



IFDA 2026
**solutions
conference**

***FORWARD
IN FOCUS***

AI at Work: Personal Productivity in 45 Minutes

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Session Agenda

01

Connect

Link AI to your personal email and calendar in minutes.

02

Automate

Draft replies, summarize long threads, turn voice notes into clean write-ups.

03

Apply

Prep for meetings, clean up messy text, translate, organize your day.

What You Leave With

01

A working AI assistant on your phone

Connected to your own email and calendar before you leave the room.

02

A starter pack of prompts

Everyday tasks for sales, warehouse, transportation, and back office.

03

A clear view of what is possible today

No waiting on IT, no budget request, no new hardware.



PART
ONE

Foundations

What AI can do today, and why 2026 is different from 2023.



AI IN THE
ROOM

The best way to have good ideas is to have lots of ideas.

AI gives you the missing perspective and the missing expertise, on demand.



The AI Sandwich

A simple way to work with AI: you set it up, AI does the heavy middle, you put your name on it.

YOU START

Give the context only you have.

AI WORKS

Drafts, options, research, first passes.

YOU FINISH

Judge it, fix it, send it. Your name is on it.

Three Types of Knowledge

World knowledge

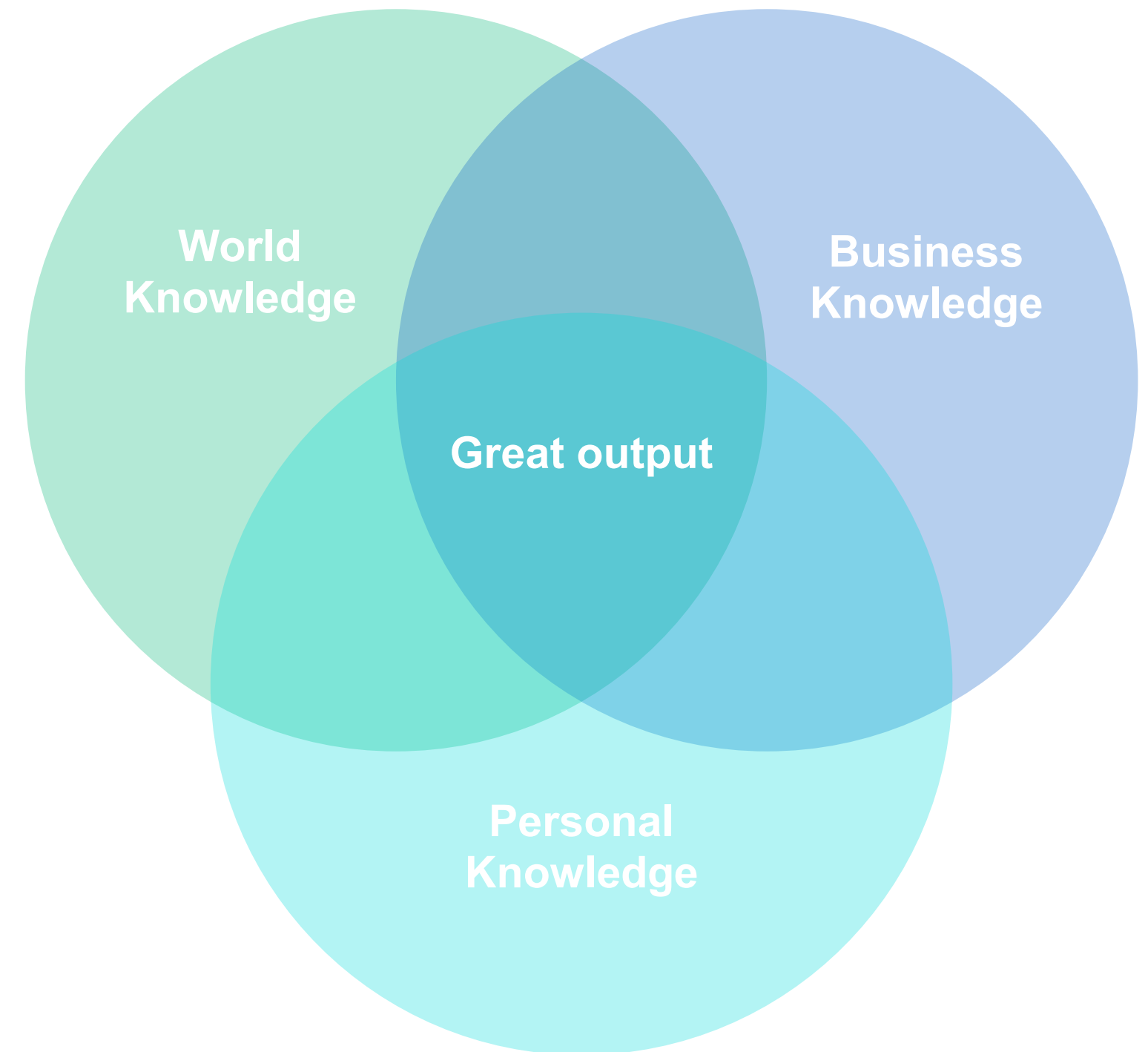
Everything on the internet. The AI already has this.

Business knowledge

Your routes, your accounts, your margins. You bring this.

Personal knowledge

What your customer said on the phone Tuesday.
Only you have this.



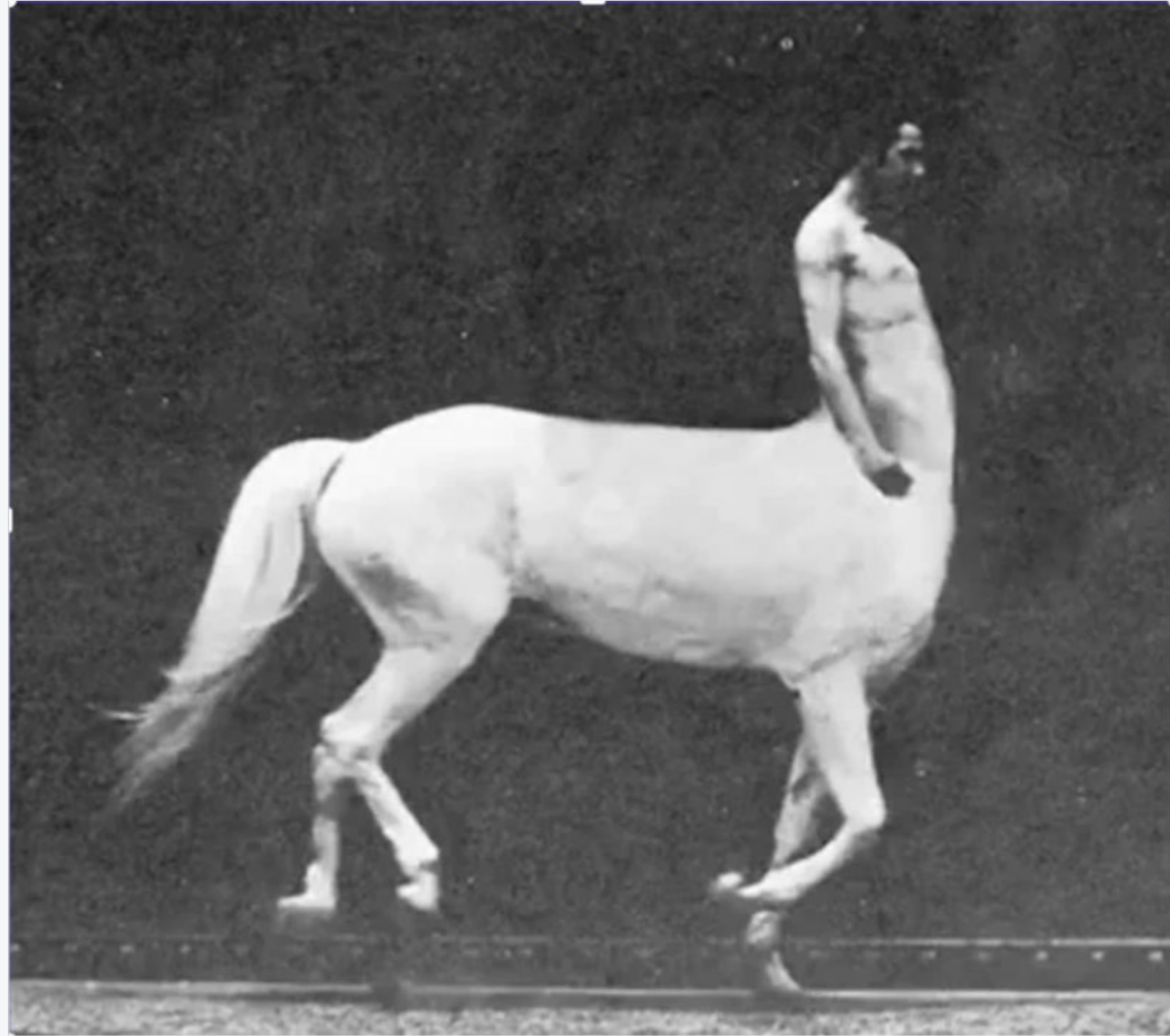
The AI Stack

Channels	Where your people actually are.
Application	Where you configure and build.
Model API	The phone line to the brain.
Foundation model	The brain itself.
Compute	The physical hardware.

You live in the top two layers.

Today we work in the application layer and connect it to a channel you already use.



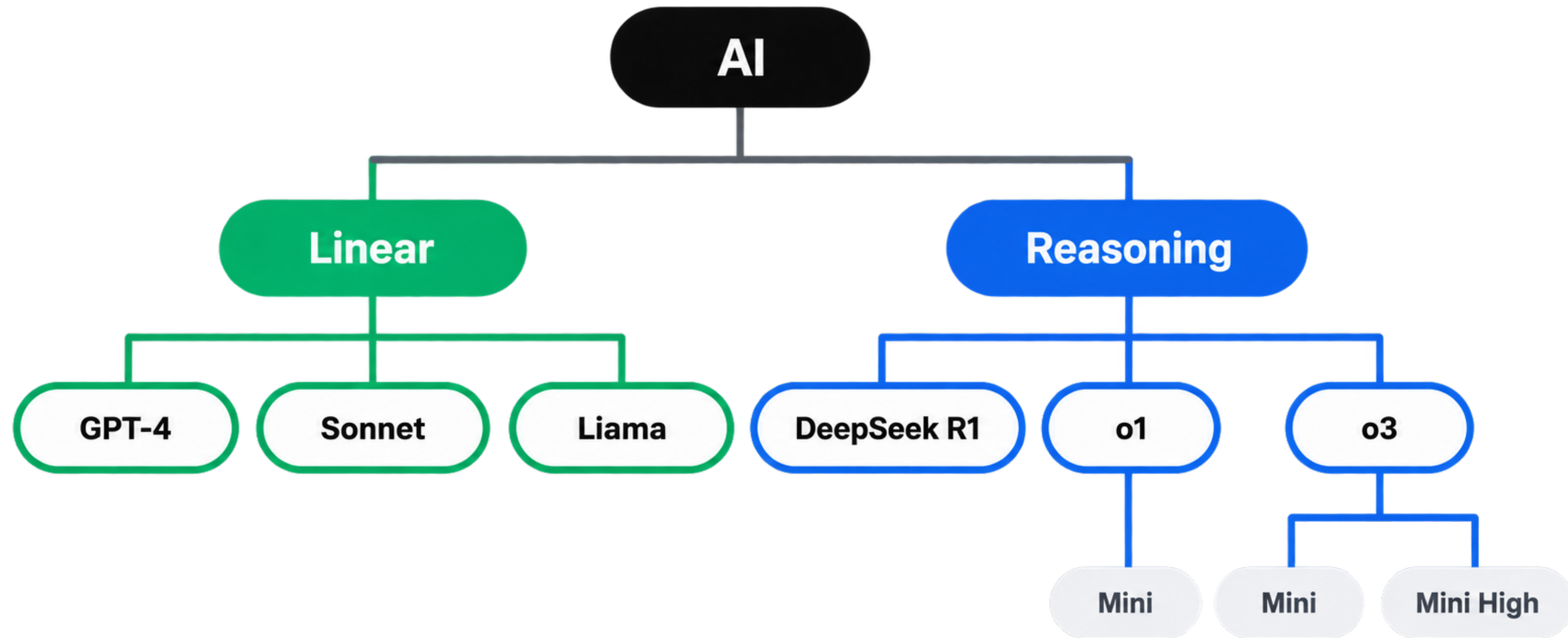


What to Say

Better prompts, better answers. It is the one skill that pays off everywhere.



Linear vs. Reasoning Models



What Is a Prompt?

Think of a prompt as a way to chat with AI.

It's how you ask questions, give instructions, or request information.

Just like texting a friend!

Why Prompts Matter

Good prompts help you get great answers from AI. They make sure the AI understands what you want and gives you useful information.

It's like being clear when you ask for directions!

VAGUE ASK

"Write something about the delivery delay."

You get something generic that you rewrite anyway.

CLEAR ASK

"Write a short, apologetic email to a restaurant customer whose Tuesday delivery is 3 hours late. Offer a credit. Keep it under 80 words."

You get something you can send.

The RIPEN Framework

The RIPEN Framework helps you chat better with "reasoning" AI, like Deep Seek, ChatGPT o1/o3. It stands for Role, Instructions, Parameters, Example Output, and Notes.

R

Role

Who should it be?

I

Instruction

What is the job?

P

Parameters

What are the limits?

E

Example

What should it look like?

N

Notes

What else must it know?

Role

Tell the AI who it should be.

One sentence at the top. It sets the vocabulary, the tone, and what the model pays attention to.

EXAMPLE

"You are a skilled sales strategist working on a competitive analysis."

Instructions

Give clear directions.

Name the task, not the topic. "Analyze" and "compare" beat "help me with."

EXAMPLE

"Your job is to analyze competing AI agent building software."

Parameters

Add the details and the limits.

Write them as "do" and "do not." Length, sources, recency, what to include, what to skip.

EXAMPLE

"Do make sure pricing and URLs are correct. Do look for the most recent results. Do include the large incumbents. Do not ignore smaller startups."

Example Output

Add the details and the limits.

Table, bullet list, three paragraphs, email. Say it up front and you will not have to reformat.

EXAMPLE

“Create a matrix including name, URL, features, price, what makes it unique, who it's for”

Notes

Add additional details the AI must know.

Your business, your customers, your constraints. This is the knowledge the model cannot look up.

EXAMPLE

"I run Chipp, software that makes it easy to build AI agents. I want to know what features others are building and how they price it. It is a fast-moving field, so I want to stay on top of new trends."

The Three Eras of AI

ERA	WHAT IT DOES	WHEN
Chatbots	You ask, it answers.	2022
Reasoning	It thinks before it answers.	2024
Agents	It works for you while you sleep.	2025

Each one is far more powerful than the last. Each one uses far more compute.

What's Actually Happening Under the Hood

Chatbot

You ask for an email. It writes it. Done.
One pass.

1x the work

Reasoning

You ask "write me an email." It drafts it, reviews it, considers if the tone is right, rewrites the weak parts, then gives you the final version.

10 to 100x the work

Agent

You say "handle my customer support inbox." It reads each message, reasons about the right response, drafts it, checks company policy, verifies the facts, sends it, logs it, and moves to the next one. Hundreds of steps. No human in the loop.

100 to 1,000x the work



Let's Build



THE PROBLEM

We all have too much email and calendar management.

The inbox never ends

Threads you have to read twice before you understand what is being asked.

Scheduling eats the day

Four messages back and forth to find one 30-minute window.

The real work waits

Customers, drivers, and routes get whatever is left over.

THE SOLUTION

Everyone gets a VA.

Executives have had assistants for a hundred years. The assistant was always the perk. Now it is a setting on your phone.

Reads your inbox

Drafts your replies

Books your meetings

Never sleeps



**You get a VA.
You get a VA.**



THE BUILD

Daily Ping

One agent. Runs at 6am. Sends you a single message with the day already sorted out.

STEP 1

Read the inbox

What needs a reply today, what can wait.

STEP 2

Check the calendar

Who you are meeting and what they last asked for.

STEP 3

Scan your sources

Any news on your top accounts overnight.

STEP 4

Send one ping

Three priorities and two drafts ready to send.

Live Demo: Phone Receptionist

USE THIS TEMPLATE



Offshore No More

Chipp Will Build Your AI Engineering Team

Get started: chipp.ai

Thank You!

Scott Meyer

CEO & Co-founder of Chipp