

Plug into AI with AI21

TEAM MAGPIE AI



MAGPIE AI

Your solution to consuming knowledge at the speed of sound.

AI21 labs



The Problem

What is the Challenge?



The problem: Busy professionals are finding it challenging to stay updated with the overwhelming influx of content and information provided by articles and email newsletters, making it difficult for them to efficiently stay informed.

The users: Business and career professionals, entrepreneurs and students who prioritize staying updated but face time constraints which create a lack of ability to read through lengthy articles.

The need: These users require a solution that enables them to efficiently consume important information, despite their limited time availability and the overwhelming volume of content.



“I receive a lot of newsletters and industry updates in my inbox, but finding the time to read them thoroughly is a constant challenge. I need a solution that can summarize the key insights and keep me informed without sacrificing my productivity.”

Background

Alex is a busy marketing manager working for a fast-paced advertising agency. He has a demanding job that requires him to stay updated on the latest industry trends, news, and best practices. Alex receives numerous newsletters and industry-specific emails in his inbox every day. However, due to his tight schedule and constant meetings, he rarely finds the time to read through these newsletters and articles thoroughly. As a result, he often feels overwhelmed and worried about missing out on important information that could benefit his work.

Goals

- **Time Optimization:** Alex seeks an efficient way to stay informed without spending much time on lengthy articles and newsletters.
- **Information Digestion:** Alex requires a tool to summarize newsletters and articles into concise, insightful points for easy consumption, preferably in an engaging audiobook format.
- **Accessibility:** Alex wants a solution that integrates his preferred content, allowing direct access to summarized information whenever desired.

Frustrations

- **Limited Time:** Alex's busy schedule and frequent meetings restrict the time available for him to catch up on industry news and stay informed.
- **Information Overload:** The volume of newsletters and articles received in Alex's inbox overwhelms him, making it difficult to prioritize and extract valuable insights efficiently.
- **Context Switching:** Switching between different applications or websites to access and read articles disrupts Alex's workflow and reduces his productivity.

Alex Peterson

AGE	35
EDUCATION	Master's degree
STATUS	Married, 2 kids
OCCUPATION	Marketing Manager
LOCATION	Urban Area



Sarah Williams

AGE	27
EDUCATION	Bachelor's degree
STATUS	Single
OCCUPATION	Small Business Owner
LOCATION	Suburban area



“ As a young small business owner, I constantly juggle multiple responsibilities. Reading lengthy articles and newsletters is time-consuming. I need a plugin that summarizes information concisely and read me the contents, enabling me to stay informed and make informed decisions without sacrificing the efficiency of my business operations. ”

Background

Sarah is a driven and ambitious young entrepreneur who recently started her own small business. She is passionate about her venture and devotes most of her time and energy to its success. Being a sole proprietor, Sarah handles various responsibilities, including marketing, sales, customer service, and operations. With a packed schedule, she struggles to find spare time to read articles, newsletters, and industry updates that could provide valuable insights for her business.

Goals

- **Time Optimization:** Sarah aims to maximize her limited time and requires a solution that allows her to stay informed without spending excessive hours reading lengthy articles and newsletters.
- **Business Growth:** Sarah wants to stay updated on the latest industry trends, emerging technologies, and successful business strategies to drive the growth and competitiveness of her small business.
- **Digestible Information:** Sarah needs a plugin that can summarize complex information and distill it into concise and easily understandable insights, enabling her to quickly grasp the key points without compromising comprehension.

Frustrations

- **Limited Availability:** Sarah's busy schedule as a small business owner leaves her with minimal free time to dedicate to extensive reading and staying updated.
- **Information Overload:** Sarah receives numerous newsletters and articles, making it overwhelming to sift through and identify the most valuable and relevant insights for her specific business needs.
- **Streamlined Workflow:** Sarah seeks a solution that seamlessly integrates into her digital routine allowing her to access summarized content effortlessly.
- **Prioritization:** With a myriad of tasks on her plate, Sarah finds it challenging to prioritize reading articles and newsletters, often leaving her feeling uncertain about missing out on important industry updates.

DEMO VIDEO



MAGPIE AI

IS THE SOLUTION

Streamlining Knowledge, Maximizing Productivity

How It Works

STANDARD SUMMARY:

Magpie AI summarizes and extracts key insights for the user from any article or webpage.



Personality Types ▾ Premium Guides Specialized Tests ▾

Time and Attention

One of the primary ways that Architects are likely to show their attention. People with this personality type are usually very compelled to spend all of their free time with their partner or social groups and are probably happiest with someone who is also in a social group.

That's why it is so special when they turn the spotlight of their attention on someone they find someone with similar interests, a comparable intellectual pursuit, or someone who is pulling back from their own inner world and intentionally communicating an obvious demonstration of love.

Cerebral Stimulation

Architects generally love it when they have a partner who is on the same intellectual plane as



Magpie AI

BOOKMARK

STANDARD SUMMARY

SIMPLE SUMMARY

PLAY SELECTED TEXT

MY LIBRARY



Your summary:

Communication is rarely black-and-white, and can lead to misunderstandings and hurt feelings, especially when talking about matters of the heart.



How It Works

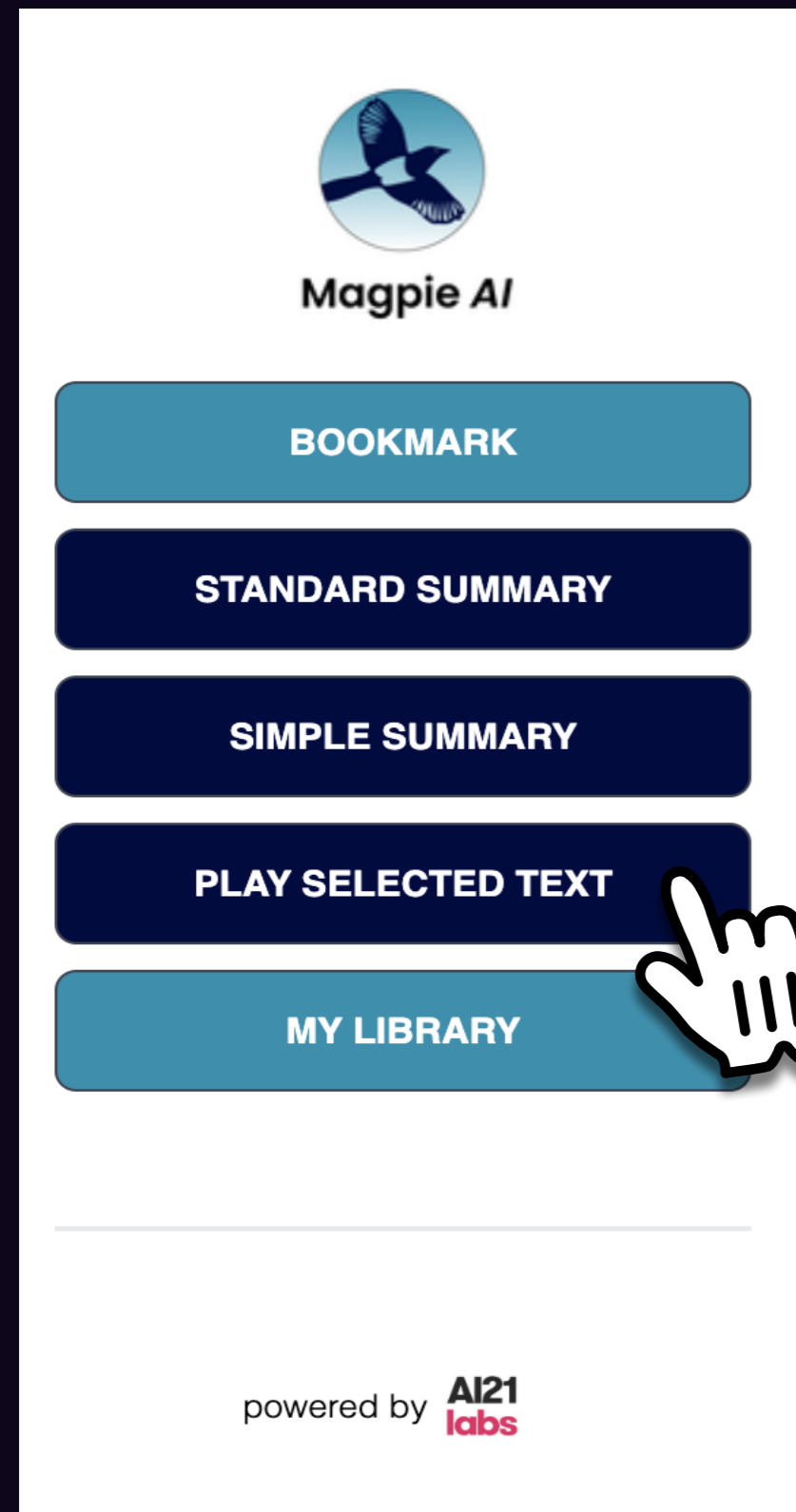
SIMPLE SUMMARY:

summarizes and then simplifies any business or technical jargon in mere moments.

The screenshot displays the Magpie AI interface. At the top right is the Magpie AI logo, a blue bird in flight. Below it is the text 'Magpie AI'. A navigation breadcrumb shows 'Home > Blog > How To Create An AI Pitch: Guidelines For Creating A Project Pitch'. The main heading is 'How to create an AI pitch: Guidelines for Creating a Pitch'. Below the heading is the date 'Friday, October 07, 2022 by Olesia'. A large green banner features the text 'AI pitch tutorial: How to create a project pitch' and logos for 'new native group' and 'NEXTGRID'. On the right side, there is a vertical menu of buttons: 'BOOKMARK', 'STANDARD SUMMARY', 'SIMPLE SUMMARY' (highlighted with a hand cursor), 'PLAY SELECTED', and 'MY LIBRARY'. Below the menu, the text 'Simplified summary:' is followed by a paragraph: 'To make a good presentation, you should explain your idea and the problem it solves, give a detailed explanation of how your product works, and make people excited'.



How It Works



BOOKMARK: with a simple click, users can save their article links, creating a centralized hub for convenient access.

PLAY SELECTED TEXT: selected text from can be played and listened to via an engaging a voice of powered by Elevenlabs API.

Guidelines for Creating a Project Pitch

A good presentation is critically important, because it will form the impression of your product for the judges and for the community (which can be your potential users). And if you decide to continue developing the project after the Hackathon, it will be a great pitch that you can use for customers, investors or mentors in the future.

In this article, we're going to show you how to prepare an amazing professional presentation for your project, so that everyone will want to try it out!

Here's a few pro tips you need to know to make people excited about your product!

1. Start from the idea and problem (users' pain) that your product can solve
2. Make a detailed explanation of how your product works, and the technologies you used for this
3. Make people excited about your project through a case study of how the user interaction with your product will look like. For this, a screen recording of how you perform a common user's interaction might be perfect.
4. Do not forget to mention what prospects there are for the product, and where it can be applied - this is a very important question that you should ask yourself in order to understand whether it is worth continuing to develop your idea and investing you time and money in it.
5. Make sure that your presentation is not longer than 5 minutes.
6. Last but not least, try to not overload the slides with text -most people won't read it. Try to be concise, using 2-3 sentences maximum to describe each point that we listed above. And preferably allocate most of the time to the showcase of how your product actually works - this is



How It Works

MY LIBRARY:

users can access all their links, summaries and listen to them read aloud at any time.

need to open a file. To make it talk or to speak, you need to go to Elevenlabs and create an account. Replace your-elevenlabs-apikey with the API key you just copied and your-voice-id-1 with the name of the voice you wish to use. The last step to hear your Agent speak is to run the following command in your terminal.

6. Personality Type and Love Language: Architects (INTJs)



Communication is rarely black-and-white, and can lead to misunderstandings and hurt feelings, especially when talking about matters of the heart. We identified seven ways to express love. Architects are enigmatic personalities who are minimally expressive in a nonsexual, physical sense and appreciate committed romantic partnerships. They have a predominantly logical mind and don't have intensely passionate relationships defined by stereotypically romantic displays of love. Architects are likely to show their love through time and attention, and they love it when they have a partner with similar interests, a comparable intellect, and ideas that interest them. Architects tend to rely on the love language of economic priority to show approval and support their partner. Psychological support is often underappreciated, but plenty of recognition and appreciation for who they are will always be appreciated. Architects prefer one-on-one conversations and cerebral stimulation. Kind words are the most natural form of expressing appreciation to an architect. Knowing the preferred love languages of Architects is the best way to avoid misunderstandings in a romantic relationship.

7. How to create an AI pitch: Guidelines for Creating a Project Pitch



A good presentation is critical to the success of your project. It will also serve as a great pitch for future customers. In this article, we're going to show you how to prepare an amazing professional presentation for your project, so that everyone will want to try it out! Start with the idea and problem that your product can solve, make a detailed explanation of how your product works, and show a case study of how a common user's interaction with your product will look like. So, this is how you can make people fans of your project even if they have never used it yet. And of course, your great presentation will impress the judges and help your team win the Hackathon! We wish you success, and don't forget that in case of any questions you can reach us out on Discord. We'll be more than happy to help.

Thank you for reading our newsletter!

Sincerely,

Your MagpieAI Newsletter Team



Magpie AI

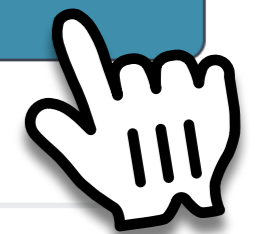
BOOKMARK

STANDARD SUMMARY

SIMPLE SUMMARY

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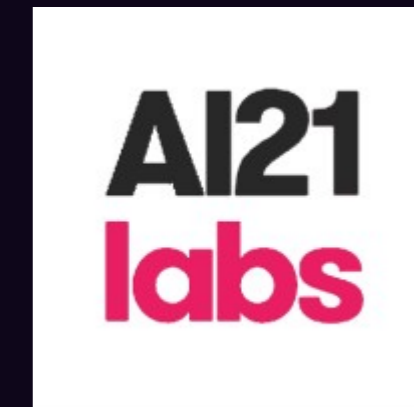


powered by **AI21**
labs



How we used the technology

Magpie AI is an innovative plug-in that uses AI21's task-specific Summarization API coupled with Simple Jargon via Jurassic 2-Ultra model, to create engaging summaries of articles and webpages.



Magpie AI offers our users an even more immersive experience by integrating with ElevenLabs API providing a human voice narration of the content.

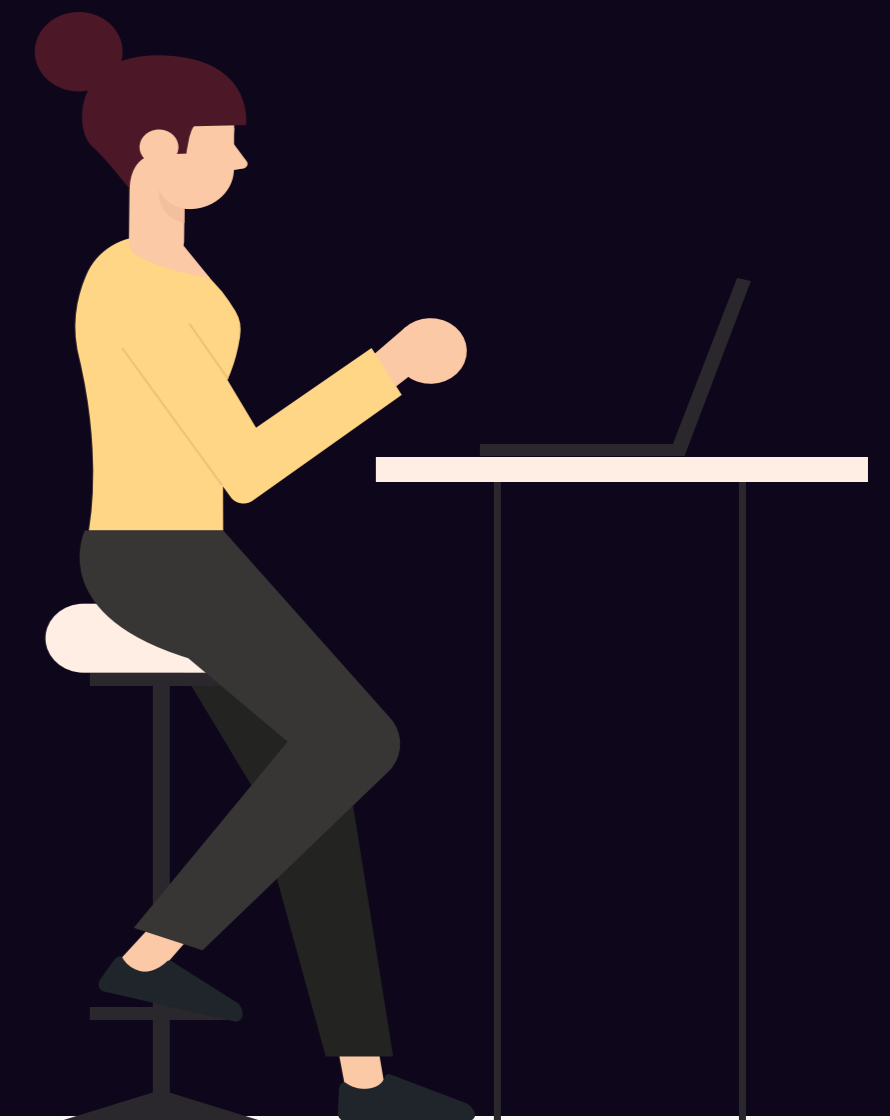


With Magpie AI, our users experience the perfect fusion of technology, knowledge consumption and storytelling.



Target Market

- Business and Career Professionals
- Entrepreneurs
- Teachers
- Students



Unique Value Proposition

Magpie AI shines as the market's sole solution in leveraging cutting-edge AI technology to seamlessly integrate summarization and simplification while delivering an immersive audio experience and saving users thousands of hours over their lifetime.

Want to be the most informed person in any room?

Get Magpie AI!



Accessibility

Magpie AI serves as a catalyst for accessibility, empowering nearly any website to become more inclusive and user-friendly for individuals with diverse needs.



Next Steps...



1

Magpie AI will learn users' preferences and deliver tailored insights aligned with their interests and industry niche.

Powered by AI21 labs Classify Topics Task Specific API, Magpie AI will offer users personalized content recommendations.

2

Users will have the freedom to access summarized content on-the-go through various mobile device applications so busy people can turn their commuting time, lunch breaks, or even gym sessions into productive learning opportunities.



3

Coming soon is a seamless web experience that emulates the functionality of our plugin, ensuring universal accessibility across all browsers, empowering users to enjoy our features regardless of their preferred browsing platform.

Thank you!

Questions? Thoughts? Comments?

Get in touch!

Contact: Jessica Jordan Corbett – Project Manager

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