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Piloting Generative AI Worksheet

Unlock the potential of custom AI models in your enterprise. This worksheet will help you assess the feasibility and plan the integration of generative AI into your retail operations, enhancing everything from marketing campaigns to product design with a focus on using your proprietary intellectual property. (For white background click here).

Step 1: Assessing AI Readiness

Identify Opportunities

Reflect on how AI can transform your retail environment. Are you looking to enhance product visualization, personalize customer experiences, or optimize inventory management?

Audit Current Capabilities

Evaluate your existing infrastructure and technical skills. Does your team possess the AI expertise required, or is additional training necessary?

⭐ List areas for AI application and any gaps in capabilities or infrastructure.

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Step 2: Custom vs. General AI Models

Custom AI models offer tailored solutions that can leverage your unique brand assets and intellectual property. They are particularly beneficial for businesses rich in unique content and specific aesthetic needs.

Do you have proprietary datasets (images, designs) that can train a custom model?
Are there specific creative workflows in your production that need bespoke AI solutions?

⭐ Decide if a custom AI model aligns with your strategic needs by comparing it against general AI solutions.

Step 3: Navigating AI Model Landscape

Understand Model Types

Distinguish between foundation models, specialized models, and LoRA models. Identify which type suits your needs based on the specificity and scale of your AI applications.

Source and Licensing

Evaluate open source, source available, and closed source options, considering how each affects your control over the model and its outputs.

⭐ Draft a checklist of technical and licensing requirements for your AI model.

Step 4: Planning for a Pilot

Define Scope and Objectives

Start small with a pilot project. Focus on a single use case that can demonstrate clear ROI, such as enhancing online product visuals or creating virtual customer experiences.

Metrics for Success

Establish clear, measurable goals for the pilot. How will you measure improvement or success? Consider customer engagement, production speed, or cost efficiency.

⭐ Outline the pilot project, detailing the AI model type, scope, and success metrics.

Step 5: Address Legal and Ethical Considerations

Data and Privacy

Ensure your AI implementation complies with data privacy laws. How will customer data be used and protected?

Intellectual Property

Maintain the security of your digital assets and proprietary models. Are there risks of IP theft or misuse in your proposed AI applications?

☆ Create a compliance checklist for data usage and IP protection.

This worksheet serves as a roadmap to pilot generative AI within your organization. For further guidance or to discuss potential collaborations, please contact your Shotflow representative.