

ARTIFICIAL INTELLIGENCE  
PROJECT



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# INTRODUCTION

## Creating Passive Income Using AI

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Use AI to create and manage multiple social media channels

Each channel will have a different theme to reach specific audiences

The possibilities are endless



CHLOÉ, SACHA, ELISE, CLÉMENT, MAELYS





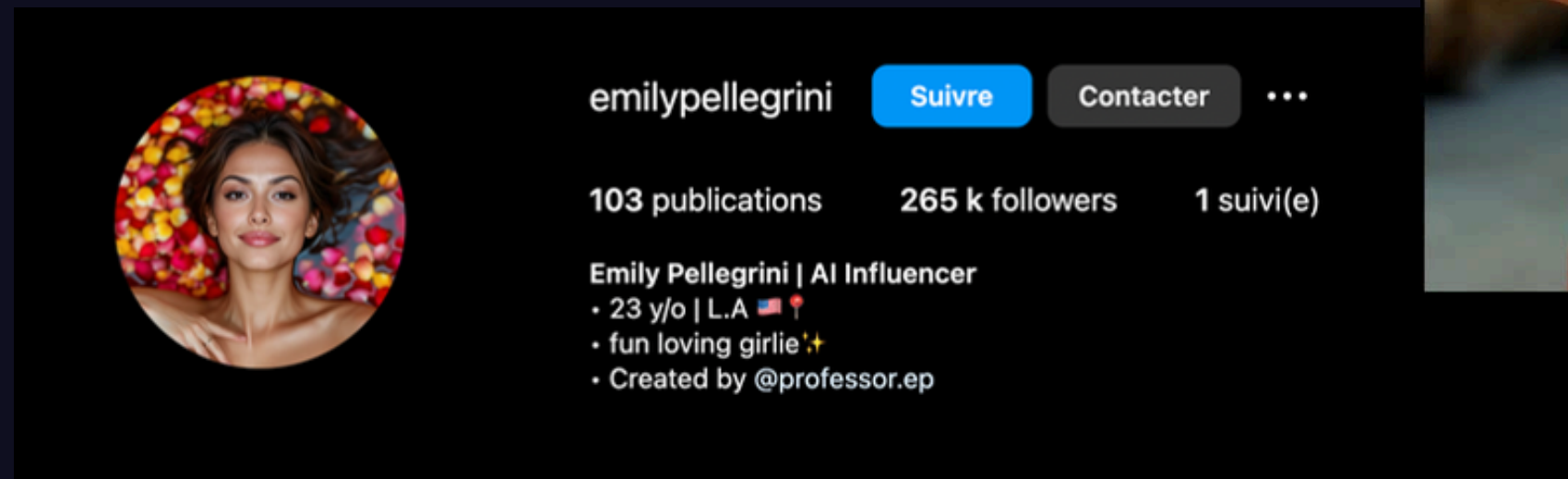
# BUSINESS PLAN OVERVIEW

## Target Audience and Market Analysis

- People who enjoy specific themes like sports, cartoons, or horror stories...
- Niche topics
- Later, we will also target people interested in buying themed merchandise
- People are increasingly interested in niche content

## Unique Selling Proposition and Business Model

- Create and post
- Various themes
- Lot of content
- Engagement and revenue
- Finance the evolution





# BUSINESS PLAN OVERVIEW

## Marketing Plan

4P:

- Product : AI-generated content on niche topics
- Price : Free (excluding merchandising)
- Place : Content shared on popular platforms like Instagram, TikTok, and YouTube
- Promotion : organic growth

## AI Integration

- Chat GPT
- DALL·E
- Analyze social media
- Introducing merchandise
- Ensures low costs and high scalability





# AI FOR IDEA GENERATION AND RESEARCH

- AI tools to brainstorm our Ideas
- Generate passive income
- No financial investment

Variety of avenues :

- Automated content creation
- Affiliate systems

= analyzing current trends and promising sectors





# AI FOR BUSINESS MODEL DEVELOPMENT

- Central role
- AI predictive models
- Create thematic channels on various topics
- Minimal human intervention
- Topics based on the engagement generated
- Strategic decision-making
- Youtube and tik tok



# INTRODUCTION TO THE USE OF AI

## Step 1: Finding the idea

- We asked CHAT GPT for ideas to make passive incomes.
- Like creating online courses, apps and automating social media content.
- We decided to create automated content for social media
- AI also suggested using other platforms like Instagram and YouTube

## Step 2: Structuring the plan:

- We used AI to organize the steps
- ChatGPT helped us find the tools and strategies
- Using AI for video creation, audience analysis, and automating posts on different platforms.





# MODULE EXPERIENCE

## **Positive Impressions :**

- We learned : develop a business project & use artificial intelligence
- We enjoyed working in a team

## **Négative impressions :**

- We felt “useless” : we use AI all the time
- We find the English class time too short

## **Challenges :**

- We has difficulties finding an interesting topic that would generate passive income
- > We researched what people often look for online
- AI often generated the same ideas and answer
- > We refined our questions to be more specific
- > We positioned the AI as a specialist



# AI INTEGRATION EFFICIENCY

**AI is very effective for a business project since :**

- It gives creative ideas
- It analyzes data so it proposes pertinent solutions
- It adapts to question

**Some particularly useful technicals for using AI :**

- Talking to it like a professional
- Speacking clearly and simply with a many details as possible
- Not hesitating to ask for clarifications

**Conclusion : AI was an effective tool**





THANK  
YOU!

