

THE AI ADVANTAGE

PRACTICAL PATHWAYS TO BUSINESS TRANSFORMATION WITH PROFIT MINDS



Empowering Business Owners with Insights, AI Innovations, and Growth Strategies

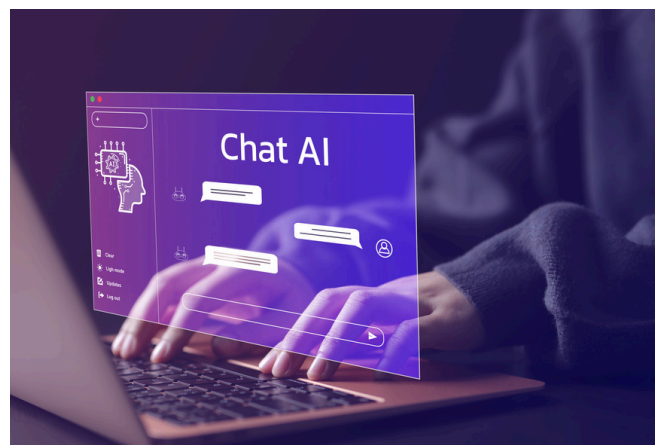
Welcome to this week's edition of The AI Advantage: Practical Pathways to Business Transformation with Profit Minds, your trusted source for the latest developments in generative AI and the implications for your business. Let's explore the transformative power of AI.

Meta will use AI-chat interactions to personalize ads

Meta will begin using users' text/voice interactions with its GenAI assistant to inform content and ad targeting across Facebook and Instagram—excluding sensitive topics (politics, health, etc.) and certain regions (UK/EU/South Korea). Users who talk to Meta AI can't opt out; notifications start Oct 7.

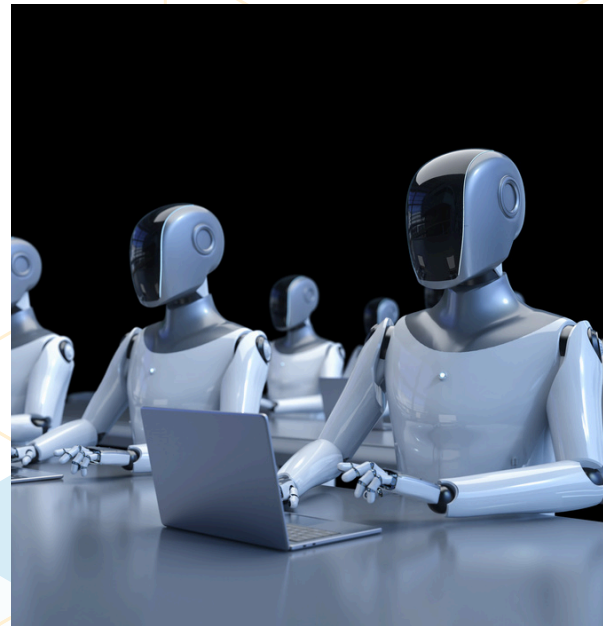
Meta says Meta AI has 1B MAUs, and this data becomes a new first-party signal for ranking, recommendations, and ad delivery.

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Databricks + OpenAI: \$100M+ enterprise push for AI agents

Databricks and OpenAI announced a strategic partnership to bring OpenAI models (including GPT-5) into Databricks' platform and Agent Bricks, with a revenue target around \$100M. The aim: production-grade AI agents that run against governed enterprise data without duct-taped integrations. This is notable because Databricks controls a large share of enterprise data estates; pairing that with frontier LLMs compresses time-to-value



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The Profit Minds Podcast

In this episode, **Mark Wasiljew** explains how strategic partnerships and Nearbound GTM generate warm pipeline, enhance the product experience, and open new distribution channels without bloating your sales team.

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Qualcomm standardizes creative ops with Adobe GenStudio

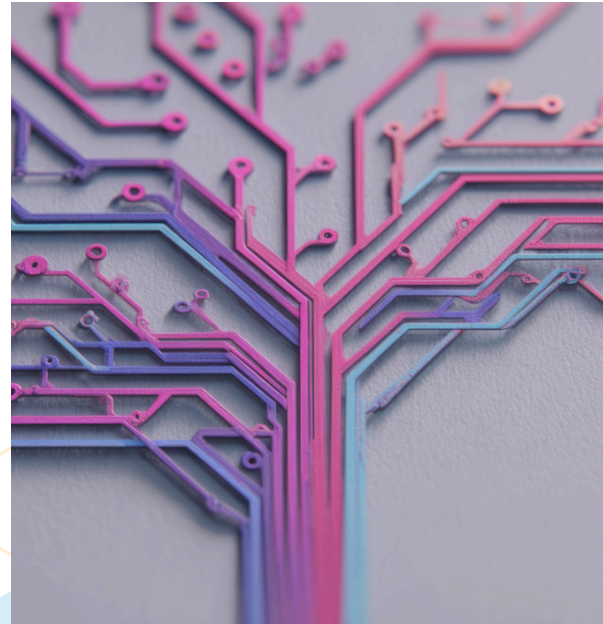
Qualcomm is expanding its use of Adobe GenStudio to optimize the content supply chain—resizing, localizing, and generating creative variations for different audiences across regions and channels. For global brands with high content velocity, GenAI's sweet spot is variant explosion at brand-safe quality. Expect faster creative testing, reduced agency throughput bottlenecks, and fresher localization.

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BofA's New GenAI Assistant Transforms Global Payments

BofA rolled out AskGPS, a GenAI assistant trained on ~3,200 internal docs (product guides, term sheets, FAQs) to support its Global Payments Solutions team serving 40k+ business clients. This is a classic knowledge-to-revenue play: rapid policy-correct answers, proposal assembly, term comparisons, and tailored client responses. Banking compliance stakes are high; the deployment indicates confidence in guardrail patterns (document whitelists, role-based access, human-in-the-loop).

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Why Profit Minds?

At **Profit Minds**, we're not just watching the AI Revolution, we're leading it.

We help **entrepreneurs**—from **solopreneurs** to **CEOs**—navigate the rise of the AI-powered economy with our AI Transformation Method™ and Profit Minds™ Growth System.

Our proven approach equips every employee to work better, faster, and easier with AI, while delivering a guaranteed ROI.

Through three pillars

- ✓ Expanding Profits
- ✓ Accelerating Productivity
- ✓ Building Scale

We empower businesses to grow smarter and stronger in the new era of AI.

Will AI Replace You?

For many professionals, AI feels like a threat. But what if you could walk into your next interview or conversation with your boss and say:

"I already know how to do part of this job using AI and I'm learning more."

That's the power of the AI First Career Institute. With real career coaches + AI tools, we help you:

- ✓ Build in-demand AI skills
- ✓ Stand out in interviews and promotions
- ✓ Pivot confidently if your job has been disrupted

The future belongs to those who use AI, not fear it.

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