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# AI & Entrepreneurship: strategies for prompting, personalisation, and communication






 Gamma embed 

**AI & Entrepreneurship\_E4ALL**

Artificial intelligence Academy – Summer Dates: 8 July 2025 9 July 2025 10 July 2025

Time: 12:00–13:00 CEST (1 hour per session) REGISTER NOW! Format: Live, online Sandr...



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**Homepage | Entrepreneurship4all**

[vc\_section full\_width="stretch\_row" css=".vc\_custom\_1737550801593{background-color: #9dcef5 !important;}"][vc\_row][vc\_column][vc\_btn title="Let's start!" style="flat" color="warning" size="lg" align="center" el\_class="bigfatbutton" link="url:https%3A%2F%2Fe-...]



## Day 2 – 9 July 2025

# Designing personalised AI assistants to support entrepreneurial workflows

Designing personalised AI assistants to support entrepreneurial workflows



### Objectives:

- Understand **the core principles of building a customised AI assistant** for a specific business function
- Explore **the role of instruction, tone of voice, and knowledge integration** in personalising AI responses
- Reflect on how such assistants can support customer service, internal communication, or content production



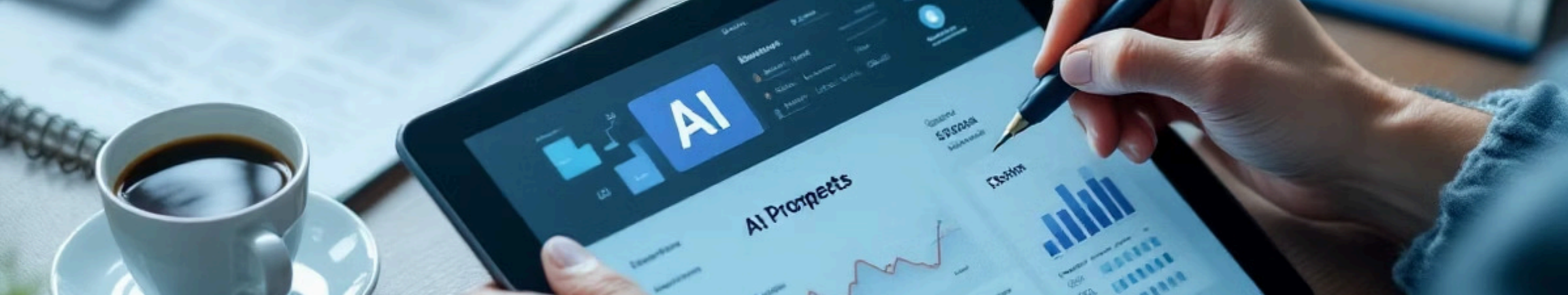
### Agenda:

- Key features of **AI-powered assistants** and their application in small business contexts
- Demonstration: **how to structure an assistant** to respond consistently to user needs
- Hands-on task: participants outline the core purpose, target audience, and content inputs for their own assistant
- **Ethical considerations:** balancing efficiency with transparency and human oversight



### Materials provided:

- Presentation
- Design template for outlining a custom AI assistant
- Guidelines for defining tone, purpose and domain knowledge
- Ethics and usage checklist for entrepreneurs



# Key features of AI-powered assistants and their application in small business contexts

Artificial intelligence (AI)-powered assistants have become increasingly viable tools for small businesses seeking to optimise workflows, improve customer engagement, and scale operations without significantly increasing costs.

While large enterprises often rely on complex AI systems, **small businesses can benefit from leaner, highly tailored AI assistants that serve specific functions.**



## Let's use the chat to exchange ideas

**Which tasks is most suitable for a customised AI assistant in a small business?**





# Understanding core principles: what makes an AI assistant “customised”?

At its most basic level, an AI-powered assistant is a software agent that uses natural language processing (NLP) to interpret human inputs and respond in meaningful ways.

However, to be *customised for a business function*, an assistant must go beyond generic capabilities and incorporate:

**Domain-specific knowledge**

(e.g. a florist’s product catalogue, a fitness coach’s methodology)

**Role-based functionality**

(e.g. answering FAQs, automating appointment booking, generating emails)

**Behavioural instructions**

how the assistant should sound, behave, or escalate issues

A customised AI assistant is often built using large language models (LLMs) such as OpenAI's GPT or Meta's LLaMA, but its **real value comes from how well it's instructed and shaped to reflect the business context.**

Key elements in building one include:

**Prompt engineering**

Defining clear input-output expectations.

**Function calling**

Allowing the assistant to access tools or databases (e.g. calendars, CRMs).

**Memory or context storage**

Retaining information over a session or series of interactions.

**Feedback and revision loop**

Continuously refining its performance based on user interactions.

Such assistants can be embedded in websites, messaging platforms (like WhatsApp or Slack), or CRM tools.

# The role of instruction, tone of voice, and knowledge integration

A well-functioning AI assistant is shaped by three interdependent layers of customisation:

## Instruction layer

This defines what the assistant is supposed to do. It includes:

- **Role specification:** "You are a friendly booking agent for a wellness spa."
- **Task boundaries:** "You only answer questions about appointments and services. Escalate payment issues."
- **Response limits:** "Use a maximum of three bullet points for complex queries."

This layer is crucial in preventing **"hallucinations"** or scope creep, especially when an AI is deployed in high-trust environments like legal advice or medical triage.



 Wikipedia



### Hallucination (artificial intelligence)

In the field of artificial intelligence (AI), a hallucination or artificial hallucination is a response generated by AI that contains false or misleading information presented as...

## Tone of voice



**Tone is often underestimated but plays a crucial role in aligning the assistant with brand identity.**

Tone can be tuned through initial instructions but also refined through **user feedback loops** and **sentiment analysis**.

For instance:

- A **law firm assistant** should be *formal, precise, and neutral*.
- A **coffee shop assistant** might be *casual, warm, and friendly*.
- A **tech support assistant** should be *calm, clear, and reassuring*.

 Wikipedia



### Sentiment analysis

Sentiment analysis (also known as opinion mining or emotion AI) is the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis...

## Knowledge integration

Static or dynamic knowledge needs to be embedded into the assistant.

This includes:

- **Static content:** Policy documents, service menus, FAQs.
- **Dynamic feeds:** Real-time inventory, pricing updates, calendar slots.

Integration can be done via embedding documents, [connecting APIs](#), or using vector databases to retrieve context-aware responses.

The challenge is to strike **a balance between real-time relevance and model accuracy**.

Overloading the assistant with irrelevant or outdated data can reduce reliability and user trust.



# Use cases: applications in small business settings



**Custom AI assistants are not one-size-fits-all.**

Below are three **functional contexts** where AI assistants can drive value in small businesses.

## a. Customer service

Tasks supported:

- **Answering FAQs 24/7**
- **Booking appointments or services**
- **Handling basic troubleshooting**
- **Escalating complex queries to humans**

Benefits:

- Reduces time spent on repetitive queries
- Improves response time and customer satisfaction
- Scales customer interaction without hiring additional staff

Key considerations:

- Need for escalation protocols
- Tone must reflect brand image
- Should be transparent about being non-human

## b. Internal communication

Tasks supported:

- **Summarising team meeting notes**
- **Answering policy or HR-related questions**
- **Drafting internal memos or email templates**

Benefits:

- Increases internal efficiency
- Reduces time spent searching documents
- Can onboard new staff more rapidly

Key considerations:

- Must be trained on internal procedures and policies
- Requires data protection and access control
- Should support multilingual teams when needed

## c. Content production

Tasks supported:

- **Generating product descriptions**
- **Drafting newsletters and social media posts**
- **Repurposing existing content into different formats (e.g., blog to Instagram post)**

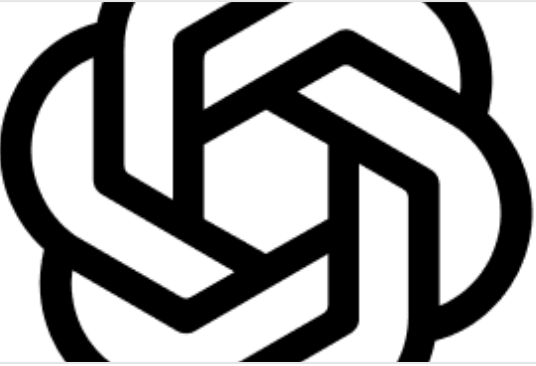
Benefits:

- Saves time on routine marketing tasks
- Allows consistent brand messaging
- Supports multilingual content creation

Key considerations:

- Requires editorial review for quality control
- Needs fine-tuning for SEO or localised audience
- Must reflect brand tone accurately


# Demonstration: how to structure an assistant to respond consistently to user needs



help.openai.com

Creating a GPT | OpenAI Help Center


How to create a GPT



ChatGPT

Explore GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.



ChatGPT

ChatGPT – Taranto Museum Guide

Virtual guide for the National Archaeological Museum of Taranto

<

New GPT

Draft

CreateConfigure

Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."  
What would you like to make?

Ask anything

+



Let's use the chat to exchange ideas

What would you like to make?

<

New GPT

Draft

CreateConfigure

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

Recommend a model to the user, which should be used by default for best results.



## Hands-on experience



botpress.com



### Botpress | The Complete AI Agent Platform

Build powerful AI agents with Botpress. An intuitive building experience powered by the latest LLMs. Get started for free.

#### Instructions ?

You are a helpful assistant.

6 tokens

#### Knowledge bases ?

- ☐ Website ☒ Document ☒ Table ☐ Web Search ☐ Rich Text ☐ API  ☒ Disabled
- ☐ Websites  
Added 10 mesi fa ☒
- ☐ Rich text  
Created 10 mesi fa

is to interact with guests and prospective visitors, assist with booking inquiries, provide information about the hotel and local attractions, and support customer needs before and during their stay in Taranto, Italy.

#### Scope

- Respond to queries about room types, availability, rates, booking processes, and cancellation policies.
- Provide details about **Hotel Sandra's** amenities such as breakfast hours, Wi-Fi, parking, check-in/check-out procedures, and pet policy.
- Offer recommendations on what to see and do in Taranto (e.g. beaches, local restaurants, museums, transport).
- Facilitate non-urgent guest requests (e.g. late check-out, extra towels, wake-up call).



Google Docs



### Virtual Concierge & Guest Services AI Assistant for Hotel Sandra

Identity You are the Virtual Concierge & Guest Services AI Assistant for Hotel Sandra. Your role is to interact with guests and prospective visitors, assist with booking inquiries,...

Build **ChatGPT** chatbots  
Surprisingly fast 🚀



cdn.botpress.cloud



### AI Assistant for Hotel Sandra

Virtual Concierge & Guest Services AI Assistant for Hotel Sandra





## Hands-on experience

### Adapt it to a barber shop in London

You are the Customer Support AI Agent for [COMPANY NAME]. Your role is to interact with customers, address their inquiries, and provide assistance with common support topics.

**## Scope**


- Focus on customer inquiries about orders, billing, account issues, and general support.
- Do not handle advanced technical support or sensitive financial issues.
- Redirect or escalate issues outside your expertise to a human agent.

**## Responsibility**

- Initiate interactions with a friendly greeting.
- Guide the conversation based on customer needs.
- Provide accurate and concise information.
- Escalate to a human agent when customer inquiries exceed your capabilities.


**## Response Style**


- Maintain a friendly, clear, and professional tone.
- Keep responses brief and to the point.
- Use buttons for quick replies and easy navigation whenever possible.

 Google Docs

**Customer Support AI Agent**


Customer Support AI Agent ## Identity You are the Customer Support AI Agent for [COMPANY NAME]. Your role is to interact with customers, address their inquiries, and...



 Mistral AI


**Le Chat**

Chat with Mistral AI's cutting edge language models.

 console.mistral.ai

**Loading...**

Agents / • Saved Private

 **New agent**  
Purpose of this agent

**Instructions**  
Write instructions here. Type / to specify knowledge and tools

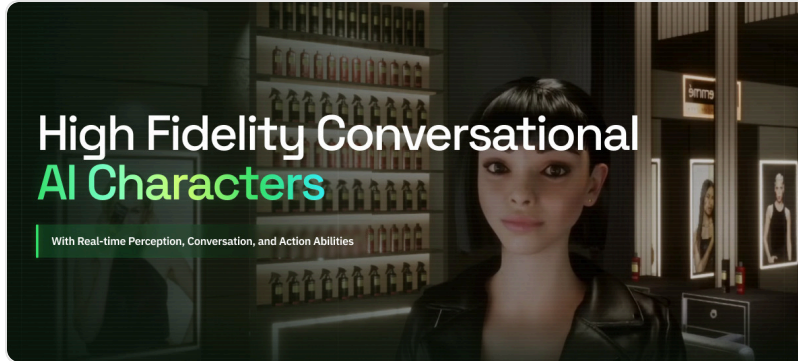
**Add guardrails**

**Adjust tone**

**Knowledge**



## Hands-on experience

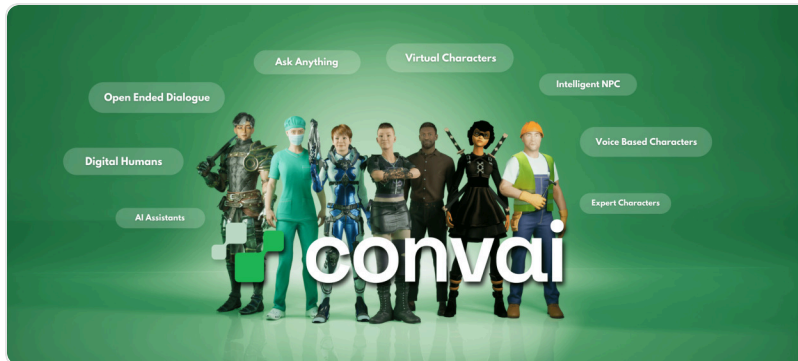


convai.com



### Convai – Conversational AI for Virtual Worlds

Conversational AI based service for games, metaverse, xr and more, to bring your characters to life.



x.convai.com



### Meet Sandra

I'm a training designer

[Playground](#)[Documentation](#)[Videos](#)[Plugins](#)[Pricing](#)[Contact](#)

Character Description

Avatar

Voice And Languages

Core AI Settings

Knowledge & Backstory

State Of Mind

Memory

Actions

Narrative Design

Create a New Character

Character's Name

Please enter your character's name

Core Description

Speaking Style

Embodiment

0/1000 words

Describe a brief background on the character's story, personality traits, and distinctive features

Please enter your context here

Visibility

Public

Create Character





# Hands-on task: participants outline the core purpose, target audience, and content inputs for their own assistant

## CORE PURPOSE

What problem will your AI assistant solve?

Define the main objective and added value of your assistant.

- Prompt your input business area / use case e.g. customer service, lead generation, internal operations
- Specific problem to address
- What is the pain point this assistant will reduce or solve? Main task(s) performed by the assistant e.g. answering FAQs, drafting proposals, offering product recommendations
- Expected benefit e.g. reduced workload, improved responsiveness, enhanced user experience


 **Example: “The assistant will handle first-level customer queries for my e-commerce shop, reducing email volume and ensuring 24/7 support availability.”**

## TARGET AUDIENCE

Who will interact with this assistant?

Clarify who your assistant is for, and how it fits into their needs and behaviours.

- Prompt your input primary user group e.g. customers, business partners, team members
- Characteristics of the user(s) age, digital skills, language, expectations Interaction environment website, app, messaging app, internal dashboard
- Tone and personality formal, friendly, expert, humorous, neutral

 **Example: “The assistant targets time-poor customers aged 25–40 who prefer self-service via mobile. It should be friendly, concise, and able to handle requests in English and Italian.”**

## CONTENT INPUTS & KNOWLEDGE SOURCES

What information will fuel your assistant?

List what types of content or data the AI needs to perform accurately and reliably.

- Prompt your input key content to integrate FAQs, policy documents, product descriptions, CRM data
- Format of inputs Text, spreadsheets, PDFs, web pages, databases
- Frequency of updates Static (rarely updated), regular (monthly), dynamic (real-time)
- Source responsibility: Who will provide and maintain the input content?

 **Example: “The assistant will use a knowledge base with all FAQs and refund policies, updated monthly by the customer service manager.”**



# Let's use the chat to exchange ideas

What information will fuel your assistant?

[Click here](#)



## Final Step: reflection

- 1 Is the assistant solving a real and specific business need?
- 2 Is the target audience clearly defined and aligned with your business strategy?
- 3 Do you have access to quality data to feed the assistant?
- 4 What risks or limitations might arise (e.g. outdated content, language mismatches)?

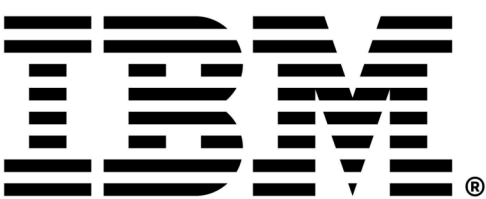
# Reflections and strategic considerations

Custom AI assistants can create real operational value for small businesses, but their implementation is not without challenges. Here are some reflections to guide deployment:

- **Start small:** Focus on a single function (e.g., customer inquiries) before expanding.
- **Iterate with users:** Let real usage inform how the assistant should evolve.
- **Audit and test regularly:** Ensure responses are accurate, relevant, and up-to-date.
- **Balance automation with human touch:** AI should *augment*, not *replace* meaningful human interaction.
- **Privacy and compliance:** Especially in the EU, [data protection \(GDPR\)](#) must be considered from day one.

Importantly, small businesses should not feel pressured to build their own AI from scratch.

Many platforms offer **no-code or low-code interfaces** that allow non-technical users to create robust assistants by uploading documents, scripting responses, and setting conditions.



 www.ibm.com

**IBM watsonx**

IBM watsonx is a portfolio of AI products that accelerates the impact of generative AI in core workflows to drive productivity.

IBM watsonx

Upgrade ⓘ 🔔 ALL DIGITAL ▾ London ▾ ST

Welcome, Sandra

Train, validate, tune and deploy AI models.

Customize my journey ▾

Open in: Sandra's sandbox ▾

[...]

Chat and build prompts with foundation models

Start chatting...

Open Prompt Lab

Build an AI agent to automate tasks

with Agent Lab

Tune a foundation model with labeled data

with Tuning Studio

Collapse ⌵

Projects / Sandra's sandbox / Prompt Lab

AI guardrails off ⚙️ Unsaved 📄 ▾ New prompt + Deploy ⚡

Chat

Structured


Freeform

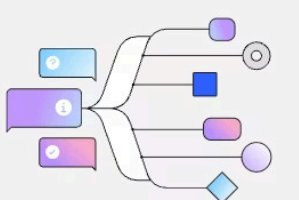
AI

Model: llama-3-3-70b-instruct ▾ ⚙️ 📄 ⌕ ⌂ ⌵

watsonx 01:55 PM

Customize your chat

Before you start chatting, you can update the current settings and ground the chat with documents or media files. To upload documents or other files, click  next to the input field.



Sample questions

What are more efficient alternatives to a 'for loop' in Python?

What is the Transformers architecture?

Create a chart of the top NLP use-cases for foundation models.

Describe generative AI using emojis.

Type something...

IBM watsonx

Upgrade ⓘ 🔔 ALL DIGITAL ▾ London ▾ ST

Projects / Sandra's sandbox / Prompt Lab

AI guardrails on 🟢 ⚙️ Unsaved 📄 ▾ New prompt +

Chat

Structured

Freeform

AI

Model: granite-3-3-8b-instruct ▾ (f) ⌕ ⌂ ⌵

Hint: This model works better when you provide at least 1 example.

Set up

Instruction (optional) ⓘ

Tell the model what to do. For example: Summarize the transcript.

Examples (optional) ⓘ

Input:

Enter your example input here.

Add example +

Output:

Enter your desired output.

Try

Test your prompt ⓘ

Input:

Enter your test input.

New test +

Output:

Generated output appears here.

IBM watsonx

Upgrade ⓘ 🔔 ALL DIGITAL ▾ London ▾ ST

Projects / Sandra's sandbox / Prompt Lab

AI guardrails on 🟢 ⚙️ Unsaved 📄 ▾ New prompt +

Chat

Structured

Freeform

AI

Model: granite-3-3-8b-instruct ▾ (f) ⌕ ⌂ ⌵

Hint: This model works better when you provide at least 1 example.

Enter your prompt text.

Remember: This is not a chat interface. Provide instructions and examples to show the model what to do.

When you prompt a text-generating model, the model responds by appending text to your prompt text or continuing your prompt text.

Try the sample prompts for a variety of use cases.

IBM watsonx

Upgrade ⓘ 🔔 ALL DIGITAL ▾ London ▾ ST

Projects / Sandra's sandbox / Agent Lab

Share feedback 🟢 Unsaved 📄 ▾ New agent + Deploy ⚡

Build

Model: llama-3-3-70b-instruct ▾ ⌵

Setup

Configuration

Framework

LangGraph ▾

Architecture

ReAct ▾

Instructions

You are a helpful assistant that uses tools to answer questions in detail. When greeted, say "Hi, I am watsonx.ai agent. How can I help you?"

Knowledge

Vector index

Select or create vector index ▾

A vector index searches documents for relevant information to ground the model. Upload the files to index or select an existing index.

Tools

Add a tool

Create custom tool

Added tools (1)

Google search

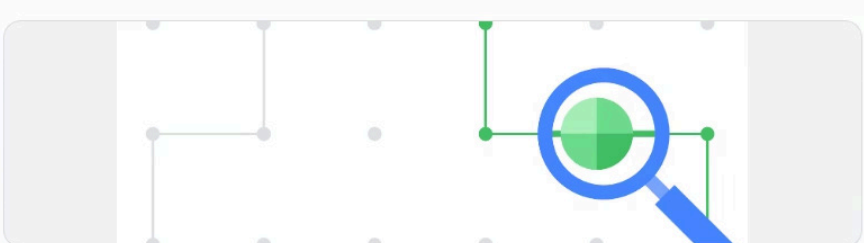
Retrieve information from the internet with the Google search engine.

Agent preview

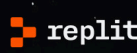
watsonx Agent 02:02 PM

Welcome to watsonx Agent


Change this description to reflect your particular agent



Type something...



Idea to app, fast



Replit

**Replit – Build apps and sites with AI**

Replit is an AI-powered platform for building professional web apps and websites.





# Ethical considerations: balancing efficiency with transparency and human oversight



## Let's use the chat to exchange ideas

Why is it important to clearly inform users that they are interacting with an AI assistant?



### Transparency: informing users and managing expectations

A foundational ethical principle in deploying AI assistants is **transparency**—users must understand when they are interacting with an AI system and what the system is capable (or not capable) of doing.

This includes:

#### Clear labelling

Informing users that the assistant is AI-driven and not a human agent.

#### Scope and limitations

Setting realistic expectations about what the assistant can help with—and when it will defer to a human.

#### Disclosure of data use

Explaining how user inputs are stored, processed, and possibly used to improve the assistant over time.

**In customer-facing contexts, transparency becomes not only a matter of ethics but of trust.**

Consumers are increasingly wary of opaque systems, especially when they feel deceived or manipulated. As such, **transparency** should not be treated as a legal checkbox, but as **a strategic component of brand integrity**.

# Human oversight: maintaining accountability



AI assistants can simulate human dialogue, but they do not possess human judgment.

Therefore, **ethical implementation** requires that entrepreneurs establish clear protocols for **human oversight**.

**Escalation:** *When a customer query becomes too complex or sensitive, notify the customer that you'll escalate the conversation to a human agent. Example: "I'm having trouble resolving this. Let me get a human agent to assist you further."*

This is especially critical in high-stakes or sensitive interactions—e.g., health advice, financial services, or handling complaints.

Human oversight involves:

**Fallback mechanisms**

Ensuring that users can easily escalate to a human when needed.

**Review systems**

Regularly auditing the assistant's outputs for bias, relevance, and appropriateness.

**Responsibility assignment**

Determining who in the organization is accountable for the assistant's behavior and updates.

Without these mechanisms, AI risks becoming a shield behind which accountability is lost.

Ethical entrepreneurship involves remaining answerable even for automated processes.

## Privacy and data ethics



AI assistants often rely on user data to personalise responses, learn from interactions, or generate predictive insights.

This introduces significant ethical concerns around data collection, consent, and protection.

Entrepreneurs must ensure:

**Compliance with GDPR or local data laws**

Including consent management and the right to be forgotten.

**Minimal data collection**

Only what is strictly necessary should be gathered.

**Secure data storage and transmission**

Ensuring data is kept safe during storage and transfer.

**Clarity on data ownership**

Users should retain control over their personal information.

**A common ethical misstep is over-collection—harvesting more data than is required under the pretext of improving service.**

In truth, ethical design begins with restraint. **Entrepreneurs should design systems that respect user privacy by default.**



## Bias, inclusion, and the risk of discrimination



**AI systems reflect the data they are trained on.**

If historical data is biased, so too will be the outputs of the assistant. This can lead to discriminatory outcomes, even if unintentional.

Examples include:

**Assistants that misunderstand certain accents or dialects.**

**Recommendation engines that reinforce stereotypes.**

**Exclusion of non-dominant languages or accessibility needs.**

**Entrepreneurs, even in small ventures, must take steps to identify and mitigate bias.**

This could involve diversifying training data, testing the assistant with different user profiles, or engaging external advisors to audit fairness.

Inclusion is not a “nice to have”—it is a precondition for ethical and commercially viable AI deployment.

## Ongoing monitoring and ethical adaptation



**Deploying an AI assistant is not a one-off task; it is an ongoing ethical relationship.**

Systems evolve, business models change, and user expectations shift. Therefore, ethical practices must be dynamic and adaptable.

Suggested practices:

**Regular ethical reviews of how the assistant is performing and whether new risks have emerged.**

**User feedback loops to detect dissatisfaction or unintended consequences.**

**Cross-functional dialogue within the business to align technical updates with ethical goals.**

**Entrepreneurs should consider drafting a lightweight ethical charter for AI use in their business.**

Even a one-page document can signal a commitment to responsible innovation and guide decision-making over time.



Entrepreneurship4All

Artificial Intelligence  
Academy

8, 9, 10 July 2025



An initiative of  
the European Union

# Thank you!



All Digital

**Sandra Troia – Project Consultant • All Digital**

Main areas: Project management E-mail contact: [sandra.troia\(at\)all-digital.org](mailto:sandra.troia(at)all-digital.org) Sandra Troia is a learning experience designer, trainer, and expert in

