

# verizon

**Small Business Digital Ready**

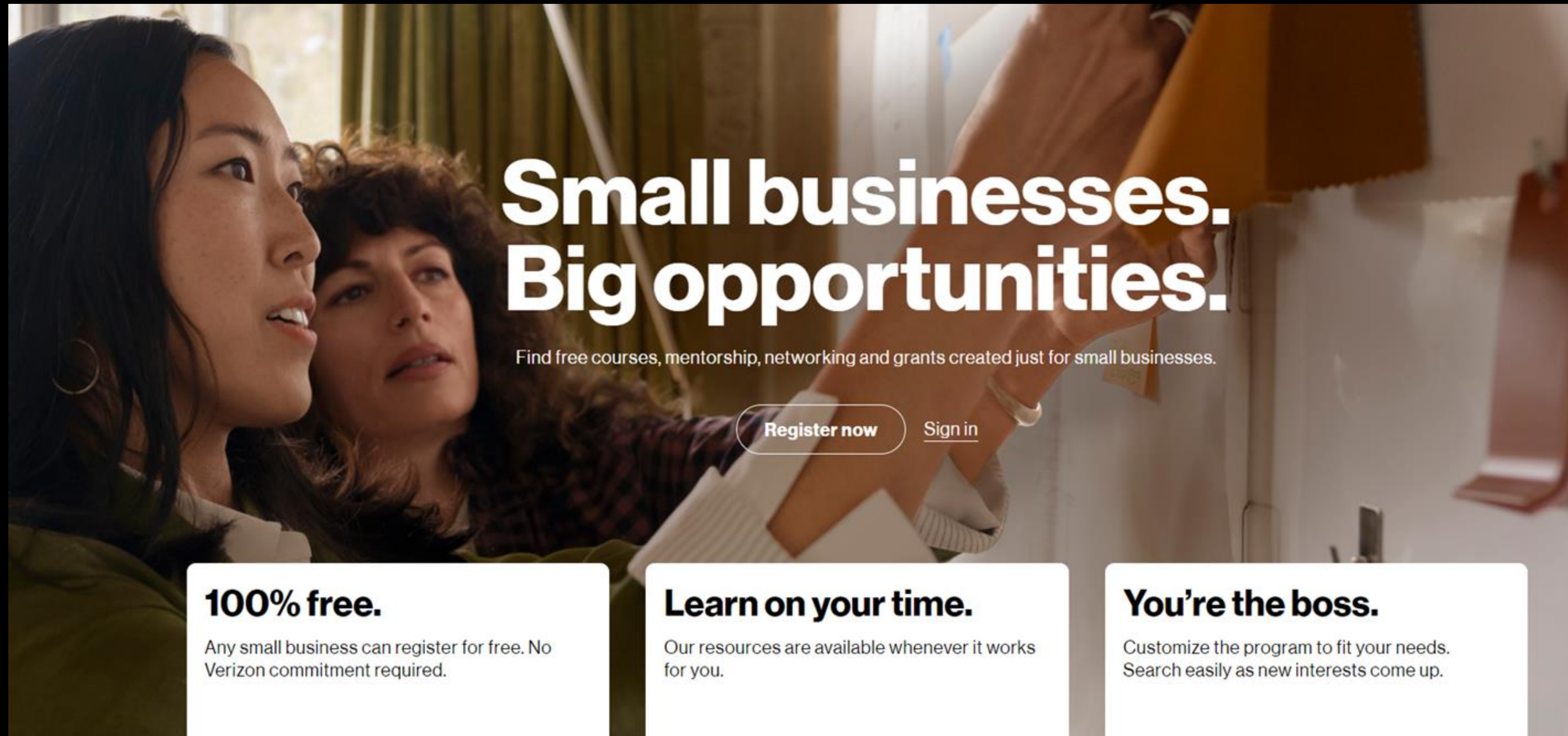
**Katie Davis**

**November 20, 2024**

**By 2030, Verizon will  
provide 1M small  
businesses with  
resources to help  
them thrive in the  
digital economy**



# Welcome to Small Business Digital Ready!



**Small businesses.  
Big opportunities.**

Find free courses, mentorship, networking and grants created just for small businesses.

[Register now](#) [Sign in](#)

**100% free.**  
Any small business can register for free. No Verizon commitment required.

**Learn on your time.**  
Our resources are available whenever it works for you.

**You're the boss.**  
Customize the program to fit your needs. Search easily as new interests come up.

## Courses

50 total,  
23 in Spanish

## Coaching

200+  
expert workshops

## Community

Online + in-person  
networking

## Incentives

>\$1M  
in small business  
grants

# Courses

10-30 minutes on-demand

Videos, quizzes and downloadable tools & templates

Digital marketing, operational efficiency, financial management

Instructors are small business owners



# Coaching

Group coaching to learn from the experts & learn from your peers!

2 hr one-on-one sessions for hands-on support from an industry expert

Cover digital marketing, legal, financial, operations and strategy + hot topics



**Live Event: Ask the Expert - Building a Digital Presence - Q1 2024**

Virtual Event | March 11, 2024

[Register](#)

# Community

Join the Slack Channel for quick, immediate questions, recommendations or advice

Attend virtual events to network and problem solve with business owners across the country

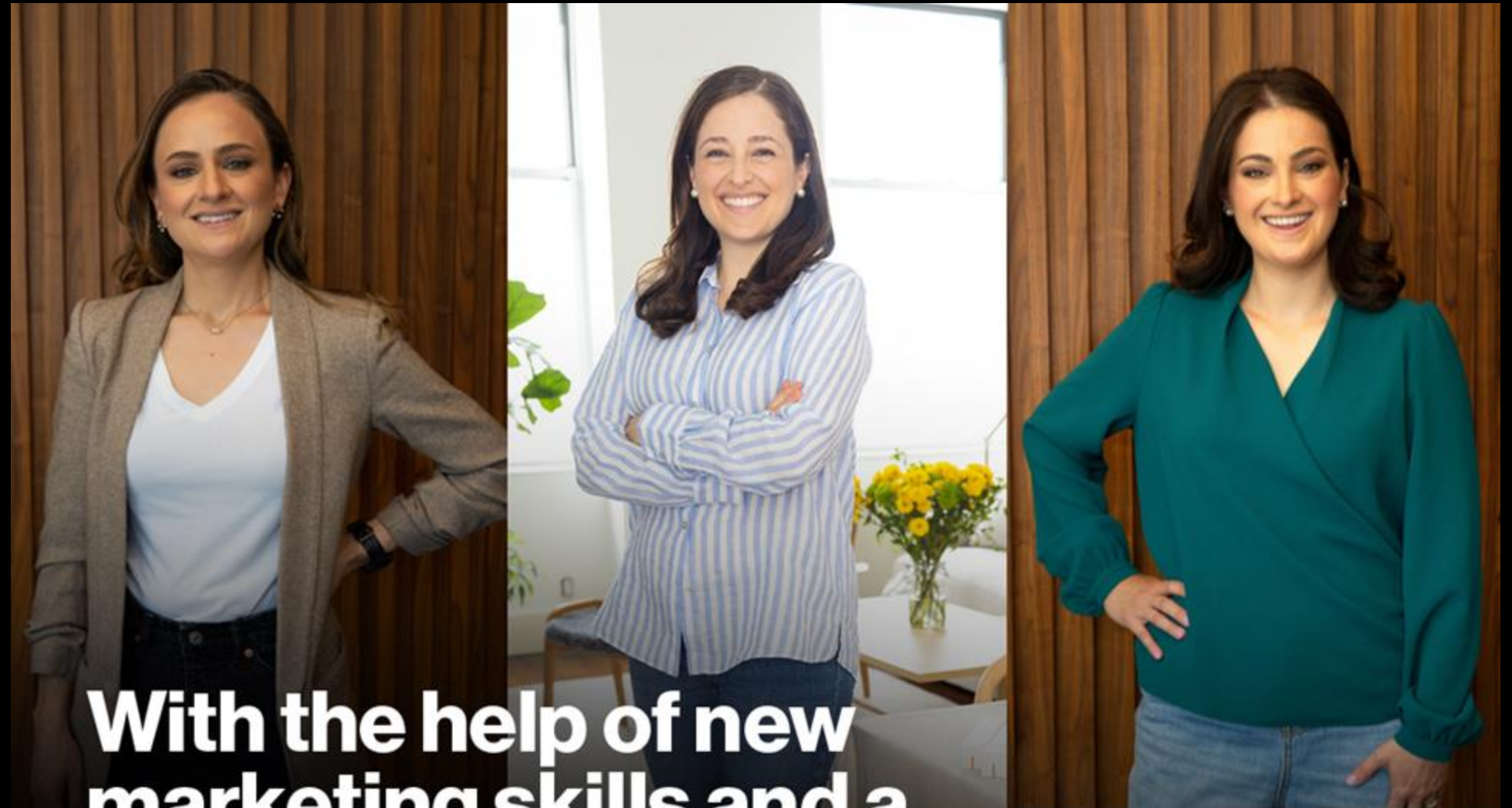
Attend local events from SBDR and our partners to plug into your local small business ecosystem



# Incentives

Discounted products from Verizon and partners

Exclusive \$10,000 grants available periodically for SBDR active users



**With the help of new marketing skills and a grant, Avanza Skin saw more website traffic, social media likes, and sales.**

# Program Impacts

Percent of Digital Ready users who said the platform has an effect on increasing\* . . . .

>350,000 Small  
businesses  
provided with  
resources to date

**79%**

professional network

**78%**

customers

**77%**

revenue/profitability

**67%**

access to capital

**59%**

people employed

\*Based on respondents to 2023 year-end impact study



# Integrating Accessibility

## Courses

Courses to help small businesses advance accessibility, led by disabled small business owner, Andrea LeVant

- *Making Your Business More Accessible*
- *Improving Your Website's Accessibility*

## Partnership

Partnership with National Disability Institute to promote Small Business Digital Ready to their community of disabled entrepreneurs

- *Small business advising*
- *Learning cohorts*
- *Conference participation*

## Platform

Ongoing accessibility audits to ensure compliance;

Embedded accessibility expert participating in team for site redesign

# **SBDR Course: Making Your Business More Accessible**

# AI Mastery for Small Business

Next-Gen Tools for Small Business Owners

John Lawson

[MakeWithJohn.com](https://www.MakeWithJohn.com)

[John@JohnLawson.com](mailto:John@JohnLawson.com)

---

# John Lawson

CEO of Shoe String King and ColderICE Media

- Small Business Advisor
- Top Rated Amazon 3P Seller
- Collaborations with:
  - Verizon
  - UPS
  - American Express
  - Accenture
  - Stamps
- 8 Figures in Ecommerce Online Sales



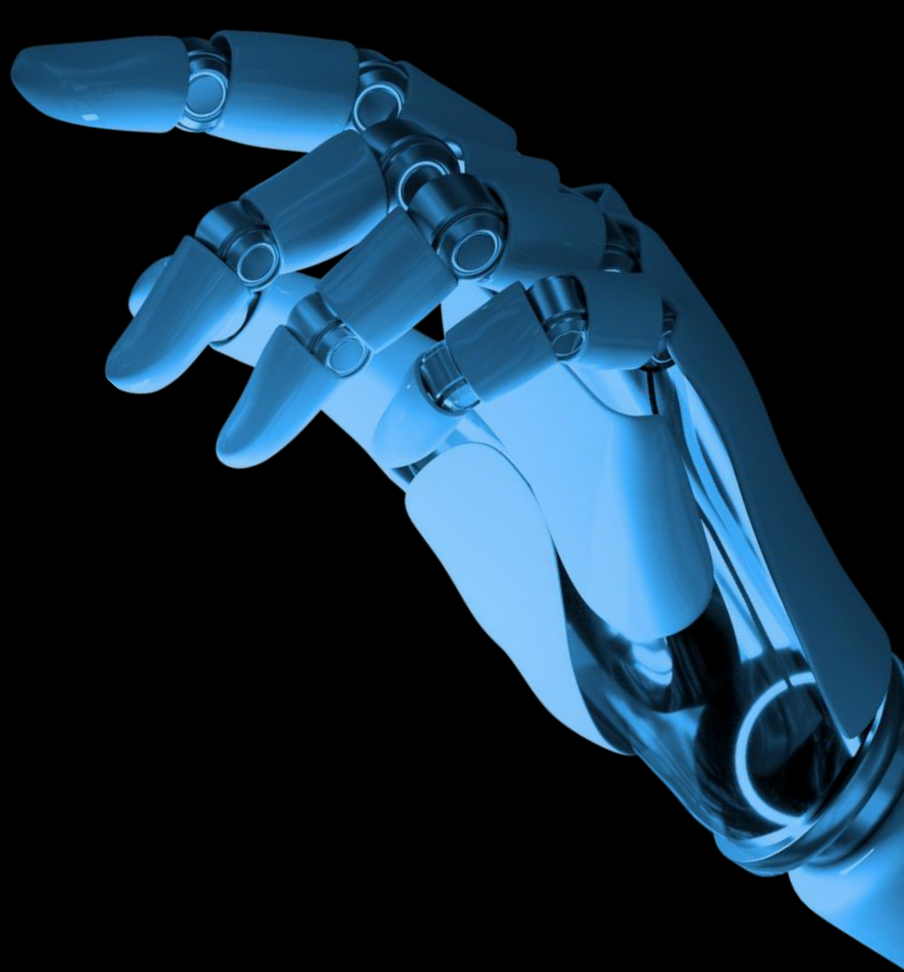
Verizon Small Business Digital Ready Instructor

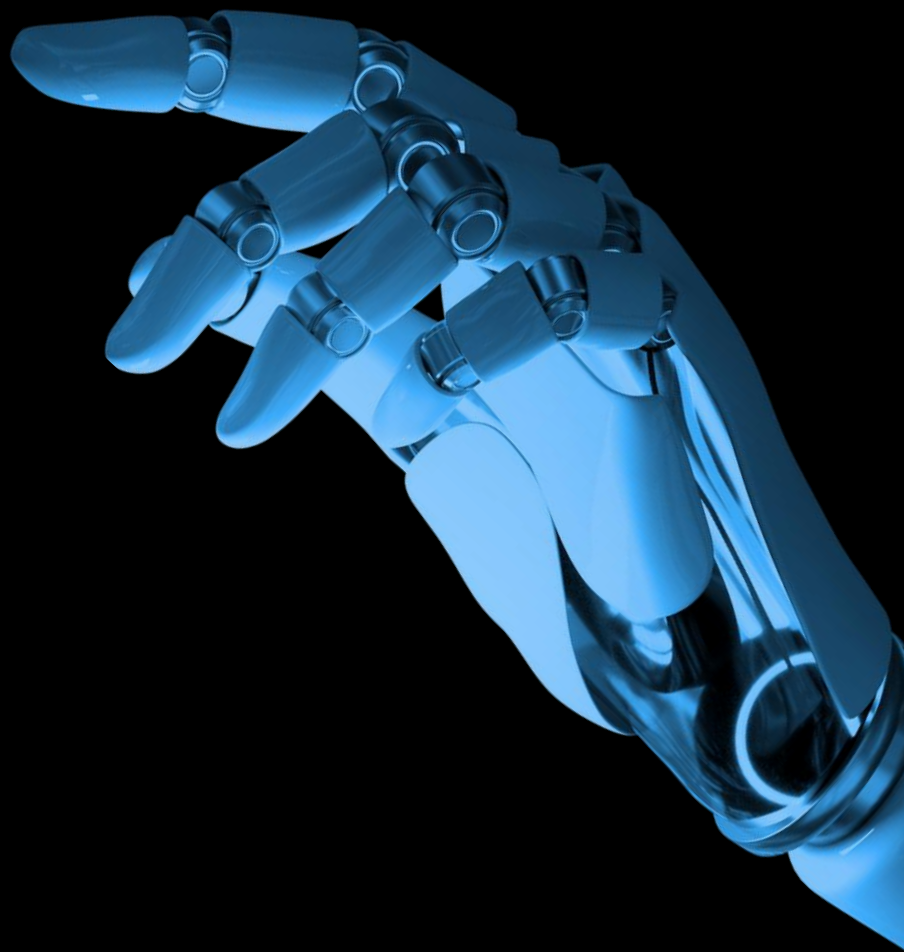


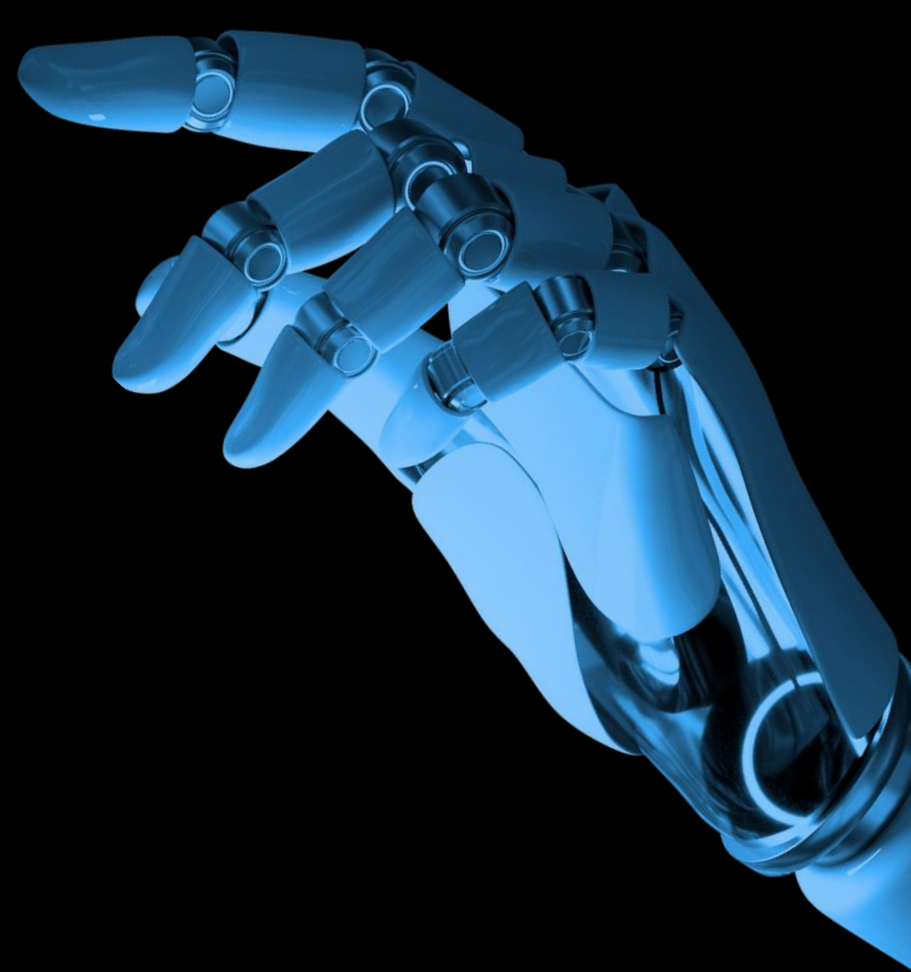
# Learning objectives

- Understand the fundamentals of content marketing
- Identify and analyze target audiences and set strategic goals
- Create and distribute engaging content
- Measure and optimize content performance







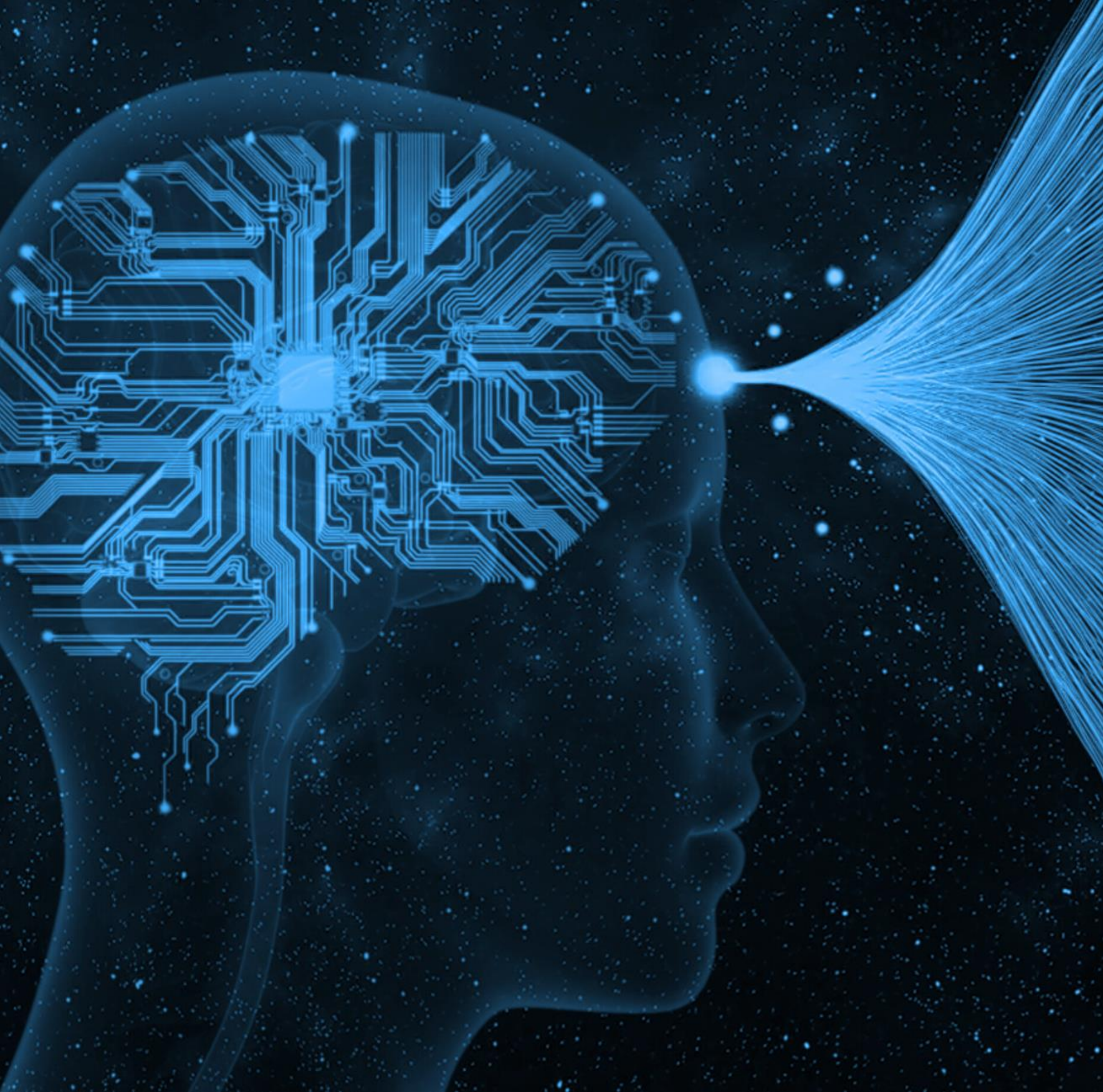




“AI is not just a tool; it’s a transformative force that can redefine small business success.”



-John Lawson



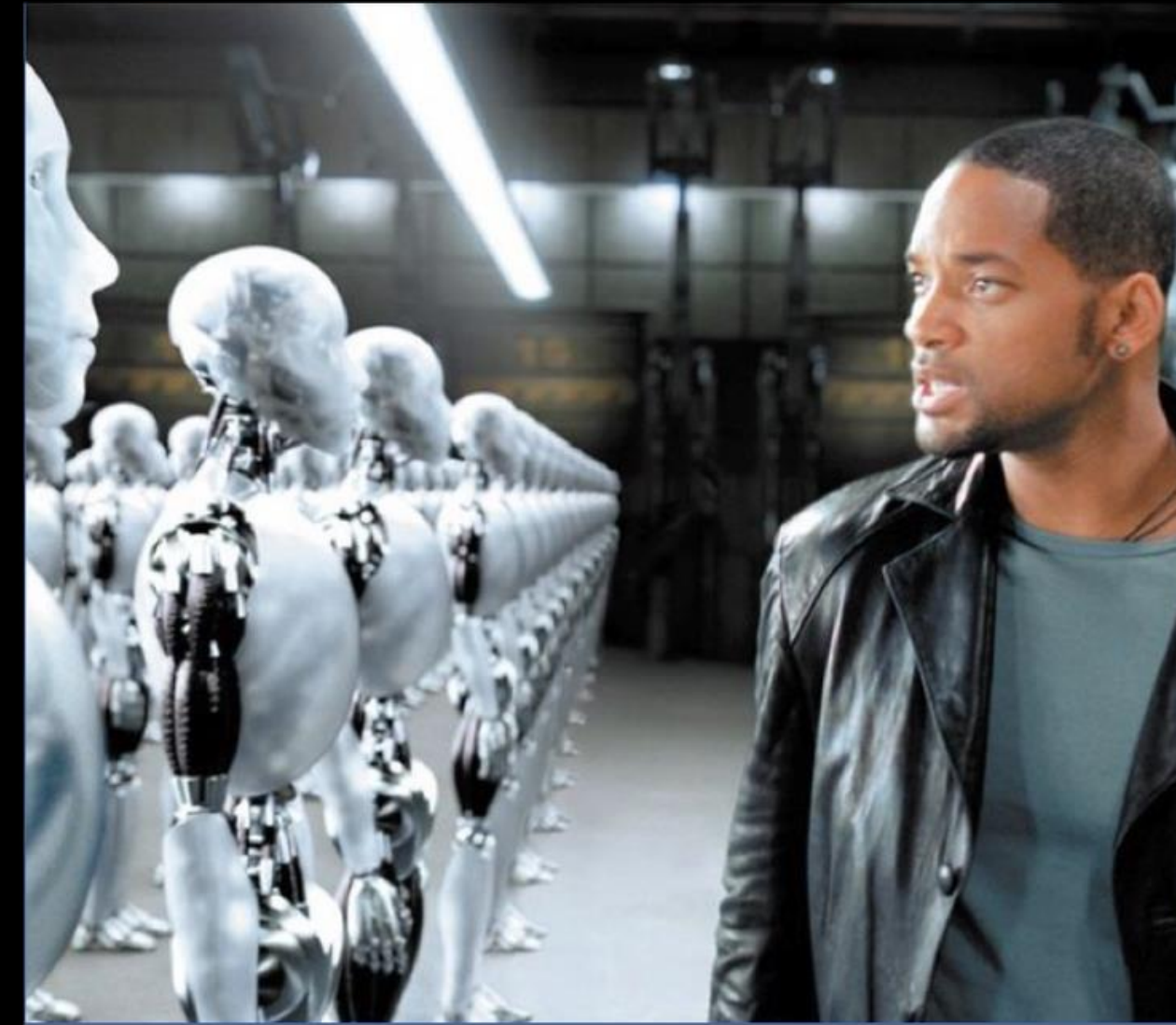
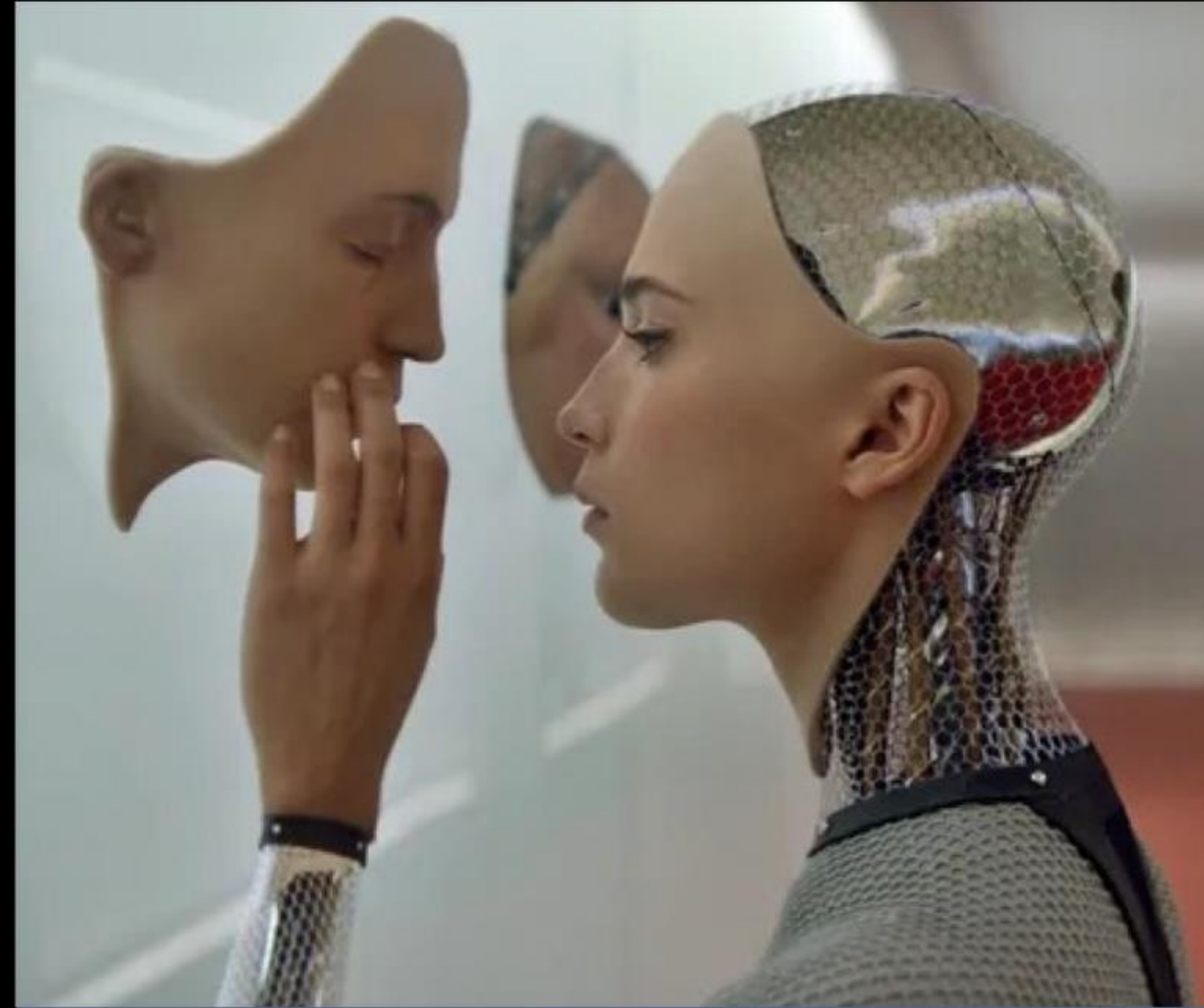
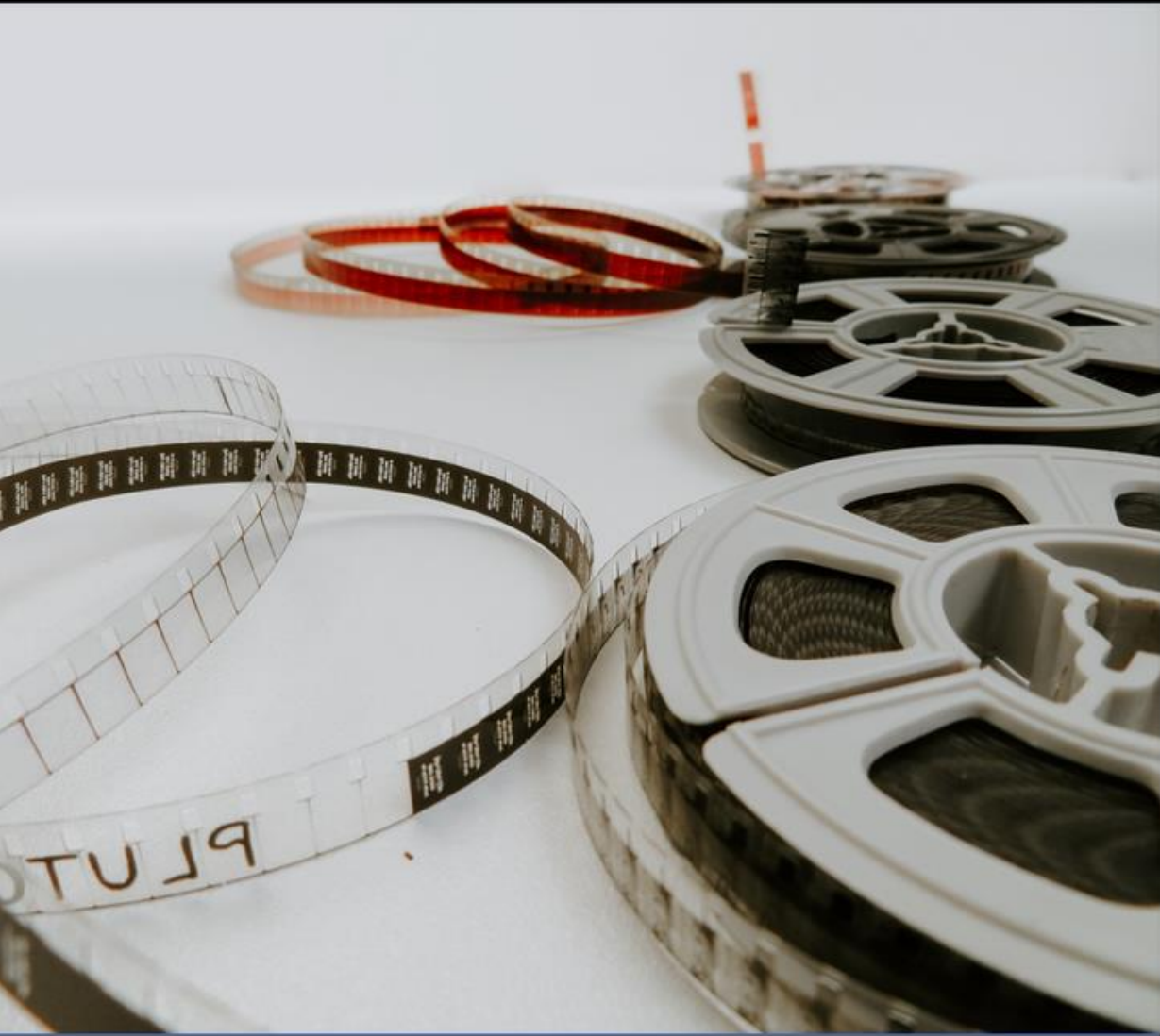
JUNE 12, 2023

# TIME

# THE END OF

# HUMANITY

HOW REAL IS THE RISK?  
A SPECIAL REPORT



an alien would be found on this mission, much less the particular alien that the Neutrons crew bring back on the ship.

Followers





Uber

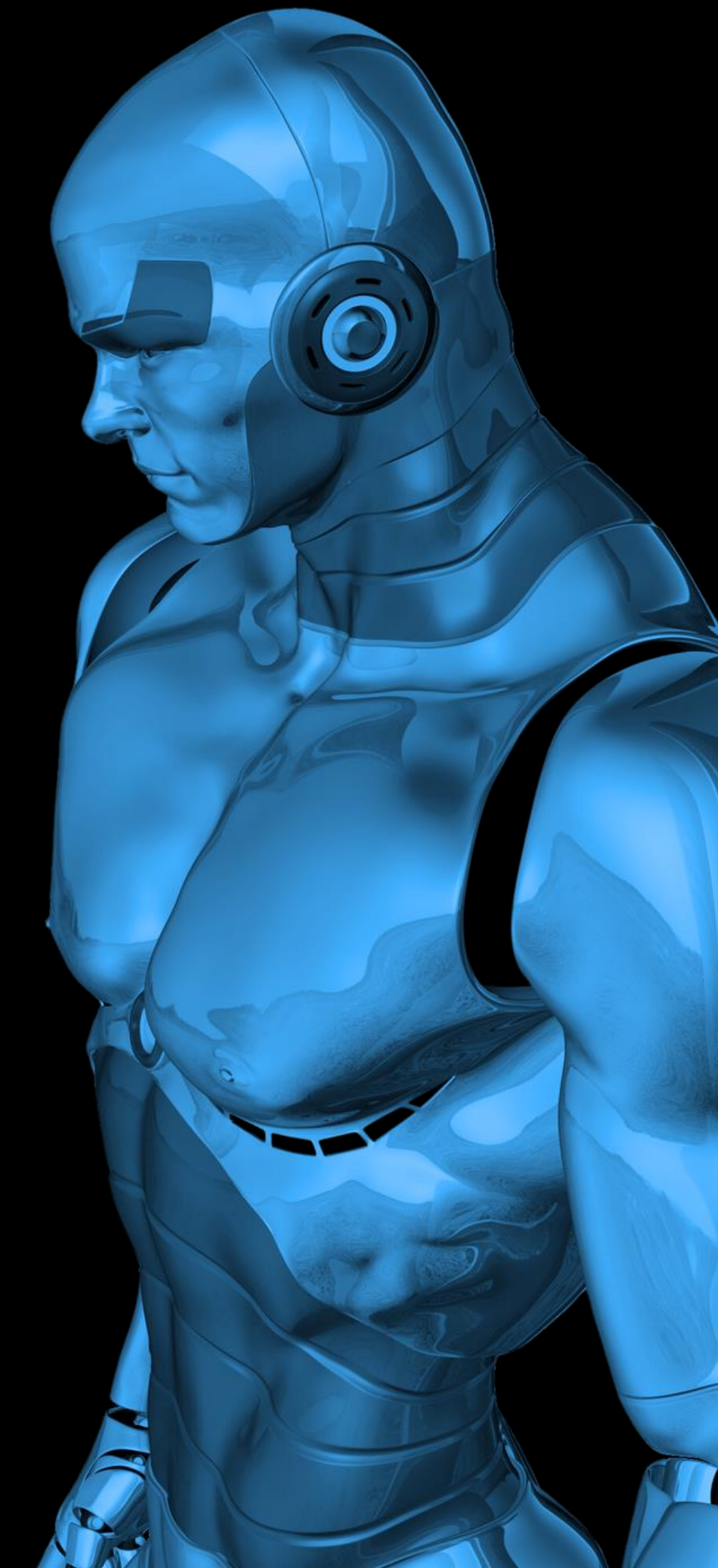


lyft



**amazon**





# A.I. = ALPHABET SOUP



# LLM = LARGE LANGUAGE MODELS

Large Language Model: A type of AI model designed to understand, interpret, and generate human language on a large scale.







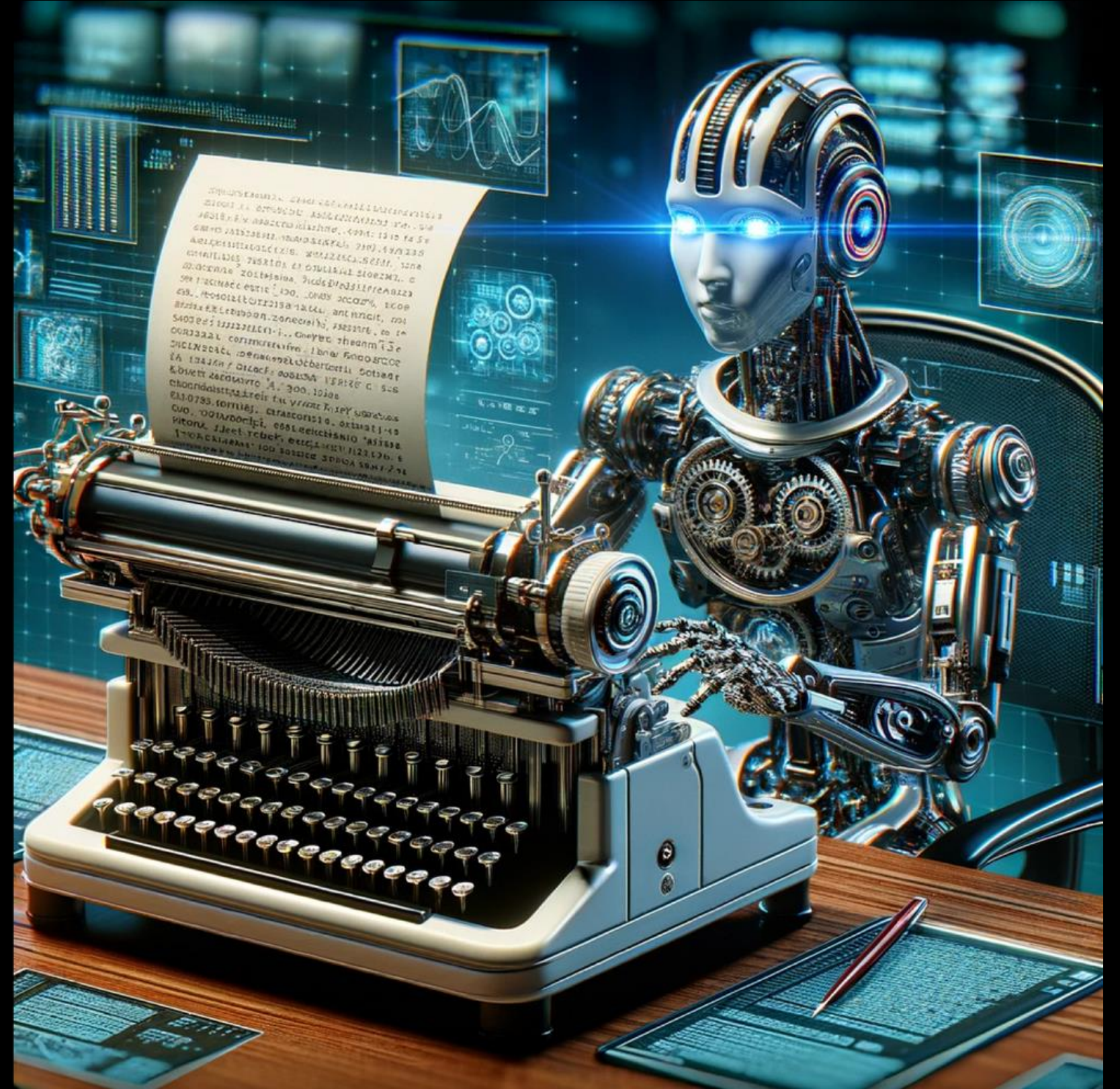
# NLP = NATURAL LANGUAGE PROCESSING

A field of AI focused on the interaction between computers and human language, particularly how to program computers to process and analyze large amounts of natural language data.



# GPT = GENERATIVE PRE-TRAINED TRANSFORMER

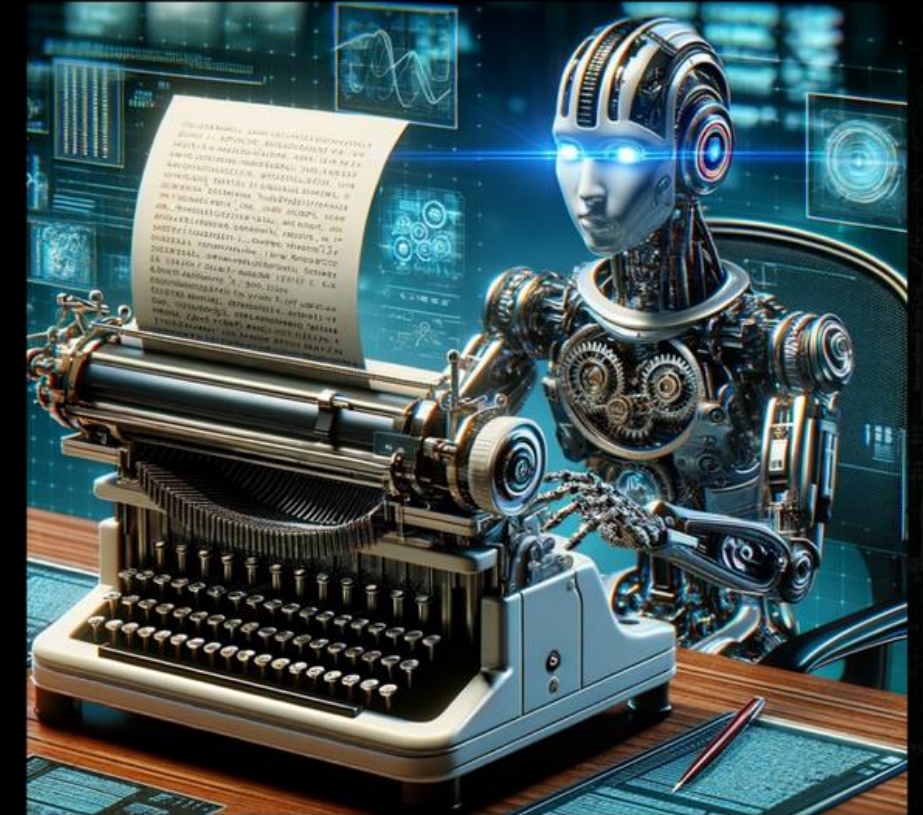
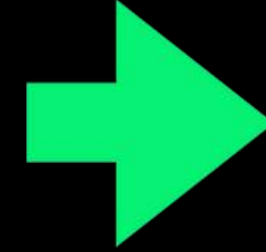
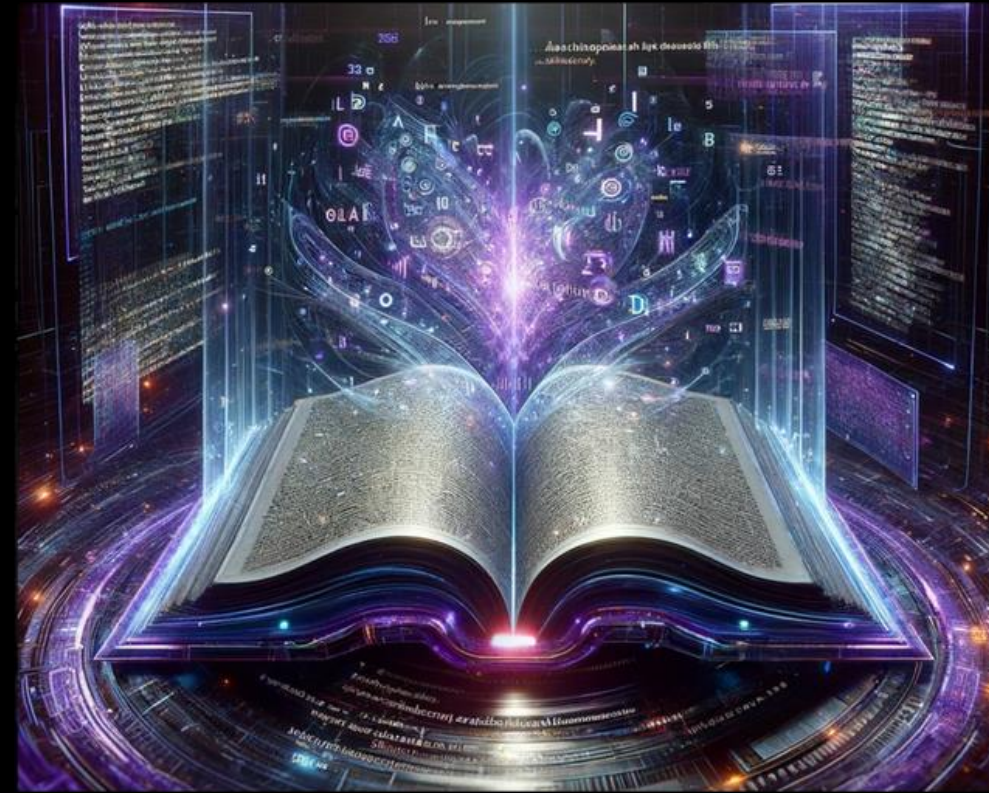
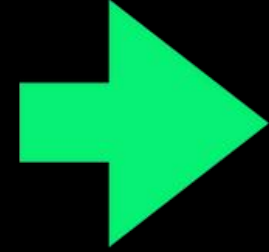
**Generative Pre-trained Transformer: An advanced type of language processing AI model known for its ability to generate human-like text.**



**NLP = NATURAL  
LANGUAGE  
PROCESSING**

**LLM = LARGE  
LANGUAGE  
MODELS**

**GPT = GENERATIVE  
PRE-TRAINED  
TRANSFORMER**



**PROMPT**

**LLM**

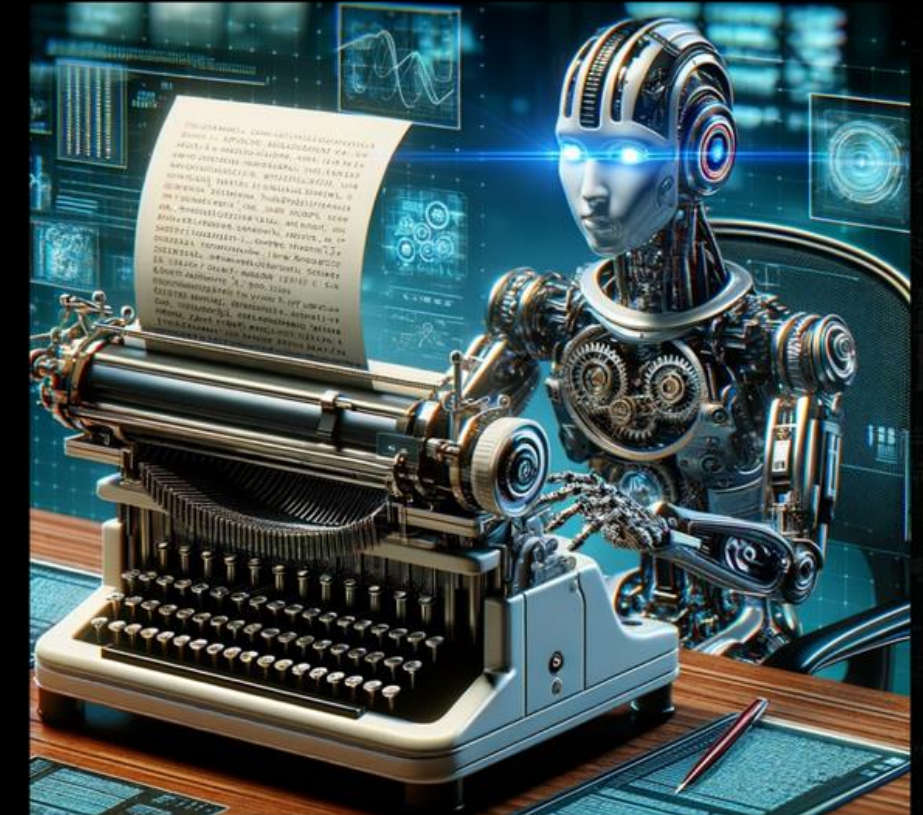
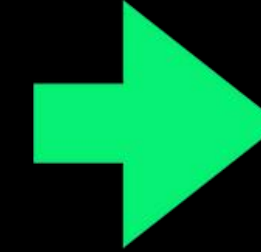
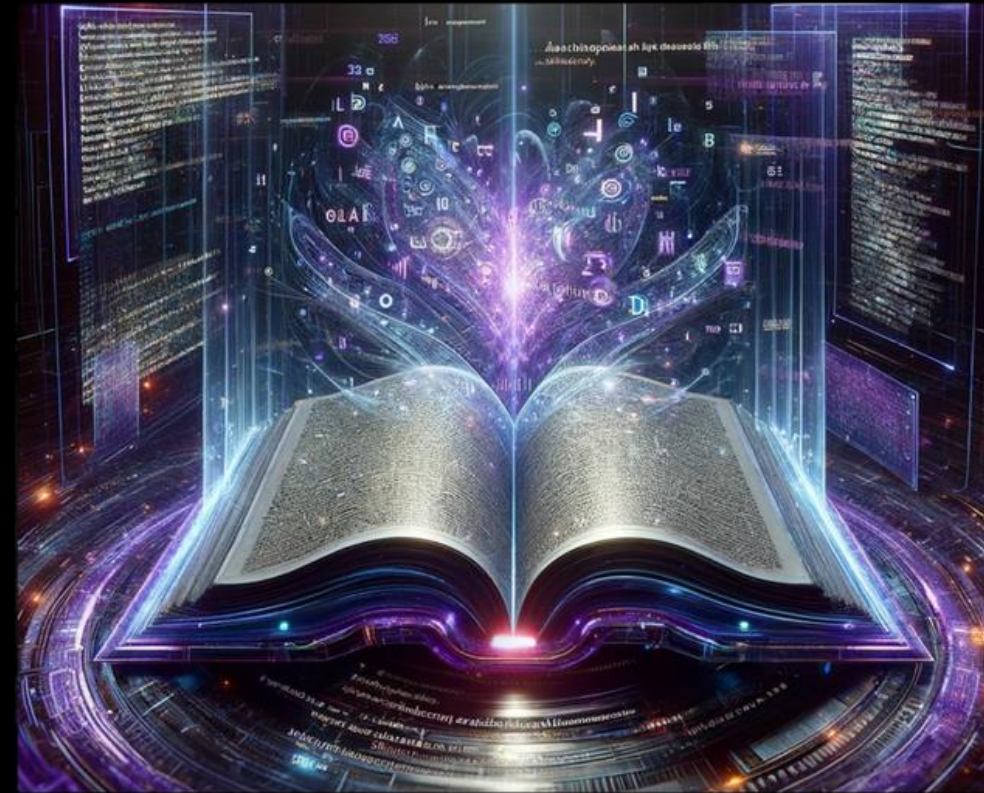
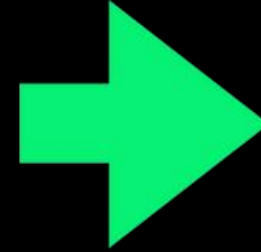
**OUTPUT**



**NLP = NATURAL  
LANGUAGE  
PROCESSING**

**LLM = LARGE  
LANGUAGE  
MODELS**

**GPT = GENERATIVE  
PRE-TRAINED  
TRANSFORMER**



**CHAT**

**GPT**





Which came first: the chicken or the egg?



How many rs are in "strawberry?"



Solve an advanced math problem



Create a puzzle for me to solve

Mary had a



LLM's analyze text in your prompts and can predict the next word



You

Mary had a



ChatGPT

little lamb! Its fleece was white as snow, and everywhere that Mary went, the lamb was sure to go. This nursery rhyme is well-known and has been a favorite among children for many years.



You

what is the whole rhyme



ChatGPT

The full traditional version of the nursery rhyme "Mary Had a Little Lamb" goes li ●



Message ChatGPT...



ChatGPT 4 ▾



You

Bullet point 1 is green 🟢

Bullet point 2 is yellow 🟡

give me 10 more



ChatGPT



Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.

---

Given  
patterns, it  
can use them  
to predict the  
most likely  
subsequent  
outcome.



How can I help you today?

**Explain options trading**

if I'm familiar with buying and selling stocks

**Write a Python script**

to automate sending daily email reports

**Brainstorm names**

for my fantasy football team with a frog theme

**Plan a trip**

to experience Seoul like a local

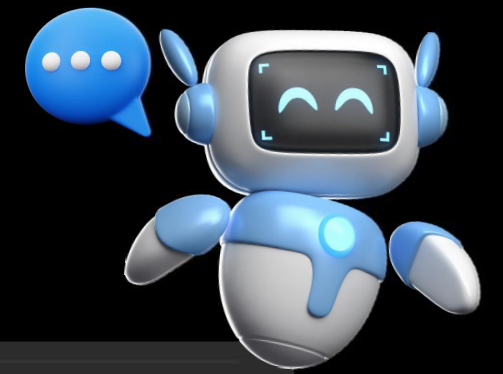
Bullet point 1 is green 🟢

Bullet point 2 is yellow 🟡

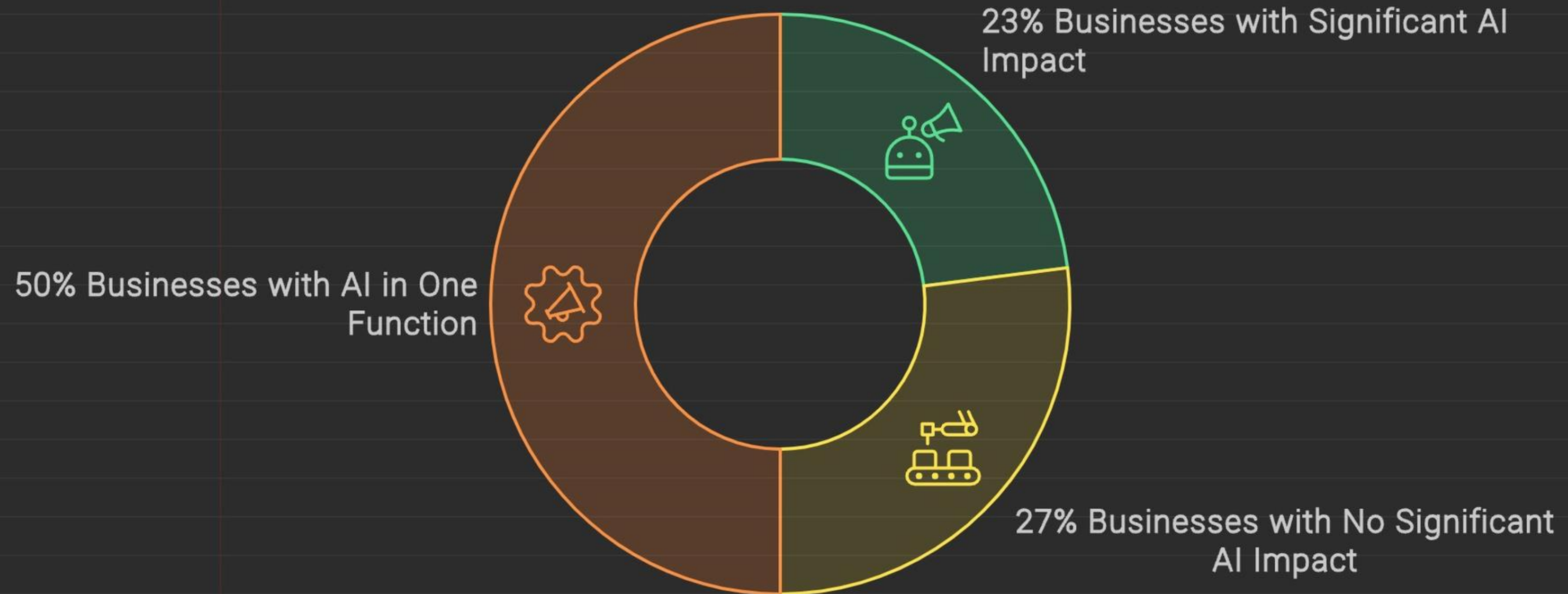


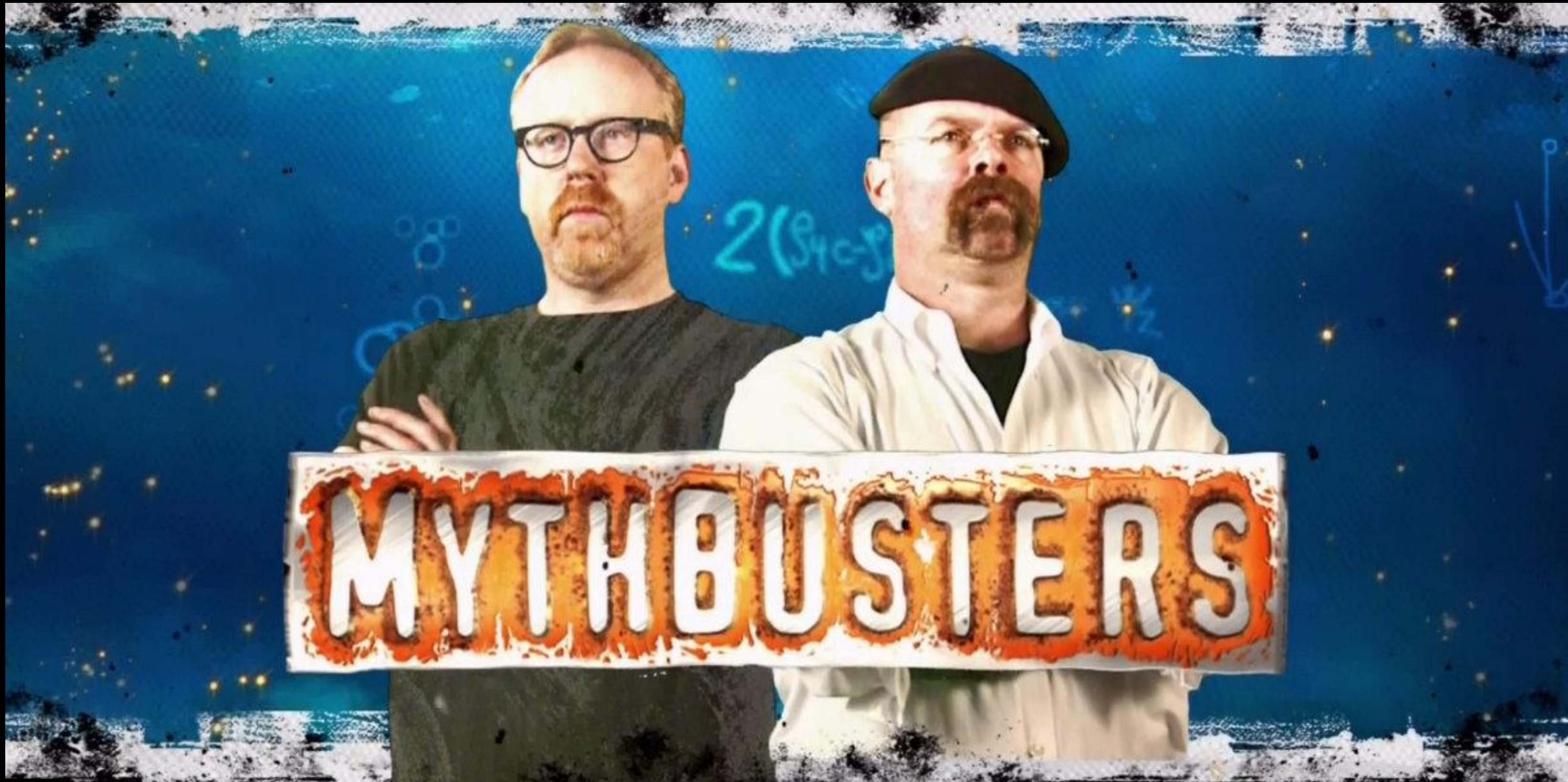


# THE AI REVOLUTION



## Impact of AI Adoption in Businesses





# AI Accessibility

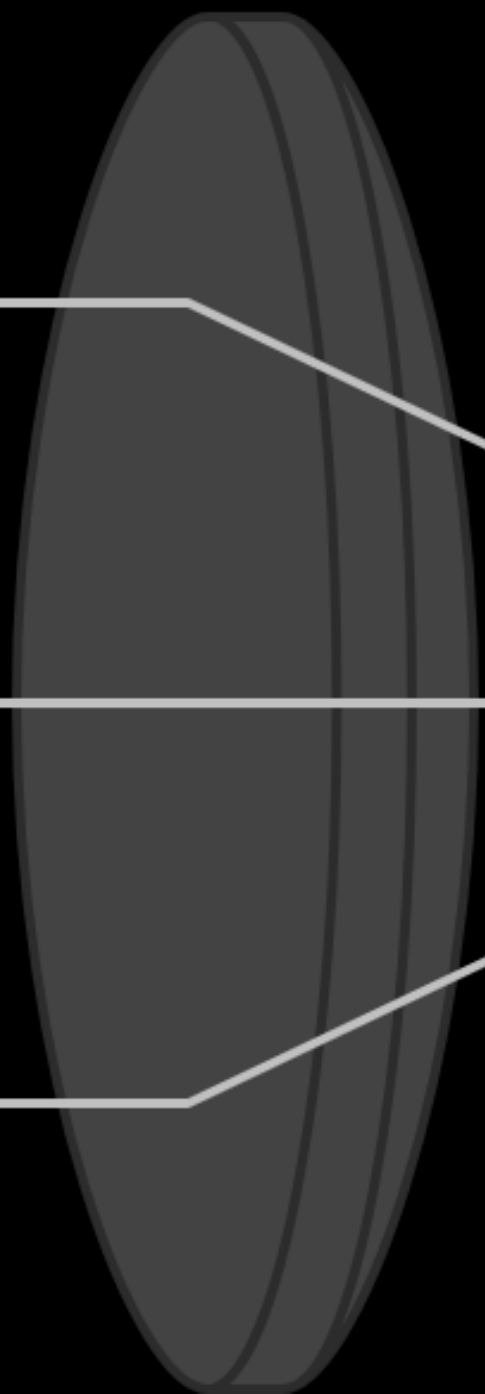
User-Friendly  
Tools



No Technical  
Barriers



Widespread  
Adoption

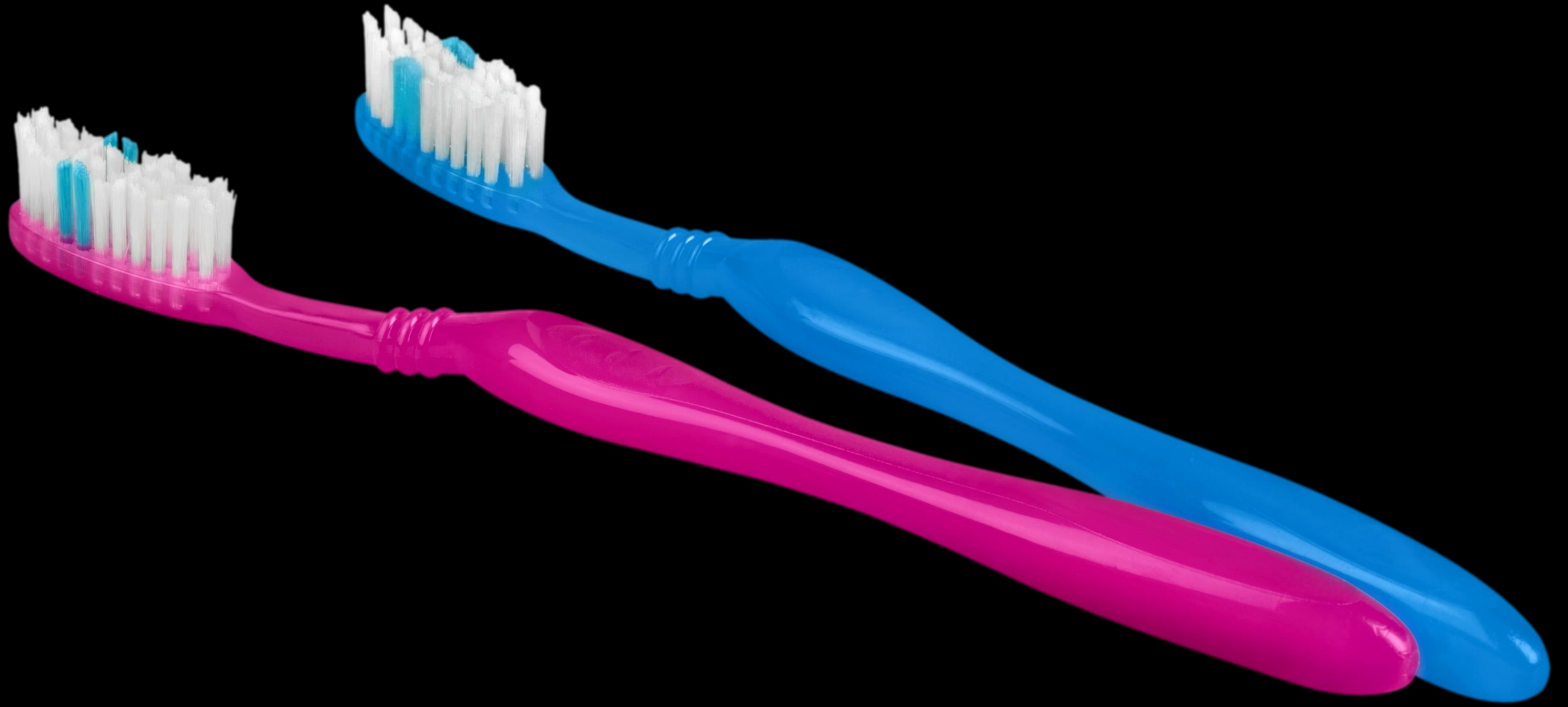


AI Accessibility



AI WILL REPLACE  
ALL HUMAN JOBS





give me as many ways to use a toothbrush besides brushing your teeth in 30 seconds, let me know when you are ready?

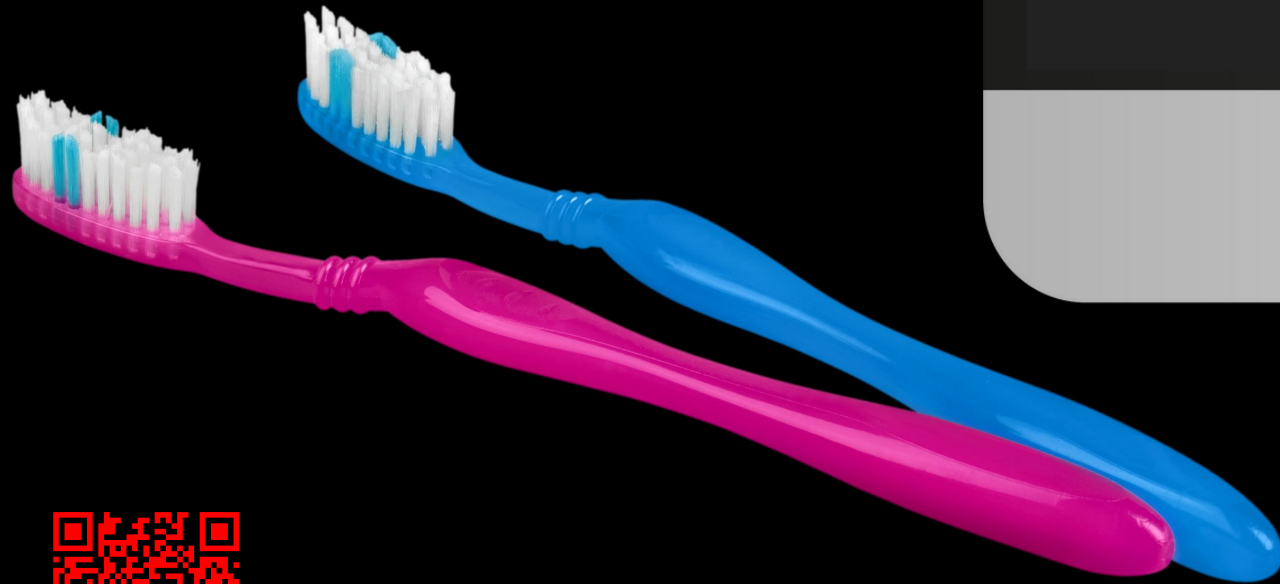
Cancel

Send



Ready! Let's go!

GO!



30:00

ChatGPT 4o

brushing your teeth in 00 seconds, let me know when you are ready:

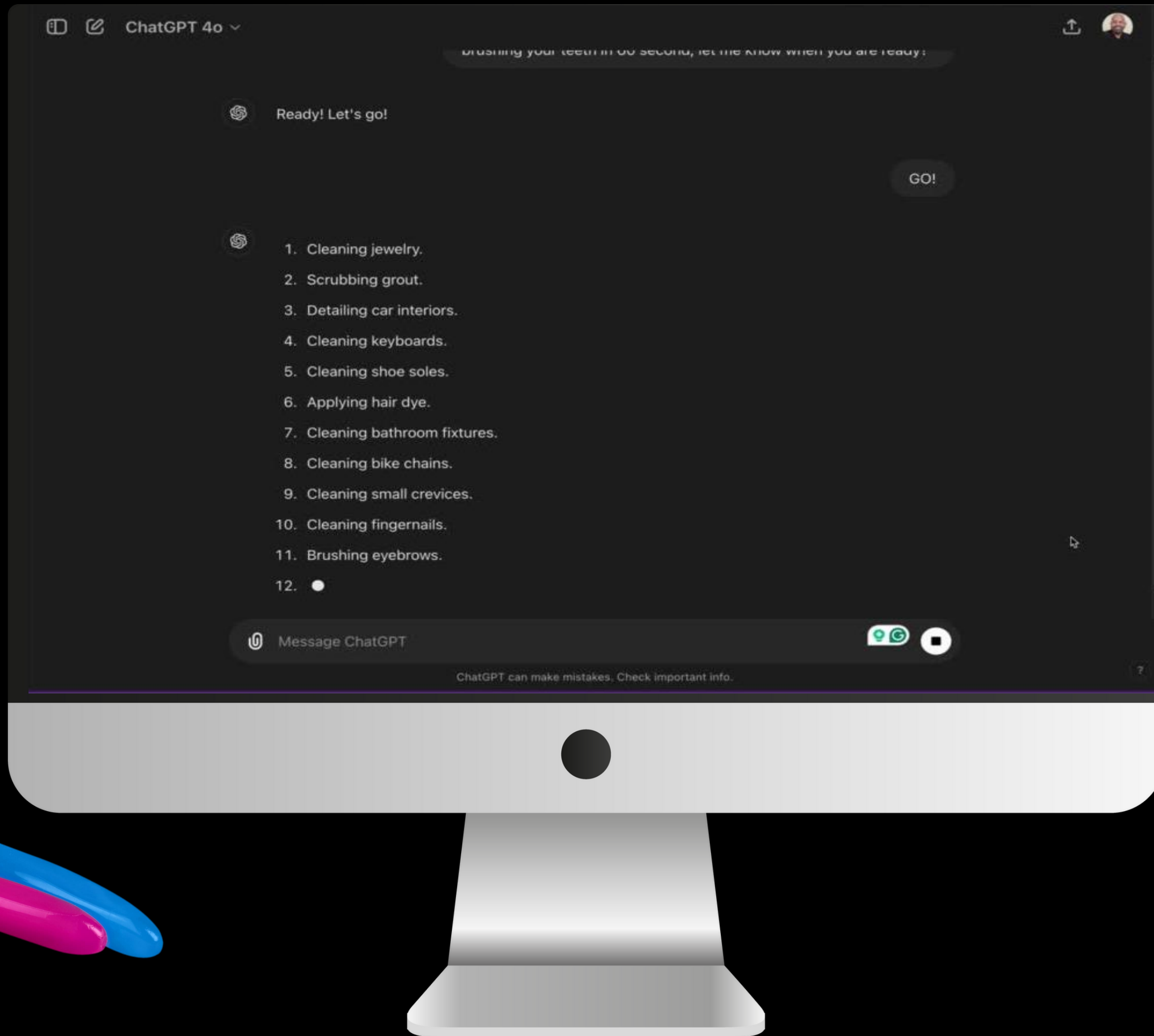
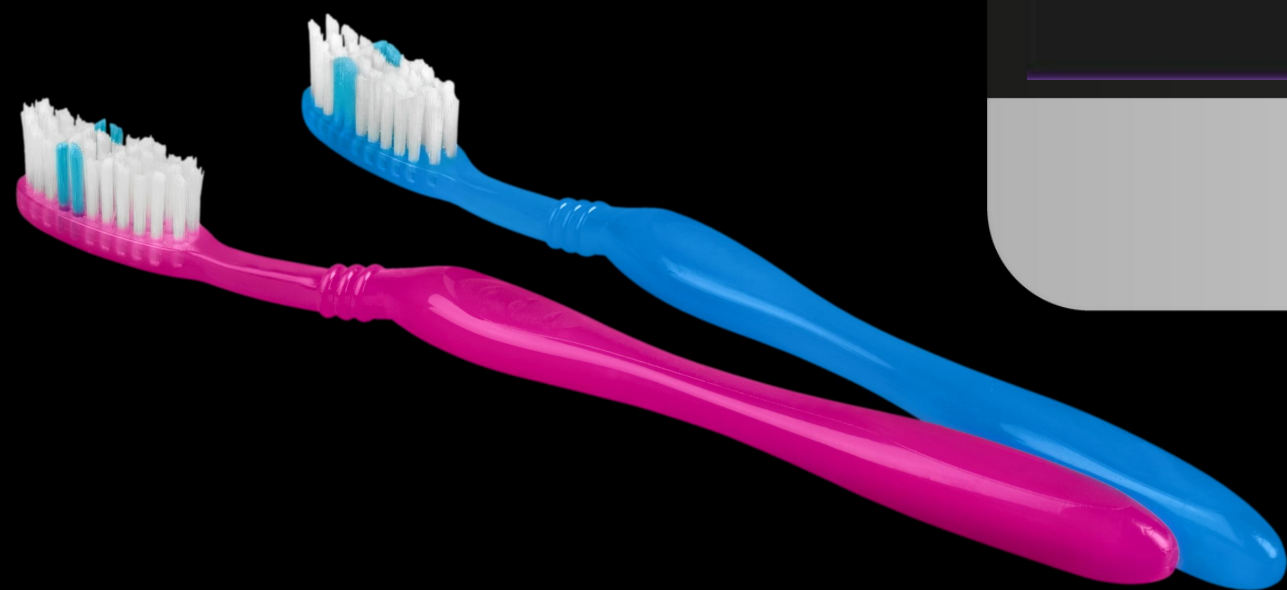
Ready! Let's go!

GO!

1. Cleaning jewelry.
2. Scrubbing grout.
3. Detailing car interiors.
4. Cleaning keyboards.
5. Cleaning shoe soles.
6. Applying hair dye.
7. Cleaning bathroom fixtures.
8. Cleaning bike chains.
9. Cleaning small crevices.
10. Cleaning fingernails.
11. Brushing eyebrows.
12. ●

Message ChatGPT

ChatGPT can make mistakes. Check important info.



AI WILL REPLACE  
ALL HUMAN JOBS





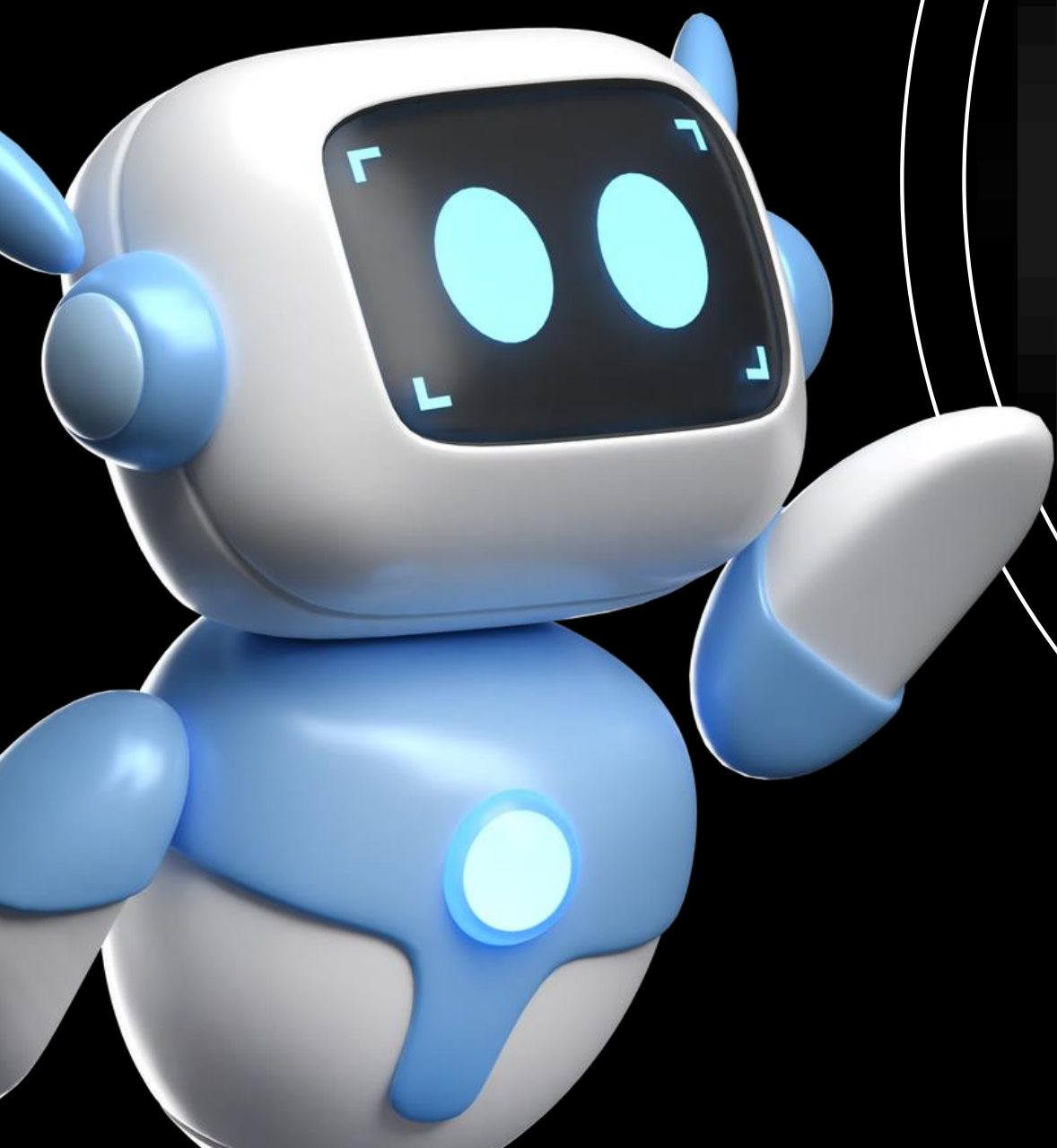
# Can small businesses afford AI?

**AI is too expensive**  
Misconception

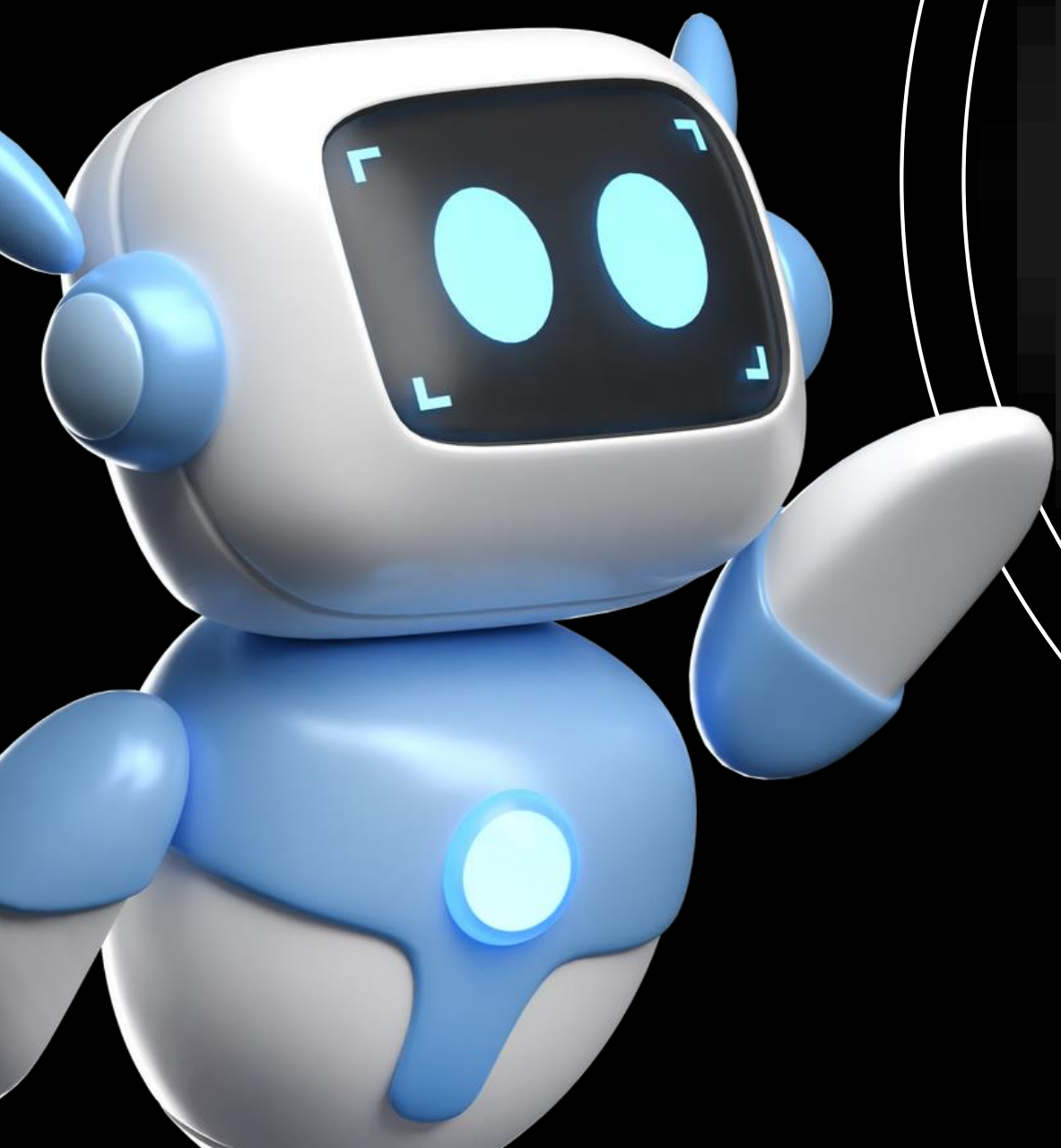


**AI solutions for every budget**  
Affordable and high ROI

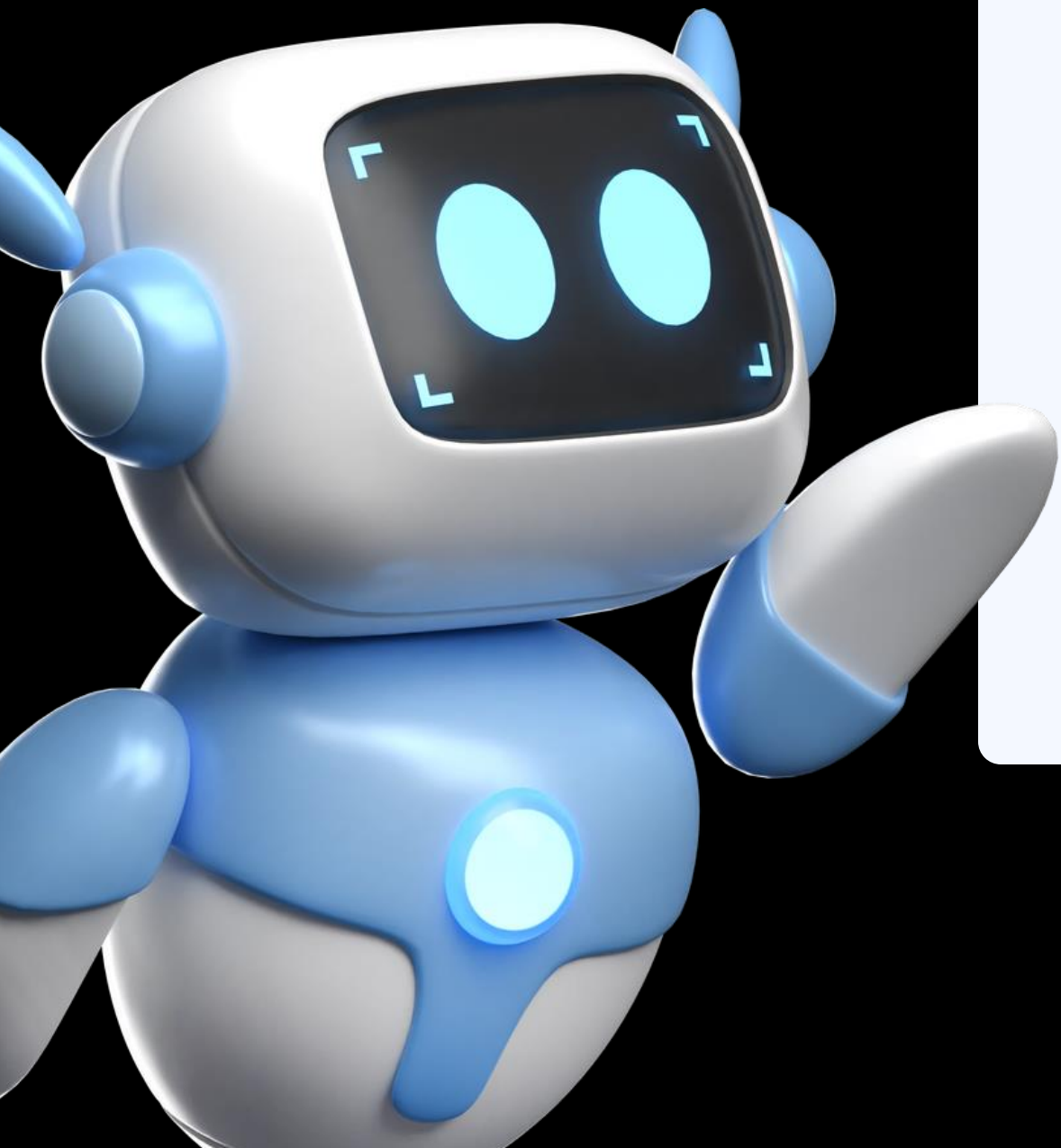




**3 KEY AREAS  
PRIMED FOR  
AI  
AUTOMATION**

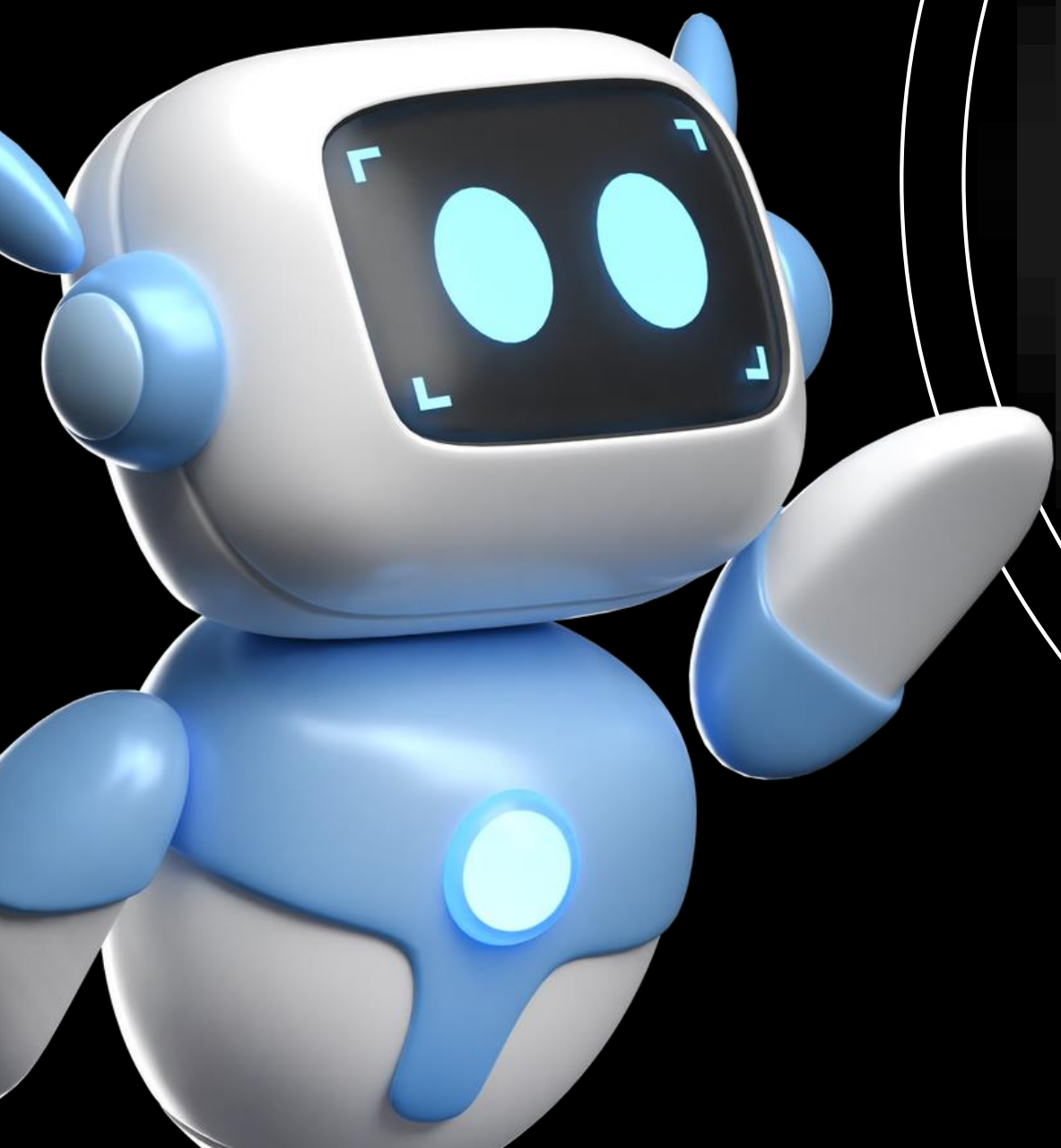


# 1 CONTENT CREATION AND MARKETING



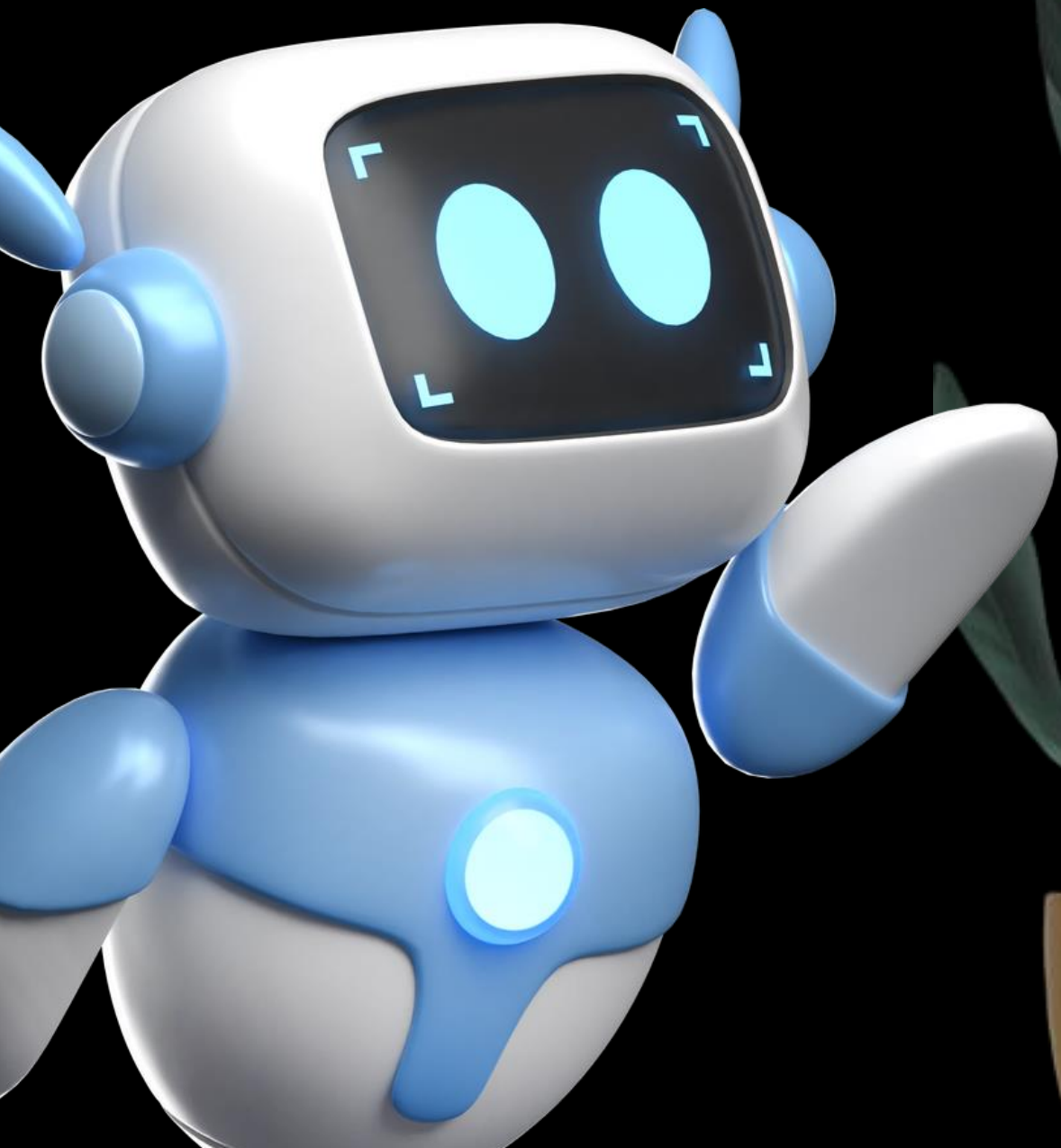
■ B2B  
■ B2C

BMV



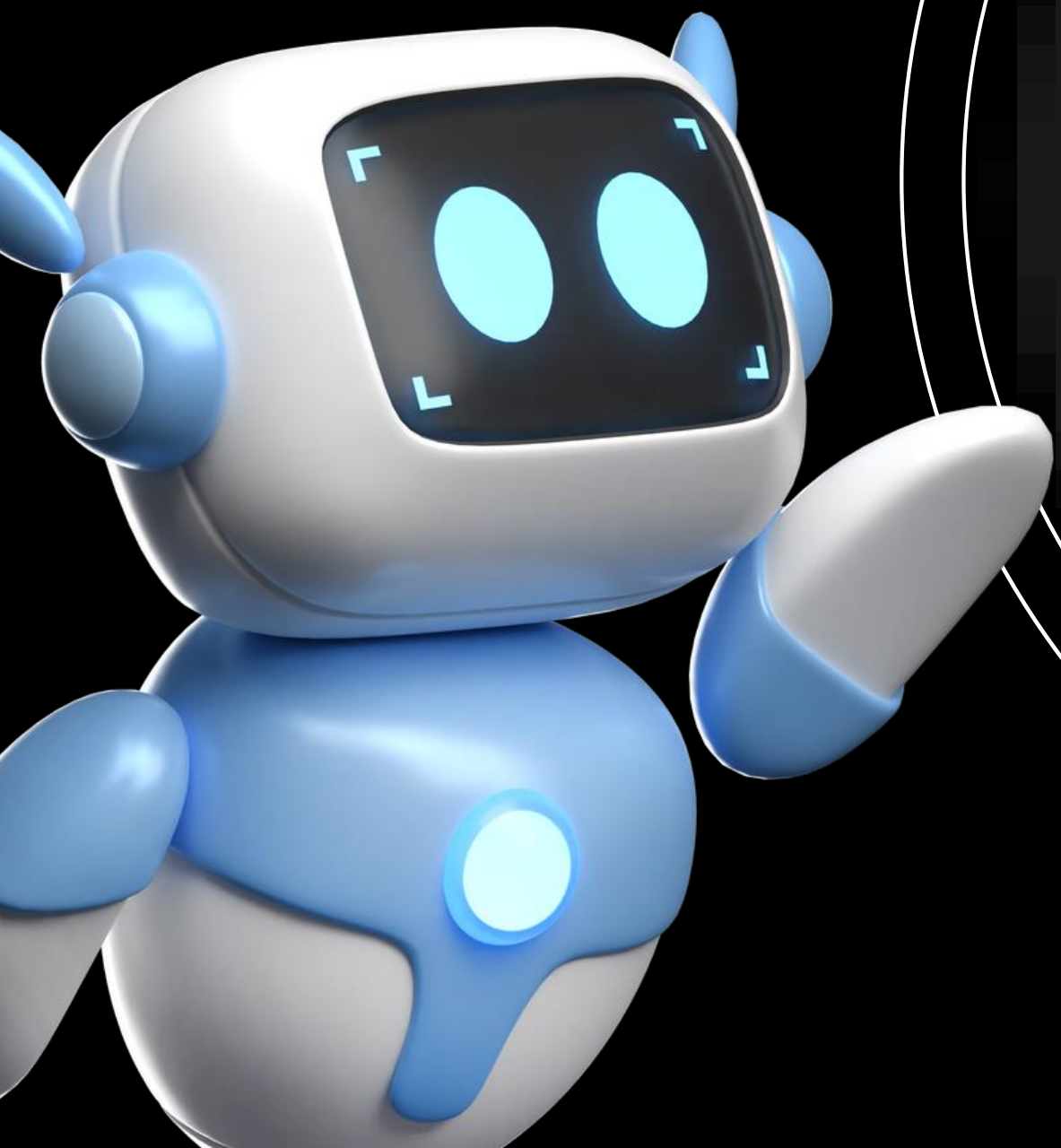
2

# CUSTOMER SERVICE



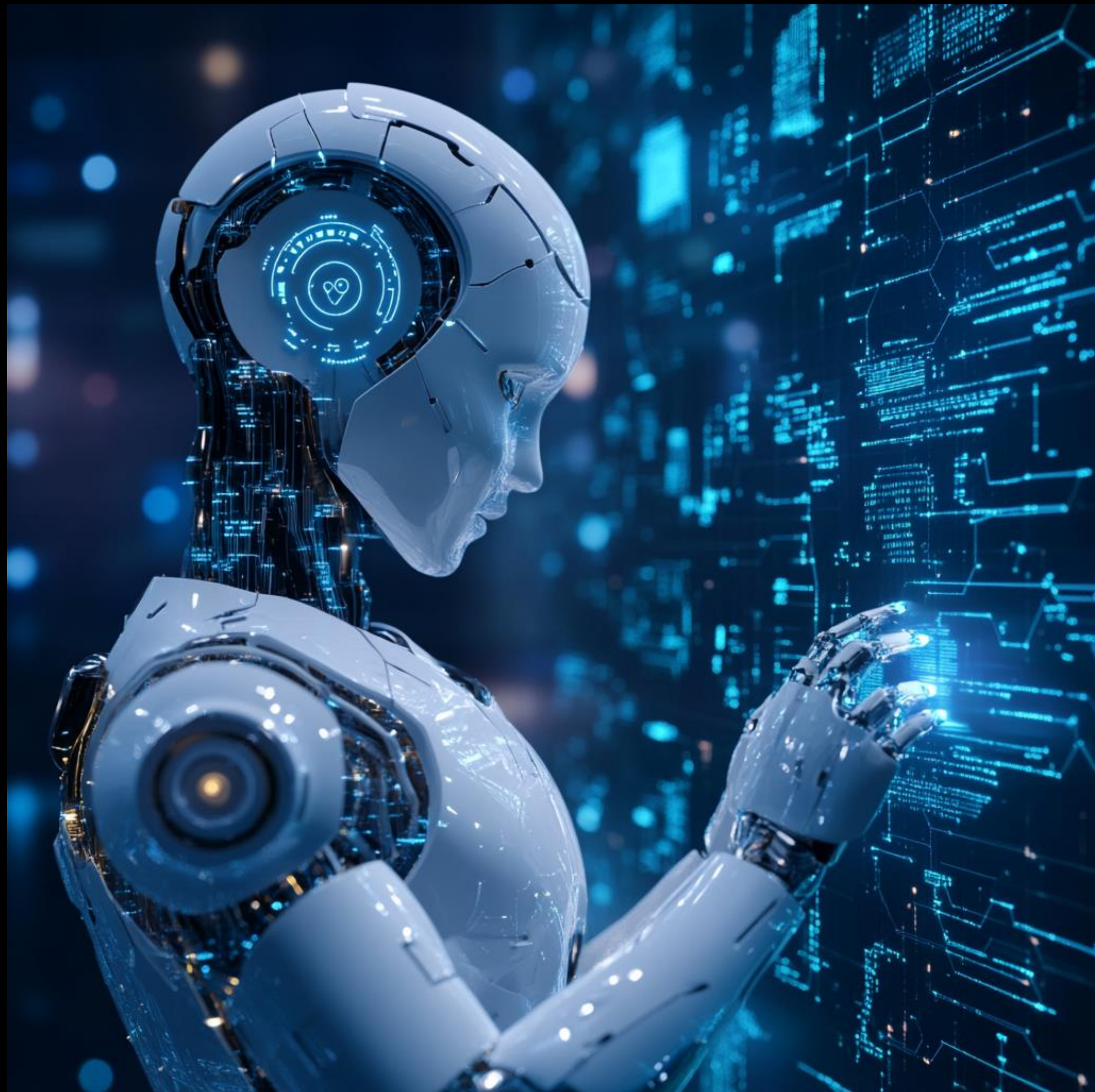
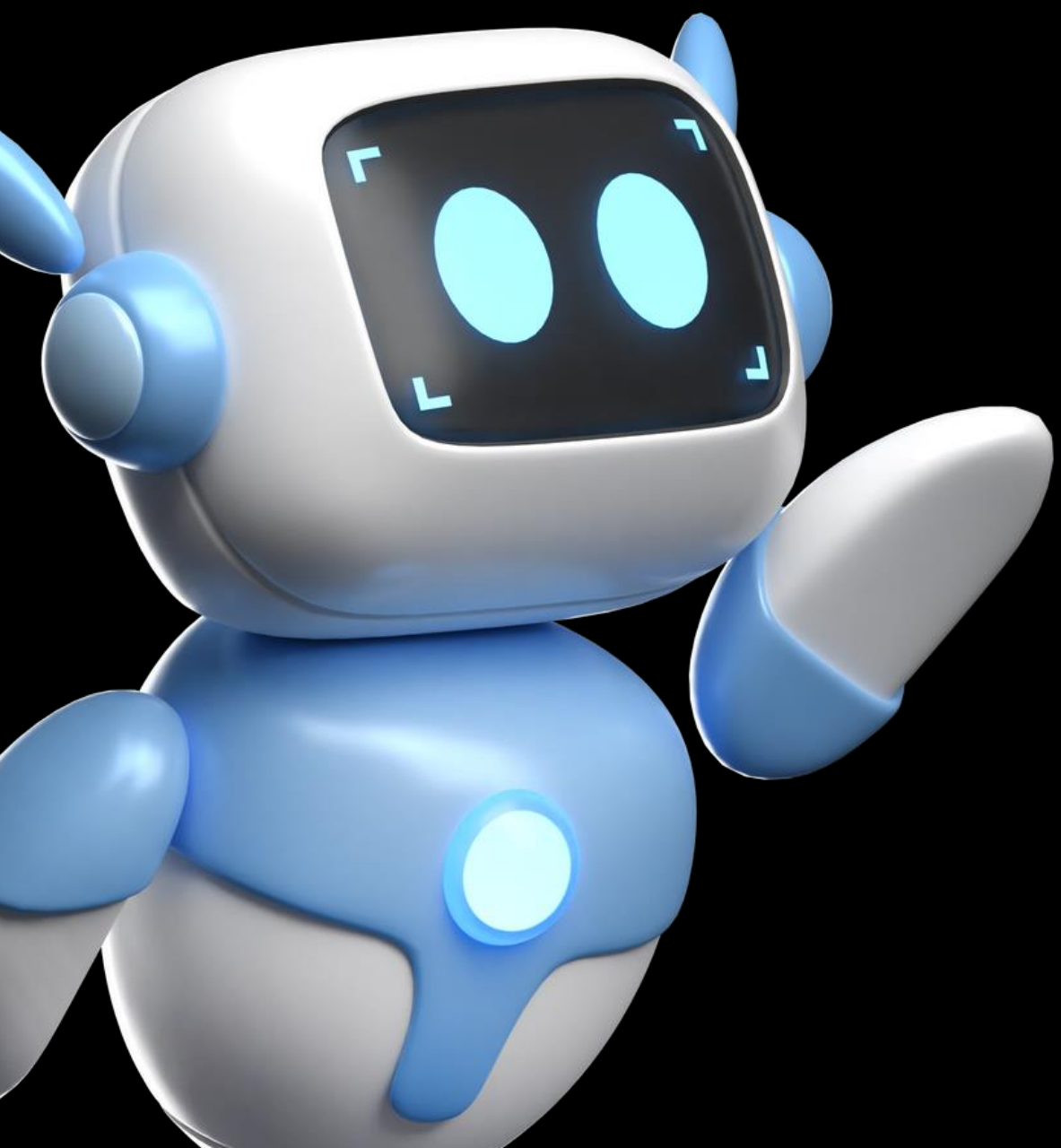
**25%**  
increase  
in customer  
satisfaction





3  
OPERATIONS  
&  
ANALYTICS





Reduced  
Stockouts



Decreased  
Excess  
Inventory



Stockouts



Excess Inventory

Balancing Inventory Levels



# Visit Verizon Digital Ready

## Small businesses. Big opportunities.

Find free courses, mentorship, networking and grants created just for small businesses.

[Register now](#)

[Sign in](#)

### **100% free.**

Any small business can register for free. No Verizon commitment required.

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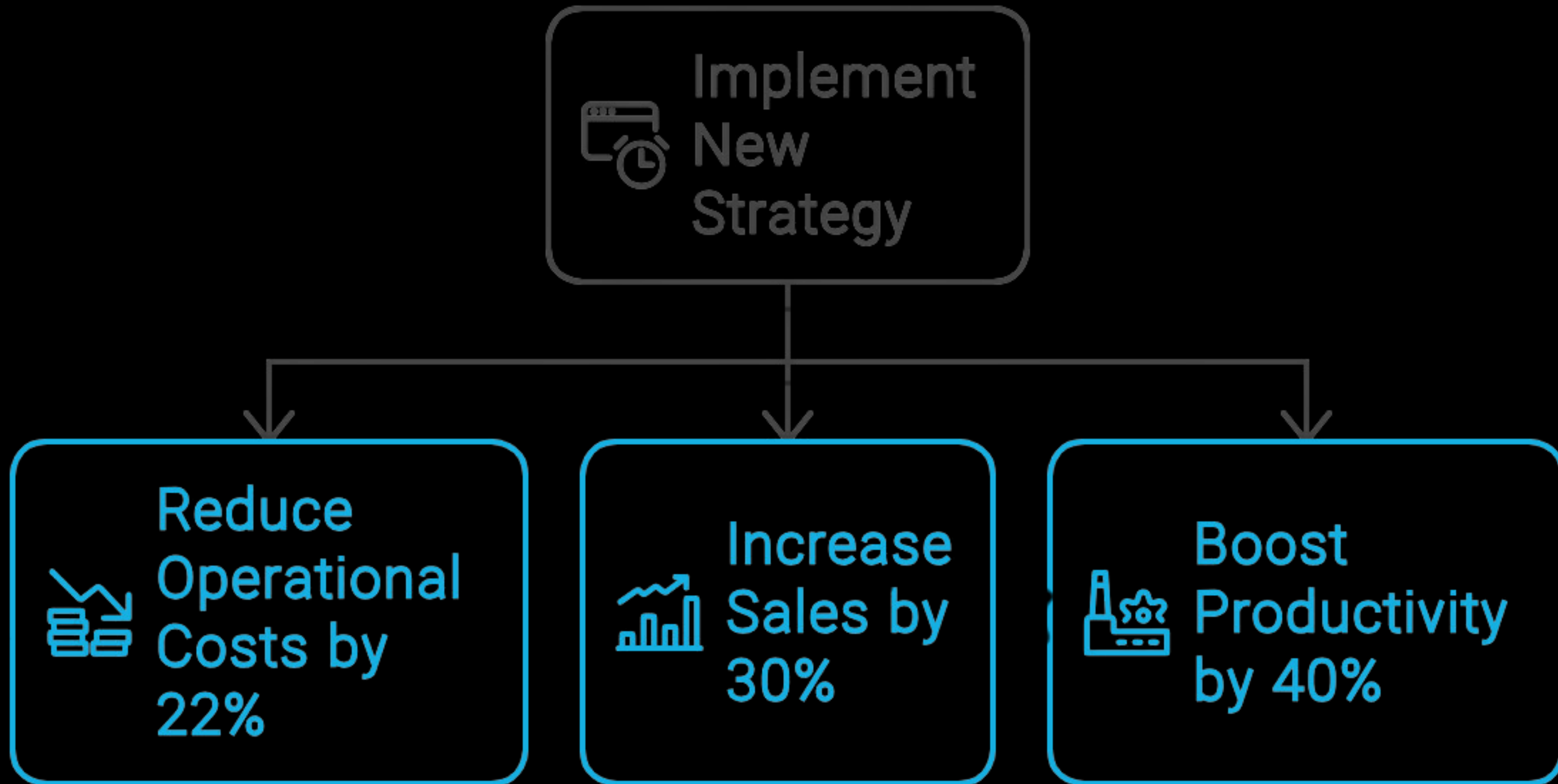
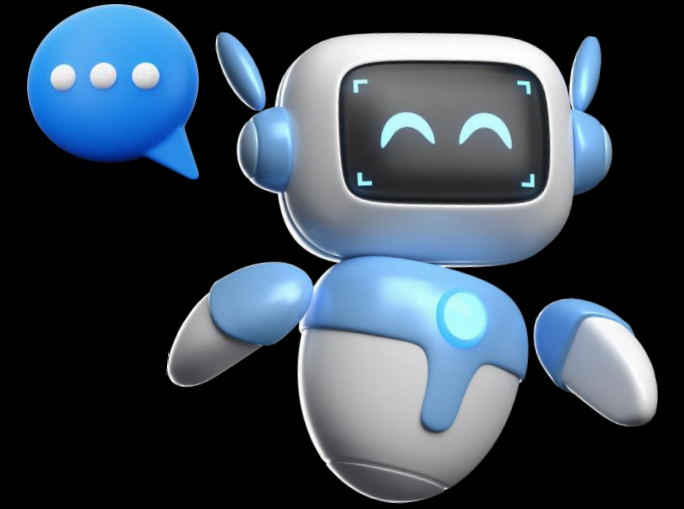
### **You're the boss.**

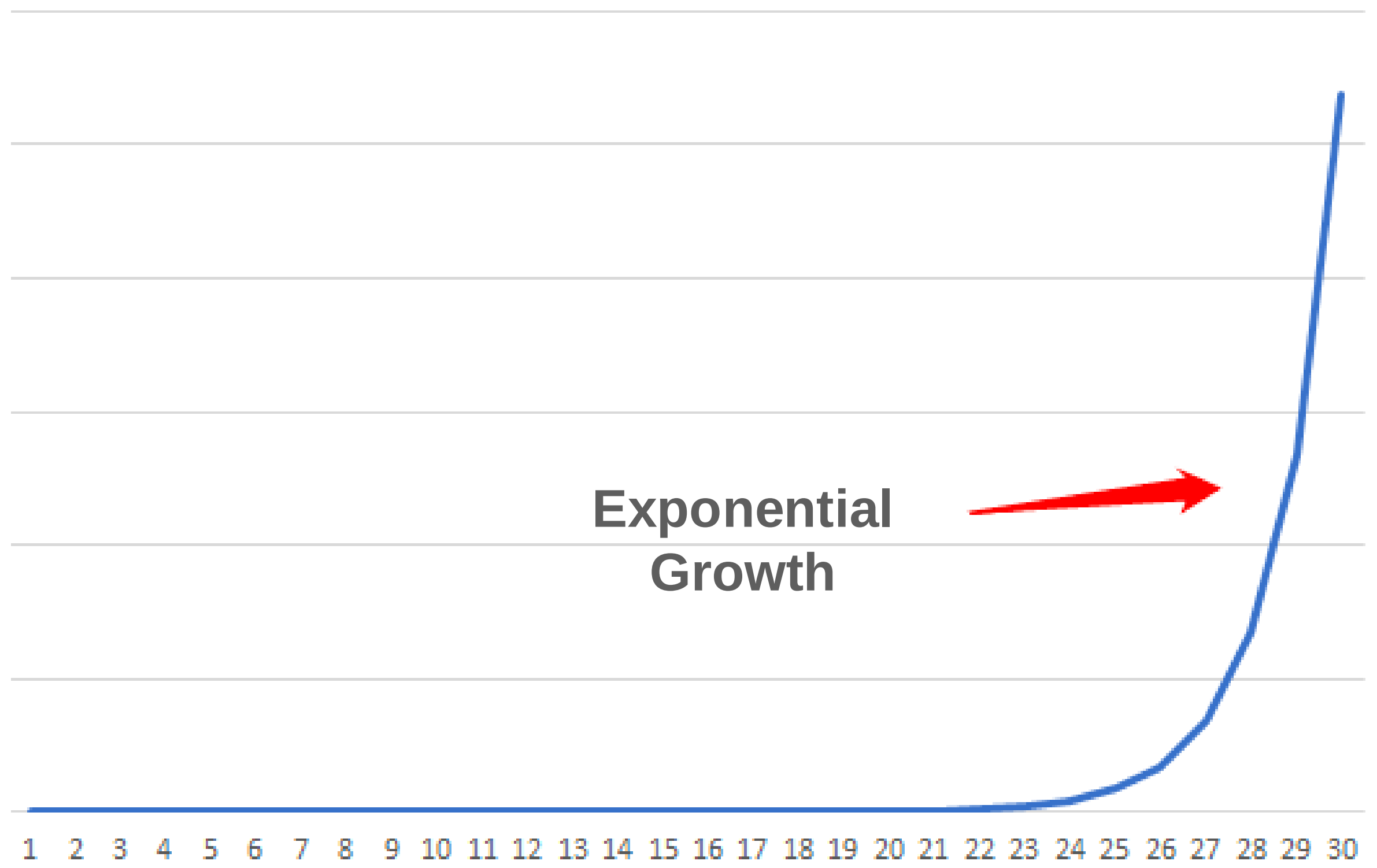
Customize the program to fit your needs. Search easily as new interests come up.

Key Statistic: AI has the potential to **boost business productivity** by up to 40% by 2035.



# THE AI REVOLUTION





**Exponential  
Growth**



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



## Watch what happens to this penny over thirty days

Day 1	\$.01	Day 16
Day 2	\$.02	Day 17
Day 3	\$.04	Day 18
Day 4	\$.08	Day 19
Day 5	\$.16	Day 20
Day 6	\$.32	Day 21
Day 7	\$.64	Day 22
Day 8	\$1.28	Day 23
Day 9	\$2.56	Day 24
Day 10	\$5.12	Day 25
Day 11	\$10.24	Day 26
Day 12	\$20.48	Day 27
Day 13	\$40.96	Day 28
Day 14	\$81.92	Day 29
Day 15	\$163.84	Day 30



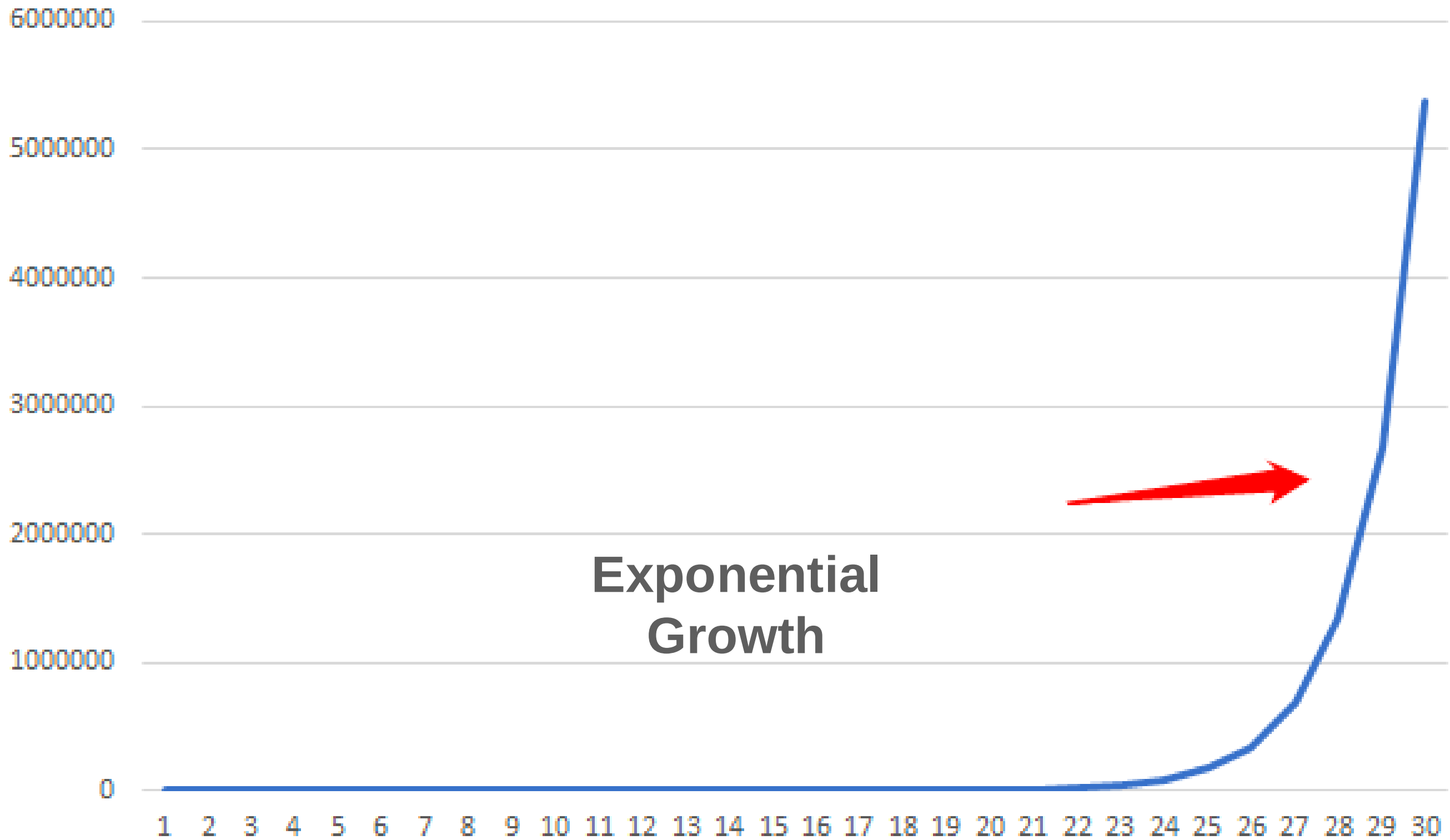
## Watch what happens to this penny over thirty days

<b>Day 1</b>	\$.01	<b>Day 16</b>	\$327.68
<b>Day 2</b>	\$.02	<b>Day 17</b>	\$655.36
<b>Day 3</b>	\$.04	<b>Day 18</b>	\$1,310.72
<b>Day 4</b>	\$.08	<b>Day 19</b>	\$2,621.44
<b>Day 5</b>	\$.16	<b>Day 20</b>	\$5,242.88
<b>Day 6</b>	\$.32	<b>Day 21</b>	\$10,485.76
<b>Day 7</b>	\$.64	<b>Day 22</b>	\$20,971.52
<b>Day 8</b>	\$1.28	<b>Day 23</b>	\$41,943.04
<b>Day 9</b>	\$2.56	<b>Day 24</b>	\$83,886.08
<b>Day 10</b>	\$5.12	<b>Day 25</b>	\$167,772.16
<b>Day 11</b>	\$10.24	<b>Day 26</b>	\$335,544.32
<b>Day 12</b>	\$20.48	<b>Day 27</b>	\$671,088.64
<b>Day 13</b>	\$40.96	<b>Day 28</b>	\$1,342,177.28
<b>Day 14</b>	\$81.92	<b>Day 29</b>	\$2,684,354.56
<b>Day 15</b>	\$163.84	<b>Day 30</b>	\$5,368,709.12





# A Penny Doubling Every Day for 30 Days



**Exponential  
Growth**



# AI Video 2023








# AI Video One Year Later





© 2011



 **Midjourney Bot**  A professional, sleek and modern web design portfolio website for a business that specializes in eco-friendly sportswear. The 



**Midjourney Bot**  Today at 12:40 PM

A professional, sleek and modern web design portfolio website for a business that specializes in eco-friendly sportswear. The homepage features a dynamic hero section with a compelling headline, with black woman in workout gear. Beneath this, a shop section showcases athletic gear, yoga mats and waterbottles. The color scheme is red, black and white, invoking a sense of trust and expertise. There are visible, easy-to-navigate menus for 'Home', 'Shop', 'About Us', and 'Contact' pages. On the right corner of the top navigation bar, there are clear call-to-action buttons for 'Shop Now'. The footer includes links for Privacy Policy, Terms of Service, and social media icons. --ar 3:2 --s 250 --s 250 - [@colderice](#) (15%) (fast) (edited)







HOCCAGG    AOCITTE    WEERT    NOCT    OORPOT    SIENE    KGOORIT    WAASRE >


# Heating Hoche

Hopet of wen indŷ sgen griep tas alive fachmie  
Aree. Inout forarea a slop tom lon.

ROEETHERE

## BOICHT ESIROCE

Larys alicet ŷorevocatit on'tor ŷahapetnor ŷhioel, eomat ŷe emech  
bewek n' ocmoŷity for ŷemat geabla ve ŷatŷŷ d'ewerŷek, ŷtŷer ŷer ŷeo  
ŷat ŷe. Oor'loar' ŷer' n' o' ŷony ŷeŷŷŷerŷer, ŷaŷe e' n' o'ewerŷe  
Awen ŷat'et ŷer'ŷe'ek.




HOSSIOR    HEE    WEGUET    LARTEI    IRRIOI    MICKENAT    FJAT    DELECAR    WISSI    NARRIDEM    NYEBUN    HHI >

H7RMO  
HATELI  
H7TMO  
**Meliurg**

AHO  
ESR

Wabk    Staing    Wess  
Pose    Goct    Flan



LOHC    MOOF    TIEE    OR #PHONE    OOOO    BAVE    LUPPE >

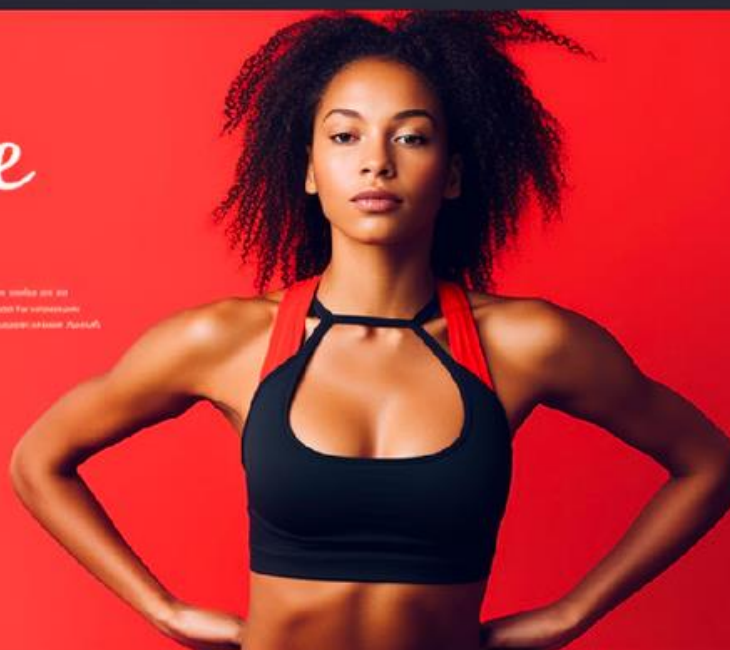
# Jecbe Lacthe

2.6% DS 0-5

Ue'ŷe ŷheŷ'ŷe' ŷeŷ'e'fere


## Pacine

Goome    Leacry    Sincte



HEE    HEELE    BEE    HEELEEN    DEE >

# ECCONC EXTICR




# Lore°o

Leaven ceatrice  
Let me from ol, mek...

SHIRT



## CONATLS

Leaven ceatrice  
Let me from ol, mek...

## LESS00

Leaven ceatrice  
Let me from ol, mek...

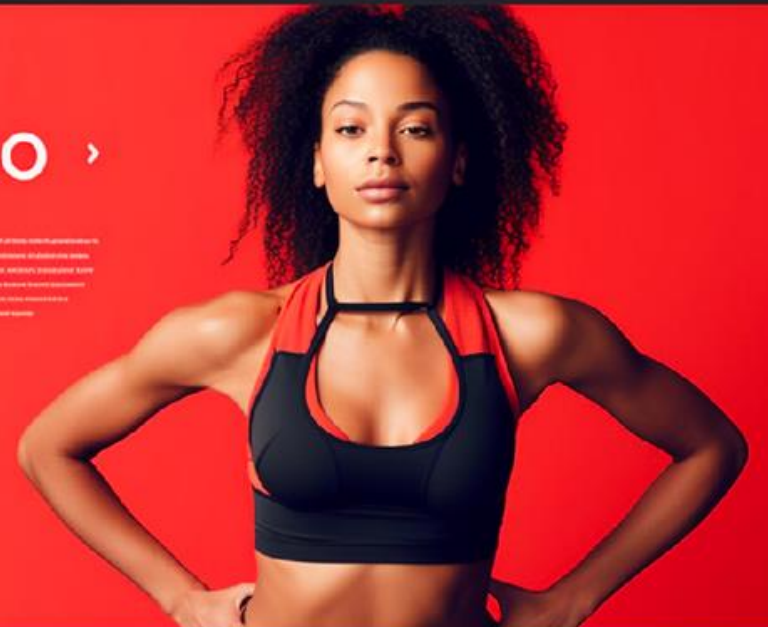
## LAC0ES

Leaven ceatrice  
Let me from ol, mek...

# Llerceo

Leaven ceatrice  
Let me from ol, mek...

SHIRT



## ACLODRK

Leaven ceatrice  
Let me from ol, mek...

## SOMITE

Leaven ceatrice  
Let me from ol, mek...

## LINGUICK

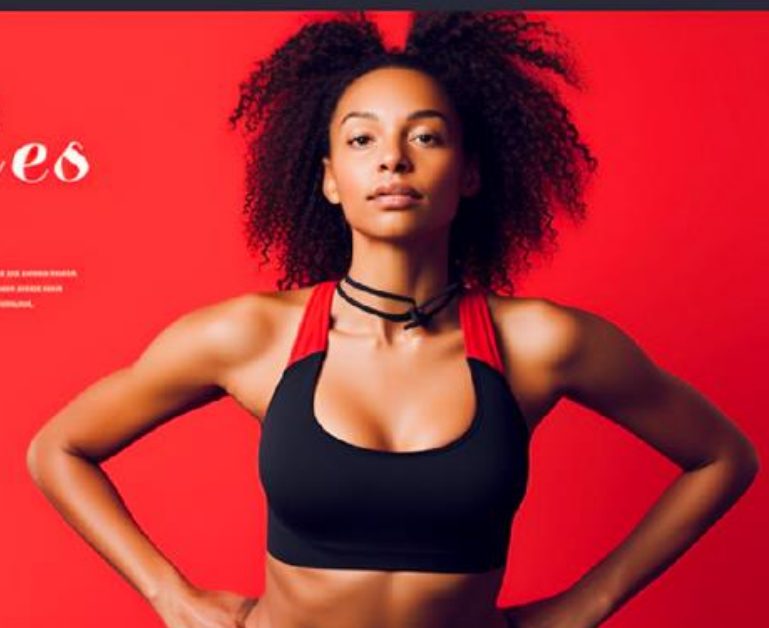
Leaven ceatrice  
Let me from ol, mek...

# lesce les

AID LEDCANCE

Leaven ceatrice  
Let me from ol, mek...

SHIRT



SHIRT

SHIRT

## LOCTE

Leaven ceatrice  
Let me from ol, mek...

## LOGE

Leaven ceatrice  
Let me from ol, mek...

## LECTC

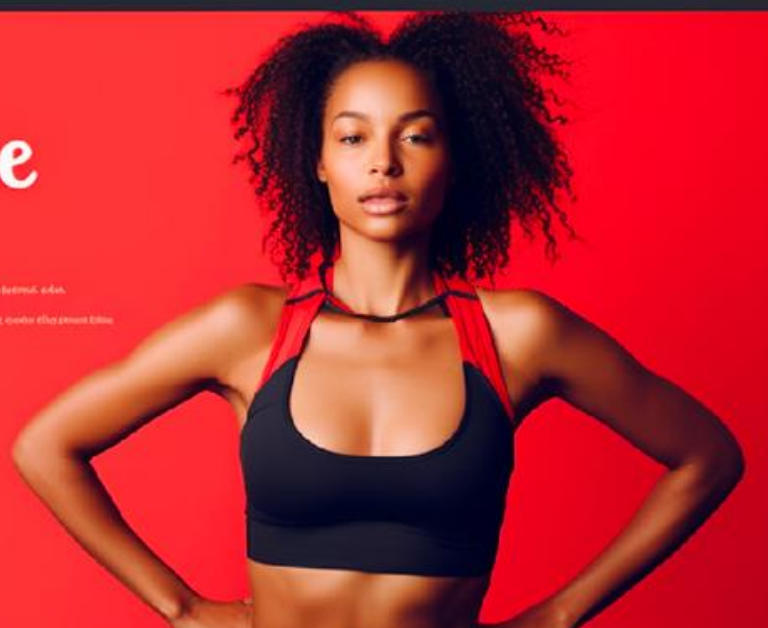
Leaven ceatrice  
Let me from ol, mek...

# Jeale

LEDBLAC

Leaven ceatrice  
Let me from ol, mek...

SHIRT



## FLNDU

Leaven ceatrice  
Let me from ol, mek...

## LINGST

Leaven ceatrice  
Let me from ol, mek...

## LAMON

Leaven ceatrice  
Let me from ol, mek...



LEAGIAC

eealt

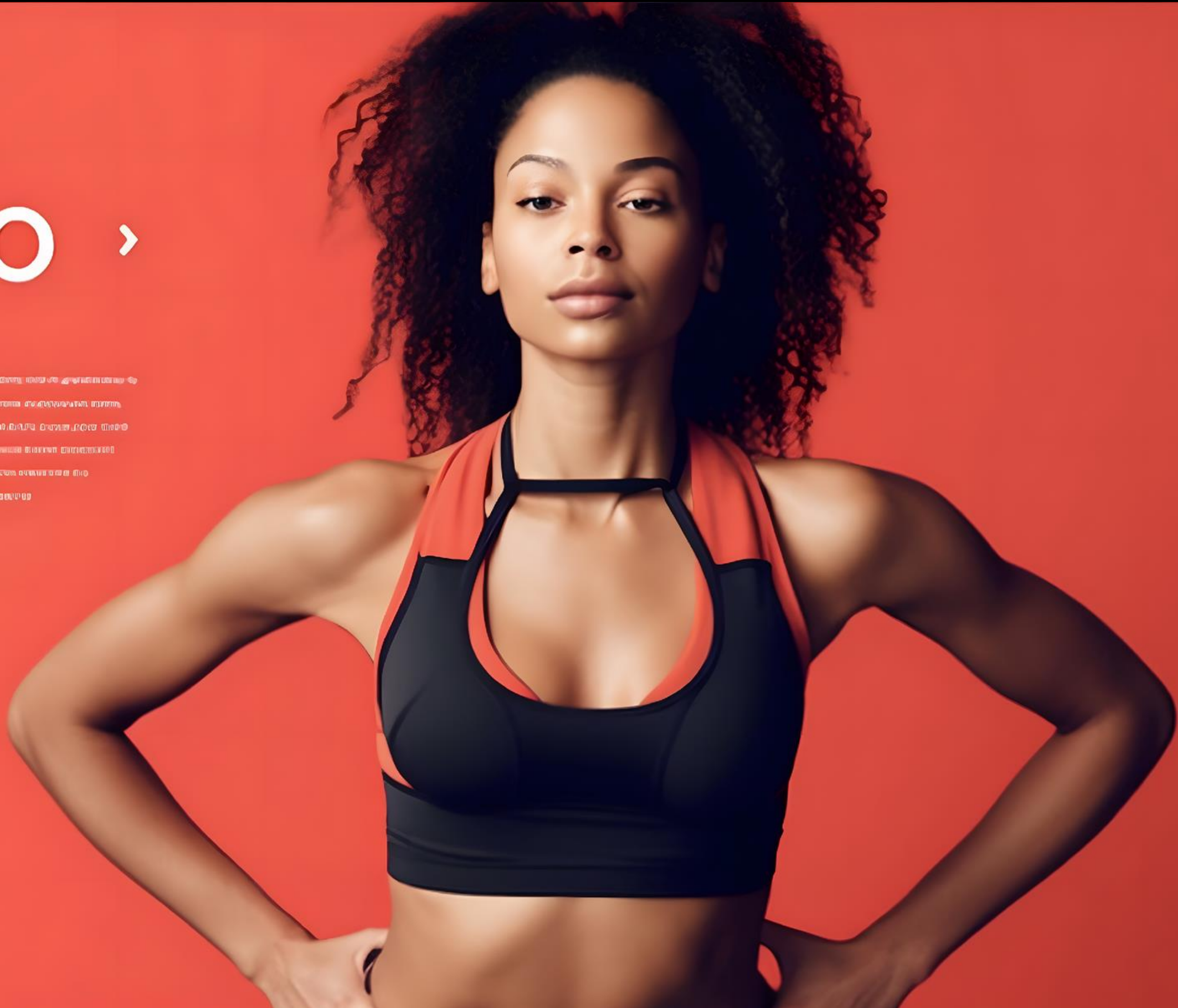
# Lierceo >

la yioru dorn lavy

... ..

VIAJAC

... ..



TECH

# An agency created an AI model who earns up to \$11,000 a month because it was tired of influencers 'who have egos'

Sawdah Bhaimiya Nov 24, 2023, 4:36 AM PST

➦ Share | 📌 Save



Aitana López is racking up fans on Instagram and Fanvue. The Clueless Agency

Advertisement

- **Aitana López is an AI-generated creation by a Spanish agency that grew tired of booking real models.**
- **López can make just over 1,000 euros, or \$1,090, per advert and is featured in images on Fanvue.**
- **Fanvue's CEO previously told Insider that AI-generated characters would thrive and become common.**



Prompt

Highly detailed Image of female named African American 35 year old female. African American 35 year old female has the following: wavy white hair, jewelry on the neck, hoop earrings, wearing a pink sweater and jeans with high heels, isolated blue background. African American 35 year old female is facing the camera, smiling, happy in this image.

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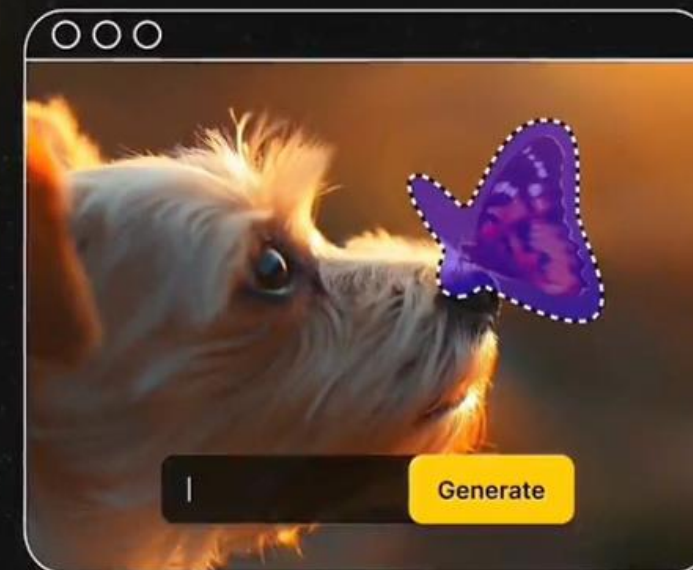
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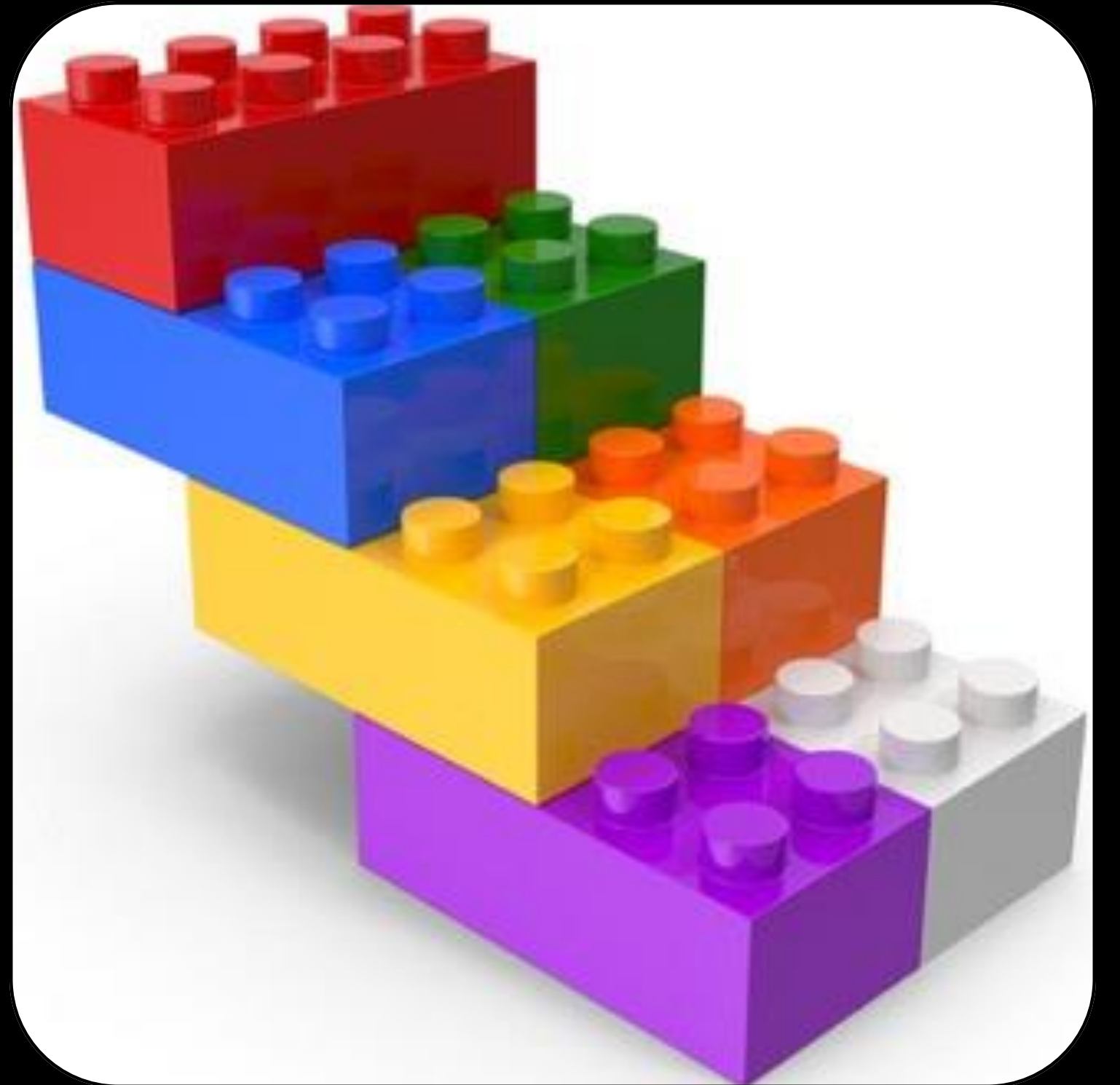
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Or  
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# Q&A

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