

# GETTING STARTED WITH AI

HATCH  
ENDEAVORS

reBar™

# AI IS THE ~~FUTURE~~ PRESENT!

Harnessing the power of AI has become imperative for organizations aiming to optimize workflow efficiency, enhance productivity and generate unique content.

Hatch Endeavors and Rebar have combined forces to help publishers accelerate their AI adoption by providing them with the tools, resources, and expertise they need to get started. Our process ensures each step is purposeful and efficient, regardless of resource constraints. Most importantly, we understand everything hinges on the privacy / security of your valuable IP.

**Important disclaimer:** *The teams at Hatch and Rebar are strong advocates for responsible use of AGI. Generative AI can be a valuable tool when used thoughtfully and appropriately to enhance and streamline various aspects of the book publishing process. But AGI certainly presents some limitations and cautions. We understand there are still questions about regulatory issues, data security and ethical use. We address some of these concerns in this document, principally that we do not support the use of AI generated imagery on book covers and fully support the need for enterprise level security for publisher's valuable IP.*

GETTING STARTED WITH AI // HATCH ENDEAVORS // REBAR // PROCESS

## HATCH

ENDEAVORS

### WHO IS HATCH ENDEAVORS?

Hatch Endeavors is owned by Torrey Sharp. Torrey is also the owner and principal at Faceout Studio, a market leading firm specializing in book design and a co-owner of Molt Brands, a boutique agency that helps companies with their brand design needs, advertising and marketing. Torrey has been in the publishing industry since 1996.

visit [HATCH ENDEAVORS](#)

## REBAR

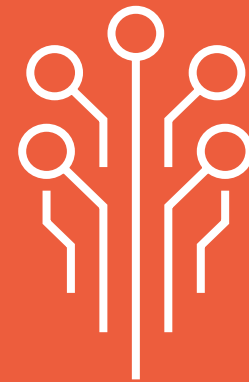
### WHO IS REBAR?

Rebar is a digital innovation hub, creating custom websites, apps, and AI solutions. They build and deliver software solutions that increase operational efficiency and boost productivity.

visit [REBAR](#)

# AI IS HERE TO ~~REPLACE~~ SUPPORT TEAMS

Our approach is to keep things simple. We suggest starting small, seeking to optimize workflow efficiency before pursuing more transformative use of AI. It's already a challenge navigating through all the hype and flood of technological breakthroughs. We will help you identify AI projects that align with your organization's goals and become early wins. This will demonstrate the value of AI to your staff while gradually expanding its adoption throughout the entire organization.



# WHAT WE ARE OFFERING

01

## STAGE 1 // BASICS

Consultation with publisher, key staff member or team to assess the organization's readiness for AI, key stakeholder buy-in, operating mode, goals, budget, personnel capacity and strategy

02

## STAGE 1 // BASICS

If moving forward, we'll set up the organization's team to use AGI appropriately with a [ChatGPT Teams or Enterprise account](#). This addresses the first and most important need – securing the input and output of data across all eligible departments and employees. We recommend you consult w/ your legal counsel concerning [OpenAI's security and privacy language](#)

03

## STAGE 1 // BASICS

Personalize ChatGPT for each publisher's use – framing out the organization's specific context along with specific instructions. This effort reduces hallucinations and yields better results

04

## STAGE 2 // AUDIT

Conduct a departmental audit to isolate the best potential use cases. This is a collaborative process that seeks to identify use cases presenting low to moderate risk, low to moderate cost and short implementation time

05

## STAGE 3 // CUSTOMIZE GPTs

Create custom GPTs to accomplish the specific tasks and results for the test use cases and/or deploy other available AI tools

06

## STAGE 3 // CUSTOMIZE GPTs

Train staff to use the custom GPTs. Test and refine as needed, then evaluate ROI and plan next steps

07

## ADDITIONAL TRAINING

- Best practices for Prompting
- Use of Dall-e for image generation
- Use of Mid-journey for image generation
- Specific use case training
  - Manuscript analysis
  - Mood boards
  - High fidelity image generation for research / strategy
  - Lifestyle backdrops for marketing images (social, Amazon+, etc)
- Marketing copy

08

## ADDITIONAL SERVICES

Development of a custom, branded application for your organization

# FEE SCHEDULE

## STAGE 1 // BASICS

### Deliverables:

- 1 Consult with key staff to assess the organization's readiness for AI and build out an actionable plan to move the initiative forward
- 2 Set up your organization's team to use AGI appropriately with a ChatGPT Teams or Enterprise account
- 3 Personalize ChatGPT for each publisher's use – framing out each organization's specific context along with specific instructions

*\$1,500 for consult, service delivered and invoiced by Hatch*

*\$1,500 for Set up, services delivered and invoiced by Rebar*

*\$1,500 for instructions, services delivered and invoiced by Rebar*

*Rebar offers ongoing support packages. Monthly fee dependent on scope. Please inquire for more information.*

## STAGE 2 // DEPARTMENTAL AUDIT *(focusing on art and marketing departments only at this time)*

### Deliverables:

- 1 Collaborate with team to identify best use cases
- 2 Create implementation plan, risk assessment, cost analysis

*\$5,000 per department*

*Services delivered and invoiced by Hatch*

## STAGE 3 // CREATE CUSTOM GPTS FOR TEST USE CASES

### Deliverables:

- 1 Design GPT to accommodate minimum input for maximum result
- 2 Test and refine prompts as needed for best results
- 3 Assess other AI tools as needed to accomplish the intended results
- 4 Train team to use custom GPT

*\$1,500 per custom GPT build*

*\$1,000 for training*

*Services delivered and invoiced by Rebar*

# ADDITIONAL TRAINING AND SERVICES, 1-4

## **OPTION 1 // Best practices for Prompting**

**\$500** PDF resource, *delivered by Hatch*

## **OPTION 2 // Use of Dall-e within Chat GPT for image generation**

**\$1,500** training + PDF resource, *delivered by Hatch*

## **OPTION 3 // Use of Mid-journey for image generation**

**\$1,500** training + PDF resource, *delivered by Hatch*

## **OPTION 4 // High fidelity image generation for research / strategy**

**\$150** per image, *delivered by Hatch, please ask to see examples*

# ADDITIONAL TRAINING AND SERVICES, 5-8

## **OPTION 5 // Manuscript analysis**

**\$500** per report, *delivered by Hatch, volume discount available, please ask to see examples*

## **OPTION 6 // Mood board development**

**\$1,500** training + PDF resource, *delivered by Hatch, please ask to see examples*

## **OPTION 7 // Lifestyle backdrops for marketing images (social, Amazon+, etc)**

**Budget TBD** based on scope, *delivered by Hatch, volume discount available, please ask to see examples*

## **OPTION 8 // Development of a custom, branded application for your organization**

**Budget TBD** based on scope, *delivered by Rebar*



TO TAKE ACTION OR DISCUSS,  
PLEASE REACH OUT TO TORREY SHARP

