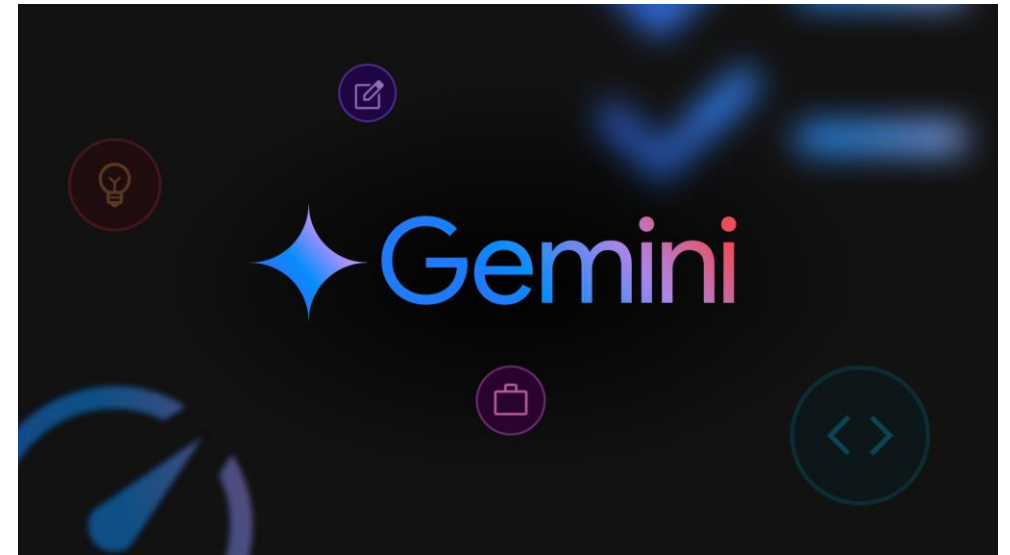


What is Gemini?

Gemini is designed to understand, operate, and combine different types of information needed for someone's use.

Examples:

- Text
- Images
- Audio
- Video
- Code



<https://gemini.google.com/>

What Problems Does Gemini Solve?

Informative: Information you need is scattered across emails, spreadsheets, and various PDFs. Gemini solves this by connecting across your digital ecosystem

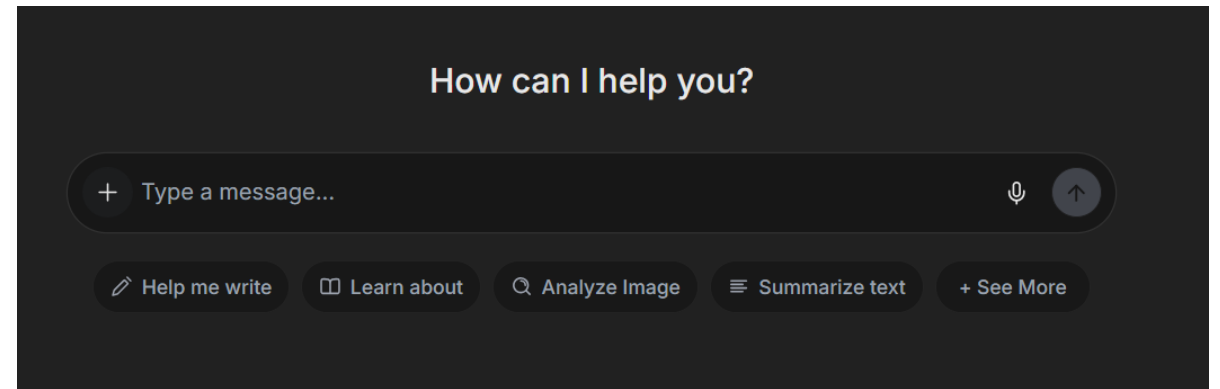
Content: Video, audio, and text can be overwhelming at times. With Gemini solves the problem with deep reasoning and deep analysis

Blank Page Automation: Starting a project, either professional, a budget, or a research paper, Gemini acts as a collaborative assistant

Skills: Gemini is specialized in tasks like coding, image editing, and advanced data analysis, in which usually require expensive software or years of training

How Does Gemini Work?

- Gemini is meant to handle text, images, video, audio, and code all at once
- Holds great amounts of data
- Connects to Google Search to verify facts against the live web, reduces the chances of getting sent misinformation
- Internal chain-of-thought processing to plan out complex answers and have them step-by-step before it starts typing



Relevant For a Small Business

Automated Customer Service

- Prompt Gemini to draft a professional response
- In Gmail, use Gemini to summarize long threads/draft replies to common inquiries

Operational Efficiency & Data Analysis

- Gemini analyzes your existing spreadsheets and documents
- Upload two/three PDF quotes from suppliers and have Gemini create a table comparing these vendors based on price, delivery time, warranty, etc.

Competitors of Gemini

	Google Gemini	ChatGPT	Microsoft Copilot
Best For	<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	<ul style="list-style-type: none">• Productivity• Business analytics• Microsoft Office workflows
Integration	Invested with Google services	Works broadly	Invested with Microsoft 365
Conversation Quality	Good	Very high	Moderate
Images, audio, and video integration	Strong	Supported	Emerging

Getting Started with Gemini - Costs

	Free	Google AI Plus	Google AI Pro	Google AI Ultra
Cost	\$0	\$7.99/month	\$19.99/month	\$124.99/month
Gemini App	<ul style="list-style-type: none"> • Deep Research up to 5 reports per month • Up to 20 images per day for Image Generation 	<ul style="list-style-type: none"> • Deep Research on 3 Pro • Image generation 	<ul style="list-style-type: none"> • Deep Research on 3 Pro • Image generation 	<ul style="list-style-type: none"> • Highest limits to features and models • Access to Deep Think • Gemini Agent
Flow	Basic	AI filmmaking tool to create cinematic scenes and stories	AI Filmmaking tool to create cinematic scene	Highest limits to AI Filmmaking tool
Google Search	Access to Gemini 3 Flash	Access to Gemini 3 Pro model	Higher access to Gemini 3 Pro model	Highest access to Gemini 3 Pro model
Storage	15 GB total storage	200 GB total storage	2 TB total storage	30 TB total storage

Getting Started with Gemini - Demo

<https://www.youtube.com/watch?v=4ErM2corKFQ>

