

# What is Perplexity?

An AI-powered search engine that searches direct answers with citations of relevant, sourced responses

- Combines multiple advanced AI models to understand your question
- Designed for fast, trustworthy research and learning



<https://www.perplexity.ai/>

# What Problems Does Perplexity Solve?

**Informative:** Deep research that automatically read dozens to hundreds of sources and creates them into structured reports

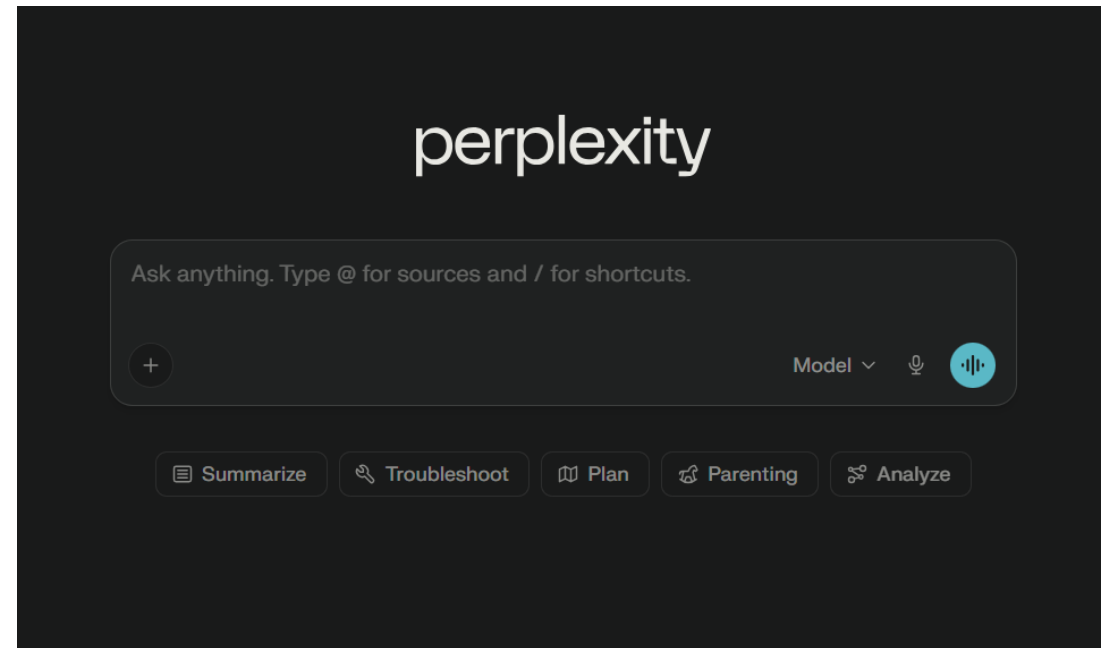
**Fragmented Workflows:** Lets you search the live web and internal tools from one place

**Blank Page Automation:** Creates first drafts of documents, slide decks, and spreadsheets in minutes from a prompt or attached file

**Learning:** Can turn notes into flashcards, quizzes, and personalized study guides to learn faster and more actively

# Perplexed? How Does Perplexity Work?

- Understanding the question
- Leverages sophisticated AI
- Ensuring exactly what you're asking
- Gathers information from reputable sources
  - Ex: articles, websites, and journals
- Summarizes information
- Cites sources



# Relevant For a Small Business

- Finances
  - US Markets
  - Earnings
  - Predictions
- Discover
  - Business News
  - Business Insights
  - Overall performance
- Other Interesting Features
  - Perplexity Patents
  - My Spaces



# Competitors of Perplexity

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

# Getting Started with Perplexity - Costs

	Perplexity	Perplexity Pro	Perplexity Max
Cost	Free	\$17/month	\$167/month
Access to the latest AI models	No	Yes	Yes
Better for complex questions and building reports, documents, and apps	No	Yes	Yes

# Getting Started with Perplexity - Demo

<https://www.youtube.com/watch?v=qpN-pjev-vM>

