



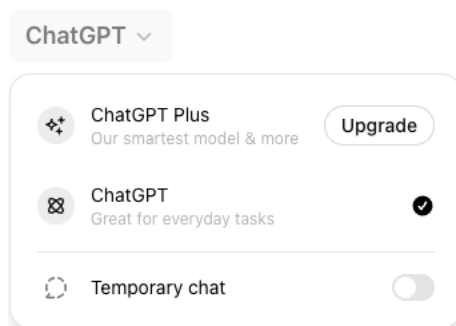
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Creating an AI-First Snack Company Exercise

Inspired by the recent advances in generative AI, you have decided to start an AI-first snack company. As the founding team, you will need to create a company, a first product, and a marketing campaign for the product launch; you will use this information to put together a short pitch to investors. To help you, you can leverage a range of free and premium generative AI tools.

The instructions provided below are tailored for ChatGPT premium accounts with access to GPT-4o, DALL-E, and code interpreter. Instructions for free accounts are given in *Appendix A: Free Account Exercise*.

Begin by navigating to chat.openai.com and logging in or creating an account. You will automatically be assigned the free GPT-4o model as indicated on the top left of the page (note the free version has a limit of about **80 messages per 3-hour window**, and the premium version has about **400 messages per 3-hour window**; make decisions accordingly)¹:



Task 1: Creating a company

Begin by creating a company name and logo that will be used throughout the exercise.

- 1) Start by selecting a company name. To get suggestions from ChatGPT, provide some information about the company and the task. Below are some example prompts to get you started; feel free to

¹ Note that these limits are often changed and may be out of date.

deviate as desired. Throughout the document, example prompts (i.e., text that should be inputted into the ChatGPT) are written in italics.

- a) Example prompt: *I'm starting a new snack-based company. Can you provide 10 possible names for a new company entering the snacks food industry? The company will be [AI and flavor first], so make sure that is reflected in the name.*

Note: You can (and should) customize the text inside the square brackets.

- 2) If you want alternative names, ask ChatGPT to generate additional options by providing feedback on what to change.

- a) Example prompt to change the name: *None of these names work; let's try again, but this time, make the name more /less [provide details of the changes you'd like to see].*

- 3) For this next step, you will need a premium ChatGPT account to access DALL-E. DALL-E is a built-in model for premium users; in the same chat window, ask ChatGPT to create a logo for your company. Note that image generation often contains spelling mistakes, as the model generates pixels rather than words written on an image. This is an important limitation of the existing image generation technology. A kind reminder to pay attention to your usage limit; generating images using DALL-E may result in faster model usage. If you generate too many images, you may hit the upper usage limit and be unable to use ChatGPT for 3 hours.

- a) Example prompt with little specifics: *Great, let's go with [name]. Now, generate a logo for the new company.*

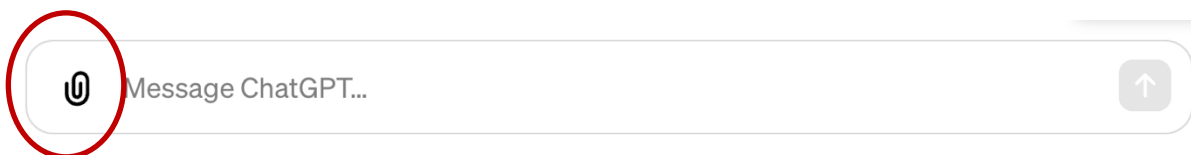
- b) Example prompt with more specifics: *Generate a logo for the new company. [The logo should be modern with a green background and black writing. The logo should not show the full company name but instead should show the first letter.]*

- c) Example prompt to make changes to a generated logo: *Regenerate the logo again, but this time [use green instead of red].*

Task 2: Analyze current market trends

Your analyst has compiled some data on past snack trends. Upload the data to ChatGPT to identify possible opportunities to grow the snack business.

1. Download the accompanying data.
2. Upload the data into ChatGPT. You can do so by dragging the file into the chat box or by clicking the paperclip icon on the left of the chatbot to attach the file along with your prompt. Here is an example of the input screen (the paperclip icon is circled in red):



3. Example prompts:

- 1) *Attached is some data on current snack trends. Start by performing some basic exploratory data analysis on the attached data.*

Note: ChatGPT sometimes makes mistakes when analyzing data. Often, it fixes its mistakes, but at times, you may need to rerun the analysis.

- 2) *Visualize the key aspects of the data.*
- 3) *I am looking to start a new snack; where is the biggest opportunity? Why?*

Task 3: Create your first product

After exploring the data and identifying an opportunity, have ChatGPT co-create the snack. Come up with a name, flavors, and recipe.

- 1) Identify the type of snack you want to create and a name for said snack.
 - a) Example prompt: *I want to create a new snack. It should be [e.g., savory, healthy, a chocolate chip cookie etc.] and belong to the category of [e.g., cookies]. Suggest 10 possible names for this snack that are aligned with the company name.*

Note: If you don't like any of these, ask for additional names. You can also suggest a name and have it critique the name and improve it.
- 2) Determine the possible flavor(s) of the snack:
 - a) Example prompt: *Let's go with the name [the name]. What are five possible flavors for the snack?*
- 3) Next, create a recipe to produce the snack.
 - a) Example prompt: *Suggest a recipe to make the snack for the [pick a flavor] flavor.*
- 4) The recipe will likely be designed to be made at home; ask ChatGPT to provide an industrial version of this recipe:
 - a) Example prompt: *How would you change the recipe to keep costs low and scale this up to an industrial production facility?*

Note: You can add additional constraints, like it needs to be gluten-free, etc., by incorporating the information into the above prompt.
- 5) Generate a brief product description.
 - a) Example prompt: *Based on the discussion so far, generate a brief product description.*

Task 4: Target customer and packaging

After developing the initial product, identify a target customer segment and develop a packaging prototype.

- 1) Start by identifying a customer segment that would most likely purchase the snack.
 - a) Example prompt: *Who would be the best customer segment for this snack?*

- b) Try pushing for more information: *Assume our primary segment is [e.g., young professionals]. Why would someone in this segment enjoy this product?*
- 2) Generate a sample package design using DALL-E.
 - a) Example prompt: *Based on the type of snack and the customer segment, create a sample product package design.*

Task 5: Marketing campaign and launch.

Given the information, create a marketing campaign that includes a specific location for the initial launch and ideas for a commercial.

- 1) Start by identifying a possible location for the initial product launch:
 - a) Example prompt using an internet search: *Search the internet to find the [best cities in the USA] to launch a pilot release of our new snack. Be sure to provide your reasoning for each, specifically explaining how it aligns with our target audience and product description.*
- 2) Create an initial text-based product description:
 - a) Example prompt: *Let's go with [city]. You are now a marketing professional. Given the segment and city, write a description of the product to promote the snack.*
Note: A common strategy for improving the outputs is to specify a persona for ChatGPT.
 - b) Ask ChatGPT to criticize its work: *Criticize the initial draft. What are some weaknesses?*
 - c) Based on the above suggestions, improve the draft: *Incorporate the above to improve the product description.*
Note: You can provide more information about the type of tone and other details that you are looking for by, for example, adding the following to your prompt: Use a more formal tone or use a more playful tone.
- 3) Brainstorm a potential commercial for this product.
 - a) Start by identifying the appropriate channels: *What channels are best suited to reach the product's target audience?*
 - b) Example prompt: *Based on the information so far, describe a commercial I could create to advertise this product.*
 - c) Generating a mood board (i.e., several pictures that a designer can use as inspiration): *Generate a mood board based on the description of the commercial that I could share with a design professional.*
- 4) Create a jingle/song to go with your advert.
 - a) Example prompt: *Create a jingle to go with the advertising campaign.*
 - b) **Optional** - See Appendix B for instructions on how to generate a song using Udio.

Task 6: Summarize and presentation generation

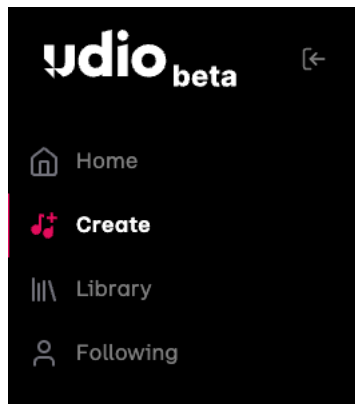
Ask ChatGPT to provide an outline of the snack proposal, marketing efforts, and analyzed data. Use this to build a two-slide deck to pitch the company and initial product to funders.

- 1) Summarize the discussion so far:
 - a) Example prompt: *Based on our conversation, create a short design document encompassing everything we have discussed. Including but not limited to the snack proposal, marketing campaign strategy, and the analyzed data. The document should also include an executive summary as it will be used to pitch this company and product to potential funders.*
- 2) Create 2-3 slides to pitch the project (if you have a premium account, ask ChatGPT to build the slides for you):
 - a) Example prompt: *Generate two PowerPoint slides I can use to pitch the product to potential funders. Carefully consider the content of each slide and give me a link to download the PowerPoint slides.*

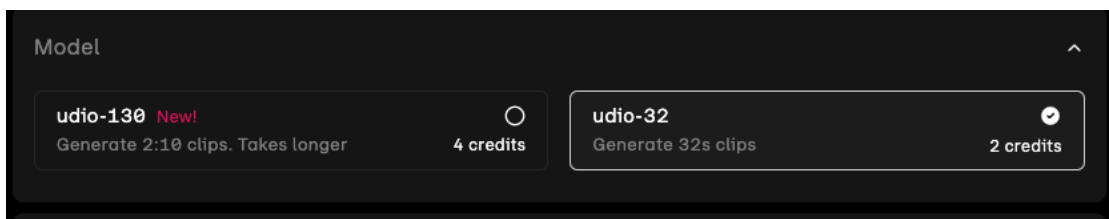
Appendix B: Creating a marketing jingle for your snack using Udio

You will be using Udio to generate a marketing jingle for your new snack. Udio is a music-creating platform that generates songs based on input prompts. You can create a free account by navigating to ud.io. Note that with a free account, you are limited in the number of songs you can create. By default, Udio will create two tracks based on every prompt you enter. Creating 32-second clips will cost 2 credits, while creating 2:10-minute clips will cost 4 credits. Remember that the free account provides you with 10 credits per day.

- 1) After you have created an account, you can create a song by selecting the 'Create' tab in the left-hand navigation bar.



- 2) Enter your prompt in the top text entry box.
 - a) Example prompt: *Create a song for a snack company called [company name]. The song should be about how delicious a [snack type e.g. cookie] called [snack name] is.*
Note: You can ask ChatGPT to generate a prompt to give to Udio by describing what you are trying to do.
 - b) Example prompt with music genre: *Create a song for a snack company called [company name]. The song should be about how delicious a [snack type e.g. cookie] called [snack name] is. [music genre e.g. Dance-pop]*
- 3) Ensure that you have selected the udio-32 model. The udio-130 model will create a 2:10 minute song, which will cost more credits. Select create when you are ready to create your song.



- 4) It will take a few minutes for the song to generate. Once the songs are ready for listening, they will show up in your creations list. You can view the song lyrics by selecting the three dots next to the song and clicking 'view'.

