

AI Edge for Carroll County Businesses

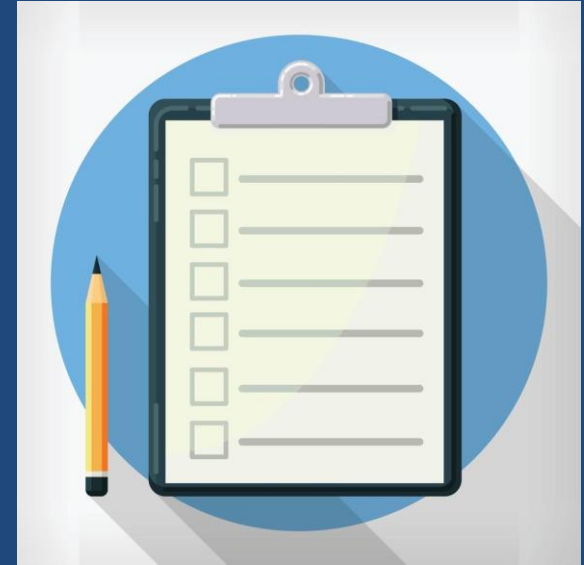
Presentation to the Carroll County Chamber of Commerce
January 22, 2026



Prof. Sunil Hazari
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



ChatGPT



Claude



Perplexity



Gemini



Zapier



Grammarly



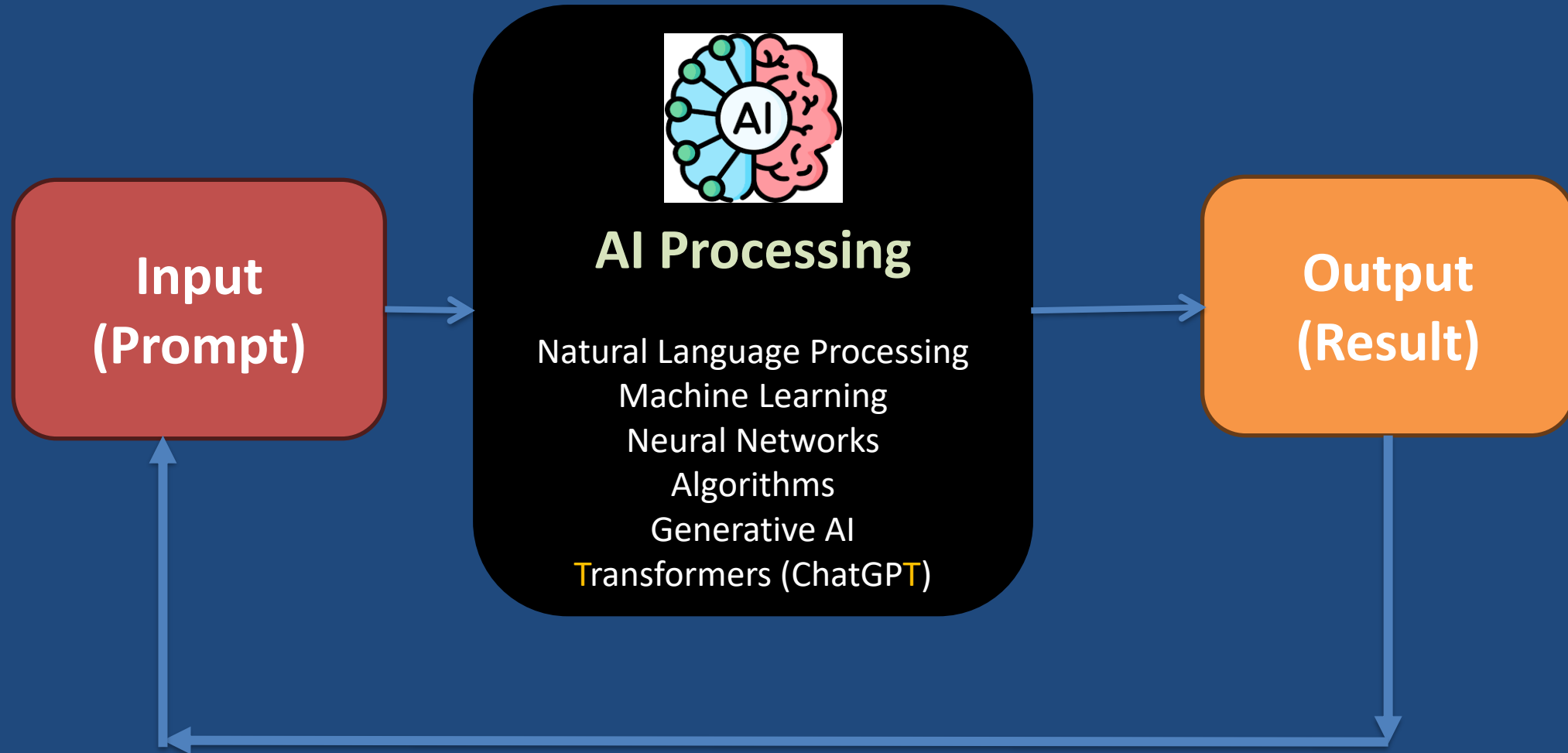
Fathom



NotebookLM

+ 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

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

Select Your Department 🖱️



Executive
Management



Customer
Success



Creative



Legal



Medical



Engineering



Finance



Education



Retail



Media And
Communications



Public
Relations



Entrepreneur



Real Estate



Human
Resources



Personal
Development



Customer
Service



Religious
Services



Marketing



Sales

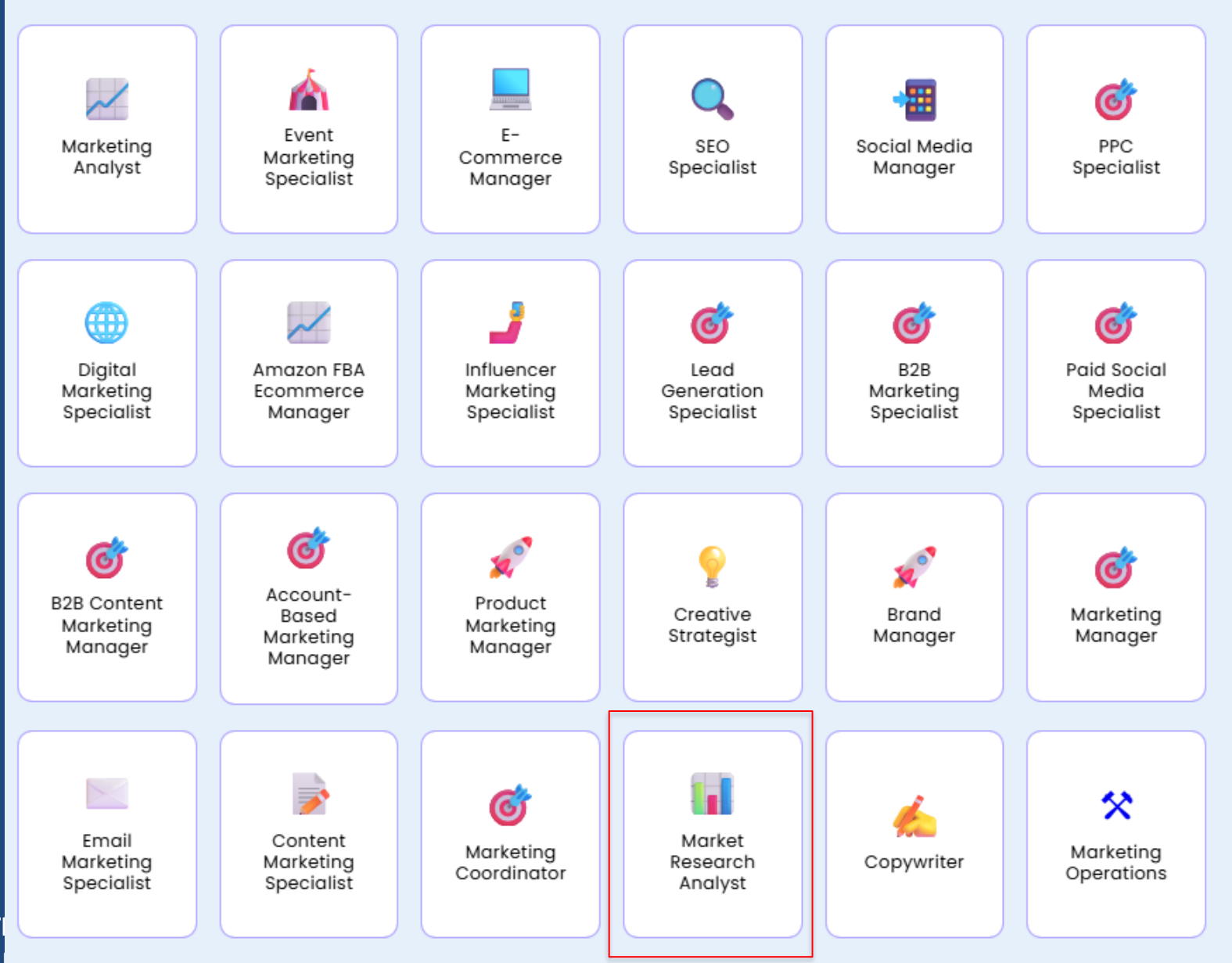


Information
Technology



Administrative


<https://www.aiforwork.co/departments/marketing>




<https://www.aiforwork.co/role/market-research-analyst>

 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:

[Ali Abassi](#)

Click to Copy This Prompt

How to Use This Prompt
(Quick Video)

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      "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"
    ]
  ]
}
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Answer



Links



Images

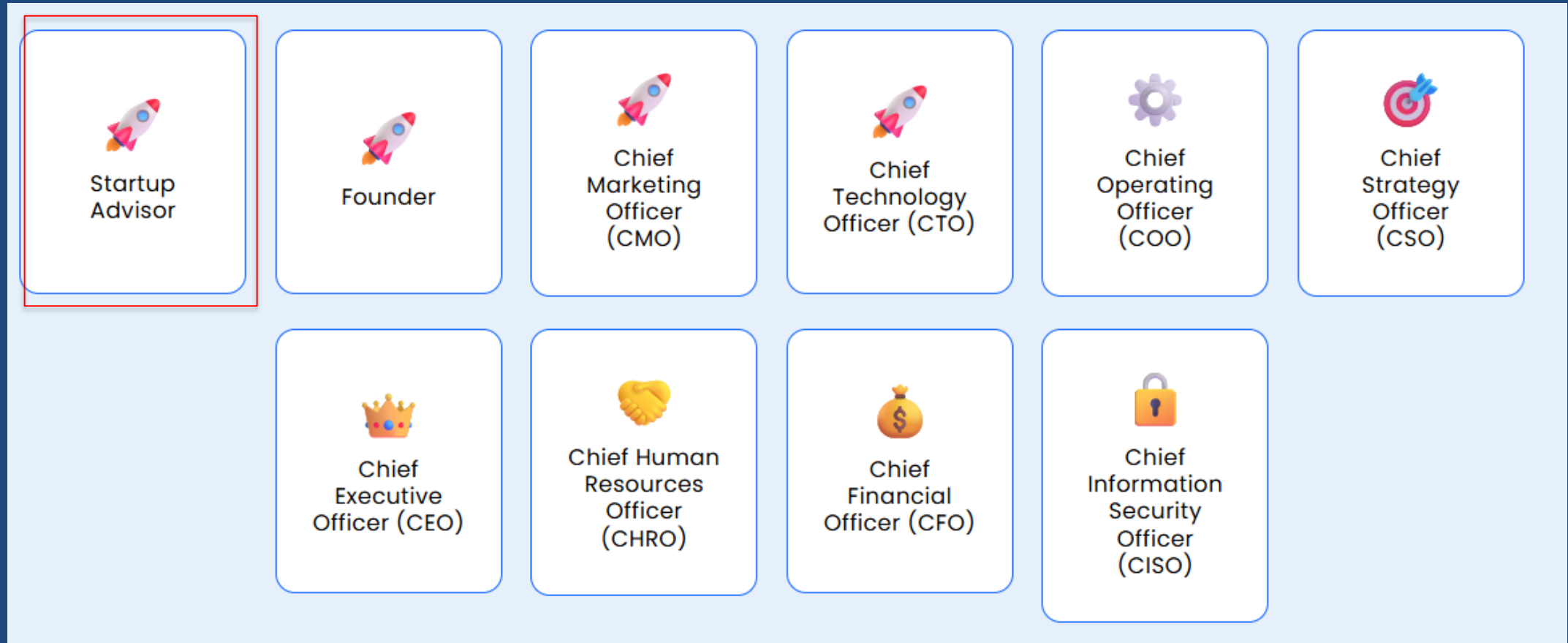
👋 I'm AlforWork.co, your expert level market-research-analyst AI. Let's design the ideal Target Market Analysis Document collaboratively. To provide the highest quality work, I need to ask you a few questions.

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)?


<https://www.aiforwork.co/departments/entrepreneur>





<https://www.aiforwork.co/role/startup-advisor>


 Create A Funding Strategy Document

 Create A Milestone Plan Document


 Create A Growth Strategy Document


 Create A Customer Analysis Document

 Create A Pitch Deck

 Create An Industry Trend Report

 Create An Advisory Agreement

 Create An Exit Strategy Document

 Consult An Expert: Startup Advisor

<https://www.aiforwork.co/department/finance>

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

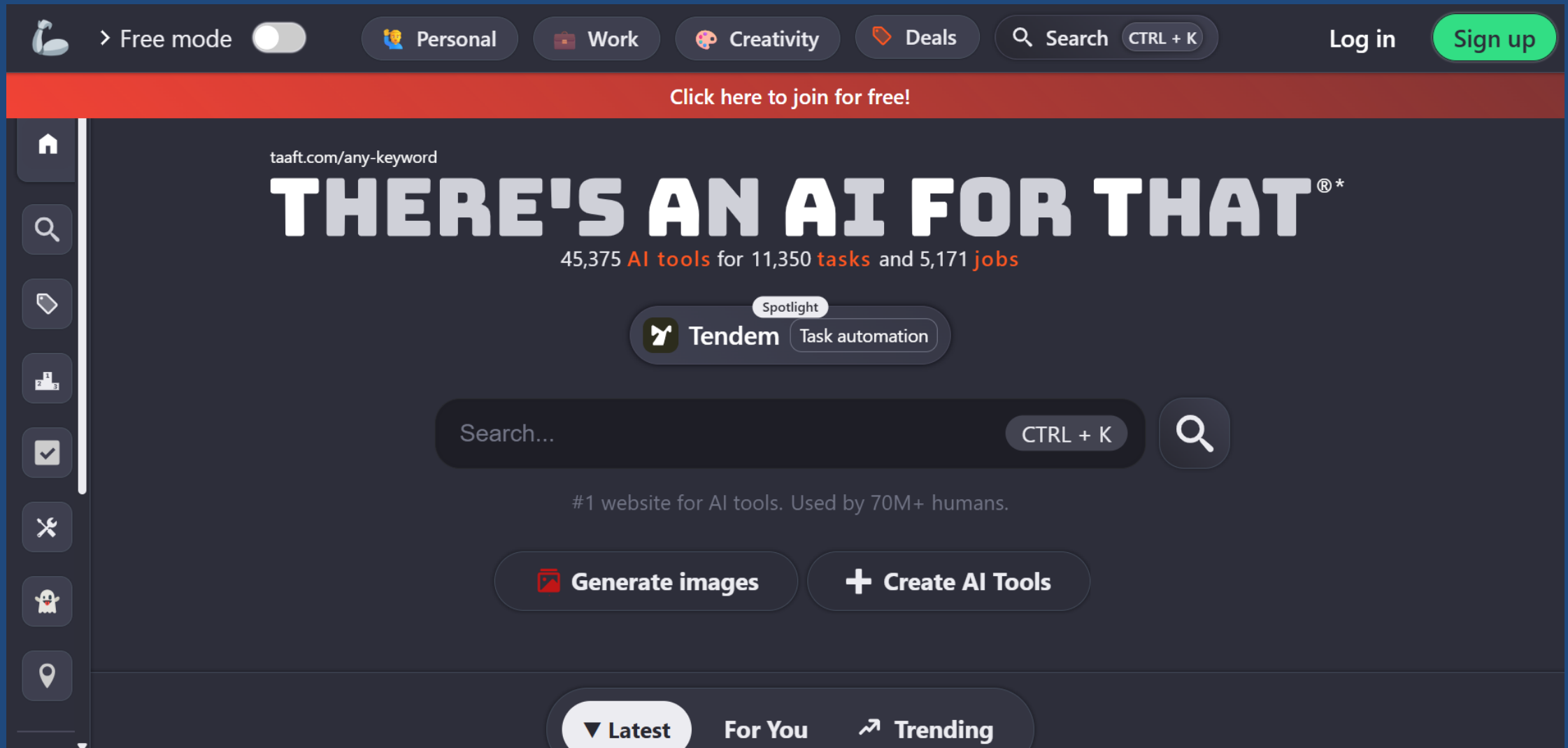


Financial
Analyst



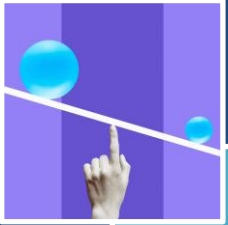
Chief
Financial
Officer (CFO)

thereisanaiforthat.com



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

