The Economic Impact of AI for American Businesses

AI represents a once-in-a-generation opportunity to drive durable economic growth and broader prosperity. Already AI is helping unlock access to education, helping entrepreneurs build their dreams into businesses, and empowering workers.

Streamlining and simplifying with AI

Healthcare data is often stored in different formats and locations, making it difficult for clinicians and researchers to find critical information quickly. **Mayo Clinic** is using Generative AI to help, using Google Cloud's Enterprise Search. It's like a clinician's personal, private search engine that brings together healthcare data into one secure place. It can help to streamline tasks and access to information to give clinicians and researchers more time to focus on patient care and advancing research.

Inspiring new opportunities with AI

With Google Cloud AI, **Benchmark Labs** develops forecasts that are essential to weather-sensitive farms and vineyards. AI enables such accuracy that the startup team's forecasts have outperformed those of the National Weather Service. Equipped with Benchmark's tools, customers are gaining more actionable alerts at a microclimate level across their farms, and have increased their crop yields by 50 to 100 percent.

Saving time and money with AI

The **U.S. Air Force Chief** Data and AI Office used Google Cloud AI to overhaul their manual processes in just 90 days – dramatically reducing a process that once took hours down to just a minute. The team's e-Publishing website – home to thousands of documents that many members use to check non-classified policies and regulations – was cumbersome and overloaded with information. Using Vertex AI Search and Conversation, the team made the thousands of PDFs easily searchable and consumable, ultimately giving valuable time back to Airmen.

Empowering associates with AI

As the world's largest home improvement specialty retailer, the team at **The Home Depot** knows that the first step to customer service is being in stock with the right product that's easy to locate. To help store associates manage inventory and keep shelves stocked, they partnered with Google Cloud to build an AI-powered app called Sidekick. The app helps save time and increase productivity by guiding associates to prioritize the highest demand products, which shelves to restock, and the location of excess products on overhead shelves.

Leveling the playing field with AI

Anchorage, Alaska's **Trickster Company**, which designs and sells art, jewelry, and apparel, uses Gemini tools to help brainstorm ideas and generate content – artist statements, social media captions, and product descriptions – which they modify with their own unique voices. "I'm a visual artist, but storytelling is an important part of sales. AI helps me fill in the gaps in my creative writing skills," co-founder Rico Worl says. "It's become part of our process."

AI-powered protection

Detroit-based cybersecurity startup, **Hush** – a Google for Startups Founders Fund recipient – uses AI to protect consumers and businesses from unforeseen threats, including social engineering scams, phishing, financial fraud, physical security, and executive reputation risks. AI is a core component of Hush's product. In fact, it's so essential that CEO Mykolas Rambus says the company wouldn't exist without it. The top AI benefits to Hush include financial management, personalized customer experience and a stronger competitive advantage.

America's next frontier: Embracing the AI Opportunity

Americans are already experiencing the economic benefits technology has to offer. In 2023, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools* helped provide **$739 billion of economic activity** for millions of American businesses, nonprofits, publishers, creators, and developers. And the advent of AI only enables more opportunities for those who embrace it – from the everyday to the extraordinary.

*Includes Ad Grants from Google.org

How can the US realize AI's transformative potential?

1. Invest in AI infrastructure and innovation:

By supporting R&D, compute capacity, and legal frameworks that enable responsible AI growth.
To unlock AI's potential for everyone, it's important to support public and private investment in research and technical infrastructure, while maintaining a legal framework that enables innovators to convert ideas and data into new discoveries, products, and services.

2. Develop a thoughtful AI workforce strategy:

By investing in education and skilling programs and building AI talent.
To ensure that AI enhances productivity and builds deeper knowledge and expertise for all workers, including underserved communities, there must be investment in AI skilling and education programs that reach all students and workers across America.

3. Promote widespread deployment of AI and universal accessibility:

By helping governments, small businesses, and traditional industries adopt these technologies.
To ensure the benefits of AI are widely shared, it will require collaboration between government, small businesses, and all sectors of the economy to harness the opportunities of AI.

How Google is helping.

Google is committed to ensuring the opportunities created by technology are available to everyone. That's why we're collaborating across sectors to help make AI training universally accessible to workers, students and local communities throughout the U.S.

AI Opportunity Fund
We've established a $75M Google.org AI Opportunity Fund in the U.S. to help equip workers and learners with foundational AI skills. Google.org is proud to collaborate with best-in-class community-led organizations to deliver targeted AI training programs to rural and underserved communities, educators and students, government workers, nonprofit leaders, veterans and military spouses, and small business owners.

Learn More

AI Essentials
Grow with Google launched the new Google AI Essentials course* to help Americans get foundational AI skills to boost productivity at work. Taught by AI experts at Google, this self-paced course provides hands-on learning opportunities with generative AI tools, including how to write effective prompts and use AI responsibly by identifying AI's potential biases and avoiding harm. After the course, learners receive a certificate from Google to share with their network and potential employers.

Learn More

*All Google Career Certificates cost US$49 per month by subscription on Coursera.

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