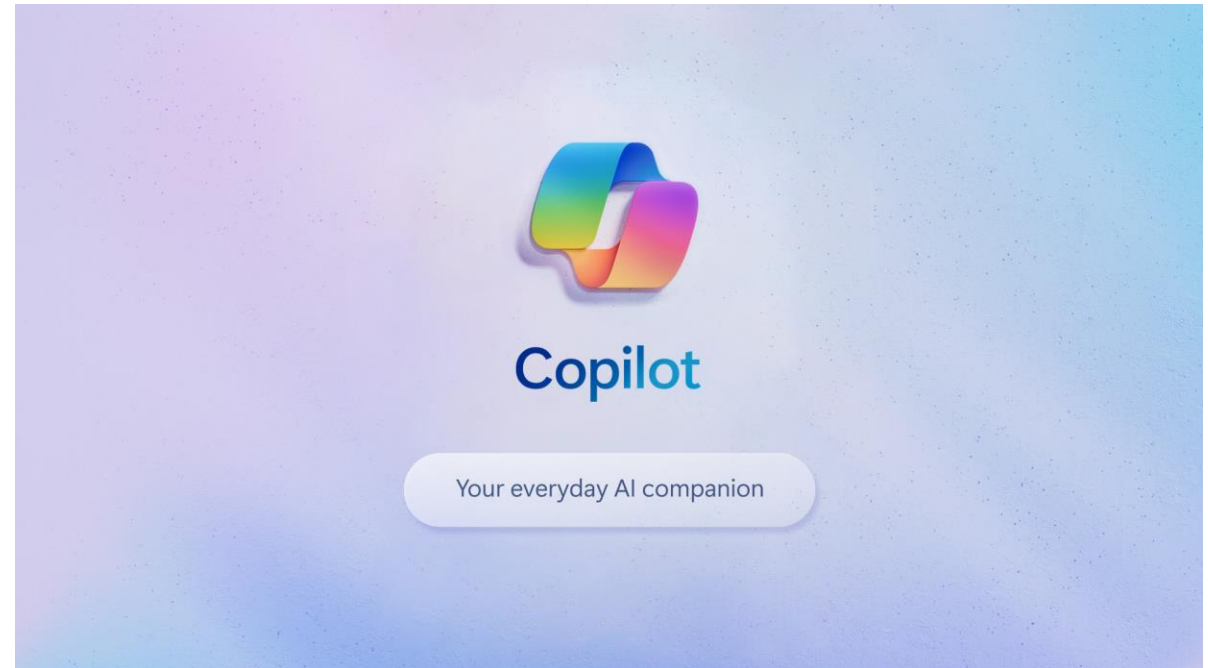


What is Copilot?

A conversational AI assistant that boosts productivity

Examples:

- Writes emails, summary, draft, etc.
- Analyze data
- Summarize answers directly and specifically
- Automate tasks
- Obtain answers in real time for the specific question



<https://copilot.microsoft.com/>

What Problems Does Copilot Solve?

Informative: Copilot synthesizes information, compare options, and gives structured guidance instead of endless search results

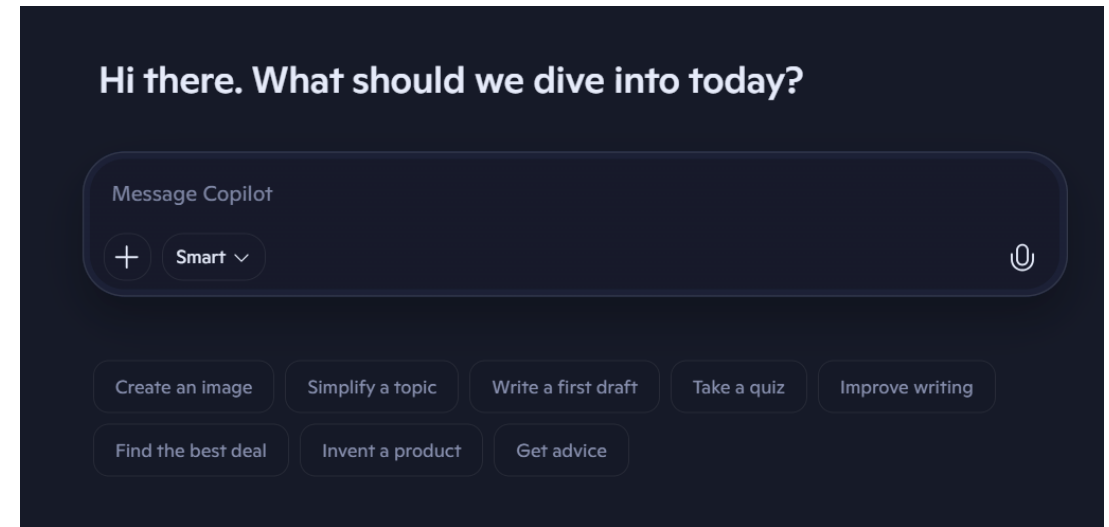
Creativity: Copilot gives you structured starting points, multiple options, and creative variations when you're writing, designing, or planning

Blank Page Automation: Copilot automates writing drafts, summarizing documents, generating ideas, and analyzing data so you can focus on judgment and creativity

Tool Fragmentation: Copilot brings capabilities all at once for search, writing, image generation, and filing

How Does Copilot Work?

1. Understand the question
2. Leverages through AI
3. Ensures what you're asking and what to answer
4. Gathers information from reputable sources
5. Summarizes information



Relevant For a Small Business

- Group chat
- Design logo
- Write a draft/Improve writing
- Can be used for email construction



Competitors of Copilot

	Microsoft Copilot	Google Gemini	ChatGPT	Perplexity
Best For	<ul style="list-style-type: none">• Productivity• Business analytics• Microsoft Office workflows	<ul style="list-style-type: none">• Multimodal tasks• Real-time search• Google ecosystem research	<ul style="list-style-type: none">• Conversational AI• Creative writing research	A research-oriented engine with citations and reputable web searches
Integration	Invested with Microsoft 365	Invested with Google services	Works broadly	Limited
Conversation Quality	Moderate	Good	Very high	Moderate
Images, audio, and video	Emerging	Strong	Supported	Emerging

Getting Started with Copilot - Costs

	Regular	Personal	Premium
Cost	\$0	\$9.99/month	\$19.99/month
Usage	One person use	One person use	One-to-six-person use
Access	Limited access	Higher usage	Highest usage
Microsoft AI-powered image creator and editor	No	Yes	Yes
Microsoft Defender Security	No	Yes	Yes

Getting Started with Copilot - Demo

<https://www.youtube.com/watch?v=d-CuF6dlqLg>

