

# Virtual Workshop: Integrating AI Into Your SaaS Offering

January 23, 2025

Join **Morse** and **York IE** for an open discussion on AI Integration.

Artificial intelligence is transforming industries and shaping the future of technology. In response, companies want to explore ways to integrate AI into their customer-facing SaaS products, thereby creating new revenue streams and competitive advantages in the market.

But how can they experiment with AI without distracting from their core business or making long-term commitments?

In this workshop, **York IE's Mike Veilleux, CTO** will discuss how York IE has been supporting its portfolio companies and give attendees the opportunity to share their experiences.

This interactive session will cover topics including:

- Exploring how to leverage generative AI, large language models (LLMs), and retrieval-augmented generation (RAG) to drive innovation
- Discovering flexible AI experimentation
- Learning how to implement use cases using structured and unstructured data
- Automating processes and creating AI-driven insights

This workshop will help startups rapidly prototype and assess AI's potential for growth without long-term commitments.

**This Workshop is open to Morse clients and friends of the Firm.**  
Please contact **Jaclyn Braga** to register and receive the **Zoom Link**.

## Contact

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