



**Aamjiwnaang
First Nation**



AI Fundamentals Webinar Free!

AI Fundamentals:

Your New Digital Helper

AI isn't magic. It's a powerful digital assistant that works with you.

Learn how to:

- Use AI tools like ChatGPT, Gemini, and Copilot
- Ask better questions so AI gives better answers
- Save time, spark ideas, and support your business or projects
- Use AI safely while protecting your voice and values

**Tuesday February 24,
5:00 pm - 6:00 PM
Maawn Doosh Gumig
Banquet Room**



Beginner-friendly. Practical. No tech experience needed.

AI Fundamentals

Your New Digital Business Helper

AI is a powerful "digital helper" designed to support entrepreneurs in wearing the many hats required to run a business. This guide helps Aamjiwnnaang entrepreneurs transition from basic awareness to practical application using specialized role-based assistants and clear communication techniques.



MEET YOUR AI COACHING TEAM



Specialized Coaches for Every Task

Access role-based assistants for grant writing, business planning, marketing, and pricing confidence.



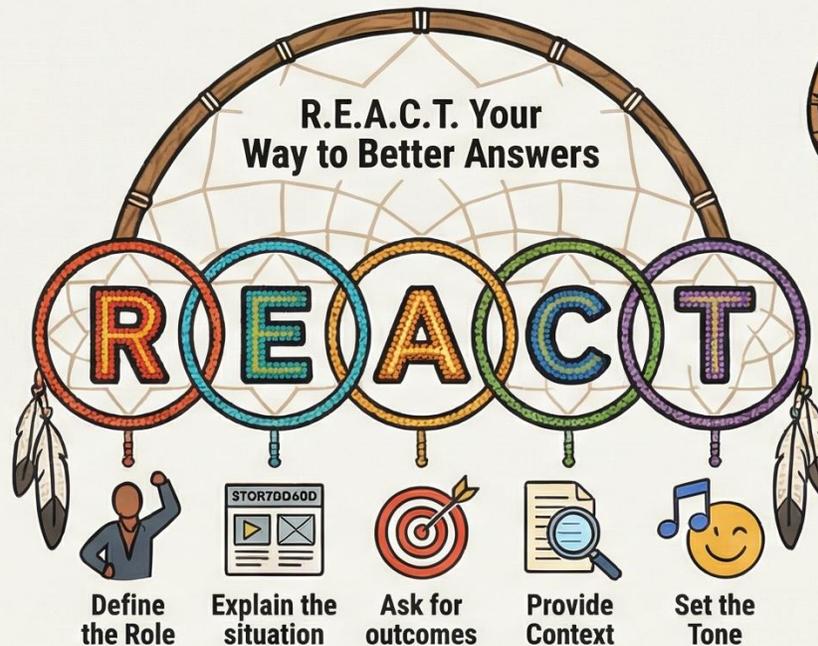
Event & Pow Wow Readiness

Use AI to plan inventory, booth setups, and sales scripts for community events.



Authentic Voice Preservation

AI assistants help draft communications that remain culturally respectful and professional.



AI responds to the clarity of your instructions; vague prompts lead to vague results.



CHOOSE YOUR DIGITAL HELPER TOOLS

Browser-Based AI

Research, ideation, and general marketing plans.

Popular Examples: ChatGPT, Gemini, Claude.

Embedded AI

Drafting private documents and analyzing spreadsheets.

Popular Examples: Microsoft Copilot, Google Docs AI.

Purpose-Built AI

Creating audio, video, or industry-specific clones.

Popular Examples: ElevenLabs, HeyGen, Canva.



Aamjiwnnaang First Nation



JOIN OUR FREE WEBINAR

Tuesday Feb 24,
Maawn Doosh Gumig Banquet Room

Start Exploring:

Visit [ChatGPT.com](https://chatgpt.com) or [Gemini google.com](https://gemini.google.com)
NotebookLM

<https://notebooklm.google.com/notebook/a1d6c8a6-447c-4648-afec-c8e48e4f97d0>



**AAMJIWNAANG
FIRST NATION**



Sofie Andreou, M.Eng.

AI Strategist & Educator
Founder, AI Coffee Break Learning

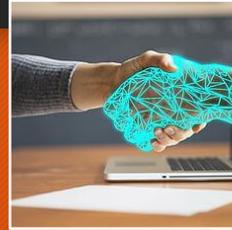


Types of AI & Access



Browser

- ChatGPT.com
- Gemini
gemini.google.com
- CoPilot
copilot.microsoft.com
- Grok
- Claude



Embedded

- Microsoft: Copilot
 - Excel
 - Word
 - PP
 - Teams
- Google: Gemini
 - Docs
 - Drive
 - Gmail
 - Meets
- Zoom
- Canva
- quickbooks.intuit.com



Purpose Built

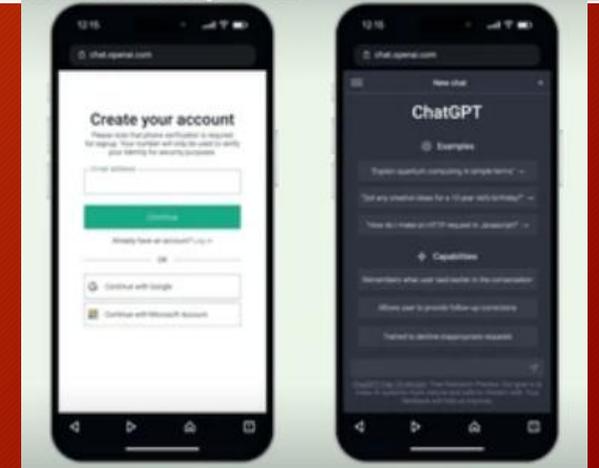
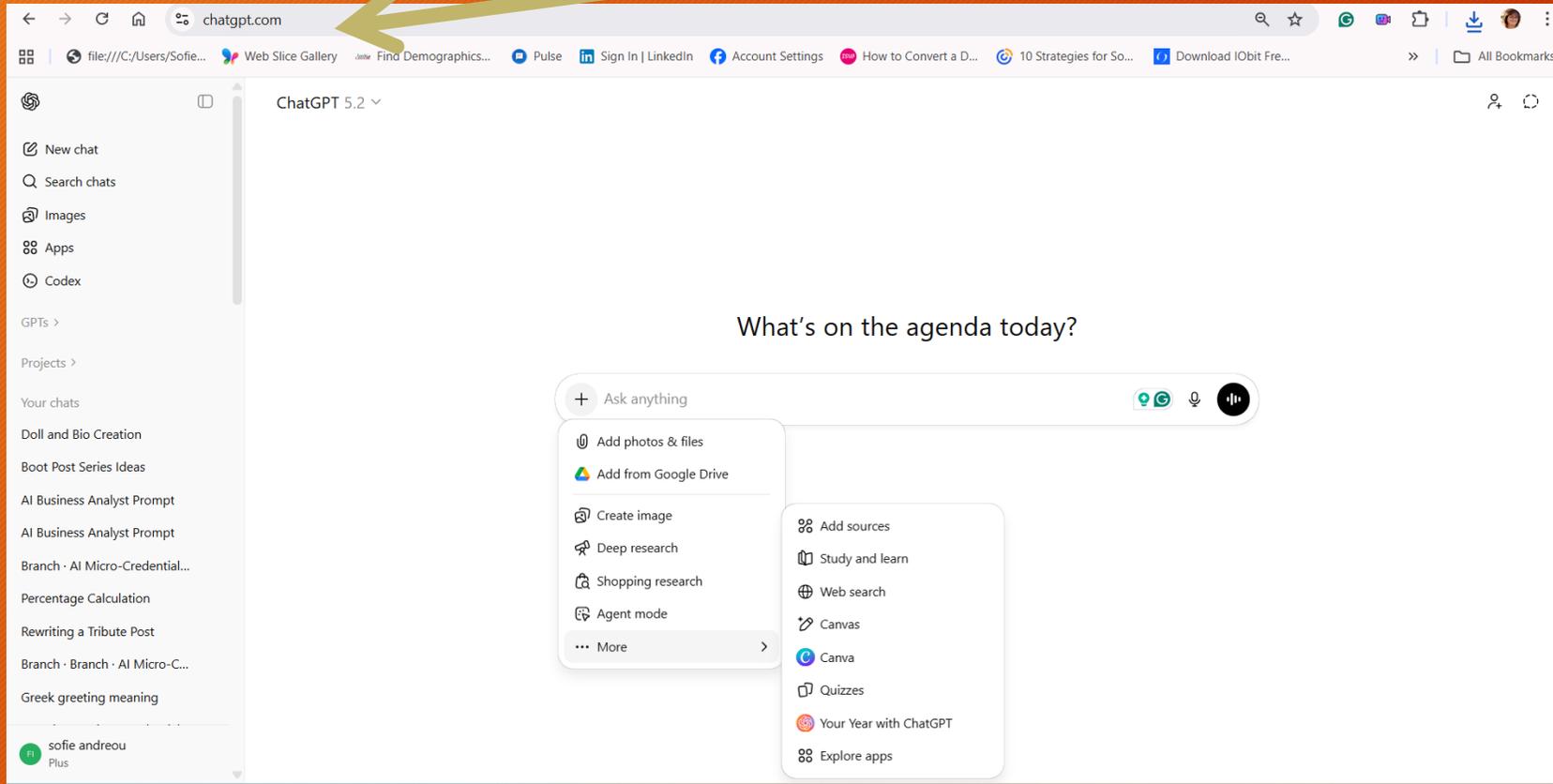
- HeyGen (AI Clones)
- Industry Specific
- ChatBots (AI Agents)
- <http://elevenlabs.io/>
Audio
- NotebookLM.google.com
(AI Learning System)
- Synthesia (AI Videos
& Clones)
- CapCut (Short AI
Videos)

ChatGPT.com

- the original & still most popular.

Your Account is the same in both places

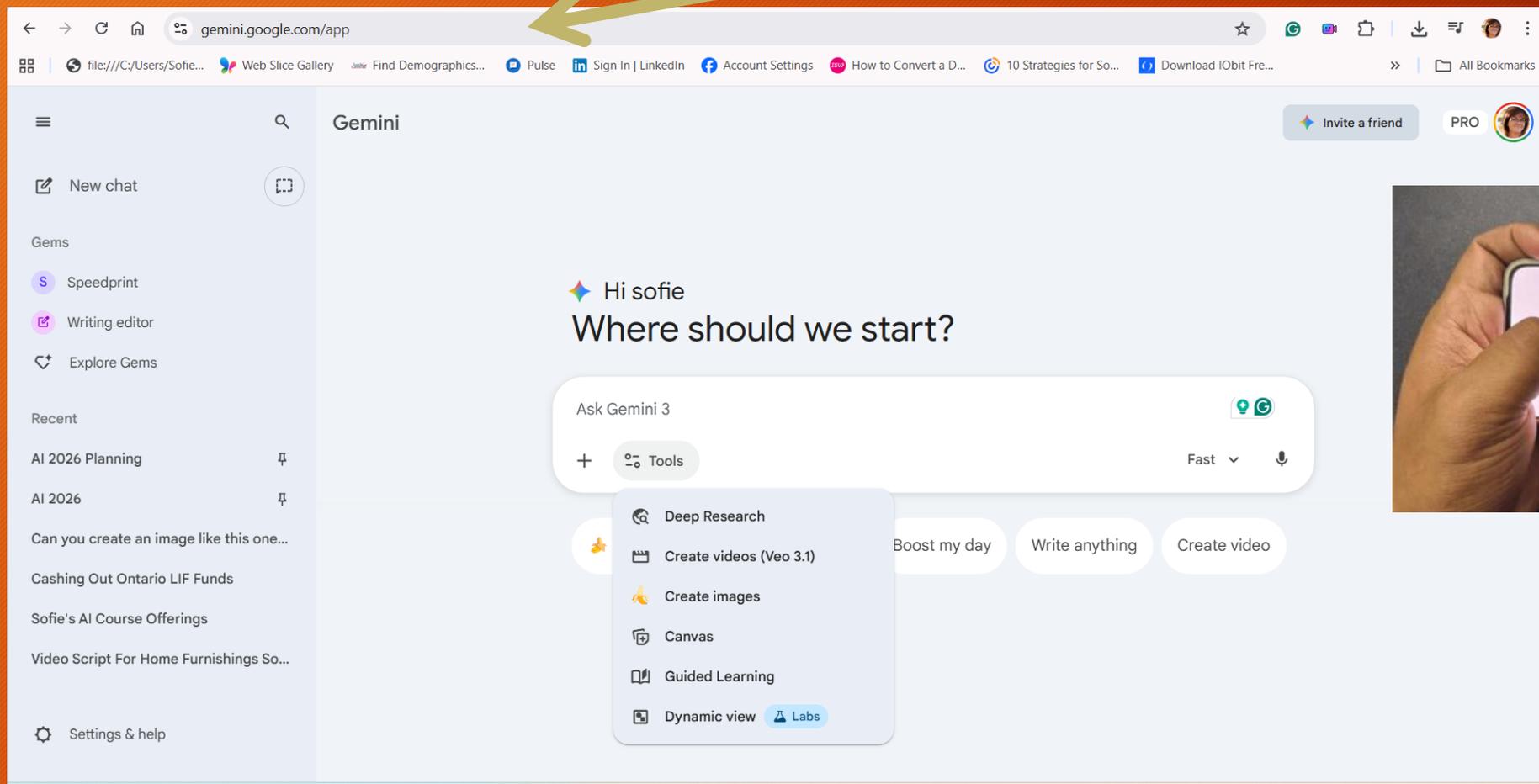
Browser and APP



Gemini.google.com - By Google & VERY Powerful.

Your Account is the same in both places

Browser and APP



- ✓ Go to: [ChatGPT.com](https://chatgpt.com) or [Gemini.google.com](https://gemini.google.com)
- ✓ Create an account if it's your first time
- ✓ Start working with AI!

Practice Chat - Part 1:

Say to it, "You are an expert in [my industry], I need a [business & marketing plan]. Please create a [table] on how I can grow my business & use AI, [share your business name and website if you have one]."

[Tell AI what you do in your business, where you do what you do, why you love it & who your potential clients are]."

Fun Chat – Part 2:

1. Upload a picture of you
2. Tell AI to " You are an expert media artist in [my industry], Create a Caricature of me and my job based on everything you know about me. I want to use it on my Social Media & Other Fun Promotional Materials."



Sofie Andreou, M.Eng.

AI Strategist & Educator

Founder, AI Coffee Break Learning

Safety & Privacy Browser-Based AI

Embedded AI

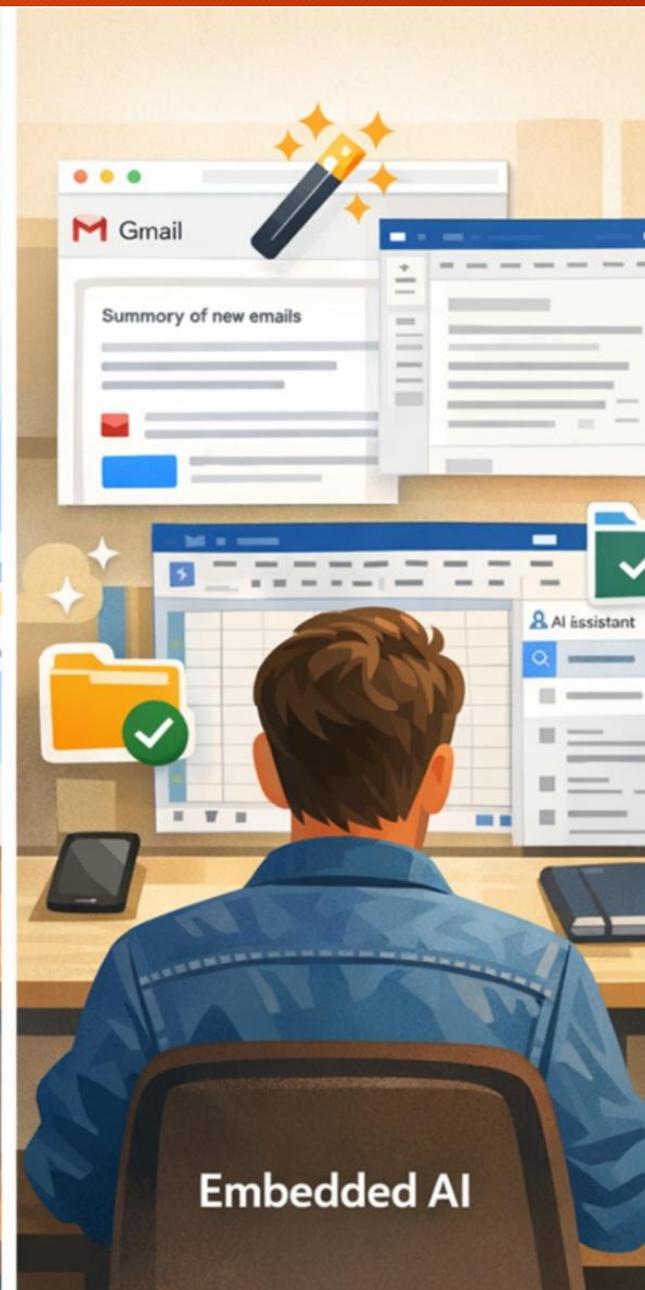
- Data is processed on external servers, often outside your control.
- Privacy depends on the provider's policies; sensitive information may be stored or analyzed remotely.
- Security relies on internet connection and provider safeguards; risks include interception or unauthorized access.
- User activity may be tracked for analytics or improvement, potentially exposing personal or business data.

Embedded AI

- Data is processed locally within your device or organization's infrastructure.
- Greater control over privacy; sensitive information stays within your environment.
- Security is managed by you or your internal IT policies, reducing exposure to external threats.
- User activity is less likely to be tracked externally, minimizing risk of data leakage.



Browser-Based AI



Embedded AI

Embedded Productivity

The image shows a Microsoft PowerPoint window titled "Presentation2 - PowerPoint". The ribbon includes tabs for File, Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Add-ins, Help, and Acrobat. The Home tab is active, showing options for Paste, New Slide, New Slide with Copilot, Font, Paragraph, Drawing, Editing, Adobe Acrobat, Voice, Add-ins, Design Suggestions, Copilot, and ChatGPT PowerPoint. A yellow arrow points from the "Embedded Productivity" title to the Copilot icon in the ribbon. Below the ribbon, a slide titled "Browsers vs Embedded AI" is displayed. The slide content includes an illustration of two people at a desk. The person on the left is labeled "Browser-Based AI" and is looking at a screen with icons for ChatGPT, Gemini, and CoPilot. The person on the right is labeled "Embedded AI" and is looking at a screen with a Gmail interface showing a "Summary of new emails". To the right of the slide, a chat window titled "What's your story?" is open, containing the text: "Please give me the bullets for this slide, on the difference of Browser based AI and Embedded AI. Focusing on safety and privacy." Below the text are buttons for "Create an image for this slide", "Summarize this presentation", and "What is the key takeaway from this slide?".

Embedded Productivity

The screenshot displays the Microsoft PowerPoint interface. The top ribbon includes tabs for Clipboard, Slides, Font, Paragraph, Drawing, Editing, Adobe Acrobat, Voice, Add-ins, Design Suggestions, Copilot, and ChatGPT PowerPoint AI. A yellow arrow points from the title 'Embedded Productivity' to the Copilot icon in the ribbon. Below the ribbon, a slide titled 'Embedded Productivity' is shown. A smaller window is overlaid on the slide, showing a chat interface with the prompt: 'Please give me the bullets for this slide, on the difference of Browser based AI and Embedded AI. Focusing on safety and privacy.' The chat window displays a list of bullet points under the heading 'Browser-Based AI vs Embedded AI: Safety & Privacy'. The chat interface also includes a 'Message Copilot' input field and a disclaimer: 'AI-generated content may be incorrect'.

Browser-Based AI vs Embedded AI: Safety & Privacy

Browser-Based AI

- Data is processed on external servers, often outside your organization's control.
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- User activity may be tracked for analytics or improvement, potentially exposing personal or business data.

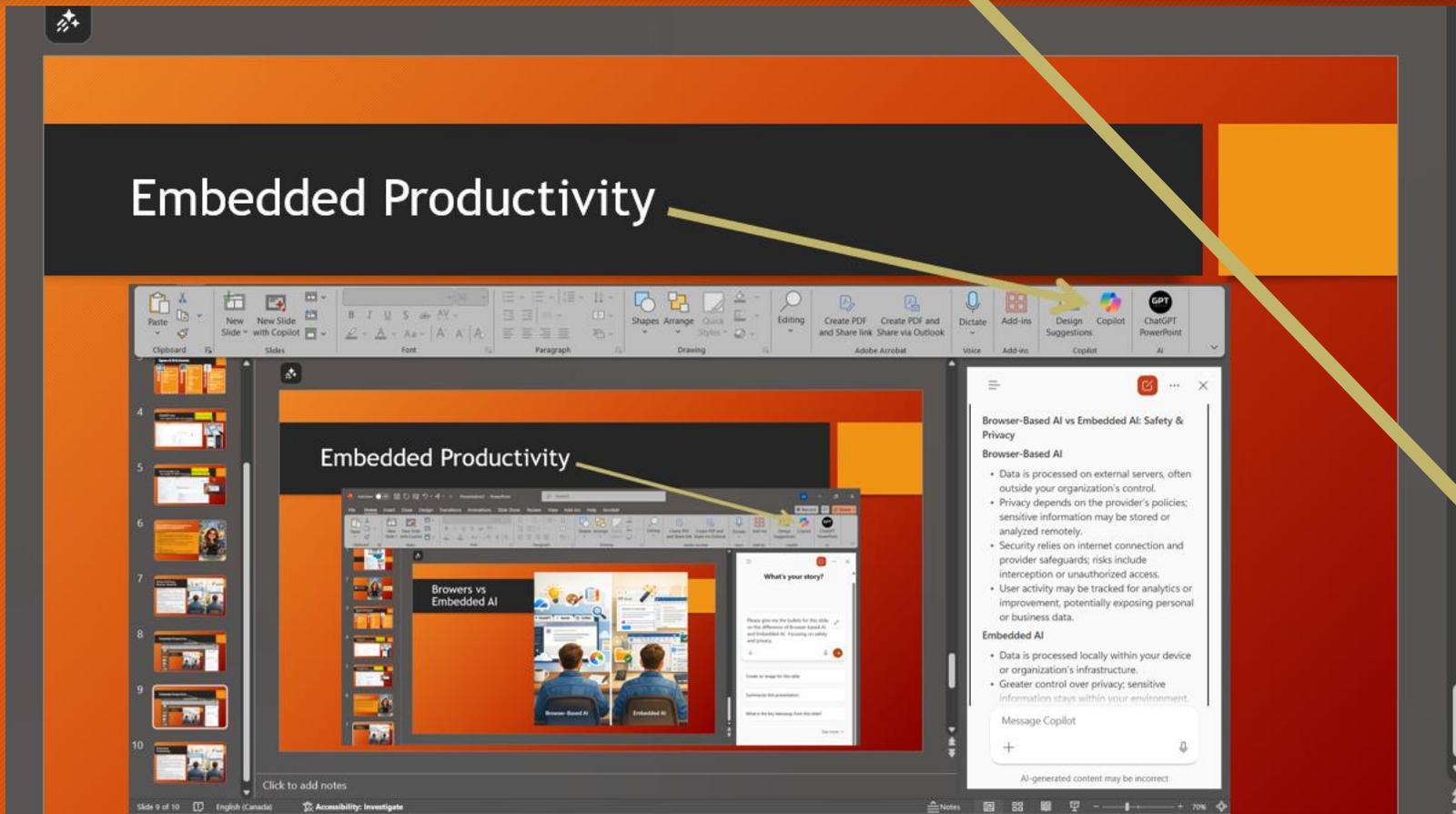
Embedded AI

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Message Copilot

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Embedded Productivity



Browser-Based AI vs Embedded AI: Safety & Privacy

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Message Copilot

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Click to add notes

Click to add notes

Embedded Productivity - Create Images in one place!

The screenshot shows the Microsoft PowerPoint interface. The main slide is titled "Why Use AI in Your Business?" and contains a list of bullet points and an illustration of a woman working at a laptop. A Copilot chat window is open on the right, showing a message from Copilot about creating an image for the slide. The interface includes a ribbon with tabs like File, Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Add-ins, Help, Acrobat, and Picture Format. The Copilot icon is visible in the ribbon and the chat window.

Why Use AI in Your Business?

- AI helps you work smarter, not harder.
- Makes communication clearer and more professional.
- Helps you win grants and stay focused.
- Automates boring tasks so you can focus on creativity.

Copilot
I'm creating an image for your slide: a First Nations business owner working smarter with AI, showing help with communications, grant writing, and email priorities. The illustration will feature a vibrant orange background, friendly digital AI helpers, and subtle cultural elements to make it youth-friendly and visually engaging. Once the image is ready, you'll see it appear below. If you'd like any specific symbols, colors, or details included, just let me know!

Message Copilot

AI-generated content may be incorrect

Why Use AI in Your Business?

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Why Use AI?

The Roles AI Can Play in Your Business



Research Assistant

Analyst or Data Expert

Digital Problem-Solver

Customer Support Agent

Communications Coach

Productivity Booster

Marketing Assistant

1. Research Assistant

AI can quickly gather, synthesize, and summarize vast amounts of information, helping you make informed decisions faster.

2. Analyst

AI interprets data, identifies trends, and uncovers hidden insights, supporting smarter business strategies.

3. Communications Coach

AI improves your writing, messaging, and customer communications by suggesting edits, drafting responses, and ensuring clarity.

4. Digital Problem-Solver

AI brainstorms solutions, automates repetitive tasks, and streamlines workflows, freeing up your time for higher-value work.

5. Customer Support Agent

AI handles routine inquiries via chat, email, or phone, providing instant answers and 24/7 support.

6. Marketing Assistant

AI helps generate content ideas, schedule posts, and analyze campaign performance, making your marketing more effective.

7. Productivity Booster

AI integrates with your daily tools (like email, calendar, and documents), automating tasks and keeping you organized.



Prompt Guide for Solo First Nation Entrepreneurs

Using AI as Your Digital Helper

1 What Is a Prompt?

A prompt is simply:

The instruction you give AI.

Think of it like giving directions to a new helper.

If your instructions are vague, the results will be vague.

If your instructions are clear, the results improve.

AI is not magic.

It responds to the clarity of your thinking.



Prompt Guide for Solo First Nation Entrepreneurs

2 The REACT Method (Simple Version)

Use this structure when writing prompts:

R - Role

Tell AI who it should act as.

E - Explain

Explain your situation clearly.

A - Ask

Ask for the specific outcome you want.

C - Context

Provide relevant details (location, audience, stage of business).

T - Tone

Tell it how you want it written.



Prompt Guide for Solo First Nation Entrepreneurs

Example Using REACT

“Act as a small business marketing coach.
I run a handmade beadwork business in Ontario.
Help me define my value proposition.
My customers are mostly women 25-55 who value
cultural craftsmanship.
Keep the tone professional and warm.”

Check out the prompt library.



Prompt Guide for Solo First Nation Entrepreneurs

Example Using REACT

“Act as a small business marketing coach.
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Check out the prompt library.

AI Assistants - Create them as GPTs

GPT is a smart digital assistant that helps small business owners by quickly creating messages, finding information, and offering advice—saving you time and making your work easier, even if you're not technical.

Check out the GPT Library!

AI Assistants - Create your own GPT in ChatGPT



Communications Coach GPT

By community builder 

Communications Coach for solo Indigenous entrepreneurs.

+ Ask anything



Example: <https://chatgpt.com/g/g-699c9a094b7c819196d4e041589765af-communications-coach-gpt>



AI Assistants - How to create your own in ChatGPT

Simple Steps to Create a GPT - Go to ChatGPT.com

- 1) Sign in or create an account.
- 2) Find “Create a GPT” or “Custom GPT”
 - 1) Look for the option to make your own assistant (usually in the sidebar or menu).
- 3) Give Your GPT a NamePick something fun or professional, like “Marketing Coach” or “Grant Helper.”
- 4) Describe What You Want It To Do
- 5) Write a short description: “Help me write newsletters,” “Find grants for my business,” or “Summarize my meetings.”
- 6) Set Instructions and Rules
- 7) Tell your GPT how to act. Example: “Be friendly and clear,” “Ask me questions before giving advice,” or “Keep answers short and helpful.”Add Examples or Prompts
- 8) Show your GPT how you want it to respond. Example: “Act as a business coach. Help me plan my week.”Save and TestClick “Save” or “Create.” Try chatting with your new GPT to see how it works!
- 9) Share or UseUse your GPT for your business, or share it with friends and teammates.

How to create a Chatbot with Tidio:

Answer question right away on your website or on Social Media!

Go to [Tidio.com](https://tidio.com)

Sign up for a free account or log in if you already have one.

Add Your Website and or Social Accounts

Enter your website or Social Accounts so Tidio knows where to connect your chatbot.

Pick a Chatbot Template

Choose from ready-made templates (like “Welcome Message” or “Answer FAQs”) or start from scratch.

Customize Your Chatbot

Edit the messages, questions, and responses to match your business and style.

You can add actions like sending emails, collecting info, or booking appointments.

Set Up Triggers

Decide when your chatbot should pop up (e.g., when someone visits your site, after a few seconds, or when they click a button).

Test Your Chatbot

Preview how it works and make sure it responds the way you want.

Install Tidio on Your Website Copy the code Tidio gives you and paste it into your website (or use a plugin if you’re on WordPress, Shopify, etc.).

Go Live! Activate your chatbot and start chatting with your visitors.

Use Tidio to create your own Chatbot.

Answer question right away on your website or on Social Media!

The screenshot displays the Tidio Inbox interface, which is used for managing customer messages across various channels. The interface is divided into several sections:

- Header:** Includes the Tidio logo, the word "Inbox", and a subtitle "Respond to messages, set up automations and more." On the right, there are utility buttons for "Create messaging ad", "Available" status, and user profile.
- Navigation:** A horizontal bar shows message counts for "All messages" (1), "Messenger", "Instagram" (1), "WhatsApp" (New), "Facebook comments" (6), and "Instagram comments" (9+).
- Search and Management:** A search bar and a "Manage" button are located above the message list.
- Message List (Left Panel):** A vertical list of messages with details such as sender name, profile picture, and date. The top message is from Andrew Simon, dated Feb 6, with the note "Reacted to your message".
- Chat Window (Center):** Shows a conversation with Andrew Simon. The date is "December 12, 2025, 1:01 PM". The chat includes:
 - A system message: "Artificial Intelligenc..."
 - A user message: "Not sure I'm a fan of AI Sofie though, the voice seems off"
 - An AI response: "I appreciate your feedback, Andrew! 😊 I'm Lyro AI Agent helping with questions about our AI and digital marketing services. Is there anything specific about our courses or services I can help you with today?"
 - A user message: "No tell me more about Sofie"
 - An AI response: "She has the most amazing Nephew living in California."
 - A user message: "AI is too smart"
 - An AI response: "AI can definitely be impressive! 🌱 That's exactly why we created our AI for Business Leaders course - to help people understand and effectively use these powerful tools. Is there anything specific about AI or our training programs you'd like to know more about? Read more here (<https://www.trentu.ca/careerspace/artificial-intelligence-ai-business-leaders>)"
- Right Panel (Contact Details):** Provides information about the contact, Andrew Simon, including his profile picture, name, and a "View profile" link. It also shows "Contact details", "Instagram profile" (username: andsimn), "Activity" (Recommended), "Lead stage" (Go to Leads Center), "Labels" (Add label, Manage labels), and "Suggested labels" (New customer, Today's date (2/23)).

How to create a Chatbot with Tidio:

Answer question right away on your website or on Social Media!

Connect your support mailbox to Tidio and handle all customer requests in one place [Connect mailbox](#)

Lyro AI Agent Usage and plan [Upgrade](#)

Data sources Test Lyro + Add knowledge

Lyro will use the knowledge you add here to answer customer questions.

Search by keyword or URL Show: All Sources: All Used by: All Audiences: All ↓ Newest first

Results: 12

<input type="checkbox"/>	Name	Source	Used by	Audience	Last updated	
<input type="checkbox"/>	Does Sofie Provide AI Governance and Policy Services?	Manual	✓ Lyro ✓ Copilot	Everyone	Feb 12, 2026, 3:50 PM	⋮
<input type="checkbox"/>	Does Sofie Offer GEO Training? What is GEO?	Manual	✓ Lyro ✓ Copilot	Everyone	Feb 12, 2026, 3:48 PM	⋮
<input type="checkbox"/>	Service Area	Manual	✓ Lyro ✓ Copilot	Everyone	Feb 12, 2026, 3:46 PM	⋮
<input type="checkbox"/>	What is included in Coffee Break Learning?	Manual	✓ Lyro ✓ Copilot	Everyone	Dec 19, 2025, 10:10 AM	⋮
<input type="checkbox"/>	youtu.be/wTflst_a0Mw	Website	✓ Lyro ✓ Copilot	Everyone	Dec 19, 2025, 9:56 AM	⋮
<input type="checkbox"/>	youtu.be/AieJNlzSeds	Website	✓ Lyro ✓ Copilot	Everyone	Dec 19, 2025, 9:53 AM	⋮
<input type="checkbox"/>	youtu.be/0Jowia0cWZU	Website	✓ Lyro ✓ Copilot	Everyone	Dec 19, 2025, 9:52 AM	⋮
<input type="checkbox"/>	youtu.be/channel/UCntMTZNX6llsD9D2wHyuQ6Q/about	Website	✓ Lyro ✓ Copilot	Everyone	Dec 19, 2025, 9:52 AM	⋮
<input type="checkbox"/>	youtu.be/yYIWwZLeYxY	Website	✓ Lyro ✓ Copilot	Everyone	Dec 19, 2025, 9:52 AM	⋮