

Sharpen Your Product Ideas Using Gemini

- **Greater Killeen Chamber of Commerce**
- **SCORE Austin**
- **SCORE Houston**
- **BakerRipley**
- **Illinois SBDC Bradley University – Peoria IL**
- **Texas A & M Victoria SBDC**
- **SCORE Rio Grande Valley**
- **UT Rio Grande Valley SBDC – Edinburg and Brownsville TX**
- **Texas State SBDC**
- **Community Action Agency of Oklahoma**
- **El Paso Community College SBDC**
- **Tarleton SBDC - Stephenville TX**
- **LiftFund**
- **MSU SBDC – Wichita Falls TX**
- **SCORE Corpus Christi**
- **SCORE San Antonio**

Presenter

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Founder & CEO, Smart Brand System

Chief AI Officer (CAIO)



Agenda

1. The “Entrepreneur’s Bias”
2. Gemini overview
3. Demo
4. Audience Q&A

The “Entrepreneur’s Bias”

The Paradox

Passion Can Be One of Your Greatest Strengths...and Your Biggest Hurdle

When you're in love with an idea, your brain naturally seeks out information that confirms you're right (**Confirmation Bias**) and ignores red flags that say you're wrong.

Source: Gemini

The Entrepreneur Paradox

The "Good Friend Test": If you ask a good friend if your idea is good, they'll likely say "Yes" because they support *you*.

The Reality Check: A "Good Idea" does not equal A "Good Business."

*Most small businesses fail because there was simply **no market need**, despite the owner's passion.*

Source: Gemini

Identifying The Bias Traps

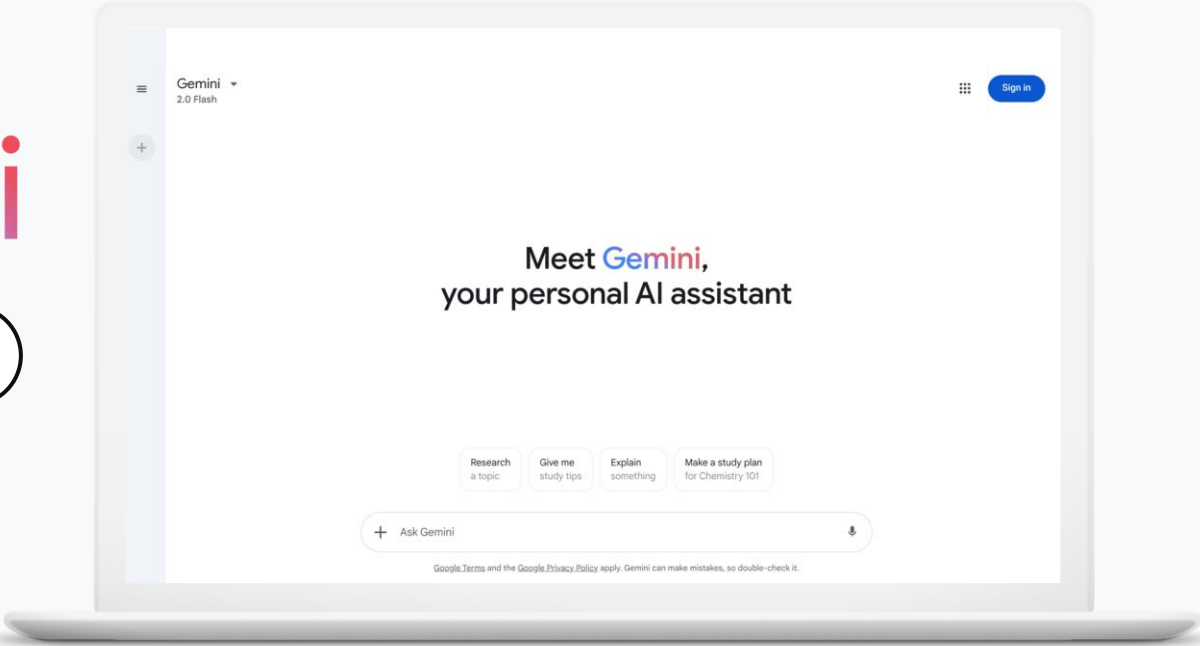
The Trap	What We Tell Ourselves	The Hard Truth
The “Everyone” Trap	“Everyone will want this!”	If you target everyone, then you reach no one.
The “Feature” Trap	“It just needs one extra feature to sell.”	Customers buy solutions to problems, not a lot of features.
The “Me” Trap	“I would buy this so others will too.”	You are an “N of 1.” You are not your target market

Source: Gemini

Sharpen Your Ideas With AI



gemini.google.com



Gemini As Your “Dissenting Partner”

Objective Intelligence: Unlike a co-founder or a friend, Gemini doesn't care about your feelings. It analyzes data patterns without ego.

The Role Play: We will prompt Gemini to act as a **Skeptical Investor** to find the "cracks" in our logic.

From "I Think" to "I Know":

- **I Think:** "People want a faster way to track pet health."
- **I Know:** "Gemini found 15 existing apps with 2-star reviews specifically complaining about the UI...that is our real opportunity."

Source: Gemini

Demo

Q&A

Next Steps

ACT responsibly

Assess

what the AI experience produces – its output – for accuracy, bias, and potential harms.

Consider

the effects of using AI, including privacy and security implications.

Tell

clients and coworkers about your use of AI tools.

Skeptical Investor Challenge

Perform a “brutally honest audit” of your primary business assumption using a specific “Skeptical Investor” prompt.

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Small Group Deep Dive:
2 Available Spots



smartbrandkit.com/coach

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Data Analytics



Digital Marketing & E-commerce



IT Support



Project Management



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Advanced

Business Intelligence

Advanced Data Analytics

IT Automation with Python

grow.google/certificates

For small businesses

No-cost access to the
AI Professional Certificate
plus three months of Google
Workspace Business Standard

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Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building





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- ✓ Grow with Google Coach, U.S. Southwest, Google
- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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Thank you!