

AI VOLS

Meeting #5 4/21

AI in Business



WORKSHOP

Spring 2026

Spring 2026 · AI Club

College of Emerging & Collaborative Studies · University of Tennessee

Agenda

Last Week: Google Gemini hands on look

01 | AI News Update

What happened this week in AI

02 | Stock of the Week

Current AI stocks to look into

03 | AI in Business

How AI is reshaping strategy, operations, and the workforce

04 | Real Application Example

A walkthrough of AI in action on a real-world use case

05 | Closing

Vote on next week's topic, resources, social

What's new in AI

Claude Opus 4.7 — April 16

- Most capable public Claude model
- Big gains in coding, vision, long tasks — verifies own work
- Beats GPT-5.4 and Gemini 3.1 Pro on key benchmarks
- Same price: \$5 / \$25 per million tokens

Claude Design — April 17

- New Anthropic Labs product — powered by Opus 4.7
- Generates prototypes, decks, one-pagers from a prompt
- Reads your codebase to match your brand
- Hands off to Claude Code to ship the product
- Research preview: Pro, Max, Team, Enterprise

Figma fallout

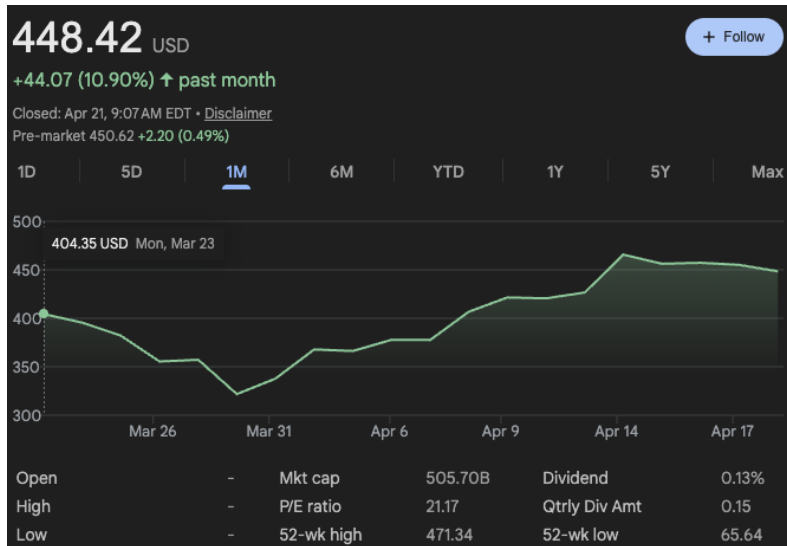
- Mike Krieger (Anthropic CPO) resigned from Figma's board April 14 — 3 days before Claude Design launched
- Figma stock ↓ ~7% on launch day; ↓ 80%+ from post-IPO peak — \$60B+ → ~\$10B
- Analysts: "SaaSocalypse" — AI labs eating their former software partners

Worldwide App releases up 60% Year over Year

- **Massive Surge:** Global app releases jumped 60% in Q1 2026; April is seeing a **104% increase** compared to last year.
- **iOS Dominance:** New launches on the Apple App Store alone are up **80% year-over-year** for the first quarter.
- **"Vibe Coding" Catalyst:** Analysts attribute the boom to AI-powered tools like Claude Code and Replit, which allow non-technical creators to build and ship software

Stock of the Week – Micron (MU)

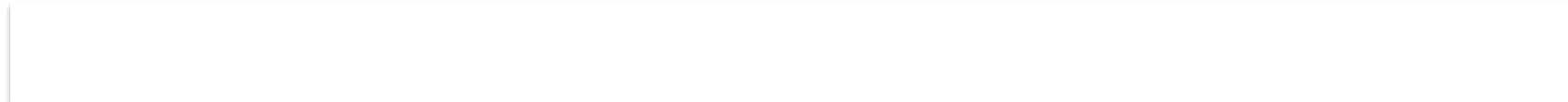
Past Month



Past 6 Months



Past Year



Types of AI in Business

A spectrum from building from scratch to using what already exists.

Raw LLMs

The foundation models themselves.
GPT-5, Claude Opus, Gemini.
Built by a few giant labs.

Hardest to build — billions in compute

GPT Wrappers

Thin apps that call an LLM API.
Resume builders, niche chatbots, AI-for-X.
Shipped in a weekend.

Low barrier — high volume, thin moat

B2B SaaS on AI (Business to Business – Software as a Service)

Real products with AI at the core.
Harvey for legal, Cursor for code,
Glean for search.
Deep workflow + the model.

Most durable business shape today

The spectrum:

Build from scratch



Raw LLMs

Wrappers

SaaS

Tools

Use what exists

What's an API?

API = Application Programming Interface — how one piece of software talks to another.

Think of it like a menu. Your app orders; another service cooks and delivers the result.

Calling an AI API is how you plug intelligence into a product — a few lines of code, not a research team.

Tie back to the last slide: wrappers, SaaS, and tools all run on API calls underneath.

The unlock: you don't need to train a model. You rent one through an API and build the product on top.

Types of Jobs in AI



- **AI/ML Engineers** — build with existing models, ship products
- **Everyone else** — PM (project managers), designers, sales, founders, ops running the business around the models
- **AI/ML Researchers** — actually train frontier models

Takeaway: Most people working in AI aren't the math geniuses training GPT. They're engineers, builders, and operators using the tools that already exist.

Business Strategy

Build-First

Make a product, then sell it

New product ship something the world hasn't seen

Better version make what exists 10x better

Direct copy clone when the market is big enough

TECH EXAMPLES

New product → OpenAI shipping ChatGPT

Better version → Cursor making VS Code AI-native

Direct copy → Perplexity vs. Google

Problem-First

Find a real need, then solve it

Necessity a real pain that has to get fixed

Improvement people can't live without it once they try it

REAL-WORLD EXAMPLES

Necessity → waste management, medicine, plumbing

Improvement → Uber, DoorDash

TECH / AI EXAMPLES

Necessity → Harvey AI for legal review

Improvement → GitHub Copilot

Two ways in. Every AI business fits on one side or the other — including yours.

AI in Business Applied



A service business — not one golden product. Working with antique businesses that need the tools they never had.

Where it sits. Problem-first. Real workflow pain in industries that got skipped by modern software.

Why I win here. Domain expertise from my prior construction business. I know the industry better than any Ivy League tech guy walking in cold.

Many sides to the business. Sales, delivery, support, ops — no single person does it all. Tasks get delegated to the right people.

AI isn't always the answer. Sometimes it's a spreadsheet, a phone call, or a trained VA. AI is one tool in the kit, not the whole kit.

When AI fits, it compounds. 3x the speed means I can charge 2x the price and still deliver faster than anyone else in the space.

***The pattern:** the right tool for the right job. AI where it helps, people where they matter. Domain knowledge is the edge.*

The Build Process, Then and Now



What got replaced

- Designer** → AI generates UI and layouts
- Junior devs** → AI writes the boilerplate and grunt code
- QA grunt work** → AI tests and reviews its own output

What got more valuable

- Lead developer** → directs AI, owns architecture, catches what AI misses
- COO / operator** → keeps the business running, makes the calls AI can't
- Founder / CEO** → the vision and the customer relationships

The lesson: AI didn't replace the team — it replaced the middle layer. The people left carry more weight, not less.

What Now?



Be the top 20%

Know your field. Pair it with AI. You're ahead of the room.

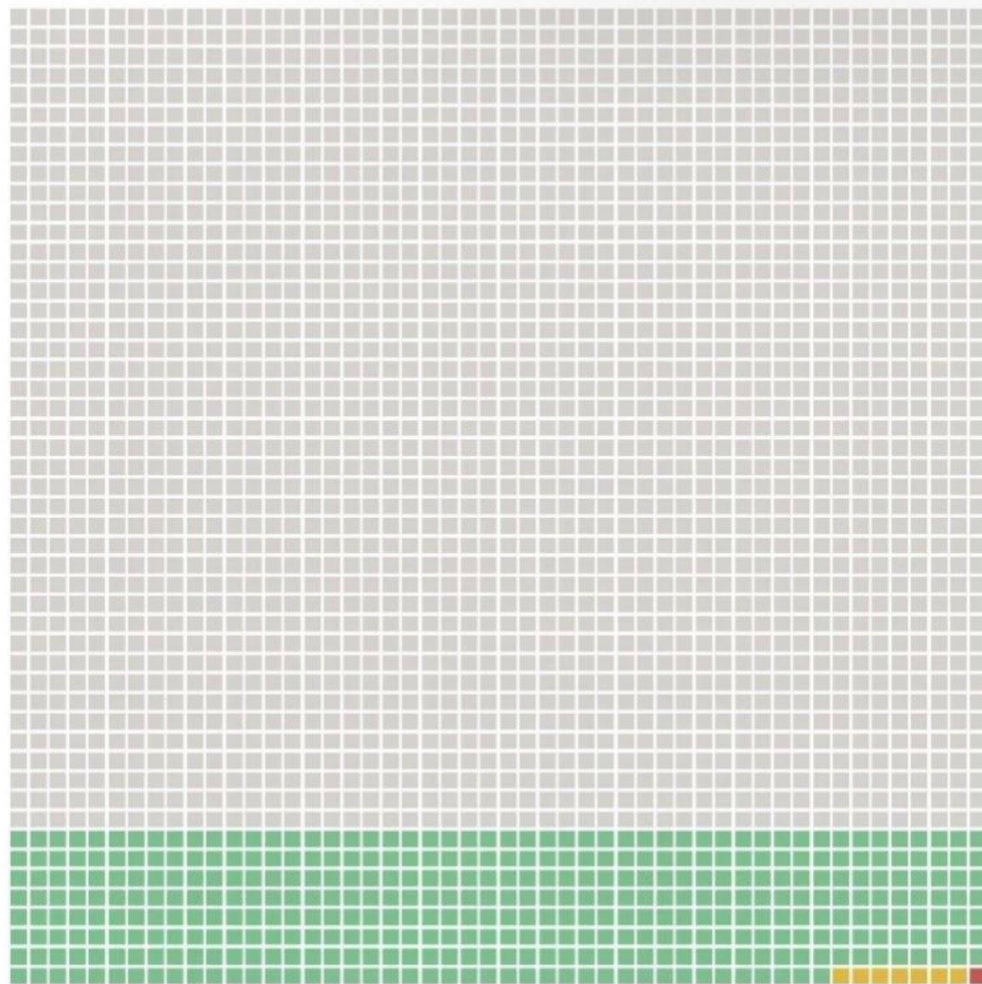
Know your field. Deep domain knowledge is what directs AI.

Use the tools. Every hour with AI compounds.

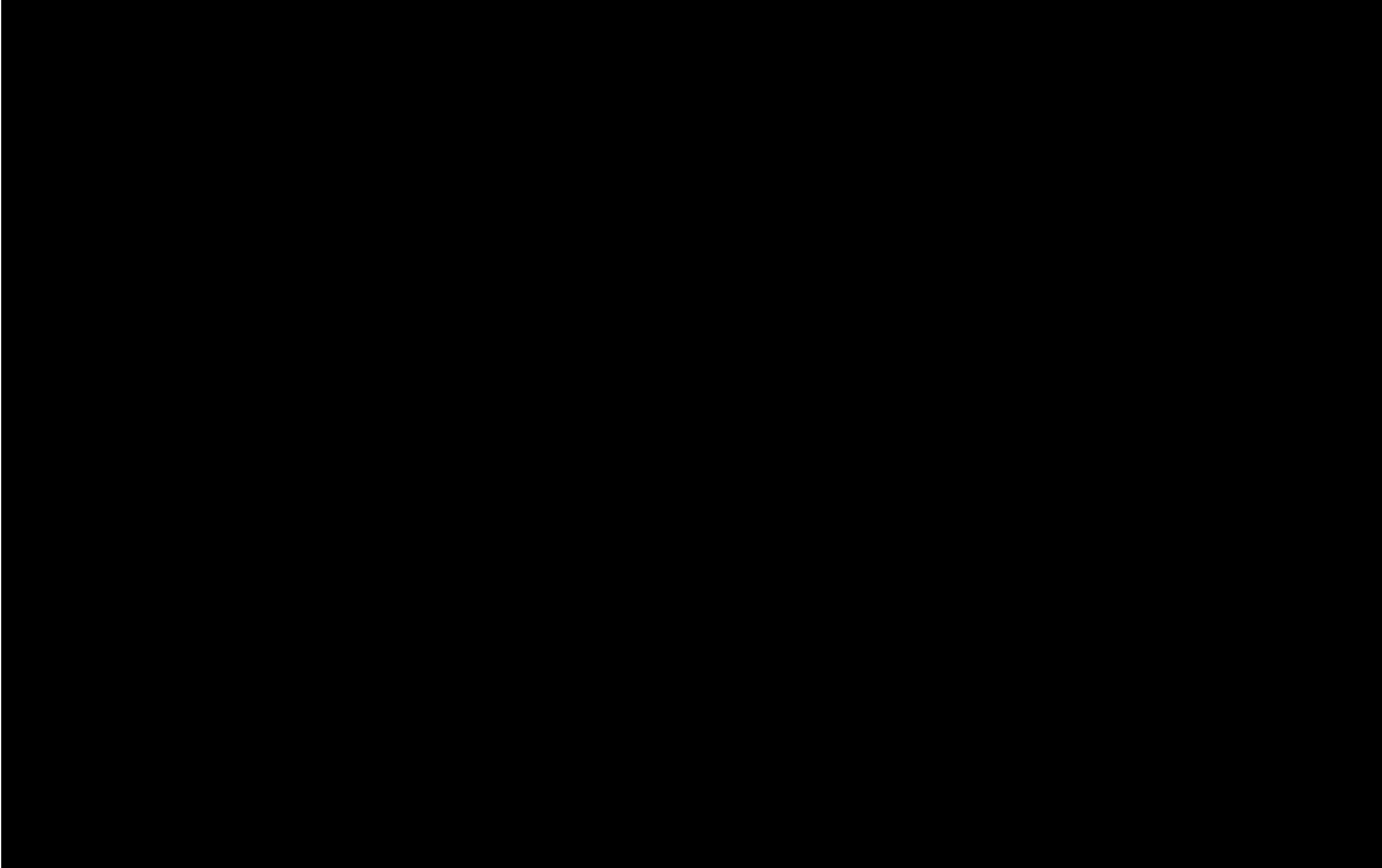
Horses became cars. The jobs changed. The people who adapted came out ahead.

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



Never used AI · ~6.8B (84%)	Free chatbot user · ~1.3B (16%)
Pays \$20/mo for AI · ~15-25M (~0.3%)	Uses coding scaffold · ~2-5M (~0.04%)



Before You Leave

Check Out the Website

<https://aivols.vercel.app/>

Stay Connected

GroupMe link in the room · Instagram: @aivols

Hang Out

Social time -- ask questions, meet the team

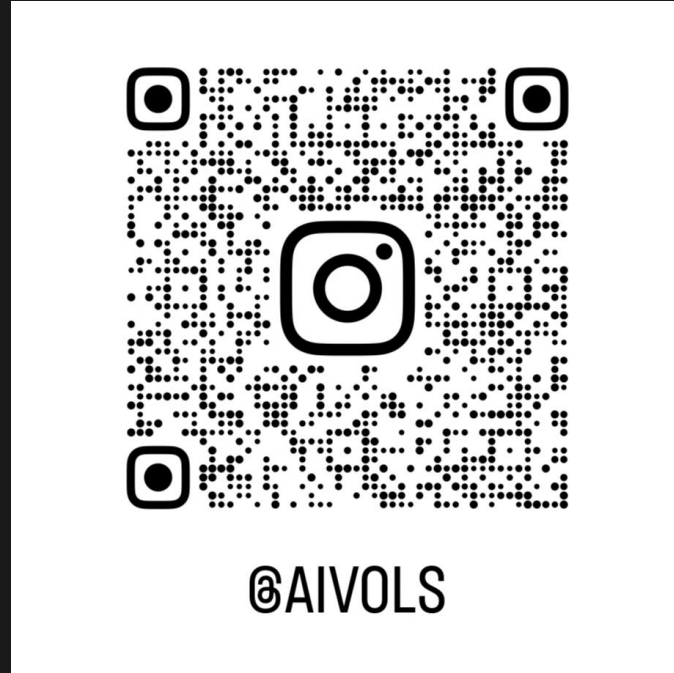
Next Week

AI in Your Field

Contact us and share your AI expertise with the group next week



https://groupme.com/join_group/11141080/zBZkxNij



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