

# AI tools and remarketing

Oliver Phillpott, CEO

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Who  
are we?



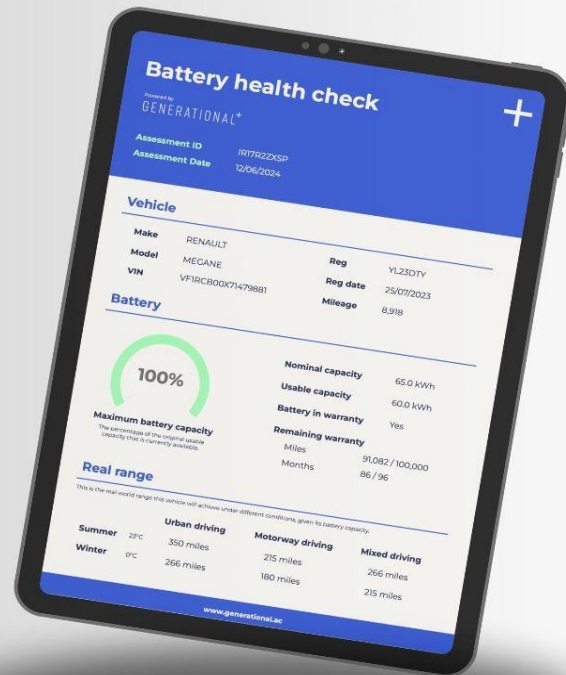
# GENERATIONAL<sup>+</sup>


## EV BATTERY HEALTH CERTIFICATION




Department for  
Business & Trade

Imperial College  
London



 UK-based **startup**

 Team of **5 engineers**



Backed by **UK Gov** net zero automotive fund – but largely **self-funded**



**We build a lot of software, leanly**

**What  
is all the  
AI hype?**



2011

**“Software is eating the world”**

–Marc Andreessen, VC



<https://a16z.com/why-software-is-eating-the-world/>

**2017**

— **“Software is eating the world, but AI is going to eat software”**

Jensen Huang in 2017





News June 23, 2025

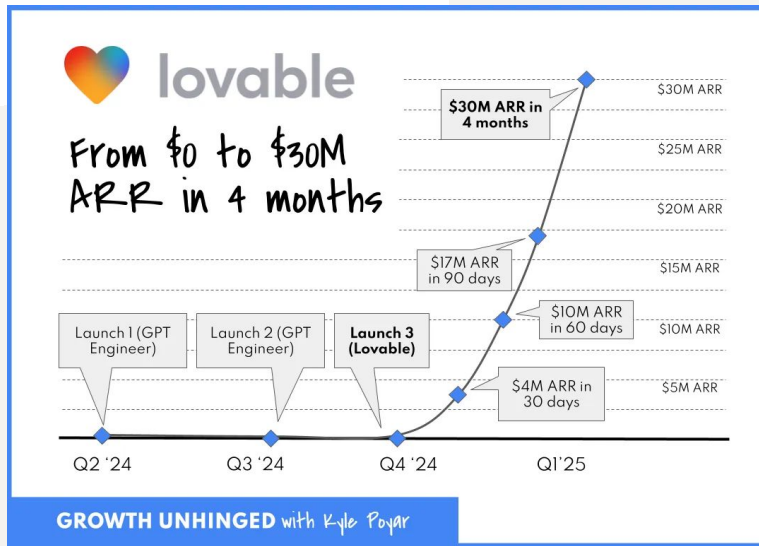
# DocuSign threatens legal action against copycat app built with Lovable

Spryngtime is said to have been built in **two days** using the AI-powered app builder

Mimi Billing 2 min read

# 2025

## It looks like Jensen Huang is right...



# A few key points....

INTERNAL  
CAPABILITIES

Build costs for software are coming down drastically

Software can now be more customised to your business

But...you still need to maintain custom software yourself

COMPETITIVE  
DYNAMICS

Many competitive moats are going to be redefined

Having good data gives you an edge

But...VCs are backing “full-stack” AI companies – no industry will be able to fully escape this over the next 10 years

**Small teams can now compete with well resourced, large companies**

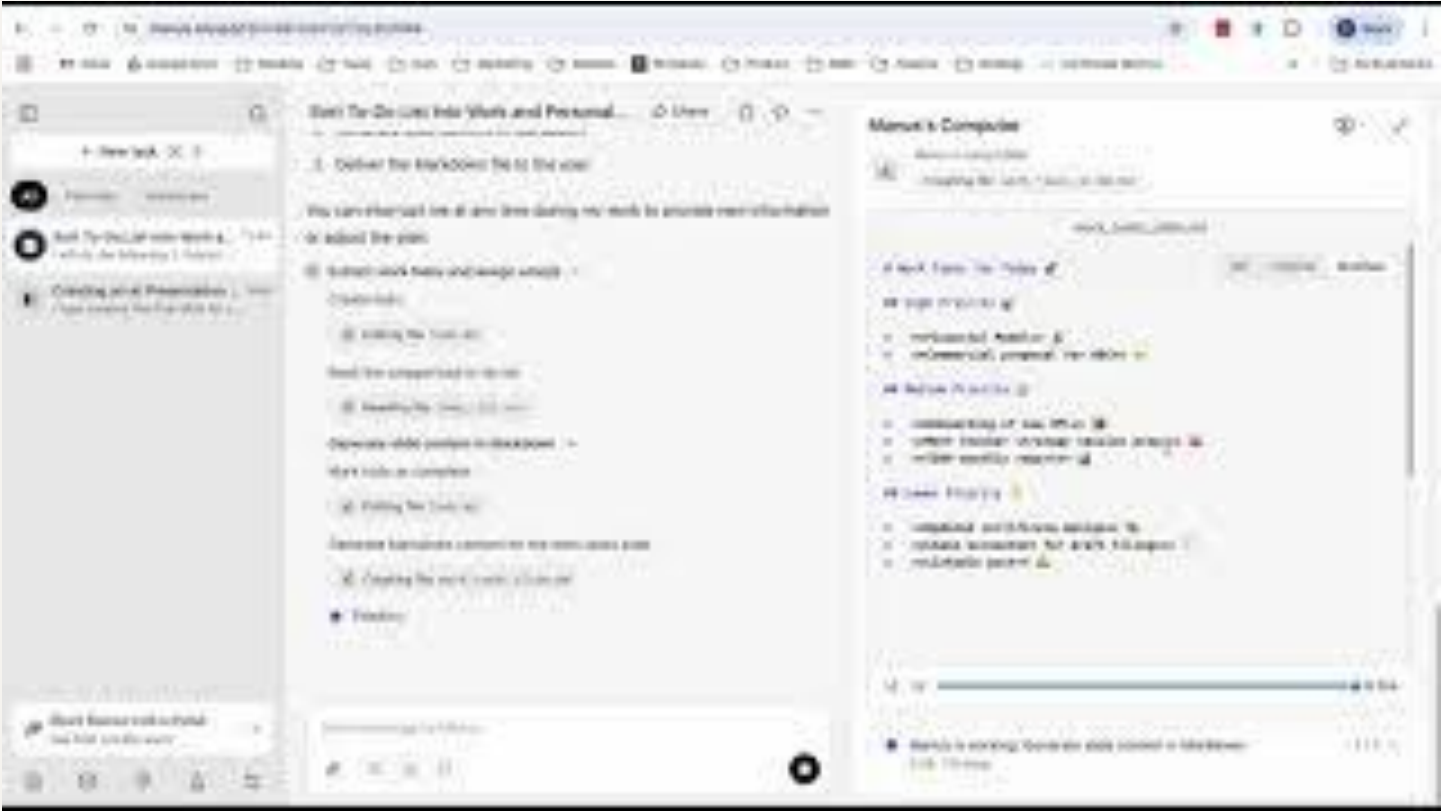


**“So what”**

**for remarketers?**

# 1) Get a sense of what AI can actually do

The best way of doing this is by just getting started.



## 2) Identify the AI opportunities in your business

### Characteristics that make a good business case to apply AI



**Data-rich:** Large volume of accessible, structured, relevant data.

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**Pattern-based:** Relies on identifying and acting upon discernible patterns, correlations, or anomalies.

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**Repetitive:** Performed frequently with predictable, rule-based, or consistent steps.

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**Objective/quantifiable:** Success can be objectively measured using metrics.

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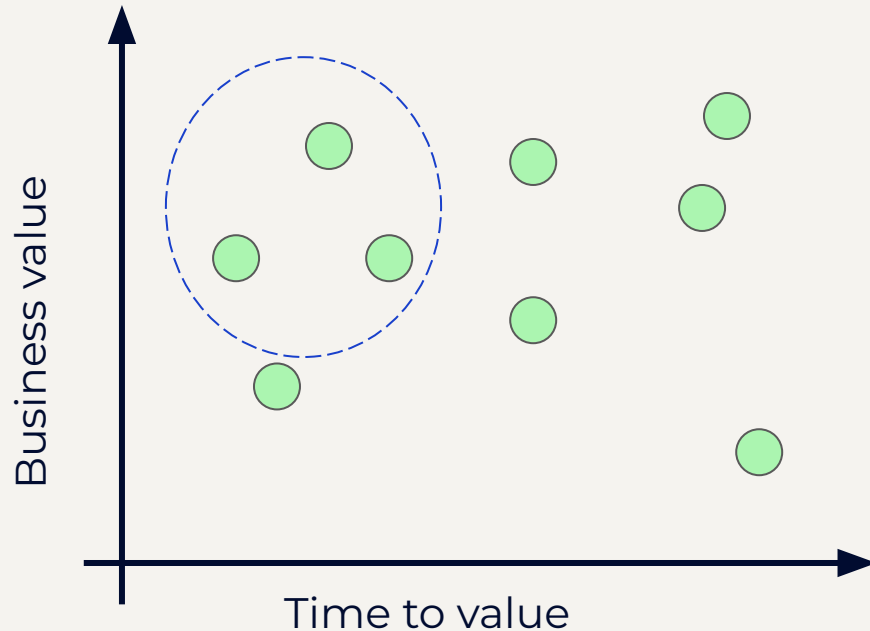


**Tolerant of imperfection:** Occasional errors are acceptable or easily corrected by human oversight.

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# 3) Prioritise and start small

**AI value framework:** Where to start?



## Core objectives:

- + Operational efficiency
- + Customer intimacy

## Example use cases:

- + **Sales/support chatbots:** Answer customer questions 24/7
- + **Vehicle assessment:** Image analysis and categorisation
- + **Automated admin:** Process paperwork and data entry
- + **Marketing materials:** Vehicle descriptions and image editing
- + **Data analysis:** Querying data in plain English
- + **Hiring:** AI candidate screening
- + **Onboarding and training:** Automated + engaging activities

# 4) Buy-vs-build decision

## Key considerations

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### Competitive advantage:

Build for custom/unique processes that differentiate your business

### Integration requirements:

How solution fits with existing systems

### Investment structure:

Upfront vs ongoing costs, maintenance complexity

### Not permanent:

Consider buy first, build later?

## Build tools + resources

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### OpenAI, Claude

Access to powerful AI models for text, image and data analysis – via API



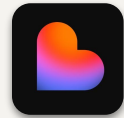
### Manus AI

More agent-like AI assistant, for custom tools, projects and research



### Lovable, Cursor

AI app builders / code editors



### ElevenLabs, Chatbase

Voice AI assistant, Chatbot builder



### AI Development agencies

Bonsai Labs, WeBuild-AI, and many others!



# 5) Roll out and learn

And don't forget the people!

1

## Start easy

Pick a business case with **easy to understand ROI**

Agree metrics up-front

Focus on time savings, error reduction or revenue impact

2

## Map out change process

How will it impact things operationally?

How does AI implementation affect **your team**?

Is **human-in-the-loop** necessary?

3

## Roll out

Start with **pilot groups** where possible

Rollout is often the main chunk of effort, so have clear ownership

4

## Learn and repeat

Fix anything that needs it

Review what worked, what didn't

Build the case for **more complex use cases**

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**Reach out if  
you want to chat!**