AI & the FUTURE of HOME IMPROVEMENT

HMC Serving the Hardware, Home Improvement and Housewares Marketplace

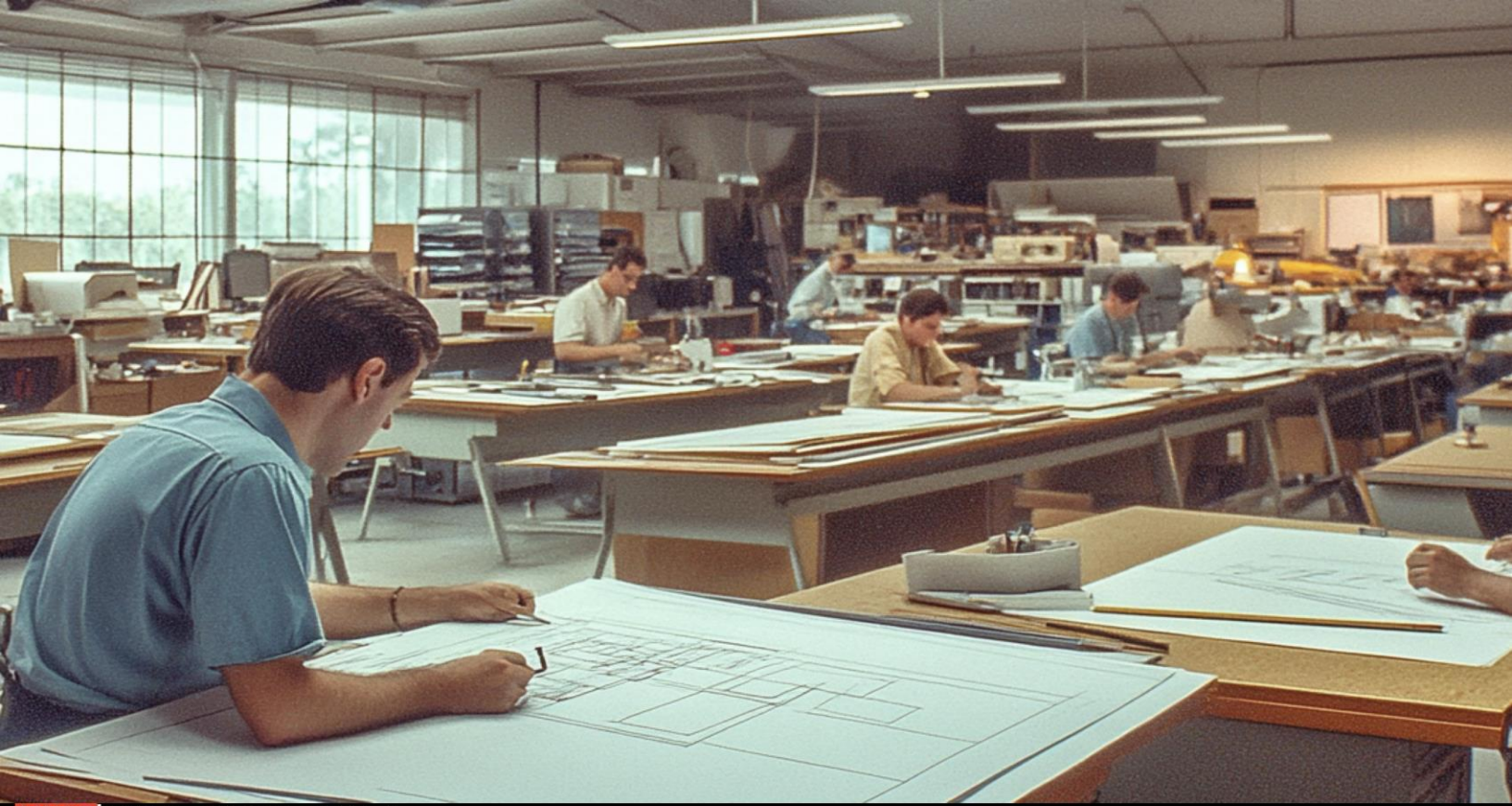
DAN CHUPARKOFF

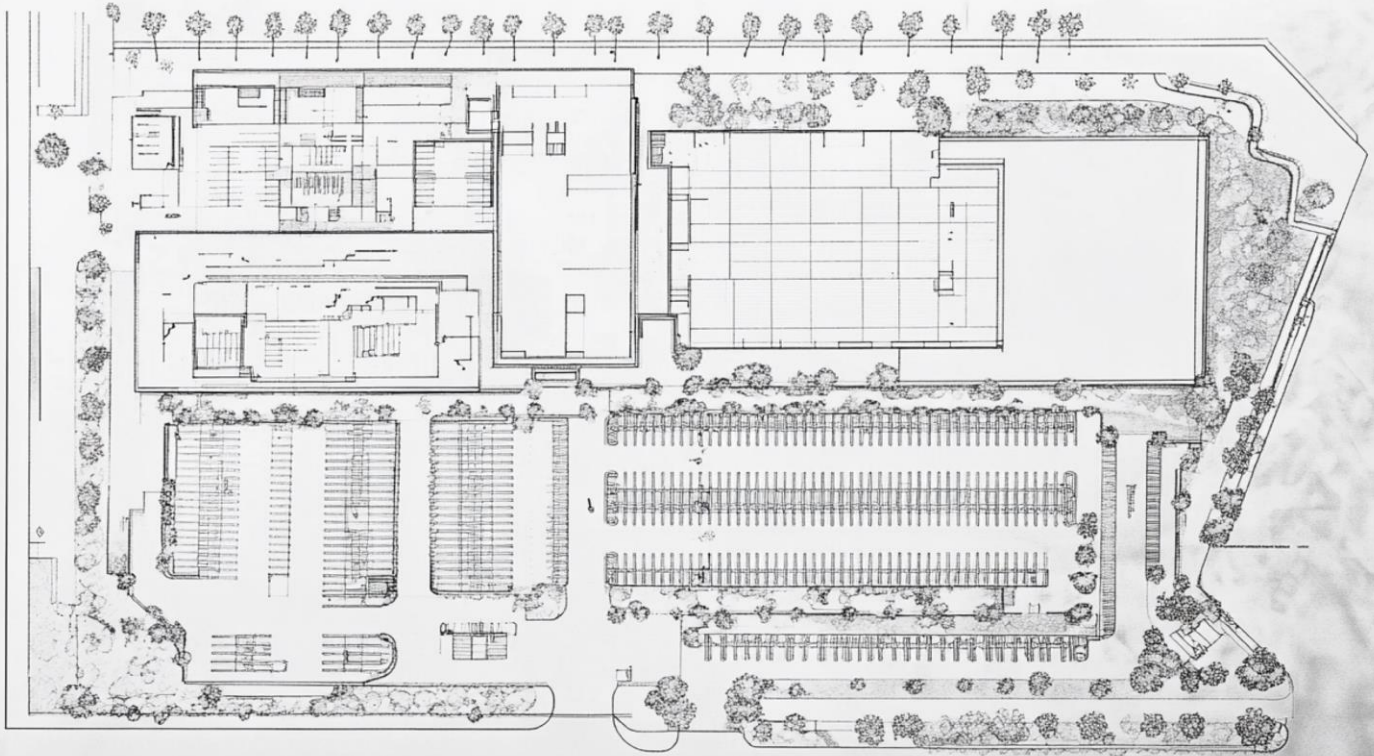
I help teams to
REINVENT the way they work
with the power of **AI**

Teams that figure out

NEW TECHNOLOGY FASTEST ARE THE TEAMS THAT GROW

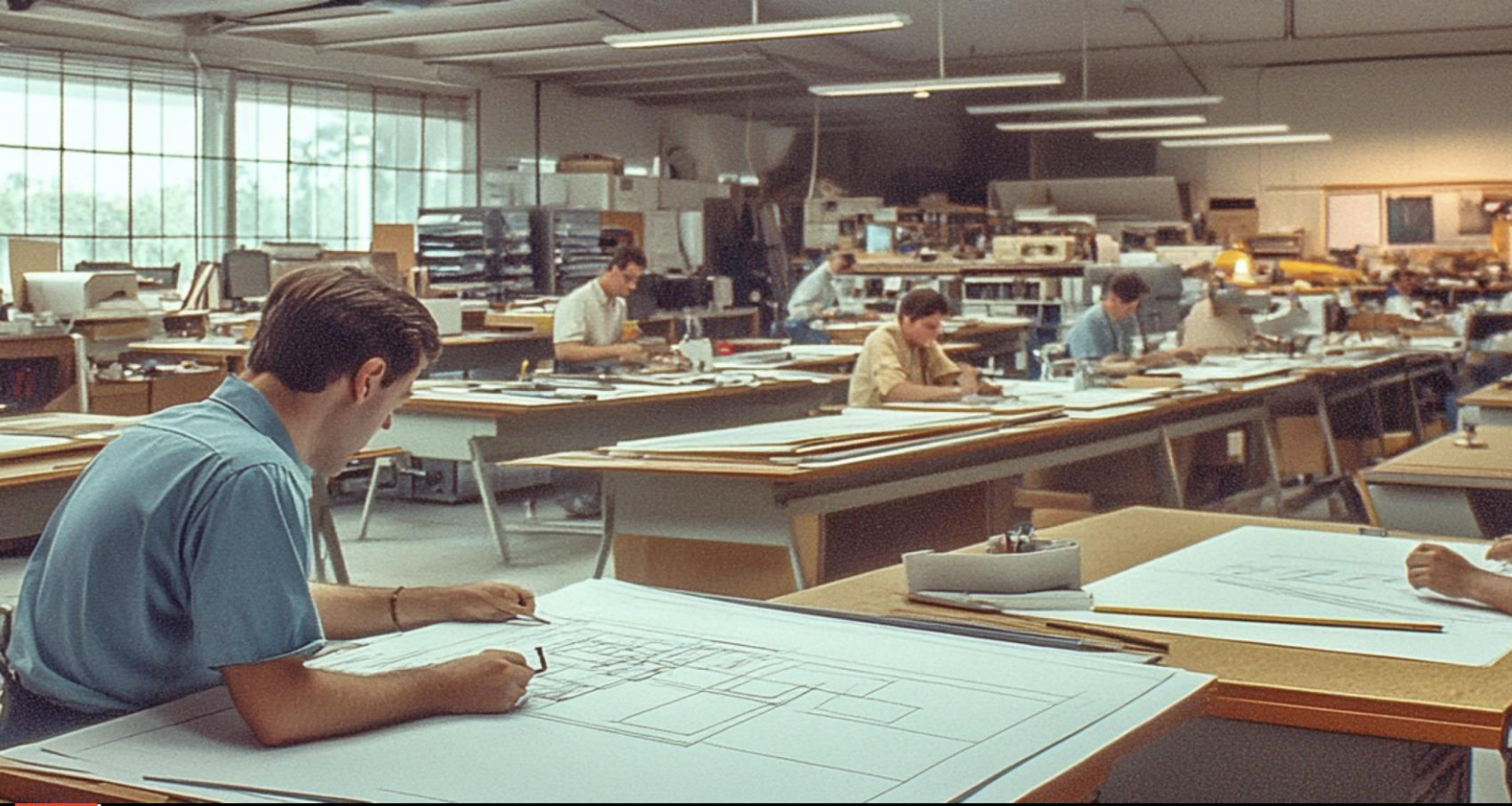
1985 → 2020

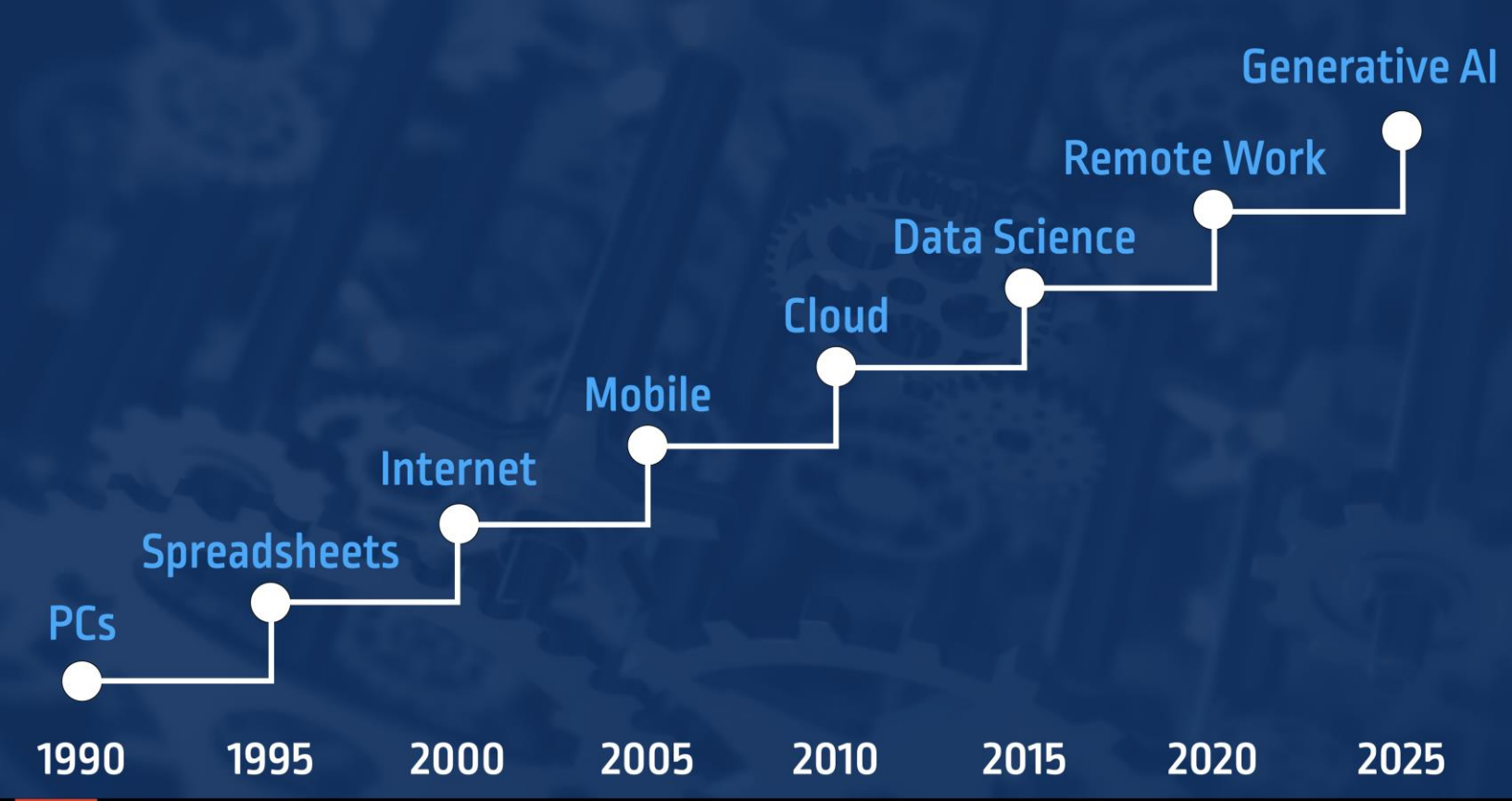




AUTOCAD
IBM PC/XT/AT EXE
Dealer Version
SN# 94-923716 Francaise
(C) Copyright 1982 - 1988 by Autodesk AG, Basel

COPY & PASTE
changed my life



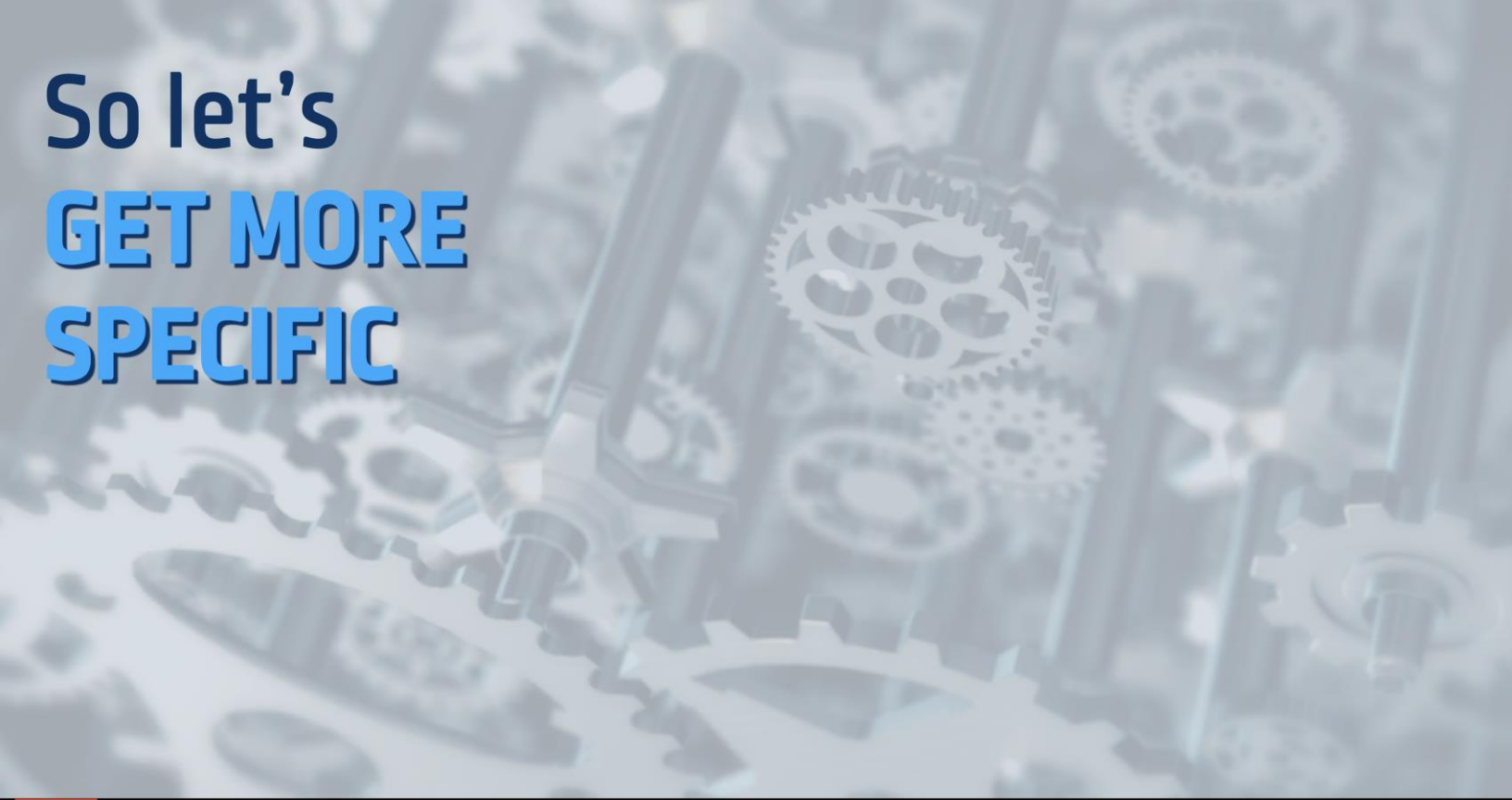

Generative AI
Remote Work
Data Science
Cloud
Mobile
Internet
Spreadsheets
PCs
1990
1995
2000
2005
2010
2015
2020
2025

Many people say AI
BUT THEY DON'T UNDERSTAND IT

Hey Midjourney:
"I need an image of AI IN 2023"

If you get specific
YOU CAN ESCAPE
THE PIÑATA TRAP

So let's GET MORE SPECIFIC



Generative Pre-trained Transformers

Let's try it

Once upon a _____

WHAT'S THE
NEXT WORD

Once upon a time _____

WHAT'S THE
NEXT WORD

Once upon a time _____

THERE	lived	was	in
probability	probability	probability	probability
40%	30%	15%	10%

AI is a PREDICTION MACHINE

Is AI broken BECAUSE IT'S WRONG SOMETIMES?

reddit

r/Pizza

Search in r/Pizza

r/Pizza • 11 yr. ago
[deleted]

My cheese slides off the pizza too easily

With careful eating, it stays on. But with a bit of tilt the cheese slides right off. Any tips?

251 267 Share

r/Pizza • 11 yr. ago
[deleted]

My cheese slides off the pizza too easily

With careful eating, it stays on. But with a bit of tilt the cheese slides right off. Any tips?

251 267 Share

fucksmith • 11y ago

[redacted]

167 38 Share

HMC Serving the Hardware, Home Improvement and Housewares Marketplace
AI & the FUTURE of HOME IMPROVEMENT
DAN CHUPARKOFF

r/Pizza • 11 yr. ago
[deleted]

My cheese slides off the pizza too easily

With careful eating, it stays on. But with a bit of tilt the cheese slides right off. Any tips?

251 267 Share

fucksmith • 11y ago

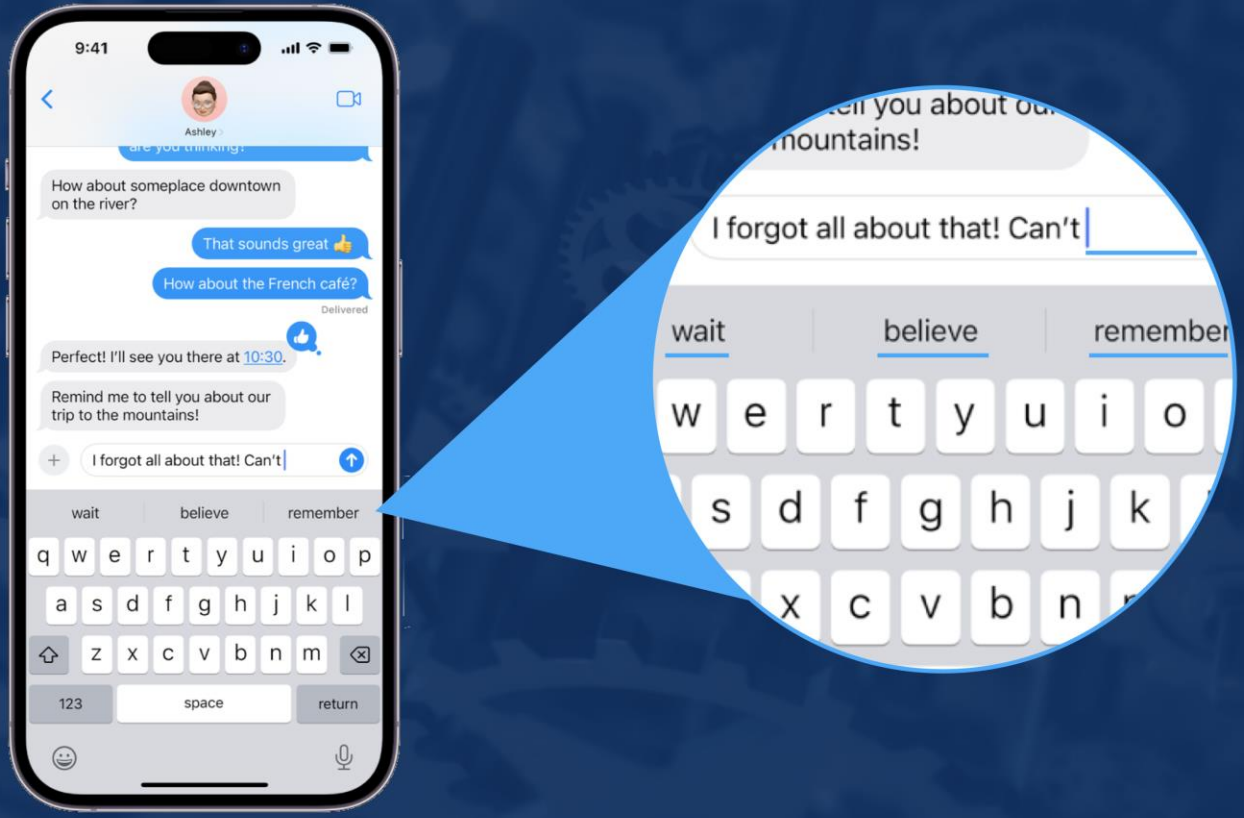
To get the cheese to stick I recommend mixing about 1/8 cup of Elmer's glue in with the sauce. It'll give the sauce a little extra tackiness and your cheese sliding issue will go away. It'll also ad a little unique flavor. I like Elmer's school glue, but any glue will work as long as it's non-toxic.

167 38 Share

HMC Serving the Hardware, Home Improvement and Housewares Marketplace
AI & the FUTURE of HOME IMPROVEMENT DAN CHUPARKOFF

Sometimes the
'BEST' ANSWER
isn't a very good one

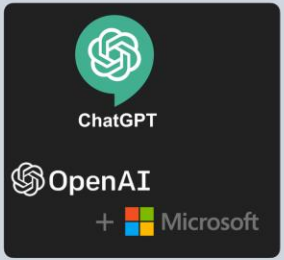
You're already good at HANDLING BAD AI SUGGESTIONS


9:41
Ashley
How about someplace downtown on the river?
That sounds great
How about the French café?
Delivered
Perfect! I'll see you there at 10:30.
Remind me to tell you about our trip to the mountains!
I forgot all about that! Can't
wait
believe
remember
mountains!
I forgot all about that! Can't
wait
believe
remember

Would you let AUTOCOMPLETE talk to your friends without you?

AI can't make the
same decisions as you,
BECAUSE YOU HAVE CONTEXT

Audience poll:
CURRENT USE OF AI



chat.openai.com

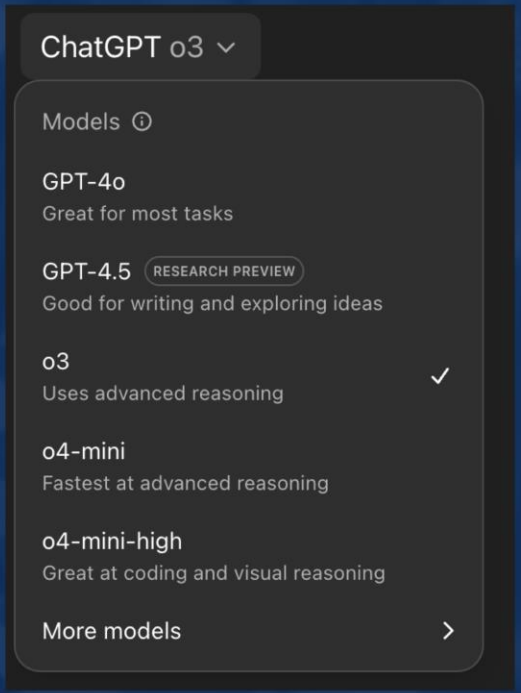
The most
KNOWLEDGABLE

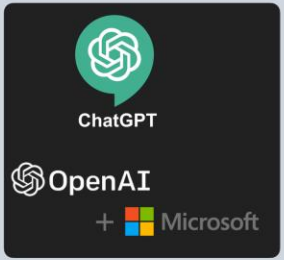
ChatGPT

OpenAI + Microsoft

chat.openai.com

The most **KNOWLEDGABLE**



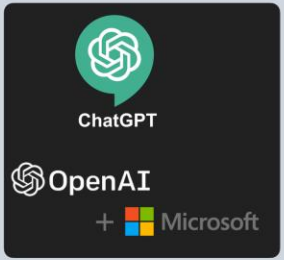


chat.openai.com

The most
KNOWLEDGABLE

gemini.google.com

The most
PICTURES+TEXT



chat.openai.com

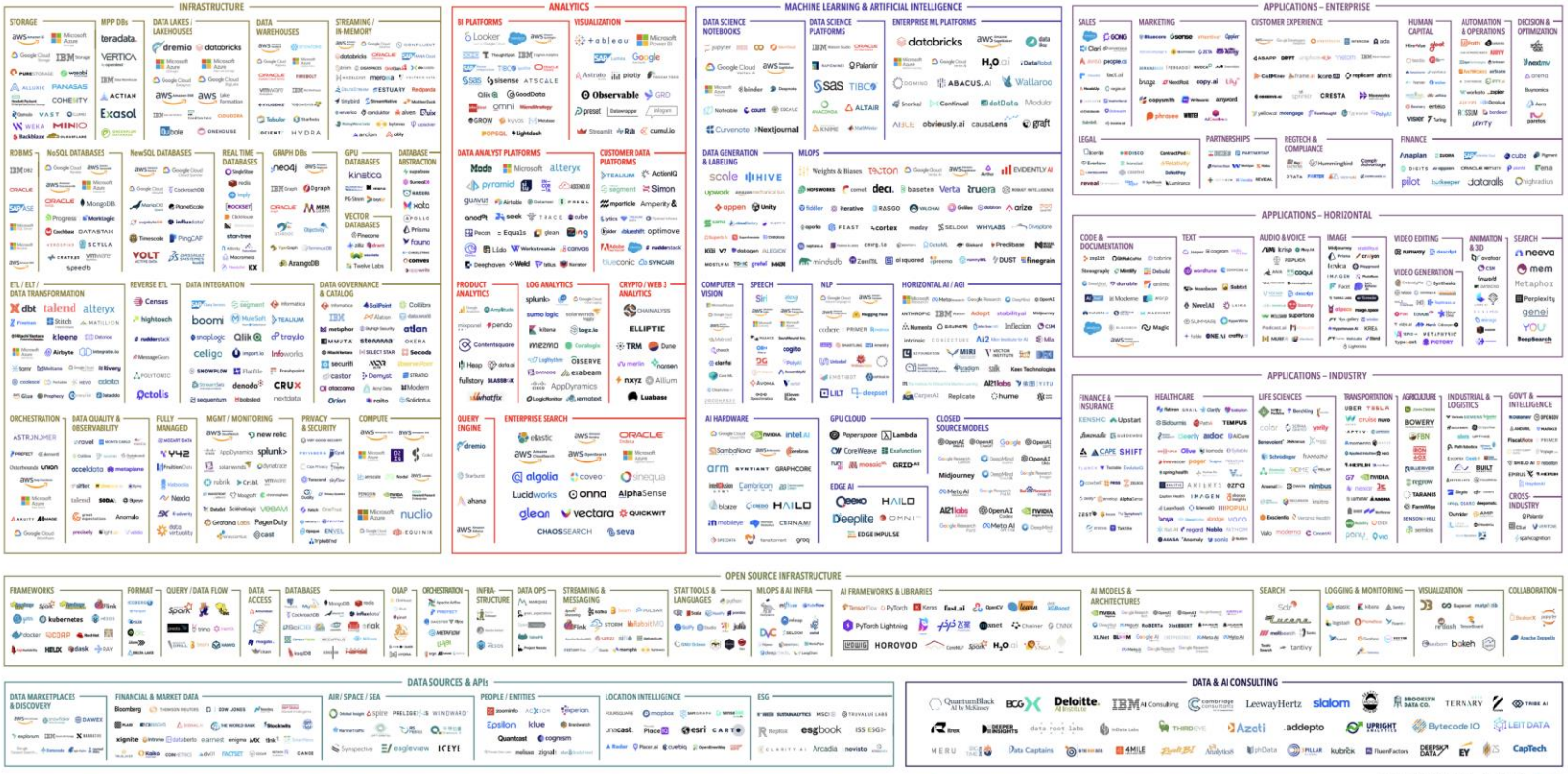
The most
KNOWLEDGABLE

gemini.google.com

The most
PICTURES+TEXT

claude.ai

The most
PRIVATE



HMC Serving the Hardware, Home Improvement and Housewares Marketplace
AI & the FUTURE of HOME IMPROVEMENT
DAN CHUPARKOFF

AI is the new way we
COLLABORATE
WITH INFORMATION

In your industry, if you run on AI

YOU WILL OUTPERFORM THOSE WHO DON'T

How can I help you today?

What are 10 ways that AI will change the work of senior sales and marketing executives representing leading manufacturers that serve the material and equipment needs of the home improvement industry?

ChatGPT can make mistakes. Consider checking important information.

How can I help you today?

What are 10 ways that AI will change the work of senior sales and marketing executives representing leading manufacturers that serve the material and equipment needs of the home improvement industry?

Focus on practical, available methods which don't require massive technology spends and large technology staffing.

ChatGPT can make mistakes. Consider checking important information.

SKU-level demand forecasting

Real-time dynamic price optimization

Photo-based materials estimation

Hyper-personalized, account specific content

Intelligent product recommendations

Conversation analytics for sales coaching

Proposal and specification automation

Augmented-reality product demos

Automated ESG and sustainability reporting

AI predictive maintenance

How can I help you today?

To get started with each of these things, can you give me 3 first steps to get started and at least one link to a solution provider that could help. Use Deep Research for this.

Deep research

ChatGPT can make mistakes. Consider checking important information.

?

AI is a STRATEGY ACCELERATOR

But AI isn't JUST FOR SCIENTISTS ANYMORE

Once upon a time...

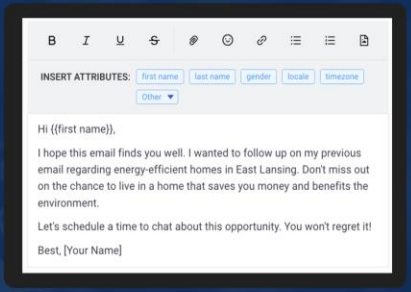
The next word

Once upon a time...

The next word

What's my favorite color?...

The answer to a question



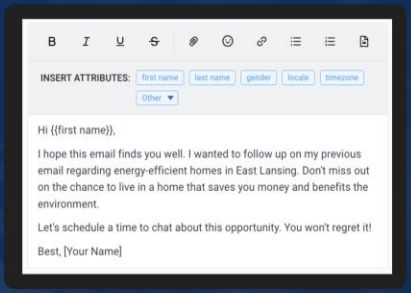
A better email for a customer

Once upon a time...

The next word

What's my favorite color?...

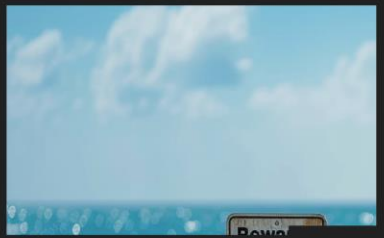
The answer to a question



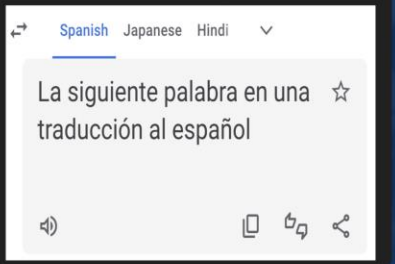
A better email for a customer

```python
n = int(input('Type a number, and its factorial will be printed: '))

if n < 0:
    raise ValueError('You must enter a non-negative integer')

factorial = 1
for i in range(2, n + 1):
    factorial *= i

print(factorial)
```

The next line of code



The next pixel in an image



A translation to Spanish

AI is a CONTENT CREATION ASSISTANT

Some people think
AI IS A CO-PILOT

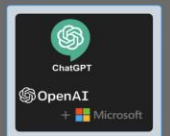
The INTERN strategy

The review

The instructions

The INTERN strategy

The review



chat.openai.com

The most
KNOWLEDGABLE

gemini.google.com

The most
PICTURES+TEXT

claude.ai

The most
PRIVATE

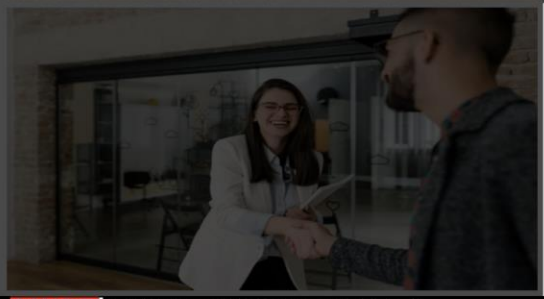
The instructions

Downloaded

INTERN

Downloaded

INTERN



Rule 5.3: Responsibilities Regarding Nonlawyer Assistance

(b) a lawyer having direct supervisory authority over the nonlawyer shall make reasonable efforts to ensure that the person's conduct is compatible with the professional obligations of the lawyer

https://www.americanbar.org/groups/professional_responsibility/publications/model_rules_of_professional_conduct/

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

----------x

ROBERTO MATA,

Plaintiff,

-against-

AVIANCA, INC.,

Defendant.

----------x

22-cv-1461 (PKC)

OPINION AND ORDER

CASTEL, U.S.D.J.

Plaintiff Roberto Mata asserts that on August 27 or 28, 2019, he was severely injured when a metal service tray struck his left knee during an overnight flight from El Salvador to John F. Kennedy Airport in New York. Defendant Avianca, Inc. ("Avianca") moves to

HMC Serving the Hardware, Home Improvement and Housewares Marketplace
AI & the FUTURE of HOME IMPROVEMENT DAN CHUPARKOFF

AI is an ASSISTANT not a co-pilot.

AI WILL NEVER TAKE YOUR WORK

and here's why...

What is WORK anyway?

The HIERARCHY of Human Expertise™

The HIERARCHY of Human Expertise™

The HIERARCHY of Human Expertise™

The HIERARCHY of Human Expertise™

The HIERARCHY of Human Expertise™

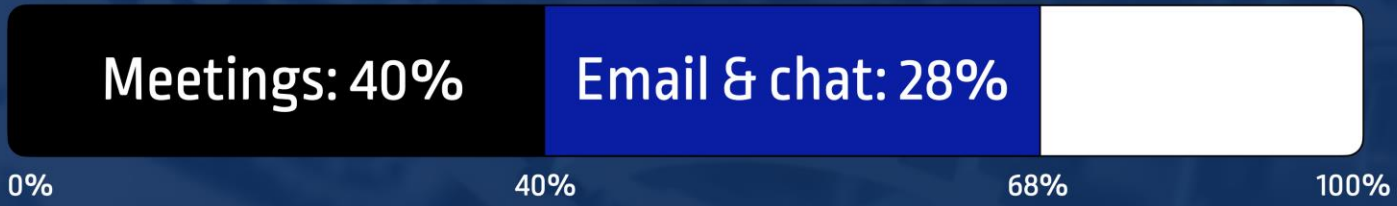
We will always need people to SOLVE, DECIDE, & IMAGINE

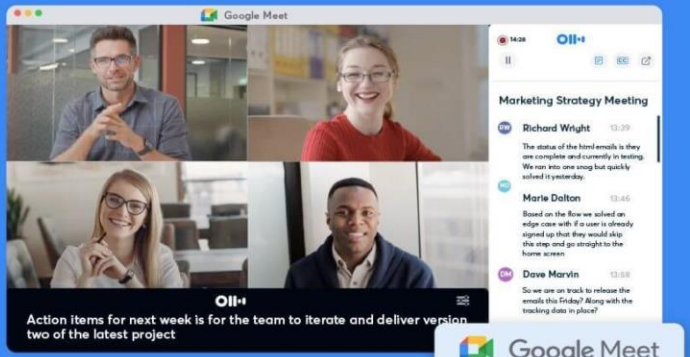
Ahead of us, there's AN AMAZING OPPORTUNITY

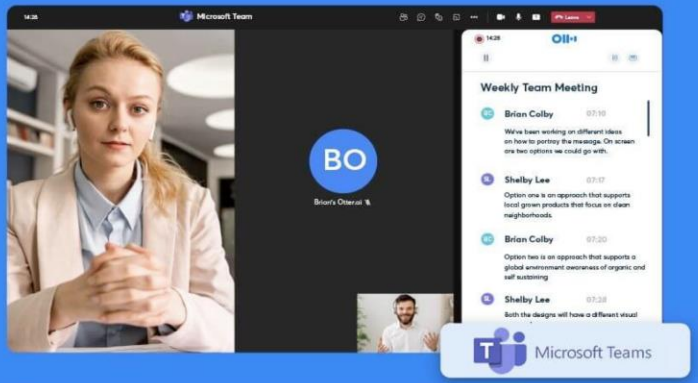
AI is especially good at COMMUNICATING

Communicate

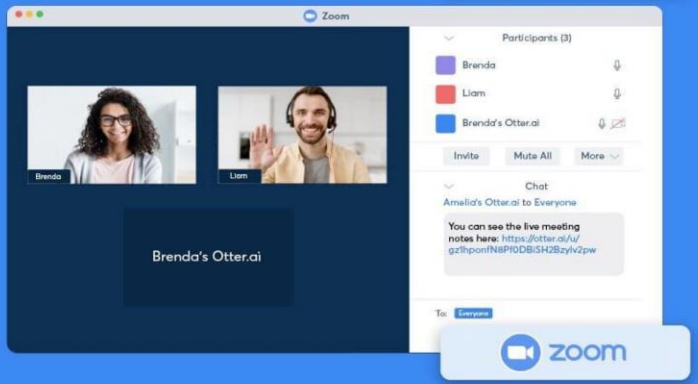
Time spent by people COMMUNICATING




Google Meet
Marketing Strategy Meeting
Richard Wright
Marie Dalton
Dave Marvin
Action items for next week is for the team to iterate and deliver version two of the latest project
Google Meet


Microsoft Team
BO
Brian's Otter.ai
Weekly Team Meeting
Brian Colby
Shelby Lee
Brian Colby
Shelby Lee
Microsoft Teams

Webex
Brian's Otter.ai
Team Meeting
Brian Colby
Madison Evans
Claire Simons
Mute
Stop video
Share
webex
by CISCO


Zoom
Brenda
Liam
Brenda's Otter.ai
Participants (3)
Brenda
Liam
Brenda's Otter.ai
Invite
Mute All
More
Chat
Amelia's Otter.ai to Everyone
You can see the live meeting notes here: https://otter.ai/u/gz1hponfN8Pf0DBiSH2BzyIv2pw
To: Everyone
zoom

Discovery Call - Diego [redacted] & Francisco [redacted] regardi...

D Dan Chuparkoff | Jan 17 at 10:00 AM - 10:28 AM | 00:27 | Copy Summary

Shared With

Summary Transcript

Diego, Alejandro, Francesco, Season, and Unknown Speaker discussed the potential of AI in the food and beverage industry. They highlighted [redacted] commitment to innovation and sustainability, and emphasized the importance of understanding AI's capabilities and limitations. Speakers 1 and 2 expressed excitement for the upcoming [redacted] event in Los Angeles, where they will present speeches on Monday. They discussed logistics, including hotel arrangements and presentation times, with Speaker 1 confirming accommodations and Speaker 5 expressing flexibility regarding the hotel.

Action Items

- [ ] Check if hotel stay is included in speaking arrangement
- [ ] Confirm event agenda timing for Dan's presentation
- [ ] Send event details and information to Dan before the event
- [ ] Dan to consider attending [redacted] before event to gather insights
- [ ] Dan to make presentation modular to adjust timing as needed
- [ ] Dan and organizers to work together day-of to keep event on schedule

Otter.ai

AI note-taking will
REINVENT
THE WAY WE COLLABORATE

But that's only
THE 2ND GREATEST AI OPPORTUNITY

English

English
HeyGen

6.6 BILLION
people don't speak English

AI will
DEMOCRATIZE
ACCESS TO INFORMATION

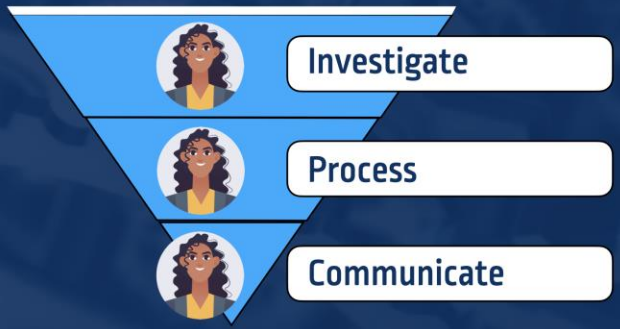
We're all just trying to MANAGE IN A WORLD OF MORE

The only thing that
isn't growing exponentially is
THE HOURS IN YOUR WEEK

Undo
Redo
Repeat
Ctrl+X
Cut
Ctrl+C
Copy
Ctrl+V
Paste
www.
space
alt
sym

Undo
Redo
Repeat
Ctrl+X
Cut
Ctrl+C
Copy
Ctrl+V
Paste
www.

FLIP THE PYRAMID OF WORK



FLIP THE PYRAMID OF WORK

FLIP THE PYRAMID OF WORK

FLIP THE PYRAMID OF WORK

SOLVE, DECIDE, & IMAGINE

more ways to drive

THE FUTURE OF EVERYTHING

with the power of AI

THANK YOU

SCAN
this code

Give me
a little
FEEDBACK

I'll send
AI NOTES
& a **PDF**
of key slides