

ARTIFICIAL INTELLIGENCE

BEYOND THE BUZZ

AUGUST 12, 2026

NC SPECIALTY FOODS ASSOCIATION
2026 LUNCH AND LEARN SERIES



TODAY'S TOPICS

1. AI FUNDAMENTALS

What AI is, isn't and the practical realities of the technology.

2. REAL-WORLD USE CASES

The many ways AI can help you operate and grow your business.

3. TOOLS, TIPS & TRICKS

Putting AI into daily practice.

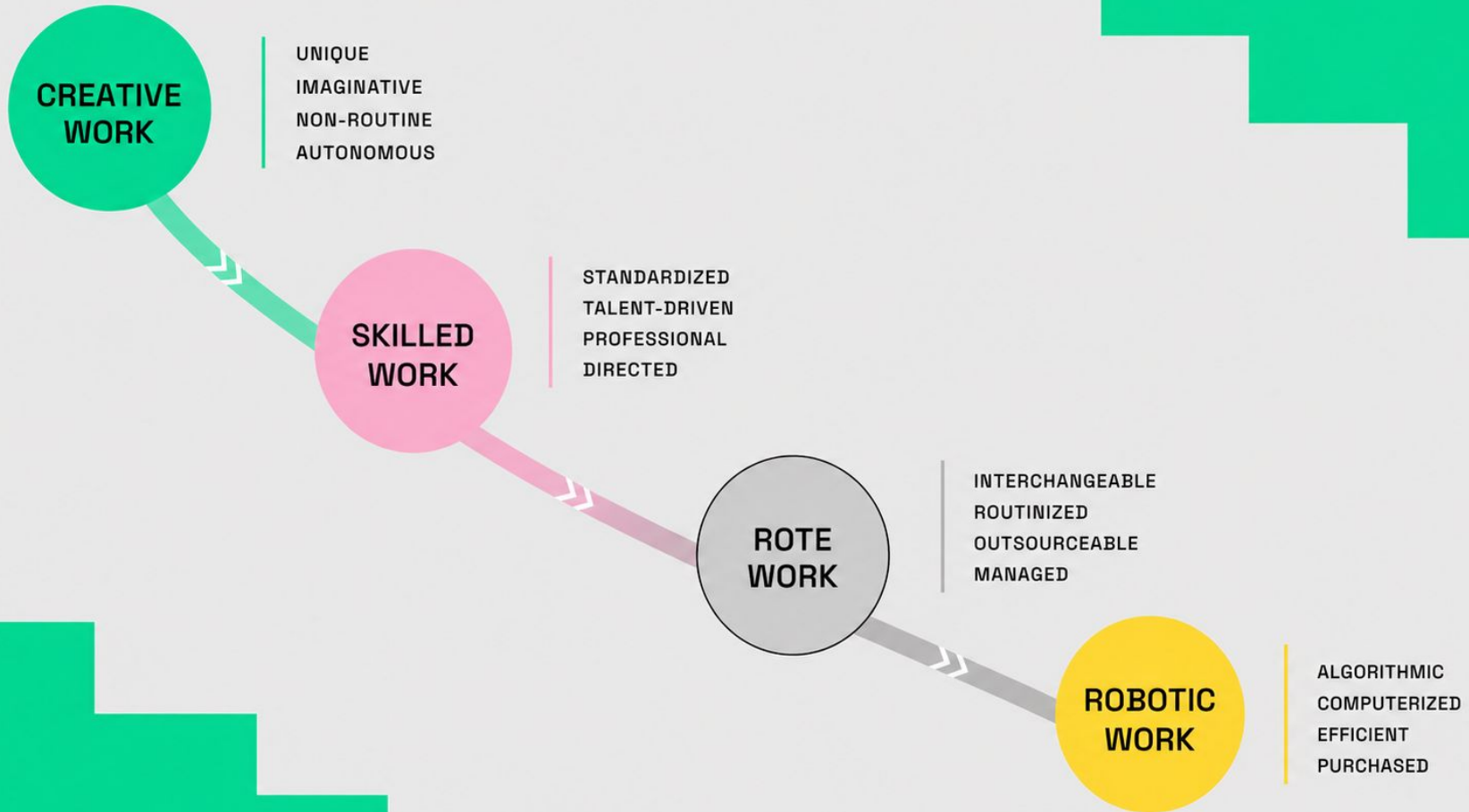


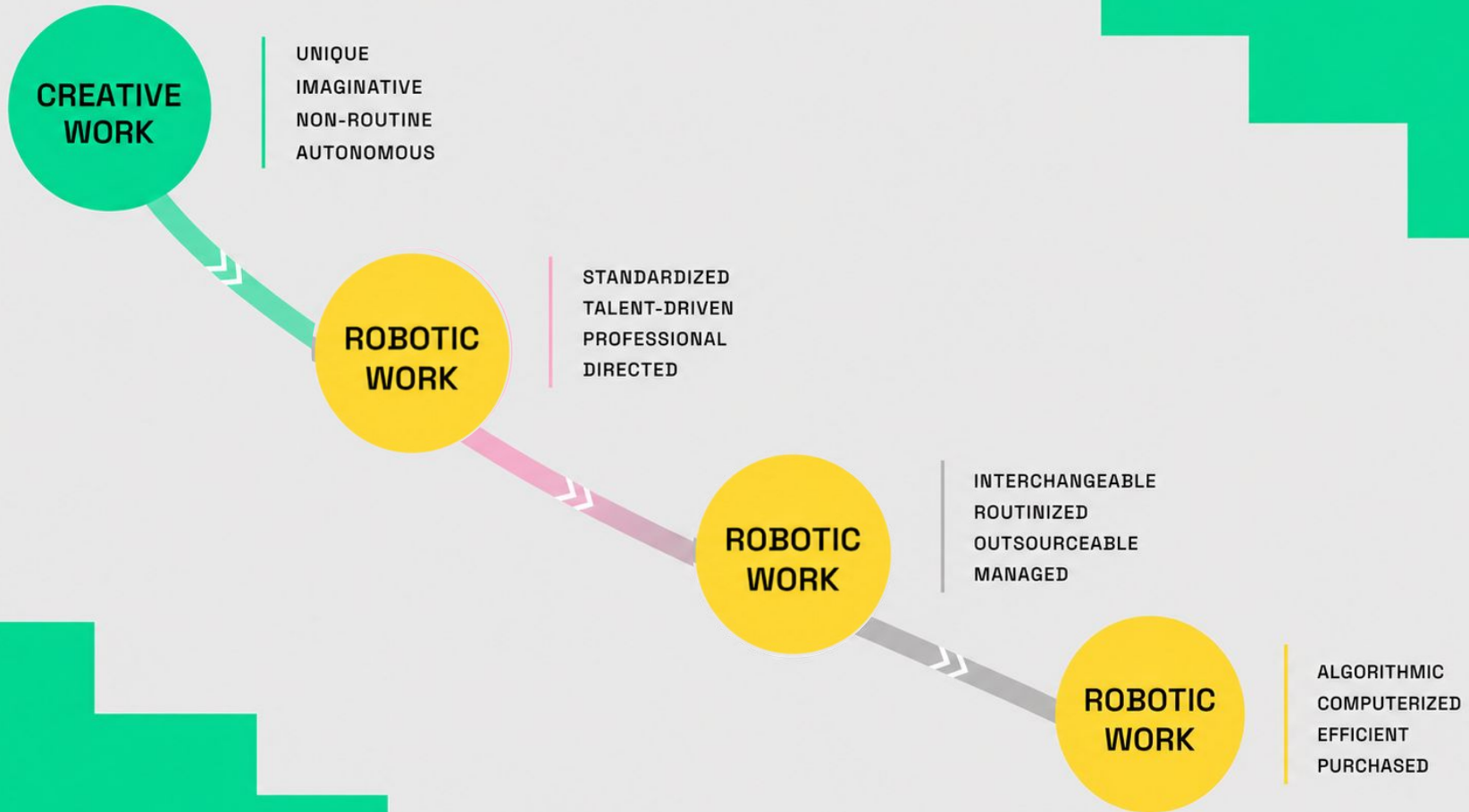
JAKE FINKELSTEIN FOUNDER & CEO 10CUBED

Hi, I'm Jake – a serial entrepreneur who leads 10cubed, a digital marketing agency that builds B2B growth marketing systems using strategy, automation, and AI.

www.10cubed.co







AI'S ALREADY IMPACTING BUSINESS

10cubed.co

Artificial Intelligence is quickly evolving how businesses operate and grow.

Adoption & Usage

88% of companies report using AI in at least one business function (up from 78% in 2024, 55% in 2023)

27% of white-collar employees frequently use AI (a few times/week or more), up 12 points from 2024

Productivity

Generative AI users save **5.4% of work hours** weekly (~2.2 hours/40-hour week)

Professionals expect AI to free up **12 hours/week** within 5 years

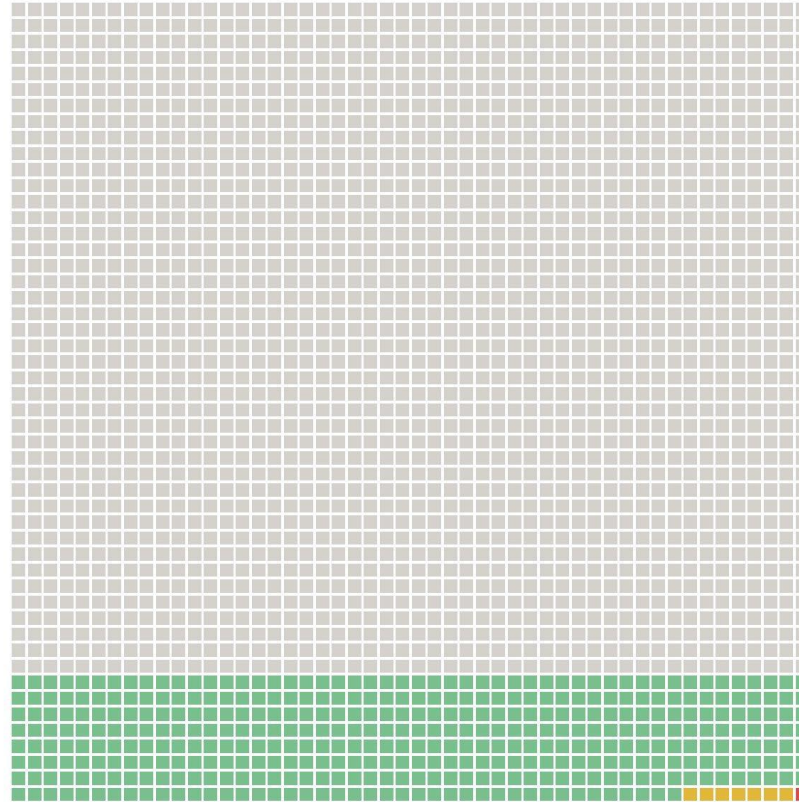
Labor Market Effects

When AI performs most tasks in a job, employment in **that role falls ~14%**.

AI could displace up to **300 million workers** globally (Goldman Sachs prediction)

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



Never used AI · ~6.8B (84%)

Free chatbot user · ~1.3B (16%)

Pays \$20/mo for AI · ~15-25M (~0.3%)

Uses coding scaffold · ~2-5M (~0.04%)



WHAT IS AI AND HOW DOES IT WORK?

Artificial intelligence is a computer system that can perform tasks typically requiring human intelligence such as reasoning, learning, problem solving, decision making, perception and creativity.

CHATBOTS

Conversational interactions with ChatGPT, Claude, Gemini, Perplexity, etc.

- Waits for a question
- Gives a single response
- Limited memory within and between sessions

AI SYSTEMS

AI systems have access to tools and data sources to significantly improve capabilities and the quality of output.

- Integrates seamlessly with your existing workflow, such as email and calendar.
- Allows AI to interact with and act upon information from these connected sources

AI AGENTS

Autonomous AI agents solve for a user defined goal. Based on provided guardrails, Skills and data sources they solve problems and decide the path to get there.

- Proactively pursues a goal
- Remembers past context
- Loops until the task is complete

THE LIMITATIONS OF AI AND WHAT IT ISN'T

AI isn't magic. It's pattern-matching software. It doesn't "think" - it predicts the most likely response based on training data. It can be wrong, confidently.

JUDGEMENT

AI isn't a replacement for human judgement and taste.

AI produces drafts and suggestions. Humans own the final decision - especially for anything involving regulations, relationships or brand reputation.

GUIDANCE

AI isn't "set and forget."

These systems need practical guardrails in order to produce the best possible outputs.

NOT PERFECT

AI makes mistakes and can hallucinate.

Humans need to provide well-defined goals, offer feedback and double check statements.



THE AI RISK LADDER

The more consequential an action becomes, the more human oversight you want.

LET AI DO THE WORK

Meeting summaries, brainstorming, first drafts, competitor research, organizing notes, extracting information, creating internal SOPs.

AI DOES THE WORK, THE HUMAN REVIEWS

Customer emails, social posts, retailer outreach, product descriptions, forecasts, promotional campaigns, responses to negative reviews.

AI ASSISTS, THE HUMAN DECIDES

Allergen information, nutritional or health claims, regulatory language, legal agreements, financial commitments, personnel decisions, food safety issues.

THE MANY WAYS BUSINESSES USE AI

SALES & MARKETING

Generative AI: copy, content and campaigns, personalization

OPERATIONS & FINANCE

Scheduling, workflows, document management

CUSTOMER EXPERIENCE

Support, reviews and follow-ups

MARKETING & SALES

WHAT AI CAN DO

→ Write email campaigns, subject lines & sequences

→ Generate social media posts

→ Draft website copy and product descriptions

→ Create advertising copy

→ Generate images and video

→ Research competitors and summarize market trends

OPERATIONS & FINANCE

WHAT AI CAN DO

→ Scheduling and coordination

→ Process docs and onboarding guides

→ Invoice processing

→ Bookkeeping

→ Inventory and forecasting

CUSTOMER EXPERIENCE

WHAT AI CAN DO

→ Answer FAQs instantly

→ Draft personalized responses to reviews

→ Analyze customer feedback to spot trends

→ Automate post-purchase emails

→ Customer intake form processing

START WITH THE WORK, NOT THE TOOL

INSTEAD OF ASKING:

“How should my company use ChatGPT?”

Ask:

“Where are we spending time doing repetitive knowledge work?”

#1 - Repetitive

Does this happen over and over?

#3 - Language-Heavy

Does the process involve writing, communications, documenting or analyzing text?

#2 - Information-Heavy

Does someone spend time reading, searching, summarizing, comparing or organizing information?

#4 - Reviewable

Can a knowledgeable human quickly tell whether the output is good?

SCENARIO 1: PREPPING FOR A RETAILER MEETING

Imagine you have a meeting with a regional grocery chain.

You could give AI your product information, historical sales, customer reviews, retailer information and competitive products, then ask it to:

- Research the retailer
- Identify relevant competitors
- Analyze your reviews
- Surface your strongest selling points
- Anticipate buyer objections
- Draft a one-page meeting brief
- Generate questions to ask the buyer

SCENARIO 2: TURN CUSTOMER FEEDBACK INTO DECISIONS

You have reviews coming from Amazon, Google, retailers, social media, surveys and customer service.

AI can combine that qualitative information and answer questions such as:

- What complaints keep appearing?
- What flavors or products are customers asking for?
- What language do customers naturally use to describe the product?
- Are people confused about preparation, packaging or serving suggestions?
- Which positive themes should we emphasize in marketing?

SCENARIO 3: TRADE SHOW FOLLOW-UP

Imagine you just got back from a trade show with a stack of business cards, notes from dozens of conversations, and a long list of people you promised to follow up with.

Instead of manually sorting through everything, you could give AI your notes, meeting transcripts, contact information and any relevant company information, then ask it to:

- Organize your contacts
- Summarize each conversation
- Identify the most promising opportunities
- Prioritize who needs immediate follow-up
- Draft a personalized email for each prospect
- Create CRM notes and next steps
- Remind you when it's time to follow up again

TOOLS, TIPS & TRICKS

PROMPTING

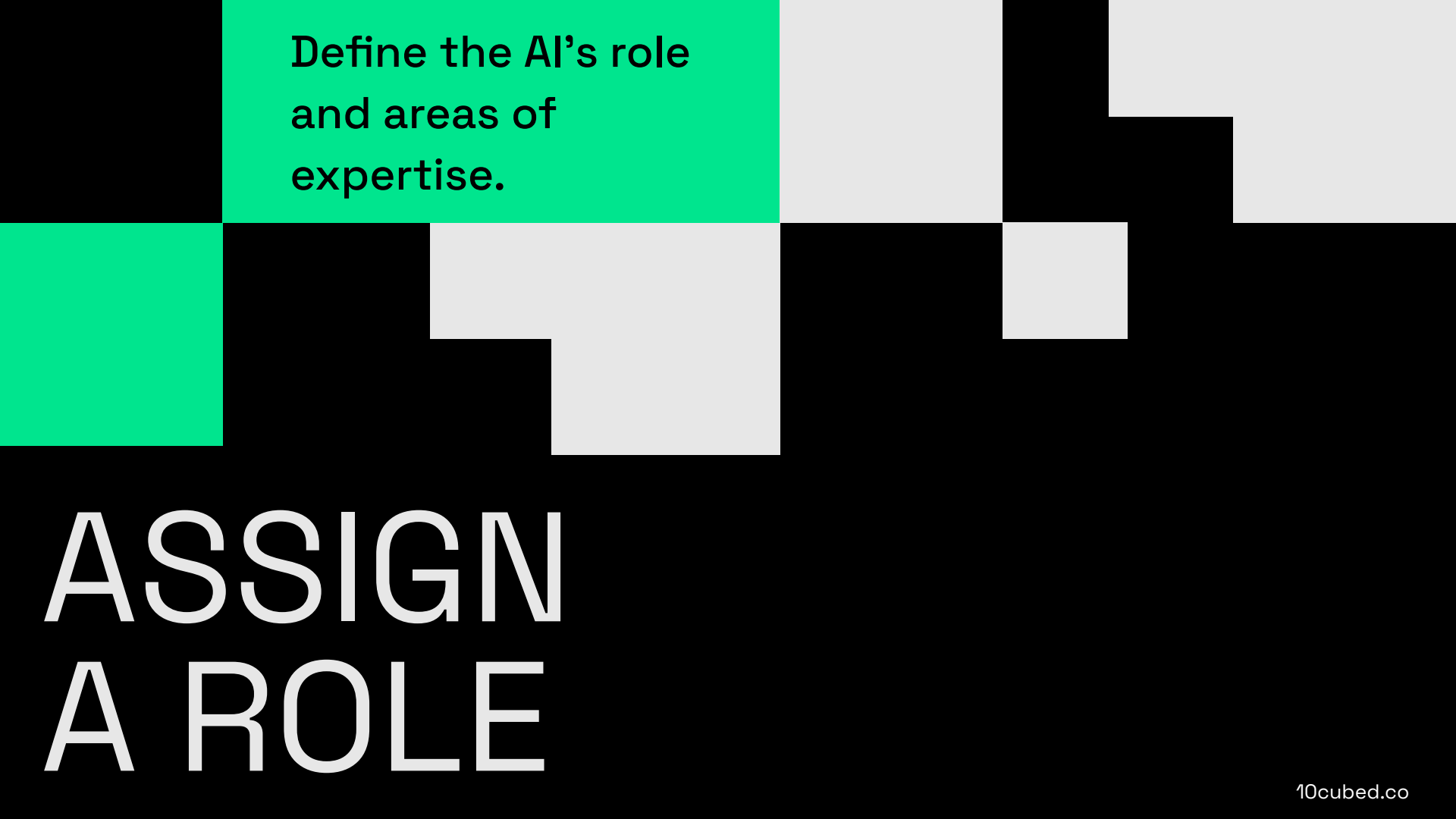
Ways to get the most out of the questions you ask, and assignments you give, to your AI tools

CONTEXT & CAPABILITIES

Ways that you can extend the functionality of AI systems

TOOLS

AI tools that solve specific problems in valuable ways



Define the AI's role
and areas of
expertise.

ASSIGN A ROLE

How can I help, Jake?

You're an expert Director of Marketing with 15 years of experience in working with speciality food businesses. You have deep expertise in digital marketing and marketing operations.



Thinking ▾



The background is a black canvas decorated with several squares of different sizes and colors. There are white squares of various dimensions scattered across the top and middle sections. A single red square is located in the upper left quadrant, containing the text "Provide background, audience info, and relevant constraints.".

Provide background,
audience info, and
relevant constraints.

ADD
CONTEXT

Ready when you are.

You're an expert Director of Marketing with 15 years of experience in working with specialty foods businesses. You have deep expertise in digital marketing and marketing operations. You are working with a company called Hot Sauces (hotsauces.com), a manufacturer of spicy and hot sauces. The target audience you are talking to are 30-65 year old males who shop for grilling supplies.



Thinking ▾





State the explicit goal using
action verbs: "Write,"
"Analyze," "Summarize,"
"Classify"

ASSIGN A TASK

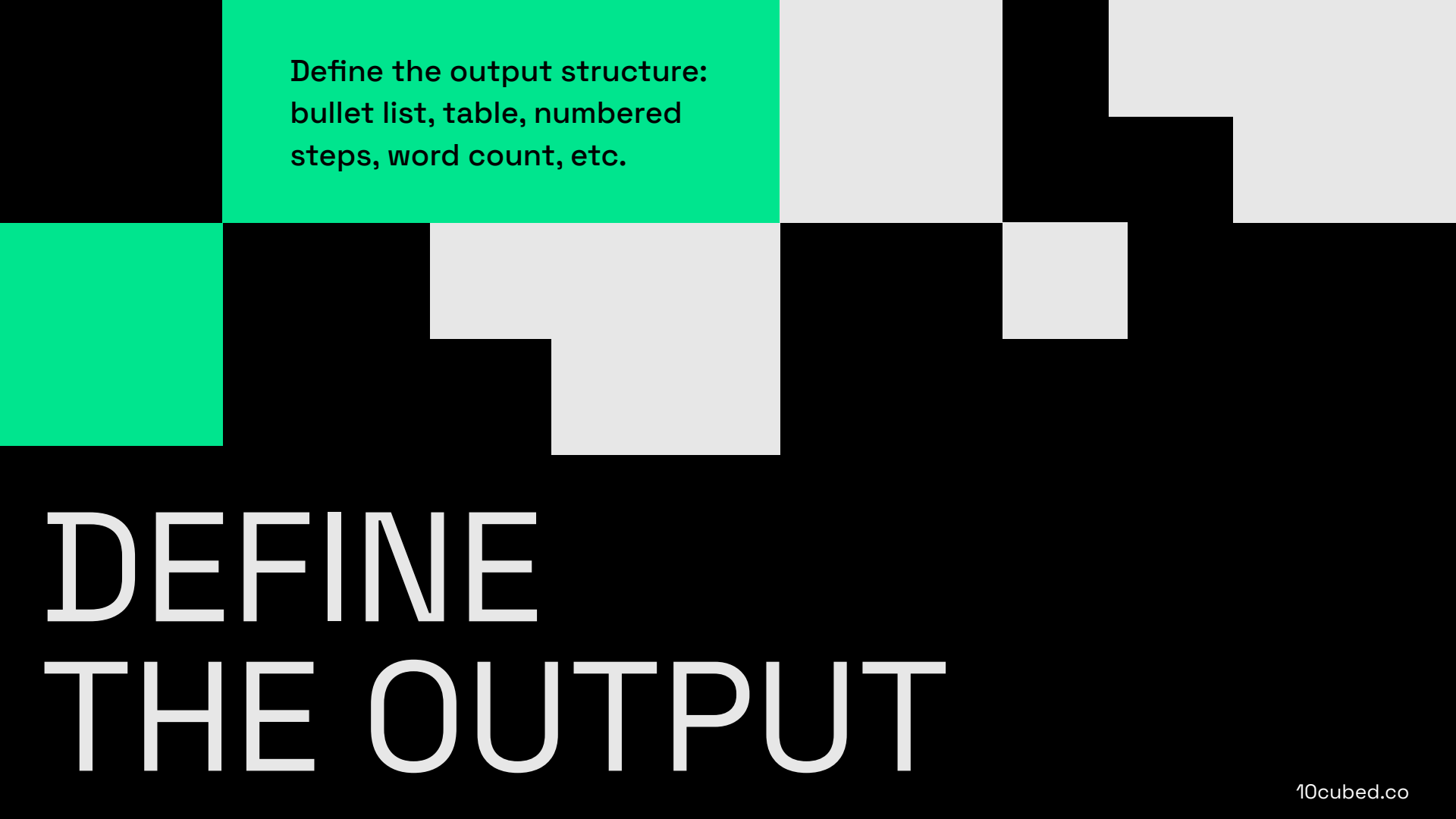
Ready when you are.

You're an expert Director of Marketing with 15 years of experience in working with specialty foods businesses. You have deep expertise in digital marketing and marketing operations. You are working with a company called Hot Sauces (hotsauces.com), a manufacturer of spicy and hot sauces. The target audience you are talking to are 30-65 year old males who shop for grilling supplies. Research, strategize and write a digital marketing plan that outlines a 90 day campaign for generating in-store sales from the target audience.



Thinking ▾





Define the output structure:
bullet list, table, numbered
steps, word count, etc.

DEFINE THE OUTPUT

Ready when you are.

You're an expert Director of Marketing with 15 years of experience in working with specialty foods businesses. You have deep expertise in digital marketing and marketing operations. You are working with a company called Hot Sauces (hotsauces.com), a manufacturer of spicy and hot sauces. The target audience you are talking to are 30-65 year old males who shop for grilling supplies. Research, strategize and write a digital marketing plan that outlines a 90 day campaign for generating in-store sales from the target audience. The plan should be concise, break down strategies by 30, 60, 90 days and be formatted as an outline with bullet points. Include an estimated budget for execution of the campaign in the United States.



Thinking ▾





Have the AI ask you questions,
one by one, until it is satisfied
it has enough information to
address your request.

IMPROVED UNDERSTANDING

Based on the above, ask me clarifying questions, one by one, about this tool until you feel you have enough information to make a thoughtful and strategic recommendation for how to build a MVP of the tool. Begin.

Show less ^

Thought for a couple of seconds >

What should the MVP's **primary user experience** be?

For example, should it start as:

1. A **command-line tool** you or a technical operator runs manually
2. A **web app/dashboard** where the team uploads videos and reviews outputs
3. A **Google Drive automation** that watches a folder and generates drafts automatically
4. A workflow inside **Claude Code / Codex / Claude Cowork** for internal use by a technical team member

Pick the one that would be most useful for the first working version.



Ask AI to write the
prompt for you.

META PROMPTING

How can I help, Jake?

You are an expert at the Lovable.dev platform. You are working with a manufacturing company called M2 Optics to create an Optical Fiber Latency Calculator, a lead generation tool that is used to capture contact information from fiber optic engineers. Attached as an Excel spreadsheet is a version of the calculator with the correct formulas. The calculator should integrate a lead capture form and allow for the user to reset their calculation when they desire to do so. Your job is to write a series of Lovable.dev prompts that will create a professionally designed and fully functional web-based version of the Optical Fiber Latency Calculator. Ask me clarifying questions, one by one, to better understand the purpose, scope and user experience for the Optical Fiber Latency Calculator. Continue to ask questions until you are satisfied that you have enough information to write concise and effective prompts. Begin.



Thinking ▾



When Lovable asks what you want to build, paste this prompt exactly:

Build a polished, public-facing single-page web app prototype for M2 Optics called "Optical Fiber" 

This is a private prototype for leadership review, but it should look like a real production-quality app.

Important design direction:

- Use a clean, minimal, technical design.
- Use M2 Optics-inspired colors: white, light gray, navy/dark blue, and bright orange used sparingly.
- Do not overuse orange.
- Use a simplified header, not a full corporate website navigation.
- Use clear image placeholders with exact size labels so final M2 assets can be added later.
- Desktop-first design with a usable mobile version.
- The calculator should feel like a technical calculator and data table, not a step-by-step wizard.

Build a single-page layout with these sections:

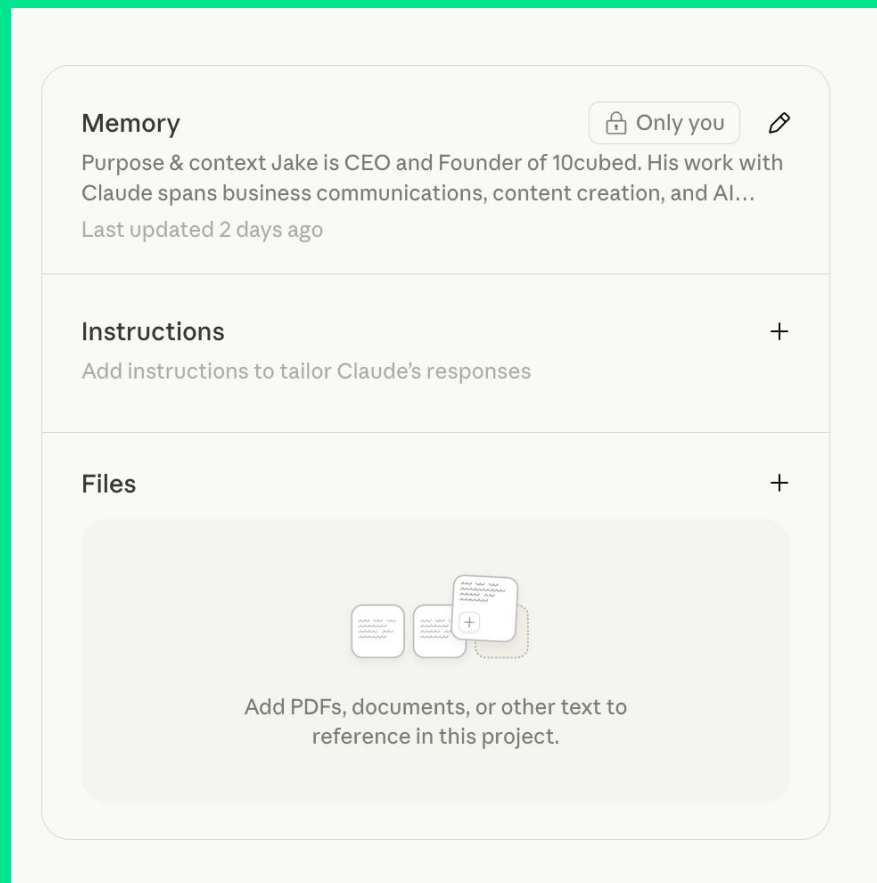
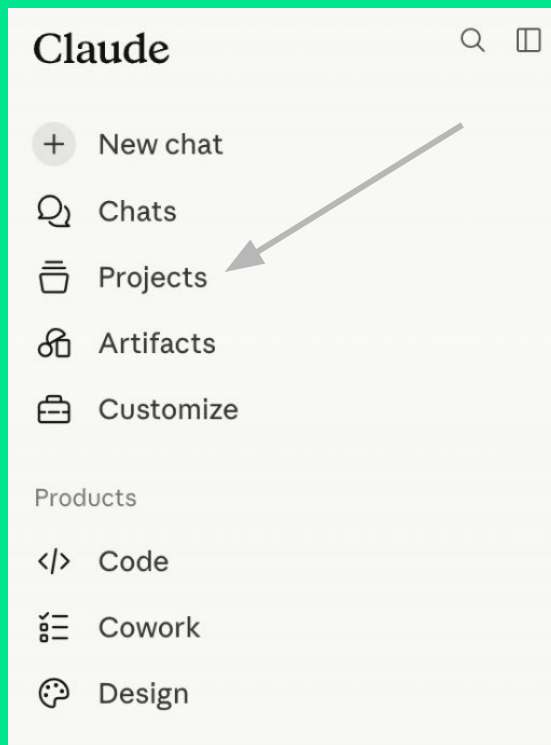
1. Simplified Header

- Left: M2 Optics logo placeholder
- Right navigation links:
 - Calculator
 - Fiber Latency Solutions
 - m2optics.com
 - Contact M2 Optics
- The Contact M2 Optics link should point to <https://www.m2optics.com/contact-us>
- The m2optics.com link should point to <https://www.m2optics.com/>



Use Projects to
manage context.

MANAGE CONTEXT





Use Connectors to
extend capabilities.

APPS & CONNECTORS

Apps

Chat with your favorite apps in ChatGPT



Prospect with Clay

Find contacts and personalize outreach

View

@Clay find GTM Leaders at Conclusive AI



Conclusive AI

Open



Daniel Cheung

Head of GTM Engineering
Conclusive AI
San Francisco, California



Maya Patel

Head of Sales
Conclusive AI
San Francisco, California

Ava Johnson



For Battles/10cubed

Featured

Lifestyle

Productivity



BigQuery

Query and manage BigQuery datasets, table...



GitHub

Access repositories, issues, and pull request...



Gmail

Find and reference emails from your inbox



Google Calendar

Look up events and availability



Google Contacts

Reference saved contact details



Google Drive

Work with Google Docs, Sheets, and Slides



Intercom

Look up past user chats and tickets



Outlook Calendar

Look up events and availability

Directory

Skills

Connectors

Plugins

Anthropic & Partners

Filter by

Sort by



Canva

#4 popular

Search, create, autofill, and export Canva designs



Figma

#5 popular

Generate diagrams and better code from Figma context



Microsoft 365

#8 popular

Access your company's SharePoint, OneDrive, Outlook, and Teams directly in Claude



Coralogix New

Explore and debug your Coralogix observability data



Notion

#6 popular

Connect your Notion workspace to search, update, and power workflows across tools



Atlassian Jira

#7 popular

Access Jira & Confluence from Claude



Slack

#9 popular

Send messages, create canvases, and fetch Slack data



Gmail

#2 popular

Draft replies, summarize threads, & search your inbox



Google Drive

Most popular

Search, read, and upload files instantly



HubSpot

#10 popular

Chat with your CRM data to get personalized insights



Reusable
instructions for
specific tasks.

CREATE &
USE SKILLS

Skills are folders of instructions, scripts and resources that AI systems load dynamically to improve performance on specialized tasks. Skills teach the AI system how to complete specific tasks in a repeatable way, whether that's creating a document, analyzing data using your company's specific workflows, or automating personal tasks.

my-skill/

- └─ SKILL.md # Main instructions file (most important)**
- └─ script.sh # Optional: scripts for automation**
- └─ resources/ # Optional: templates, data files, guides**

```
name: persona-builder
description: >
```

Constructs a detailed, marketing-ready "Customer Persona" for strategy, messaging, and sales enablement. Trigger this skill when the user wants to "build a persona," "analyze transcripts," or "create a customer profile." It requires scanning both local files (PDF/Text) and fetching data from the Granola MCP tool based on a specific client folder.

```
allowed-tools:
```

- Bash(ls *)
- Bash(cat *)
- Bash(find *)
- Bash(python3 *)
- Bash(pip *)

```
# Persona Builder Protocol (v2)
```

```
## 0. Conceptual Model
```

This skill builds personas at the intersection of:

- **TARGET_CLIENT** - the account or folder (e.g., "Acme Corp", "B2B SaaS - Midmarket").
- **TARGET_SEGMENT** - the specific person or role inside that world (e.g., "VP Marketing", "RevOps lead").

A single client may have multiple personas (e.g., decision maker vs daily user). The skill should be able to create one primary persona per run, and optionally additional personas if clearly distinct roles appear in the data.

```
## 1. Input Validation & Setup
```

Goal: Identify the client/folder in Granola and the segment/role to model.

1. **Check User Input for Client:**

- Look for a client name or folder specified in the prompt.
- Example: "Build persona for Acme Corp", "Create a persona for Series B SaaS RevOps".
- Store this as:
- `TARGET_CLIENT` - string representing the account/folder or segment label.

2. **If Client Missing:**

- If no folder or client name is specified, **STOP** and ask the user:
- > "Which Granola folder or client name should I focus on for this persona?"

3. **Infer or Ask for Segment (Role):**

- Attempt to infer a segment/role from the request:
- Examples: "VP Marketing", "RevOps lead", "Founder", "CS Director".
- If the user does not specify a role/segment, **infer** based on transcripts:
- Look at participant titles in Granola notes and local transcripts.
- Prioritize titles like VP, C-level, Head of X, Director, etc.
- Default to a primary decision-maker (e.g., VP, C-level) if unclear.
- Store this as:
- `TARGET_SEGMENT` - human-readable label (e.g., "VP Marketing at B2B SaaS").

4. **Store Context for Later Use:**

- `TARGET_CLIENT`
- `TARGET_SEGMENT`



Collect and organize
institutional
knowledge.

RECORD MEETINGS

[Change Template](#)

EW 0:34

6 11:05

Generate Followup

n 1:28

6 1:28

Send Recording

View All 3 Attendees ▾

ABC Opportunity
Closed Won

 Andrew Morton

Search meetings

Intro call: AllFound

Today

Jessica Mahendra +1

AllFound Overview

- Currently 100 employees, adding 20 more next quarter
- Office in San Francisco and Austin

Current Provider (Tuesday.ai)

- Data input is too manual and time-consuming
- Too complex for non-technical team members
- \$180 per employee per year

Their Requirements

- Jess says finding a better employee engagement tool is "a priority for Q2"
- Need secure information sharing capabilities
- One-way or two-way data sharing required, contingent on internal approval

Next steps

- Jess to send over information pack
- Jess to send contract if we want to proceed
- Catchup scheduled for next week to figure out contractual details

SHARE NOTES

Email

Slack

ASK GRANOLA

List action items

Write follow-up email

List Q&A

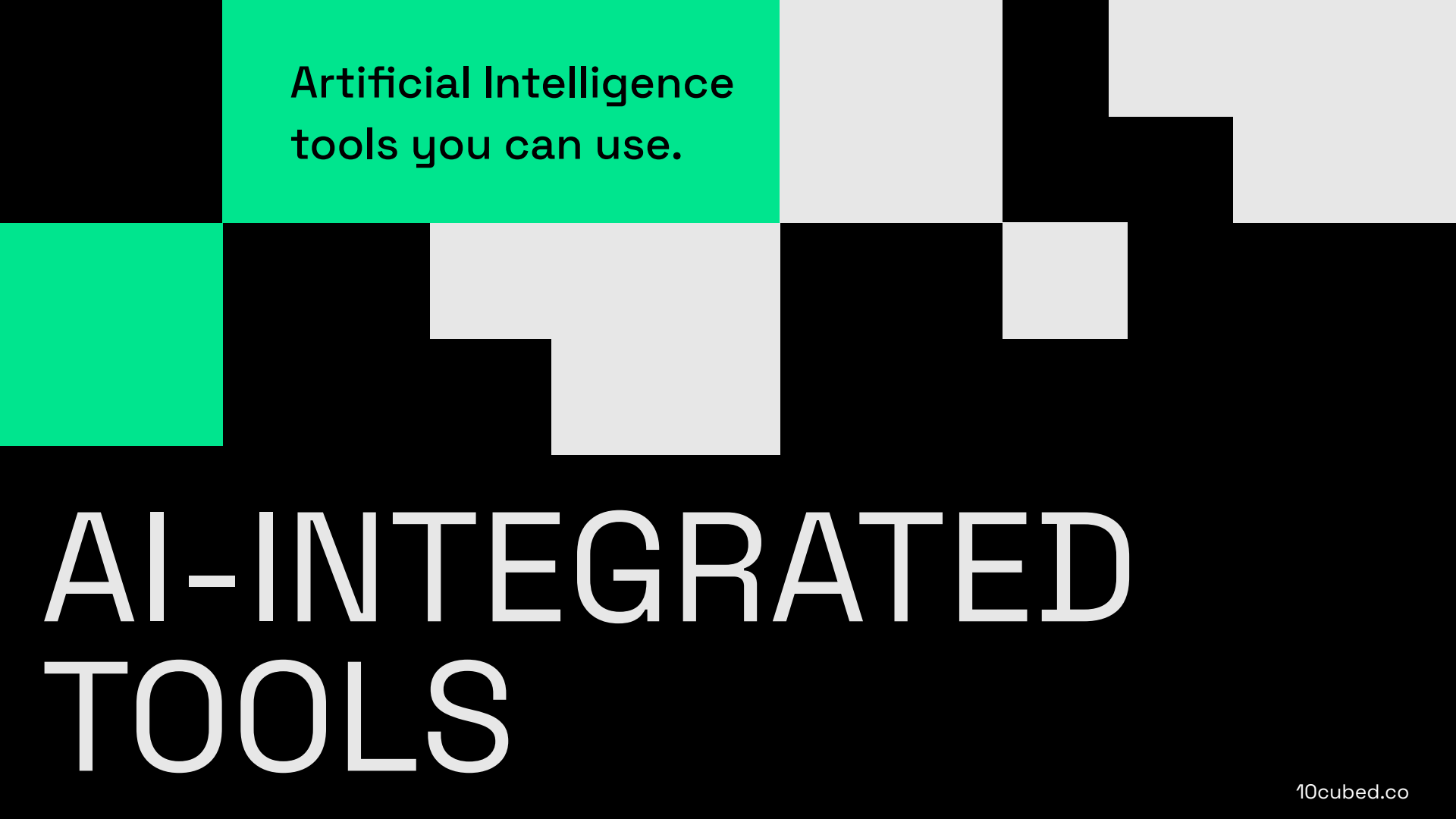
Ask about the meeting...

⏮

⏸

⏭

⏮ ⏸ ⏭



Artificial Intelligence
tools you can use.

AI-INTEGRATED TOOLS

• BUILT FOR PEOPLE WHO WON'T SACRIFICE REPUTATION FOR SCALE

Find & pitch the right journalists in minutes, not days

Paste a press release, a website, or a topic. Our AI agents read thousands of articles relevant to your story, find and score reporters by fit, and tell you **why each one would write it and how to reach them.**

Or a trending topic: The talent drain from AI chip startups...

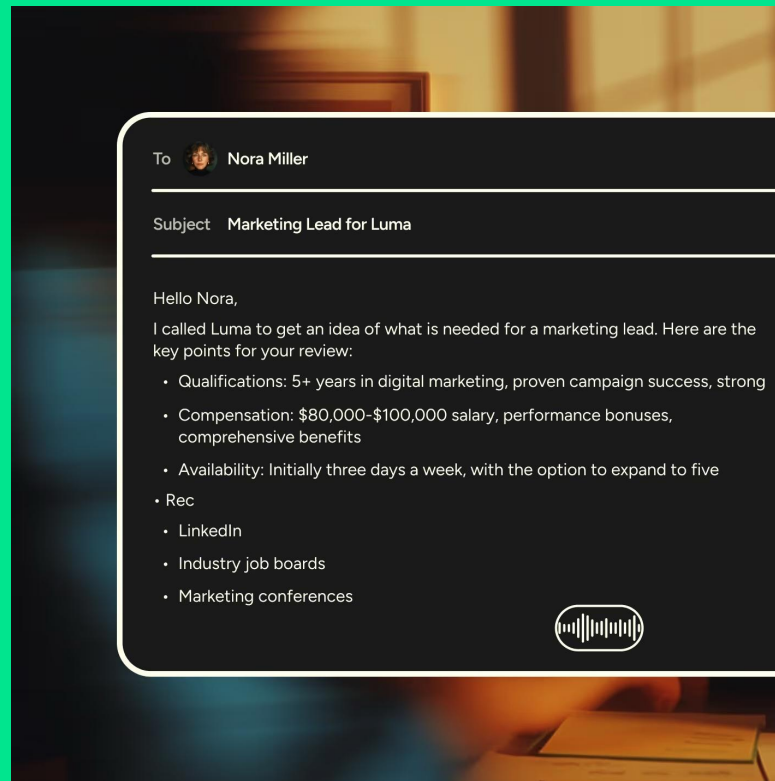
➔ Find my journalists →

Free first list. No credit card.

Examples: [SF Startup announces \\$20M Series B for enterprise AI analytics](#) [AI Expert comments on Anthropic's Cowork launch](#)

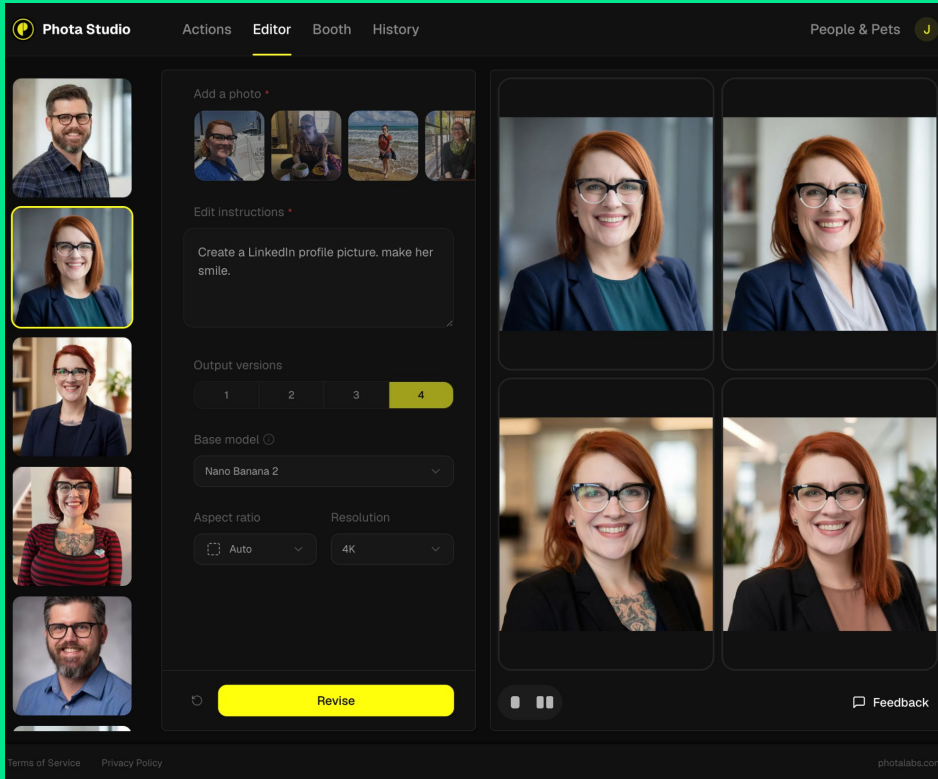
[Data on AI chips talent drain](#)

www.medialyst.ai

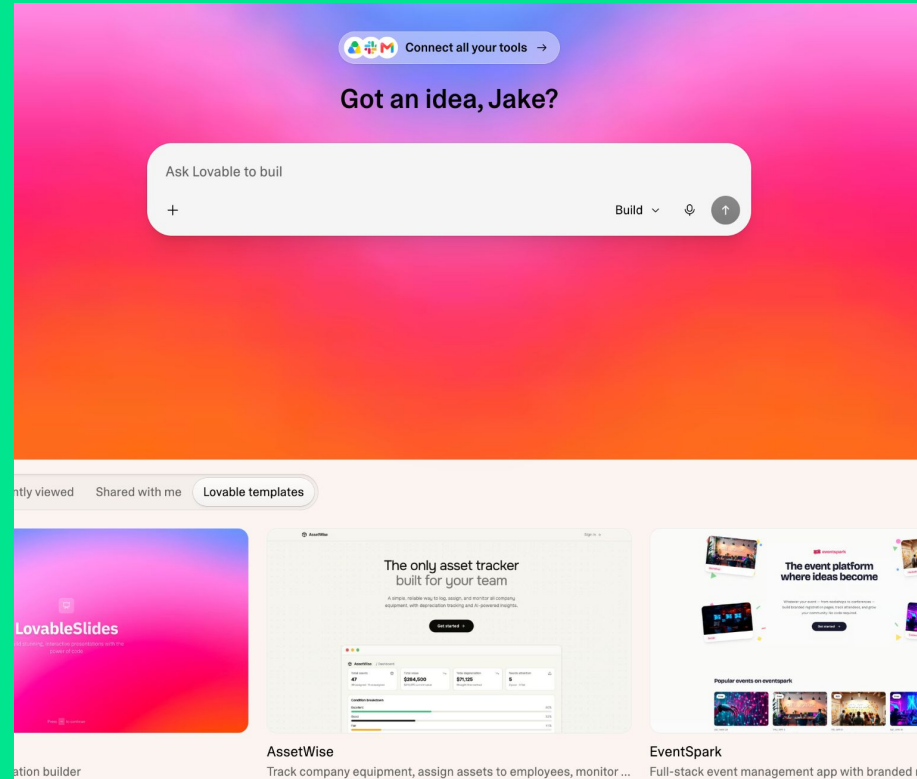


www.wisprflow.ai

10cubed.co

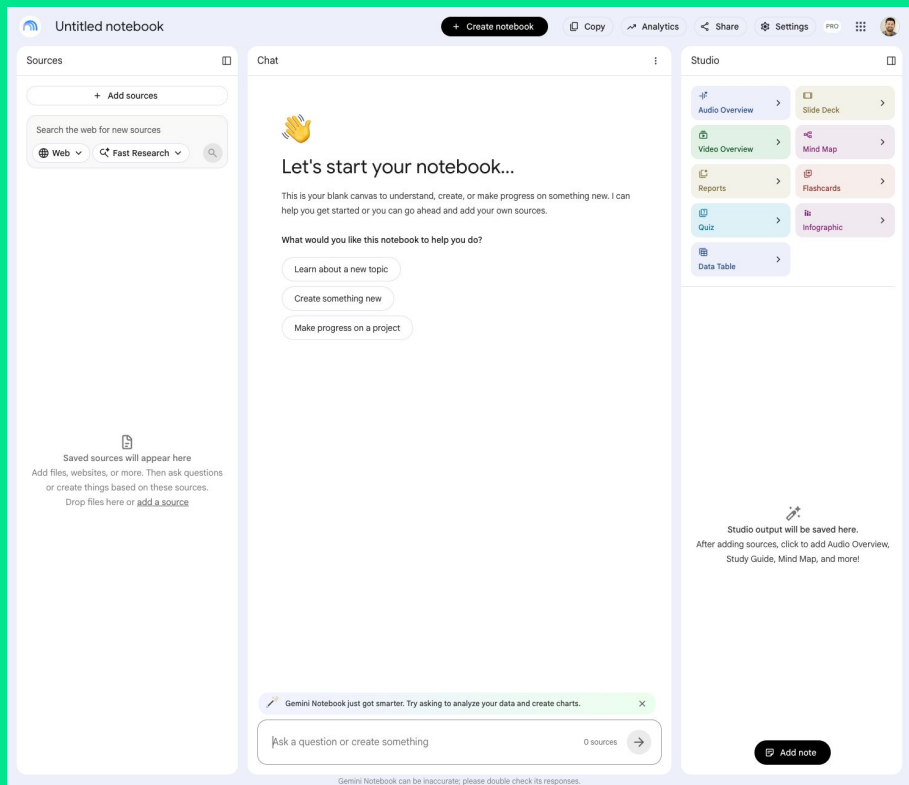


www.photalabs.com

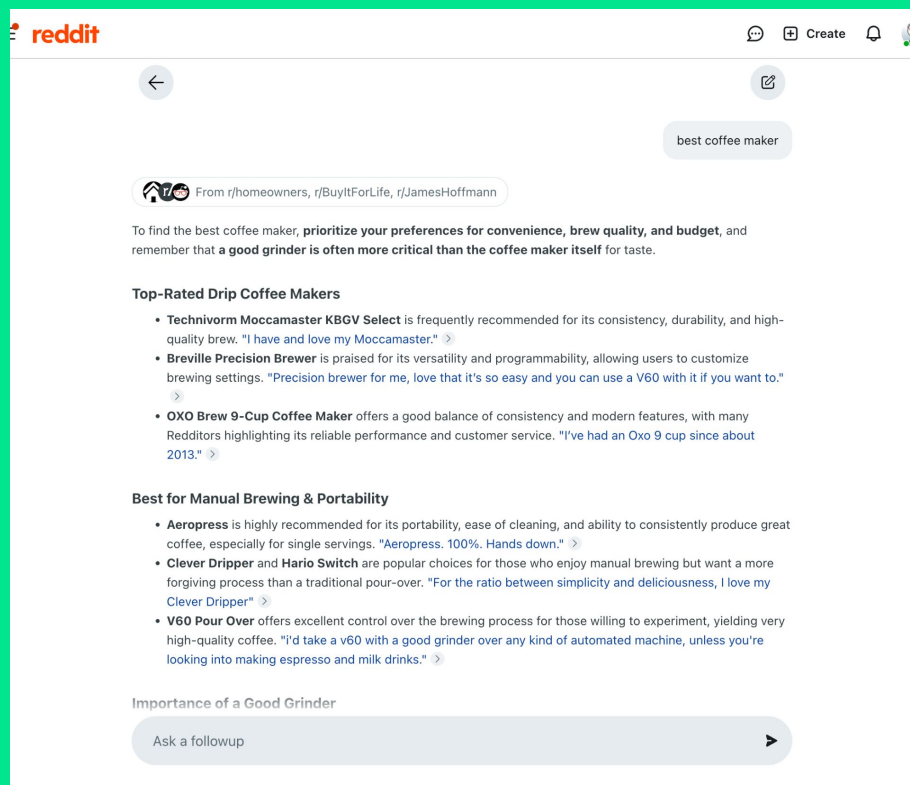


www.lovable.dev

10cubed.co



notebook.google.com



www.reddit.com/answers

Your Company
123 Your Street
Your City, ST 12345
(123) 456-7890

Project Name

4th September 20XX

OVERVIEW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nisl tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim nostrud exerci tation ullamcorper.

GOALS

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit
2. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

SPECIFICATIONS

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet domer id litoris fameser. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet domer id litoris fameser.

Unlock document
insights

- What can Gemini do in Google Docs
- Summarize this document in a specific format
- Refine this document

Ask Gemini



Claude



Get started with these skills:

- /check-doc
- /copy-edit
- /summarize-contract
- /flag-issues
- /industry-overview
- /storytelling

Create and manage skills
on your Claude account

Claude Fable 5 is currently unavailable. [Learn more](#)

Ready

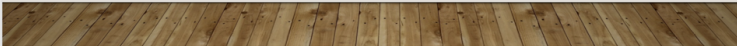


Accessibility: Good to go

Reply

PRESENTATIONS

THIS WAS CREATED BY CLAUDE



Click to add notes

	First Name	Last Name	LinkedIn Profile URL	Email Address	Company	Position	Connected On	Rate Research Score	Priority	Confidence	Likely Superstar
1	Josh	Sweeney	https://www.linkedin.com/in/joshsweeney1		FounderScale	President & Co-Founder	Jul 14, 2020	100	P1	medium	Founder
20	Andre	Haykal	https://www.linkedin.com/in/andrehaykal/		Linx	Co-Founder & CEO	Aug 24, 2020	100	P1	medium	Founder
21	Dabbie	Gordon	https://www.linkedin.com/in/dabbiegordon		Cloud Range - The Leading Simulation	Founder/CEO	Sep 16, 2019	93	P1	medium	Founder
22	Dan	Gust	https://www.linkedin.com/in/danigust		Human Advisor AI	Founder and CEO	Dec 6, 2020	93	P1	medium	Founder
23	Hitesh	Patel	https://www.linkedin.com/in/hiteshpatelbusinessgrowth		247 Digital Marketing	Founder & CEO	Mar 27, 2020	91	P1	medium	Founder
24	Sandra	West	https://www.linkedin.com/in/sandra-west-7b91b3b		Belistings Health & Design	Founder/CEO	Mar 28, 2024	91	P1	medium	Founder
25	Karanjit	Felder	https://www.linkedin.com/in/karanjitfelder		CyberKlance	Co-Founder & CEO	Jun 1, 2016	100	P1	medium	Founder
26	Jim	Walker	https://www.linkedin.com/in/jimwalker1		Searchmark.ai	Founder & CEO	Apr 27, 2020	93	P1	medium	Founder
27	Shiva	Simmonds	https://www.linkedin.com/in/shivasimmonds12abaf93a		SmartReach AI	Founder & CEO	Aug 31, 2009	93	P1	medium	Founder
28	Josh	Harcus	https://www.linkedin.com/in/joshharcus		H2/Hy - Revenue Growth & Retention	F Founder, Head of Growth	Nov 20, 2020	91	P1	medium	Founder
29	Walter R.	Franklin	https://www.linkedin.com/in/walterfranklin	wfranklin@theinternetagency.net	The Internet Agency	President - CEO	Aug 5, 2019	92	P1	high	CEO
30	Chris Luke	Andressy	https://www.linkedin.com/in/chrisandressy		Astral Insights	Co-Founder and CEO	Oct 26, 2020	100	P1	medium	Founder
31	Brian	Daly	https://www.linkedin.com/in/bdaly1		Groundfloor Finance	Co-Founder & CEO	Dec 19, 2011	100	P1	medium	Founder
32	John	Roberts	https://www.linkedin.com/in/john1-roberts		ICOB - AI Chat of Staff	CEO & Co-Founder	Apr 16, 2016	100	P1	medium	Founder

Claude

Update the slide to say, this was created by Claude

Read 2 slides, add "This was created by Claude" >

Done — the subtitle on slide 1 now reads "This was created by Claude."



Claude Fable 5 is currently unavailable. [Learn more](#)

Slide 1 selected

Reply



Sonnet 4.6



ChatGPT

Professionally Redesign Excel...

- Converted the full dataset into a formatted Excel table with filters and banded rows across A1:A8181.
- [enriched_top100_deepspeak_A1-A8181](#)
- Applied a dark navy header style, readable font, clearer borders, hidden gridlines, and frozen top row.
- [enriched_top100_deepspeak_A1-A8181](#)
- Cleaned technical column names into reader-friendly headers like "Rule-Based Fit Score," "Researched Priority Tier," and "Recommended Next Step".
- [enriched_top100_deepspeak_H1-A441](#)
- Formatted dates, score columns, URL columns, and long narrative fields for easier scanning.
- [enriched_top100_deepspeak_G2-J3](#)
- [enriched_top100_deepspeak_T2-V3](#)
- [enriched_top100_deepspeak_AA2-AA3](#)
- Highlighted the recommended next-step column with a subtle blue fill so the action item stands out.
- [enriched_top100_deepspeak_AA2-AA3](#)



Spreadsheet updated

Undo

enriched_top100_dee... A1 selected

Ask anything. @ for context



Standard



Add-ins loaded successfully



100%

A SIMPLE WAY TO GET STARTED

YOUR FIRST 30 DAYS WITH ARTIFICIAL INTELLIGENCE

The best way to get value from AI is to start with one real business problem.

Pick a useful workflow, improve it, make it repeatable, then expand from there.

Week 1 - Find One Workflow

Pick a repetitive task that takes meaningful time. Start with the work, not the tool.

Week 3 - Make It Repeatable

Turn what works into a reusable prompt, Project, Skill or workflow.

Week 2 - Add Context

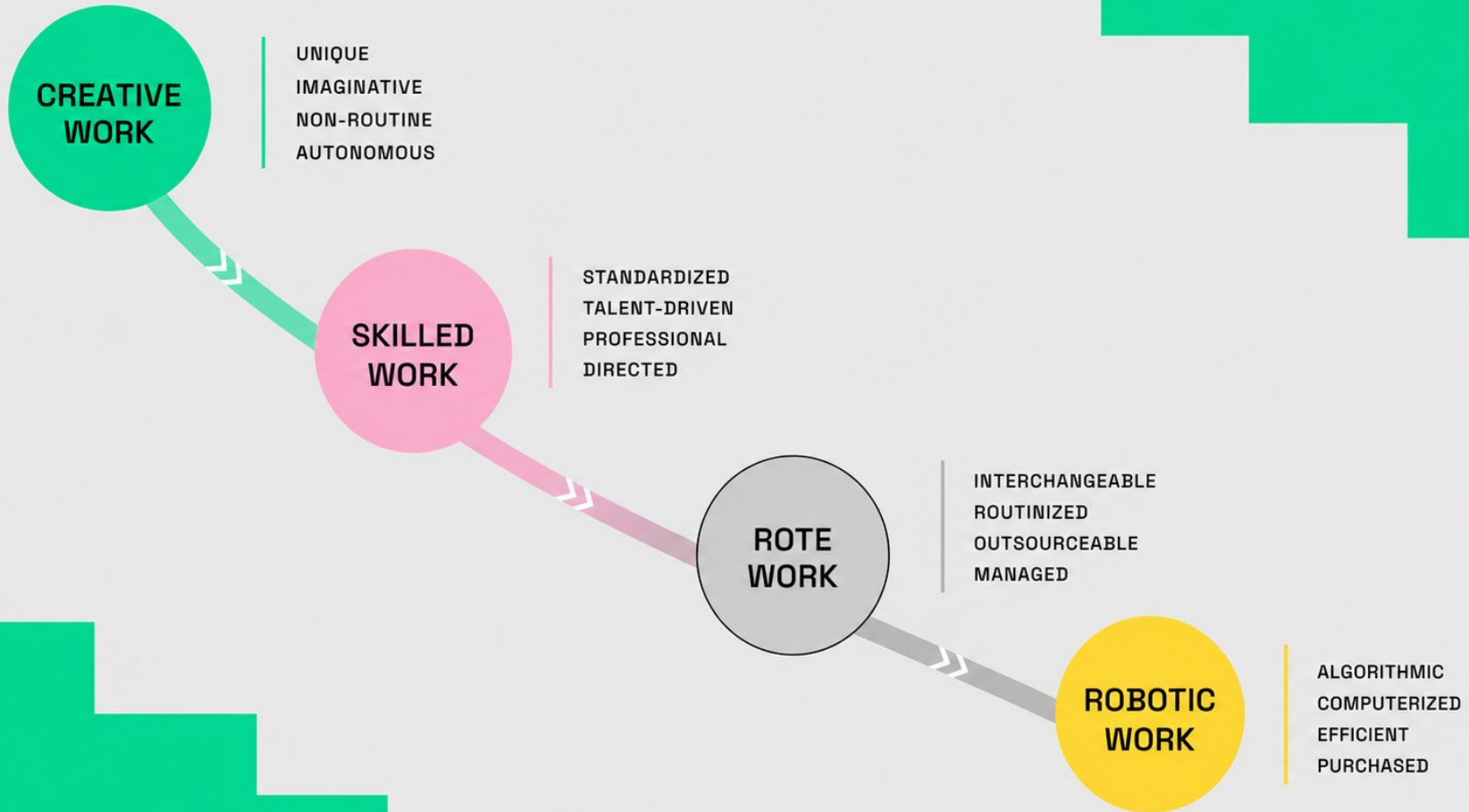
Give AI all of the information it needs to do the job well.

Examples, documents, instructions, customer data, constraints.

Week 4 - Measure the Impact

Compare before and after.

Time saved. Quality improved. Revenue generated. Errors reduced.



THANK YOU!

Let's connect:

<https://www.linkedin.com/in/jakefinkelstein>

jake@10cubed.co

www.10cubed.co

