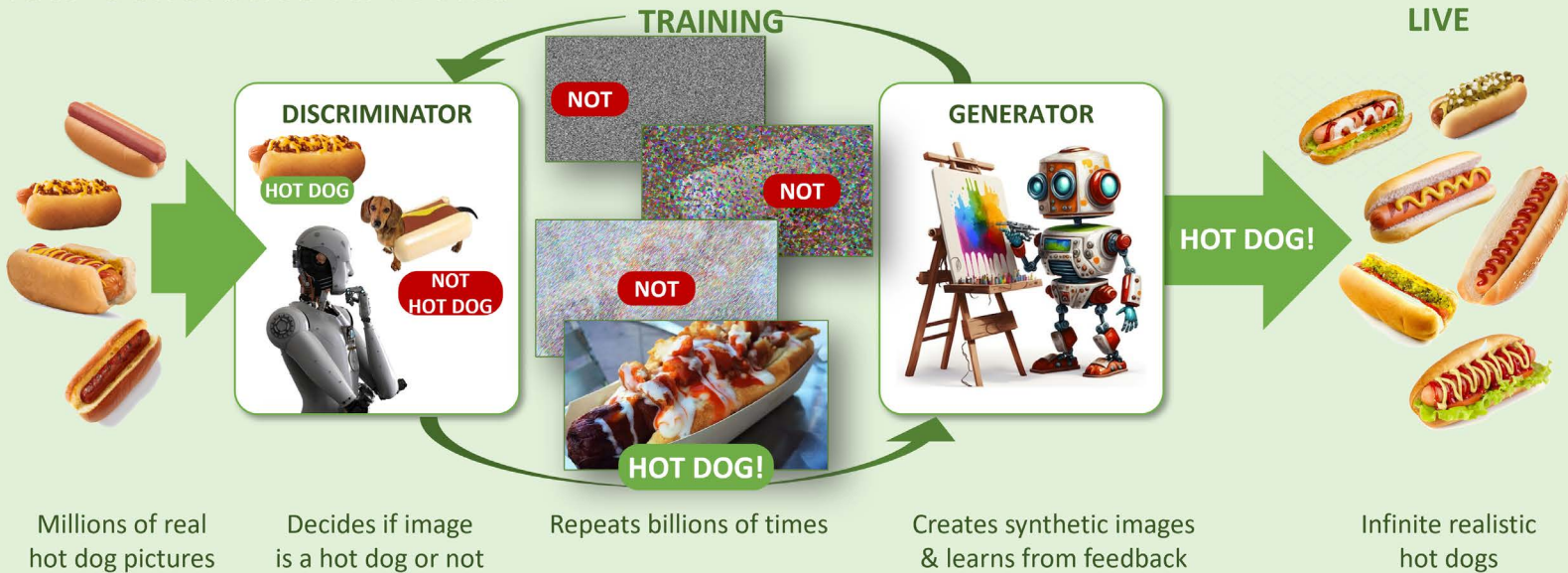


Generative AI offers extraordinary opportunities to redefine creative boundaries in writing, coding, image creation, and audio synthesis. Yet, these advancements bring challenges around intellectual property protection, accuracy, code ownership, and detection.

How Generative AI Works



Top 4 Opportunities



Writing – text, tasks

Writes articles, stories, and assists in various tasks. It can also be used to condense, improve, or change the tone of human-written content.

Examples: OpenAI ChatGPT, Google Bard, Cohere, Jasper



Coding – programs, scripts

Develops code, helps automate repetitive scripting tasks, and assists in verifying large-scale programming projects.

Examples: OpenAI ChatGPT, GitHub Co-Pilot, Second Mate, Replit



Image – picture, video

Generates realistic or abstract images and video. It can also modify existing images to suit specific requirements.

Examples: OpenAI Dall-E, Midjourney, Stability.ai, Lightricks, Runway



Audio – voice, music

Creates unique music tracks of any style, simulates realistic human voices, and transcribes audio.

Examples: Murf, Arria, Google MusicLM, Glean

Top 4 Risks



Intellectual Property

Any confidential, proprietary, and personally identifiable information fed into a Generative AI service can be used in future models – leaking this information to the world.

Examples: OpenAI ChatGPT, Google Bard, GitHub Co-Pilot



Accuracy

Generative models present content assertively and confidently as fact, often convincing users it is accurate. Fact checking AI content is hard and manual.

Examples: OpenAI ChatGPT, Google Bard, GitHub Co-Pilot



“Big Code”

Organizations are losing control of their codebase with the influx of open-source and AI-generated code.

Examples: OpenAI ChatGPT, GitHub Co-Pilot, Replit



Detecting AI

Generative content cannot be reliably identified by existing tools, which prevents large-scale detection automation.

Examples: TurnItIn, GPTZero, OpenAI Text Classifier & Detector, DetectGPT



Curious about the other 8 Generative AI Risks?
 Ask labs@evotek.com about our AI Risk Assessment