# Pitch Perfect. Streetcrafter Style AI Assistance

In order to prepare for this assignment, READ the information contained in the document “[Streetcrafter Background](https://docs.google.com/document/d/1UjojrPnS-FNxVhntSsBCNWZvjtanAKyLzqu-aAOOK3w/edit#heading=h.gjdgxs).”

## Preparing to Use AI Tools

### **Understanding AI language models**

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](https://chat.openai.com/) and [Claude](https://claude.ai/) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI’s ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

### **Writing Effective Prompts**

* Be Clear and Specific
  + Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
* Provide context
  + Example: Instead of “Give me examples of how to market biodegradable packaging,” use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
* Iterative Approach
  + Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
  + Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

### **Verifying AI-Generated Information**

* Cross-Check Facts. Do not assume that AI-generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI’s output, it is important to verify AI responses with credible sources.
* Critical Thinking. While its responses may seem like AI is doing analysis and critical thinking, the AI tool is actually programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

### **Acknowledging Use of AI**

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor’s preferred method of acknowledgment.

## Instructions

Medin has asked you to attend the Tuesday Blend event in Las Vegas. The Tuesday Blend is the hottest place for brand owners, T-shirt makers, and all kinds of creatives to get together and network. Medin has set up a booth with examples of the Press-ART laid on his table. When attendees pass his table they only have a limited amount of time and attention they can give. So you must give a concise pitch or quick presentation as to why they should buy Streetcrafter products.

The artificial intelligence tool, [ChatGPT](https://chat.openai.com/), can be a helpful resource in generating ideas and adding persuasive language.

1. Combine information that you know about Streetcrafter and your own background to create a prompt to give to ChatGPT. You will want to give as many details as possible.   
     
   **Example prompt**[Describe Streetcrafter and the Press-ART products.] [Describe yourself and include information about your experience with Press-ART and why you value Medin’s approach to making a quick way to print T-shirts from home.] Using this information, create an elevator pitch suitable for introducing myself to a new customer who is considering using Streetcrafter products.
2. Try altering how you describe the elevator pitch to see how that changes AI-generated text. You might try to give instructions about the tone you want (e.g. friendly or persuasive). You can also try asking for 3, 5, or 15 different versions of the elevator pitch.
3. Now take the best content generated by the AI tool and give it some final edits. Submit the written version of your pitch to your instructor along with a reflection about whether AI was helpful for you in the process of writing your pitch.
4. Practice giving the pitch. You might want to do it in front of a mirror or video record yourself. Remember, when you give your pitch, it doesn’t have to match the written version exactly. The goal of practice is to get comfortable with giving your pitch and making sure you cover the points that you intended.
5. Be ready to give the pitch in class!

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## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Presentation and Communica-**  **tion** | Demonstrates superior organization, and effective communication skills with no significant errors or distractions. Engages the audience and presents ideas clearly and coherently. | Communicates effectively with only minor errors or distractions that do not impede understanding. Maintains audience engagement and delivers ideas in a clear manner. | The organization may require improvement, causing occasional confusion or lack of coherence in the presentation. Communication is generally satisfactory but may lack consistency or clarity at times. | Communication is unclear, inconsistent, or confusing, resulting in a poor presentation of ideas and failing to engage the audience effectively. |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

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