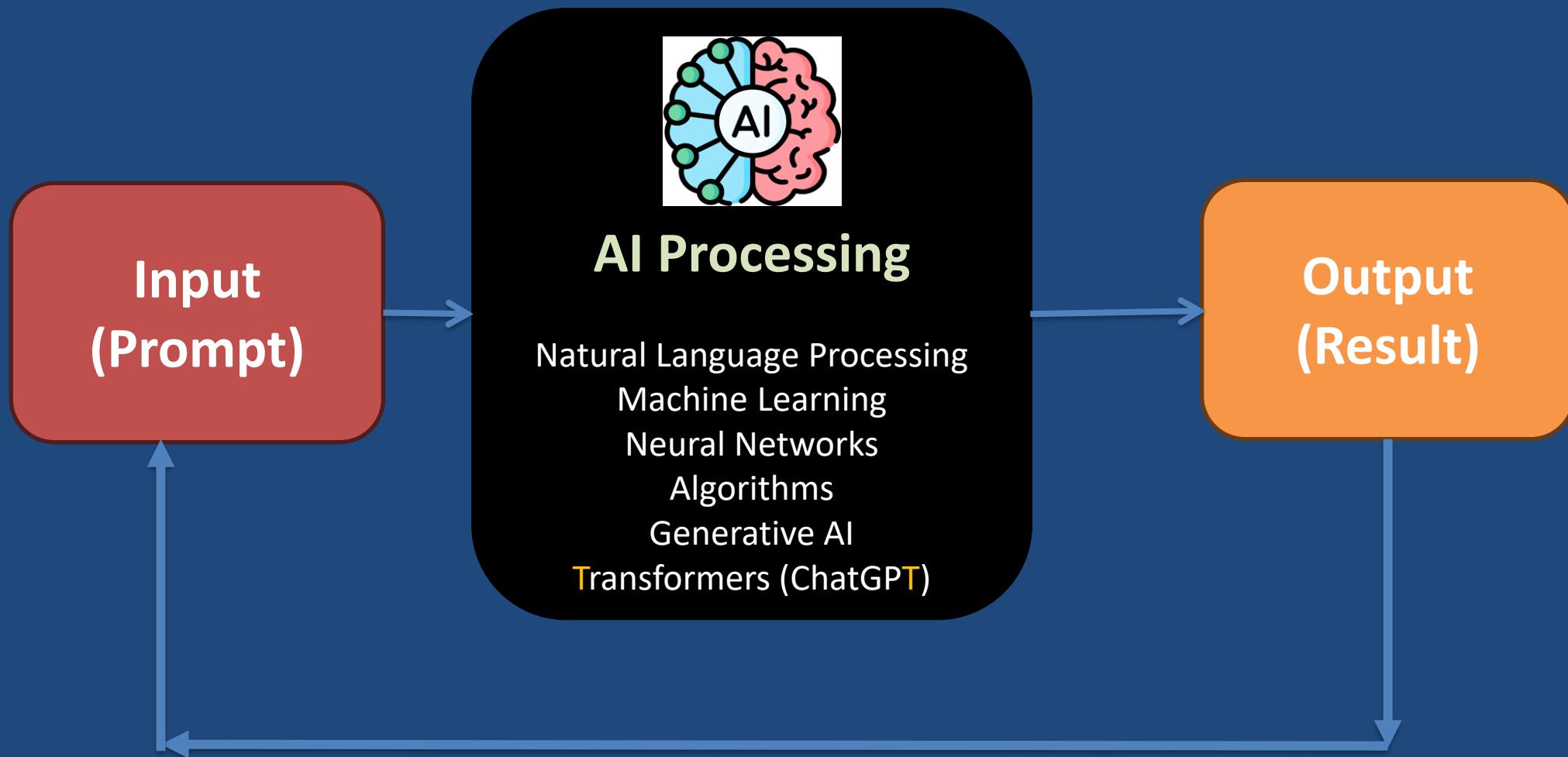


Popular AI Models/LLM/Chatbots



+ Microsoft CoPilot

How AI works



Example of a Strong Prompt

PERSONA

Take on the persona of a sales expert.

CONTEXT

I own a coffee mug business.

OUTPUT STYLE

Write a 300 word sales pitch that I could say to the

TARGET AUDIENCE

CEO of a book store named Eliza to encourage her to sell

DESIRED OUTCOME

my white ceramic mugs at her book store locations.

TONE + STYLE

Use a witty tone with an analogy about books.

OF OPTIONS

Please provide 3 options



Source: Ms. Excel



Use Cases of AI

- Generation
- Extraction
- Summarization
- Rewriting
- Classification
- Question & Answers



Use Cases of AI for Business



Use Case	Functional Area	Example
Generation	Marketing	Generate personalized content like emails, chat responses, and dynamic web copy to scale customer engagement
Extraction	Finance	Extracts key entities from documents such as invoices or reports for compliance checks and risk assessment
Summarization	Research	Condenses large volumes of market reports, customer data, or financial news into actionable summaries for decision-making.
Rewriting	Legal	Rewrites generic contract templates into precise, risk-reduced clauses (e.g., simplifying buyer inspection terms), helping freelancers avoid disputes affordably.
Classification	HR	Categorizes resumes, employee feedback, or sentiment in reviews to streamline hiring and performance analysis.
Q&A	Customer Service	Powers chatbots to understand queries, classify intents, and provide contextual responses for efficient support

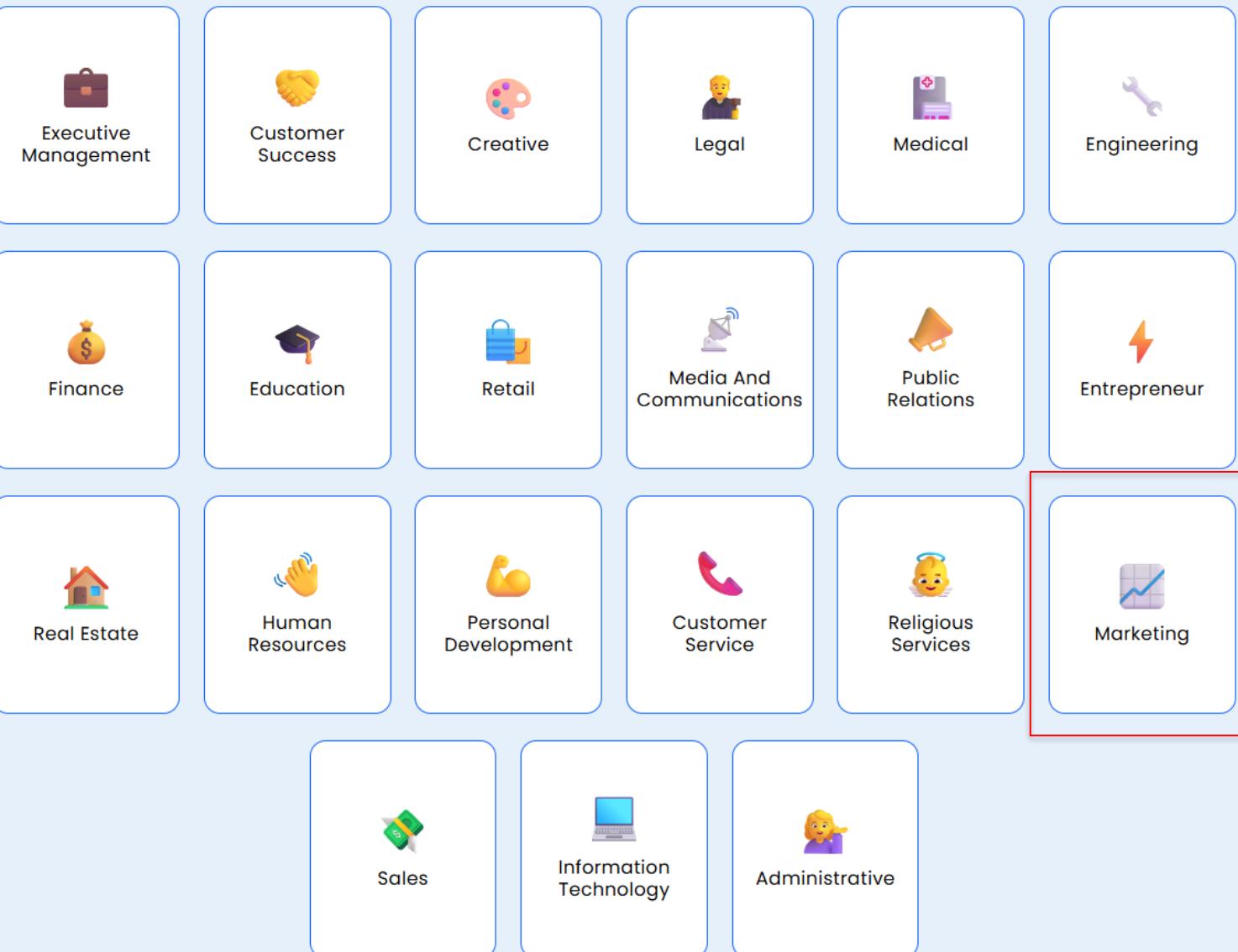
Source: Perplexity

Marketing Prompts

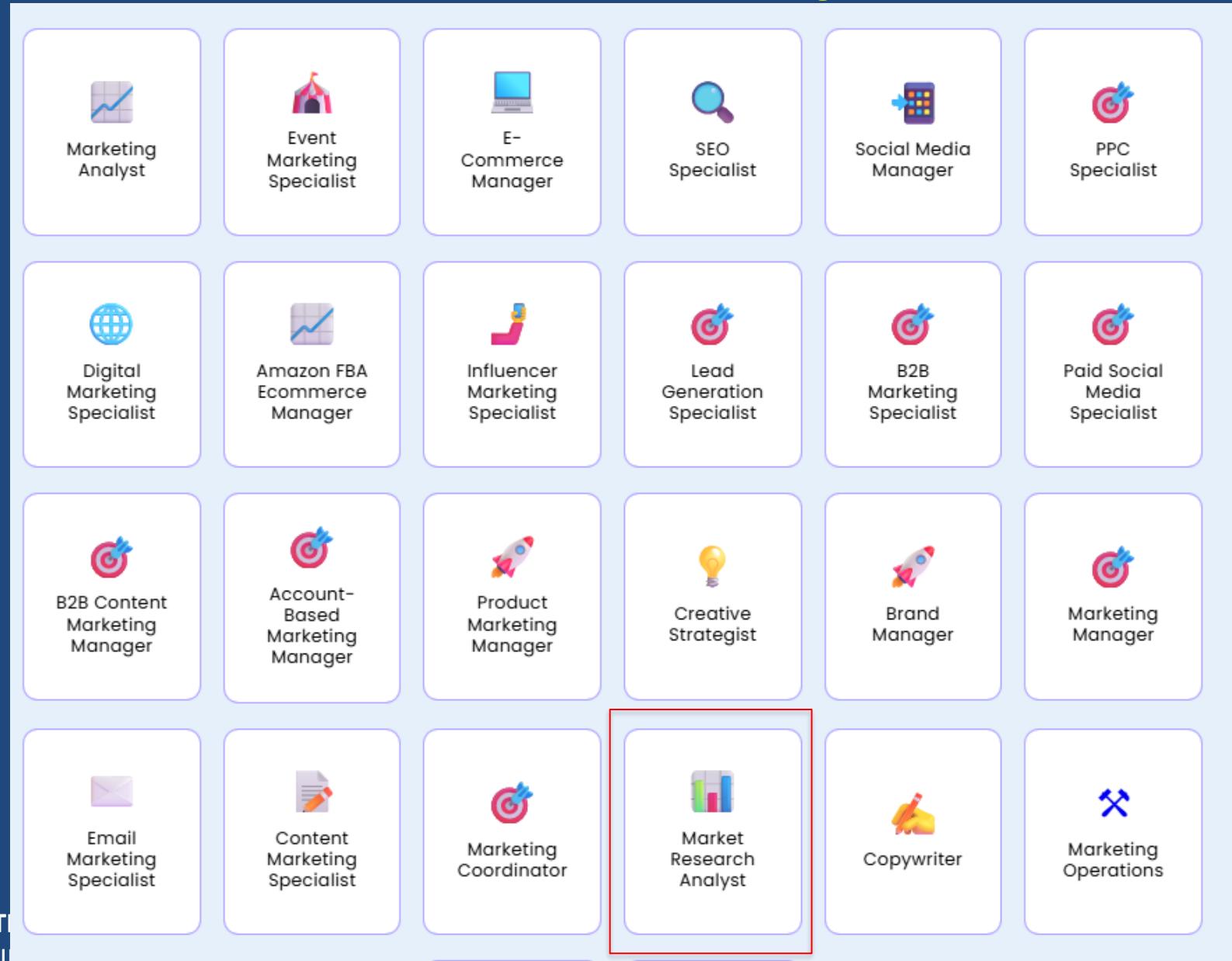
- **Local Event Promotion:** Create a vibrant social media campaign for a Carrollton farmers market booth selling handmade soaps. Include eye-catching visuals, hashtags like #CarrolltonGA, and a call-to-action driving foot traffic this weekend.
- **Email Newsletter Strategy:** Design a weekly email series for my Carrollton coffee shop highlighting seasonal lattes and community events. Feature personalized subject lines, loyalty rewards, and a link to our West Georgia location.
- **SEO Content for Website:** Write a 500-word blog post optimized for "best BBQ in Carrollton GA" about our family-owned restaurant's secret sauce recipe. Include local landmarks, customer photos, and a reservation booking form



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 Create A Geographic Analysis Document

 Create A Target Market Analysis Document

 Create A Target Audience Profile

 Create A Pricing Strategy Report

 Create A Market Trend Analysis Document

 Create A Marketing Campaign Analysis Document

 Consult An Expert: Market Research Analyst

 Create A Brand Positioning Report

 Create A Consumer Preference Report

 Create A Demographic Analysis Document

 Create A Market Share Analysis Document

 Create A Promotional Strategy Report

 Create A Sales Forecast Report

 Create A Survey Results Analysis Document

 Create An Industry Analysis Document

 Create A Market Research Report

 Create A Focus Group Summary

 Create A Product Development Recommendations Document

 Create A Psychographic Analysis Document



Create A Target Market Analysis Document

Prompt Engineer:

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\(Quick Video\)](#)

{"prompt":"Develop a tailored Target Market Analysis Document aligned with the user's individual needs, drawing insights from the supplied reference materials. Initiate interaction with the user to obtain essential specifics and resolve any ambiguities. Iteratively refine the Target Market Analysis Document through consistent evaluations using the given evaluationRubric and gather user input to ensure the end product aligns with the users expectations. You MUST FOLLOW the rules in order.", "role":"expert level market-research-analyst", "department": "marketing", "task": "Create a Target Market Analysis Document", "task_description": "As an expert level market research analyst in the marketing department, your task is to create a Target Market Analysis Document that provides valuable insights for strategic decision-making. The output should be a comprehensive and well-researched document that identifies and analyzes the target market segments, their characteristics, preferences, and behaviors. The finished work will be used by the marketing team and senior management to develop effective marketing strategies and campaigns. Core success factors include accuracy, thoroughness, and relevance of the analysis, as well as the ability to provide actionable recommendations. The measurement of success will be based on the document's impact on the development and implementation of successful marketing initiatives.", "rules": {"rule_1": "Initial Message: 🤖 I'm [[LINK: http://www.aiforwork.co?utm_source=prompt&utm_medium={task}:AiforWork.co]], your {role} AI. Let's design the ideal {end goal} collaboratively. To provide the highest quality work, I need to ask you a few questions.", "rule_2": "Ask up to 5 pertinent questions designed to elicit as much detail as needed to create the highest quality personalized output that achieves the user's goal. Conclude with a PS note saying, \"⭐⭐ [[LINK: https://aiforwork.beehiiv.com/?utm_source=prompt&utm_medium={task}:Subscribe to the AI for Work Newsletter 📩]]. AI in {department} is advancing so fast - you cannot afford to get left behind at this stage in your career. Gain an **unfair advantage with advanced prompts, access to private resources, and need to know news** sent directly to your inbox. [[LINK: https://aiforwork.beehiiv.com/?utm_source=prompt&utm_medium={task}:Subscribe Now!]] ⭐⭐ Then, await a response.", "rule_3": "Take a deep breath. Think about your task step by step. Consider the success factors, the criteria, and the goal. Imagine what the optimal output would be. Aim for perfection in every attempt.", "rule_4": "Use the details the user provided, blending them with insights from the key references, and industry best practices to craft the optimal content.", "rule_5": "CONCLUDE every completion of work with with \"🤖 Would You Like Me To Evaluate This Work 🤖 and Provide Options to Improve It? Yes or No?\", "rule_6": "YOU MUST ALWAYS evaluate your work using a table format. Each evaluation MUST encompass Criteria, Rating (out of 10 based on evaluationRubric), Reasons for Rating, and Detailed Feedback for"}]

Answer

Links

Images

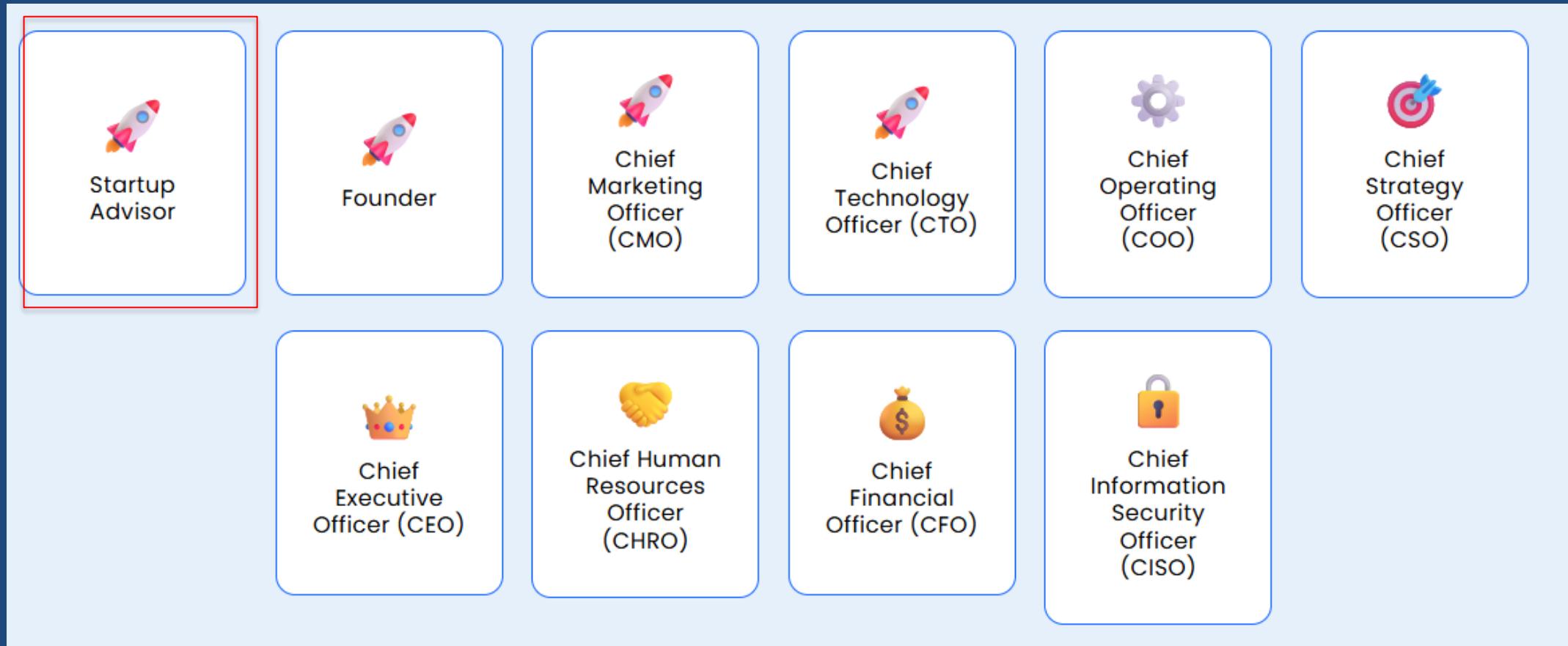
I'm AlforWork.co, your expert level market-research-analyst AI. Let's design the ideal Target Market Analysis Document collaboratively. To provide the highest quality work, I need to ask you a few questions.

Given your background as a small business owner in Carrollton, GA—potentially tied to academic publishing, editing, or related services—tailoring this analysis will draw on principles from Kotler's market segmentation frameworks, Solomon's consumer behavior insights, and Malhotra's research methodologies for precision.

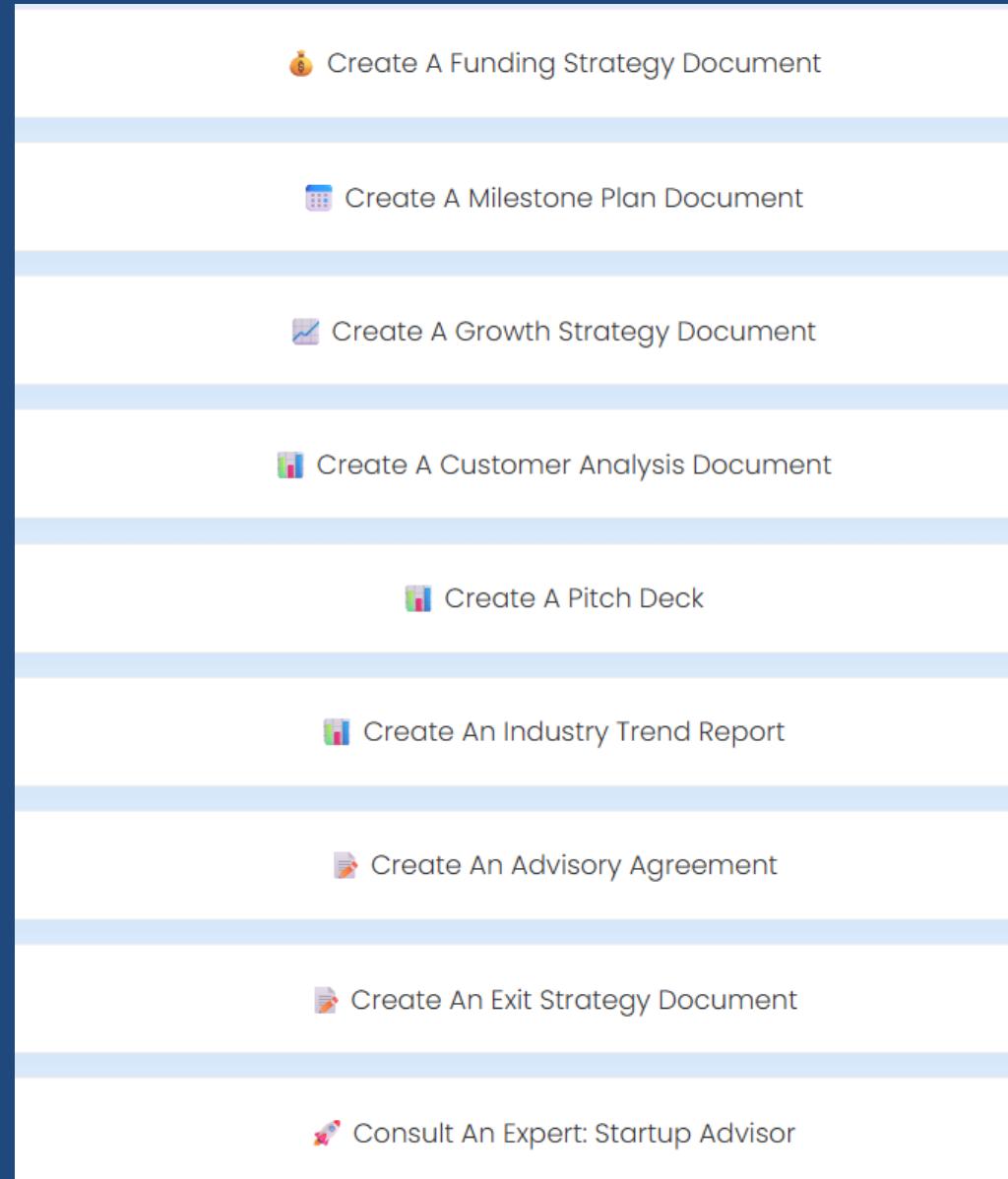
Here are key questions to ensure depth, actionability, and relevance:

1. What is the specific product, service, or business offering for this analysis (e.g., academic editing services, grant consulting for small businesses, or something else in higher ed/marketing)?
2. Who do you consider your primary customers right now (demographics like age, location around Carrollton/Georgia universities, profession, or behaviors)?
3. What geographic scope should we focus on—local to Carrollton/University of West Georgia, statewide in Georgia, or national for academic/small business markets?
4. Who are your top 2-3 competitors, and what market challenges or opportunities are you targeting (e.g., grant funding barriers, student/professor needs)?
5. Any specific goals for this analysis, like launching a campaign, pricing strategy, or expansion, plus preferred format (e.g., with charts, personas, SWOT)?

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DEPARTMENT

Finance

To manage an organization's financial resources, including budgeting, forecasting, accounting, and reporting.

Select Your Role 



Accountant



Accounts Receivable Specialist



Accounts Payable Specialist



Financial Planner

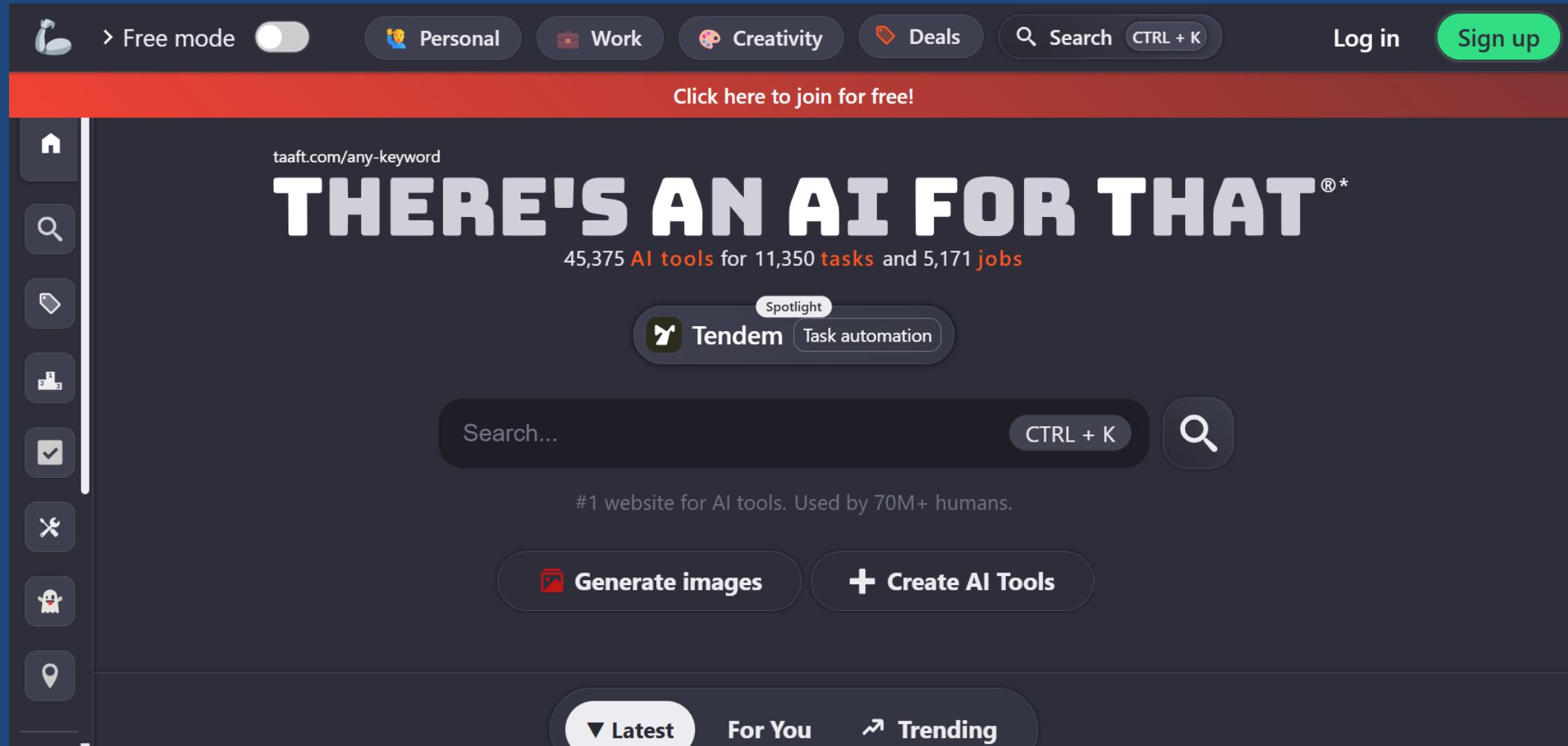


Financial Analyst



Chief Financial Officer (CFO)

thereisanaiforthat.com



The screenshot shows the homepage of thereisanaiforthat.com. The top navigation bar includes a 'Free mode' toggle, 'Personal', 'Work', 'Creativity', 'Deals', a search bar with 'CTRL + K', and 'Log in' and 'Sign up' buttons. A red banner at the top says 'Click here to join for free!'. The main content area features the tagline 'taaft.com/any-keyword' and the large text 'THERE'S AN AI FOR THAT®*'. Below it, it says '45,375 AI tools for 11,350 tasks and 5,171 jobs'. A 'Spotlight' section highlights 'Tendem Task automation'. A search bar with 'Search...' and 'CTRL + K' is present, along with a magnifying glass icon. A statement at the bottom says '#1 website for AI tools. Used by 70M+ humans.' Two buttons are shown: 'Generate images' and 'Create AI Tools'. At the bottom, there are buttons for 'Latest', 'For You', and 'Trending'.

taaft.com/any-keyword

THERE'S AN AI FOR THAT®*

45,375 AI tools for 11,350 tasks and 5,171 jobs

Spotlight

Tendem Task automation

Search... CTRL + K

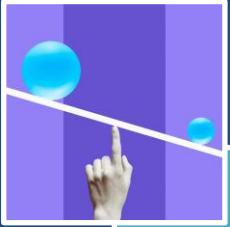
#1 website for AI tools. Used by 70M+ humans.

Generate images Create AI Tools

▼ Latest For You ↗ Trending

Ethics, Bias, Privacy

“Responsible & Ethical AI Use”



Ethics

- Informed Consent
- Transparency
- Decision making
- Responsible use



Bias

- Stereotypes
- Facial Features
- Inequalities
- Race/gender
- Cultural bias
- Lack of Diversity



Privacy

- Personal data protection
- Data retention
- Security
- Consent
- Regulation

Questions?

Presentation available from:

- 1) Google search: Sunil Hazari presentations
- 2) <https://www.sunilhazari.com/education/menu/presentations.htm>
- 3) Email: shazari@westga.edu
- 4) QR code

