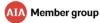
Small Firm Exchange All Call Summary 02.2024





AI for Small Firms

02.08.24 Presentation: How to leverage your small firm's technology and creativity using AI (for renderings and presentations to clients). Architects use of AI for productivity and efficiency (images only - not construction drawings, etc.)

Presented by: William J Martin AIA and Brian Penschow AIA

Key Takeaways

- Al can get you to 80% you'll need to get the images the rest of the way
- Much of the software is free or "rentable, so you don't need to spend a lot of money
- You don't need a powerful computer
- There is a learning curve... you'll need to give it a couple months
- Be careful about the fine print: image copyright
- If using AI generated images, Architects must disclose this (AI created, prompted by you)

Small Firm Impacts

- High-quality work at a lower cost
- You can do this! No need for technical knowledge. Dive in!
- Creates many images quickly great for small firms (can get you the job!)

Links/Resources

Recorded Presentation: link

Upcoming All Calls

03.14.24 starting a firm 04.11.24 firm development 05.09.24 business school