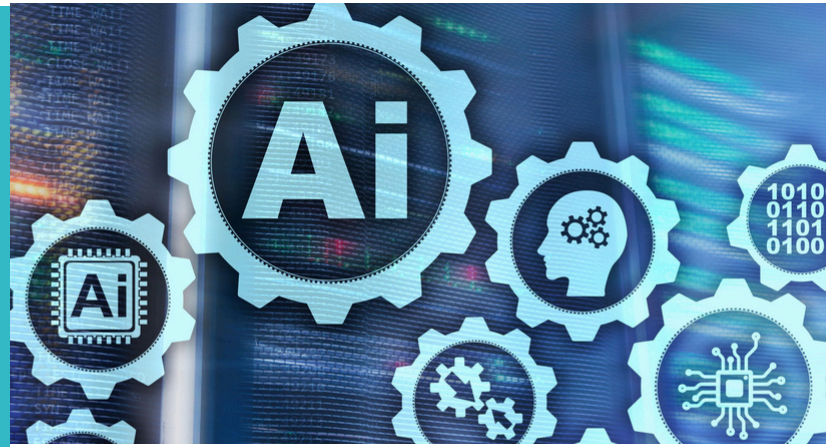


# AI for Entrepreneurs Links



## Software Mentioned in Presentation:

### [Canva](#)

One-stop shop for creating designs without lots of design knowledge. Includes photo editing, videos, and avatar/voice generation. (Note: free version includes some features but not all, including AI avatars).

### [Synthesia](#)

AI video generation including a much bigger (and better) range of AI avatars. You can also make a custom avatar (i.e. of yourself) but pricey.

[MS Copilot](#) (free version) Microsoft version of Chat GPT that is both a stand-alone and integrated product (for extra \$\$)

[Chat GPT 4o](#) --Generative AI most people are familiar with.

[GPTs](#): Space to discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills. Includes several research and analysis tools.

### [Claude](#):

Best for combing through larger documents.

### [Synthetic Users](#)

Somewhat controversial AI-generated “focus group” chat bots.

### [Easy Expense](#)

One tool of many that scans documents, extracts information and allows you to file and share with bookkeepers, accountants, etc.

# AI for Entrepreneurs Links



## [Adobe Premier Pro](#)

One of several video editing suites that uses AI (beta) to remove “ums” and “ahs” (filler words) from your recording.

## [Semrush](#)

Good for keyword research, SEO analysis and competitor analysis (but exceptionally expensive).

## [Neuronwriter](#)

Slightly different SEO features but significantly less expensive for SEO and driving web traffic.

## **Free Courses on AI**

*Note: Coursera course costs \$\$ if you want a certificate but you are usually able to audit.*

## [Google AI for Everyone](#)

## [IBM AI Foundations for Everyone Specialization](#)

## [University of Pennsylvania: AI for Business](#)

## **Other AI Tool Lists:**

### [The Neuron](#)

## **People to follow on LinkedIn:**

### [Ruben Hassid](#)

### [Martin Waxman](#)

### [Emily Baillie](#)

### [Shane Saunderson](#)

### [Alexandre Eisenchteter](#) (for facilitators and consultants)