



NVBDC Services Committee

AI Advantage 101

Using Artificial Intelligence to Grow & Scale



Today's Agenda

- Opening Remarks
- Meet Our Presenter
- Presentation
- Q&A
- Wrap-Up



NVBDC 3.0 – Mission: POSSIBLE

NVBDC 3.0: Mission: POSSIBLE is our bold evolution, expanding beyond certification to empower veteran-owned businesses through innovation, strategic partnerships, AI, global opportunities, and meaningful corporate connections.

NVBDC 3.0 – Mission: POSSIBLE



- Expanding beyond certification to deliver greater value
- Strengthening corporate and veteran business connections
- Leveraging AI and digital transformation for business growth
- Creating new opportunities through strategic partnerships
- Expanding access to domestic and global markets
- Delivering year-round education, resources, and networking
- Empowering certified veteran-owned businesses to scale and succeed
- Driving the future of supplier procurement and veteran entrepreneurship



In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



Supports veteran-owned businesses with export loans and international training.

U.S. Small Business Administration

Expands NVBDC's international network across 195 countries.



Meet Our Presenter



Paul Edelstein

Founder & CEO
International Consultants, LLC



AI Fundamentals for Veteran-Owned Businesses

Understanding Artificial Intelligence & Using It to Grow Your Business

Presented by: Paul Edelstein | International Consultants LLC

Presented in partnership with the National Veteran Business Development Council (NVBDC)





DEFINING ARTIFICIAL INTELLIGENCE

AI Fundamentals for Veteran-Owned Businesses

1. Understanding Artificial Intelligence

2. Saving Time

3. Increasing Productivity

4. Growing Your Business

5. Responsible Use / Policies



Why AI Matters

Artificial Intelligence is changing business faster than the internet did.

The question isn't whether AI is coming. It's whether your business will benefit from it.



01 Working faster and smarter

02 Reducing operating costs while increasing productivity

03 Creating better customer experience and keep your customers

04 It may help you win more business and keep current business

Think of AI as your digital business assistant.

What is Artificial Intelligence?

Artificial Intelligence is software that can:



Think & Analyze

Respond to inputs with no memory of the past — the classic game-playing engines.



Write & Create

Learn from recent data to inform decisions. Most systems in production today.



Research & Answer Questions

Model the beliefs, intent, and emotion of others — an active research frontier.



Generate Images & Write Code

Hypothetical systems with consciousness and self-representation. Not yet realized.

AI is NOT Here to Replace You

AI doesn't replace business owners.
It amplifies great business owners.



- 01 Your experience
- 02 Your relationships
- 03 Your judgment
- 04 Your leadership still matter.
- 05 AI simply helps you move faster.

Where Veteran Businesses Can Use AI



- | | | | |
|---------------------------------|----------------------------|--------------------------------|---------------------------|
| 01 Marketing & Sales | 02 Customer Service | 03 Proposal/RFP Writing | 04 Website Content |
| 05 Capability Statements | 06 Emails | 07 Social Media | 08 Operations |

Top Platforms (Non-Exhaustive List)



ChatGPT

The most versatile AI assistant for writing, brainstorming, research, coding, marketing, and everyday business productivity.



Claude

Google's AI assistant designed to work seamlessly with Gmail, Docs, Sheets, Drive, Search, and other Google Workspace tools.



Google Gemini

An AI assistant known for thoughtful writing, document analysis, summarization, and handling long, complex content with strong accuracy.

ChatGPT, Gemini, Claude

01

Email

Write an email DRIP campaign

Respond to an email

Write a sales email

02

Social Media

Create a LinkedIn post

Create a script for a video for TikTok

Create a TikTok Video using the script

03

Capabilities Statement

Write a Capabilities Statement including NAICS Codes with a cover letter for a specific company, but...

04

Blogs and SEO

Write a blog post optimized for SEO/GEO and create a graphic for LinkedIn, and Facebook, etc.

05

Graphics

Develop Graphics using the ChatGPT LLM

06

Analysis

Analyze the Financial Report and provide insights including projections



What Makes AI Powerful?

The quality of AI output depends on the quality of your prompt.
Clear instructions, context, and specific goals produce significantly better results.



GENERATIVE CONTENT

Anatomy of a Great Prompt

The best prompts include a clear goal, relevant context, the AI's role, the intended audience, specific requirements, desired tone, and the preferred output format.
The more specific your prompt, the better the results.



Anatomy of a Great AI Prompt



01 Role

02 Goal

03 Context

04 Audience

05 Tone

06 Output Format

07 Constraints

08 Examples

Anatomy of a Great AI Prompt (Continued)



01 Role — **Who AI should be**

02 Goal — **What you want**

03 Context — **Background information**

04 Audience — **Who it's for**

05 Tone — **How it should sound**

06 Output Format — **How to present it**

07 Constraints — **Rules or limitations**

08 Examples — **Show what good looks like**



AI Can Save Hours Every Week

- Write proposals
- Create presentations
- Write newsletters
- Analyze spreadsheets
- Research competitors
- Answer emails
- Summarize meetings
- Generate social media
- Build SOPs
- Create job descriptions
- Write policies

AI for Marketing

AI helps marketers create content faster, generate social media posts, write blogs and emails, design campaigns, improve SEO, personalize messaging, analyze performance, and produce more impactful marketing with less time and effort.

01

Social Media

02

Blogs / SEO

03

Sell Sheets

04

Email Marketing

05

Websites / Landing Pages

06

Press Releases



AI for Growing Your VOB

01

Write and refine capability statements

02

Develop compelling company profiles

03

Build executive summaries and one-pagers

04

Generate customer case studies and success stories

05

Identify new markets and business opportunities

06

Research prospective customers and industries



AI for procurement success

01 Research corporate members before meetings	02 Understand procurement priorities and supplier programs	03 Personalize outreach emails and follow-up communications
04 Develop customized capability presentations	05 Prepare for matchmaking and networking events	06 Create meeting agendas and talking points
07 Summarize meeting notes and identify next steps	08 Draft professional thank-you emails and follow-up plans	09 Analyze corporate websites and annual reports to identify supplier opportunities

AI for Daily Operations

01

Meeting Summaries

02

Lists

03

Internal / External Policies

04

Employee Manuals / Handbooks

05

Training Documents

06

Internal Communications



AI Image Generation

AI can create professional-quality images, graphics, advertisements, social media content, presentations, and branding assets from simple text prompts—saving time while enhancing creativity and visual impact.



01 Marketing graphics

02 Trade show displays

03 Social media

04 Product mockups

05 Event graphics

06 Brochures

07 Flyers / Tri-folds



AI Voice

- Voiceovers
- Training
- Phone systems
- Presentations

AI Video Creation

- Sora
- Synthesia
- InVideo AI
- Gemini

AI + Search

Google Search is changing.

Judgment, creativity, and relationships remain distinctly human.

Why businesses must prepare for AI Search.

Repetitive, rules-based, high-volume tasks steadily shift to machines.



THE SHIFT

- Over 88% of searches that trigger AI Overviews
- 70% of consumers report having some trust in Google's generative AI results.

APPLICATIONS

AI Risks

AI can occasionally generate inaccurate or fabricated information. Always verify facts, statistics, legal guidance, and business-critical content before using it.



- 01 Hallucinations
- 02 Privacy
- 03 IP – copyrights / trademarks
- 04 AI bias
- 05 Always verify important information.
- 06 Never upload confidential information.

What AI Cannot Replace

AI doesn't replace business owners.

It amplifies great business owners.



01 Relationships

02 Leadership

03 Trust

04 Negotiation

05 Creativity with experience

06 Ethics

07 Strategic decision making

What you can do now:

Choose Your AI Assistant

Create free accounts with: ChatGPT, Google Gemini, Claude

Use each tool to discover which works best for your business.

Teach AI About Your Business

Upload or describe your: company, products & services, ideal customer, website, etc.

A better AI understands your business.

Start Saving Time

Use AI to: draft emails, summarize docs, create meeting notes, draft proposals, generate presentations, etc.

Save hours every week.

Supercharge Your Marketing

Ask AI to create: social media posts, blog articles, website copy, email campaigns, images and graphics.

Create more content in less time.

Keep Learning

Experiment. Refine your prompts. Try new workflows.

AI gets better the more you use it.

What's coming up!



01 Advanced Prompt Engineering

02 Building AI Workflows

03 AI Agents

04 Automation

05 Custom GPTs

06 Using AI to Scale Operations

07 Marketing Automation

08 AI for Procurement



Your AI Journey Starts Today

Don't try to automate everything. Start with one task. Master it. Then add another. Small improvements every day create a major competitive advantage over time.

Need additional help?

Following the webinar, participants may schedule up to one hour of complimentary technical assistance to help apply what they've learned to their business.

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Webinar Takeaways



- 01** 50 ready-to-use prompts for veteran-owned businesses
- 02** A comparison guide to the major AI platforms
- 03** A list of AI tools by business function (marketing, sales, HR, finance, operations, proposals, and customer service)
- 04** A simple one-page AI policy template for small businesses
- 05** An "AI Readiness Checklist" to help them identify quick wins



Thank you.

Open Q&A

GET IN TOUCH

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NVBDC Events



View All Events &
Register Today!

*NVBDC.org/event
s*

Upcoming Webinars:

- **AI Advantage 201**
Thursday, July 23 – 11:00 a.m. to 1:00 p.m. ET
- **How To Do Business With Target**
Thursday, August 6 – 11:00 a.m. to 12:30 p.m. ET

SAVE THE DATE!

- **2026 National Veteran Business Matchmaking Conference & Veteran Marketplace**
October 5 - 6, 2026
Detroit, MI

Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



We value your feedback!



Scan here or visit
bit.ly/49cMMKn

Please take a moment to complete our post-event survey. It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



Meet the Team



John ("JT") E. Taylor
Services Committee Chairman
NVBDC Board of Directors



Annette Stevenson, US Army Veteran, CPSP, C.P.M.
NVBDC Board of Directors
Services Committee



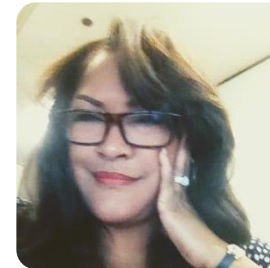
David Brazda
Co-Treasurer, NVBDC
NVBDC Board of Directors



LTC (Ret) Kathryn M. Poynton
Director, MVO Task Force
NVBDC Board of Directors



Tammi Hart
Senior Vice President, NVBDC
Services Committee



Toni Moses
Relationship Manager,
Certification Committee
Services Committee





Thank You For Joining Us Today!

AI Advantage 101
Using Artificial Intelligence to Grow & Scale

