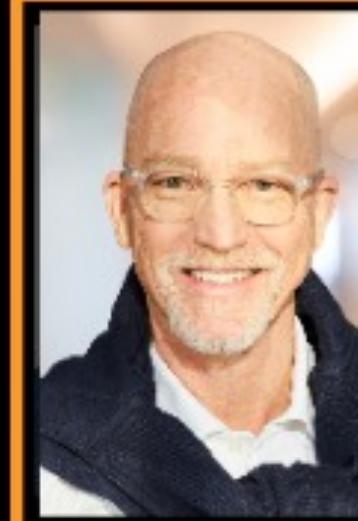




# AI FOR BUSINESS

OXFORD

29 January 2026, 17:30 - 20:00



**Jim James**

Managing Director  
Unnoticed Ventures

## Powered by



**Dr. Emine Phillips**  
Founder & AI Consultant  
NOVARIA.AI

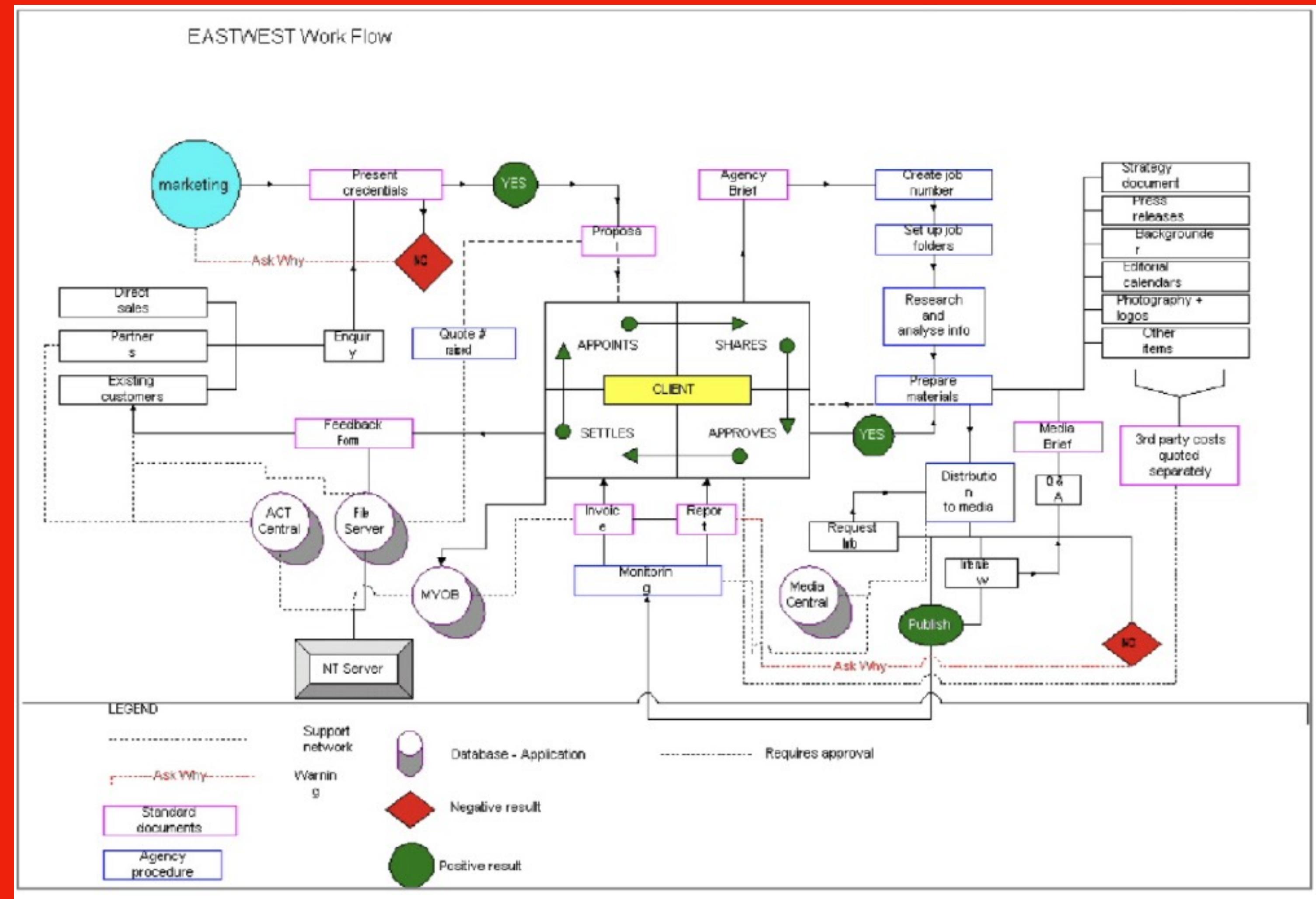
## Venue Partner



**Singapore 1996**



# My first workflow - circa 1997



**Business is the same as it's  
always been, only faster**

# AI For business Marketing Applications

1. Transcription for publishing: Podcast to books.
2. Animation for education: Avatars for training course.
3. Automation for content: TalkToPost & NewsToPost.

Transcription for publishing:

Podcast to books

- Objective: publish book from podcast.
- Problem: unstructured conversations.
- Solution: Transcription & prompt chain.
- Platform: Swell AI

# How AI Turns Podcast Archives into a Book



Podcast Interview



120 Words  
Per Minute

50 Hours of Audio

= 3,000 Minutes



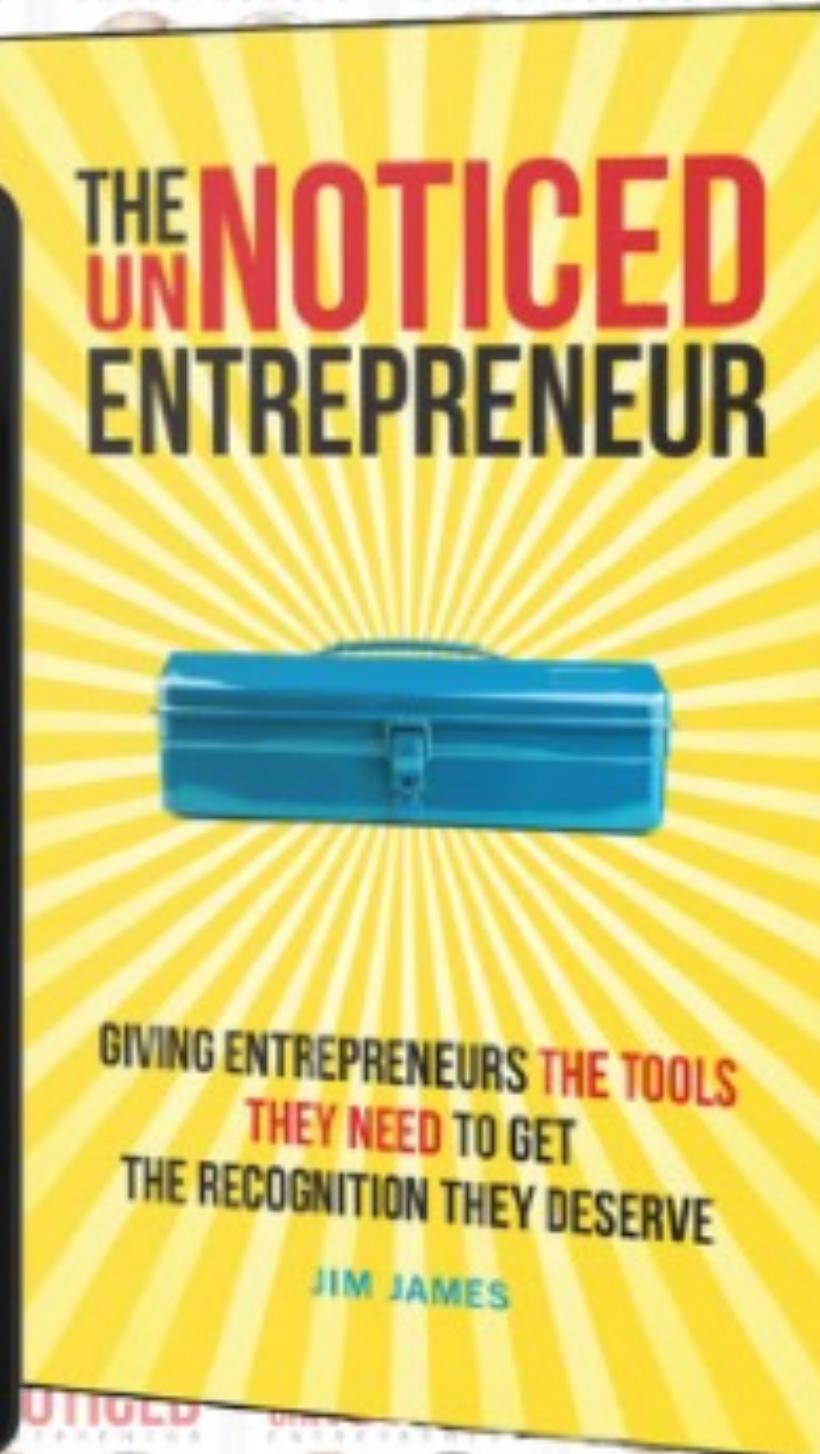
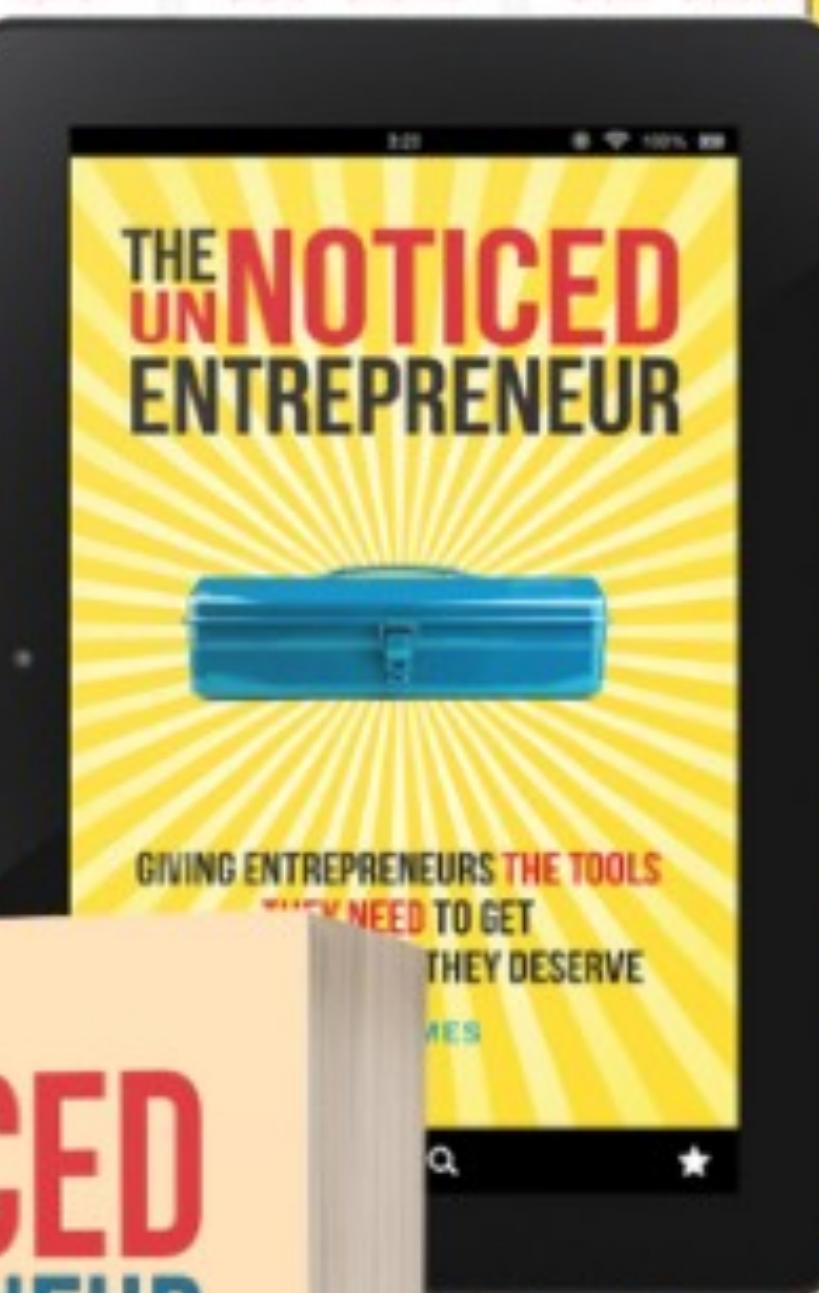
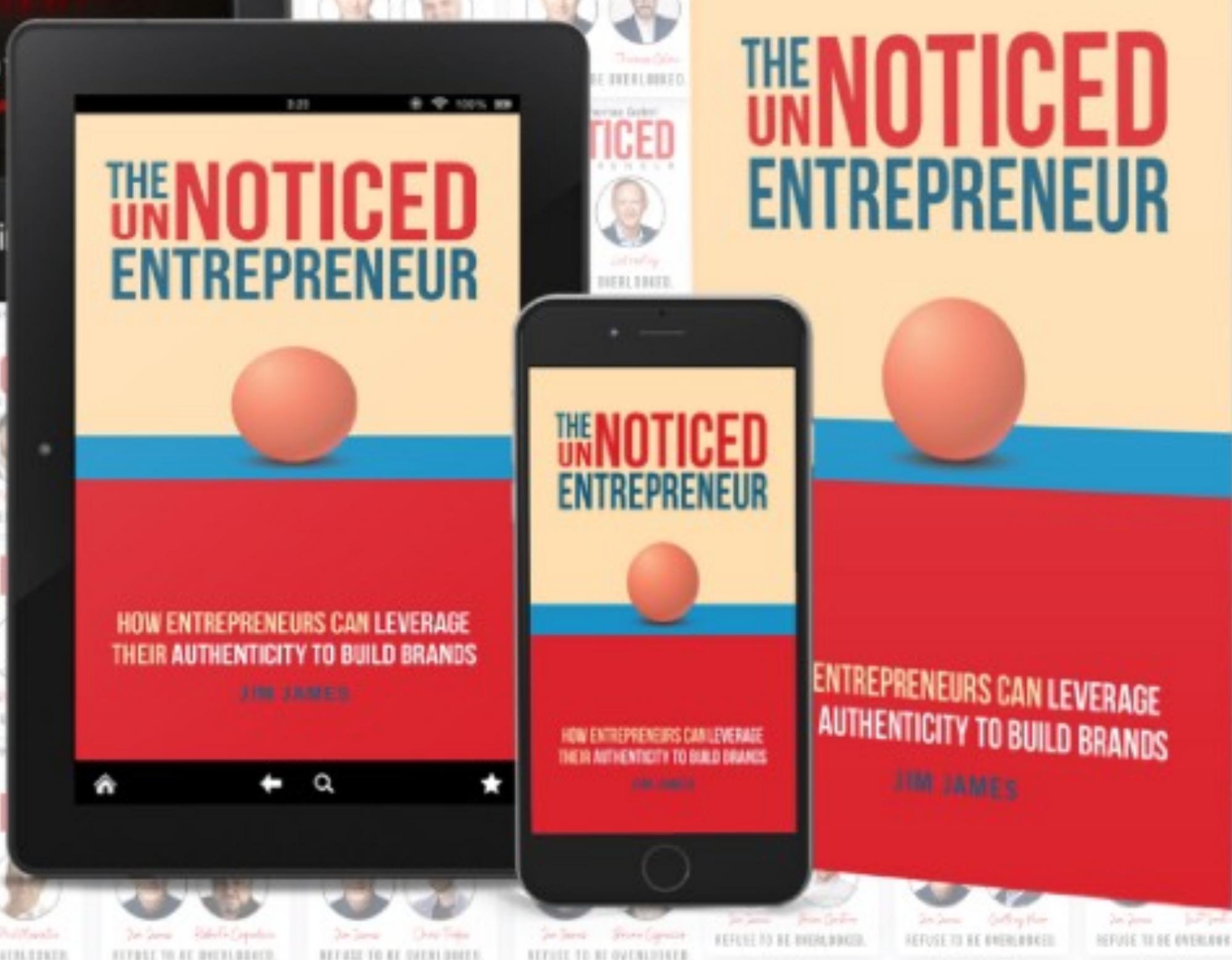
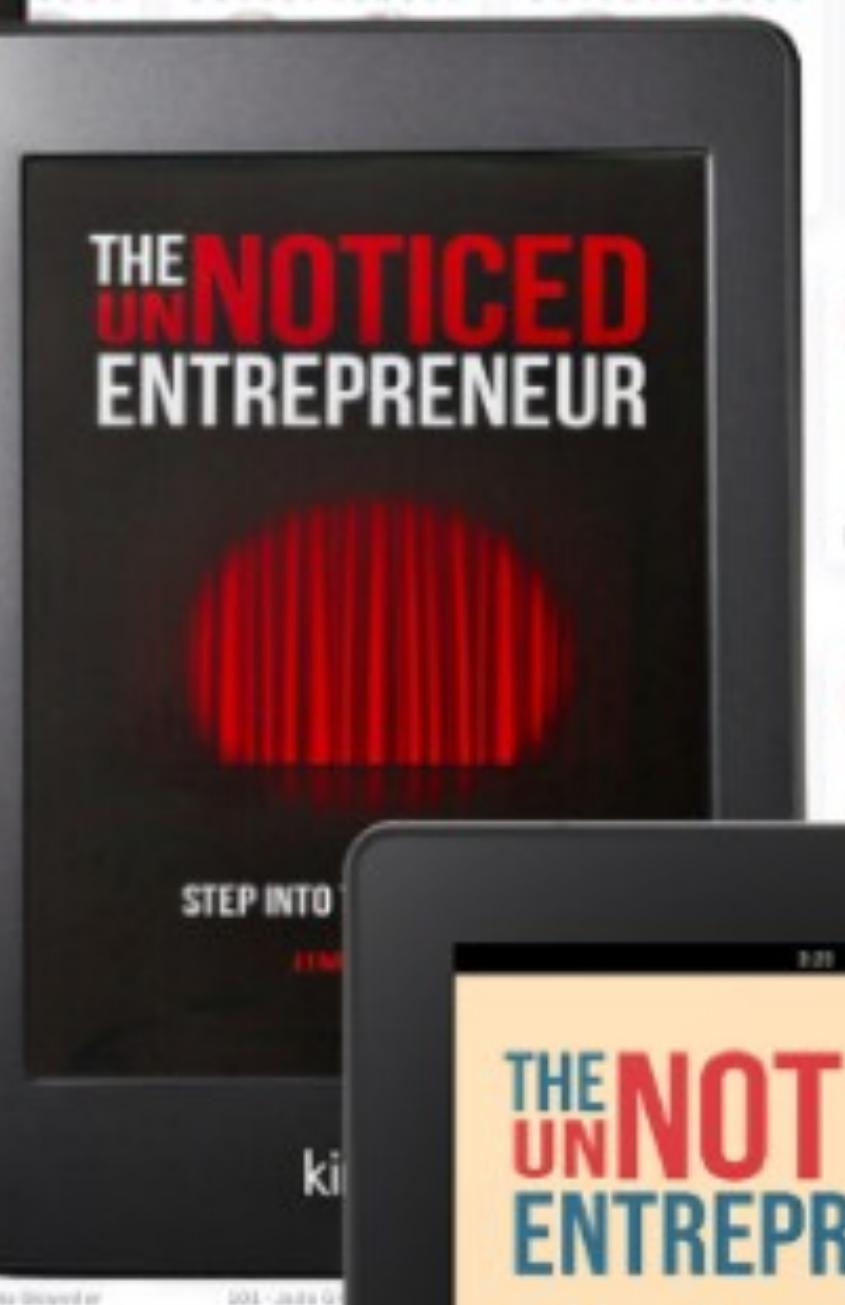
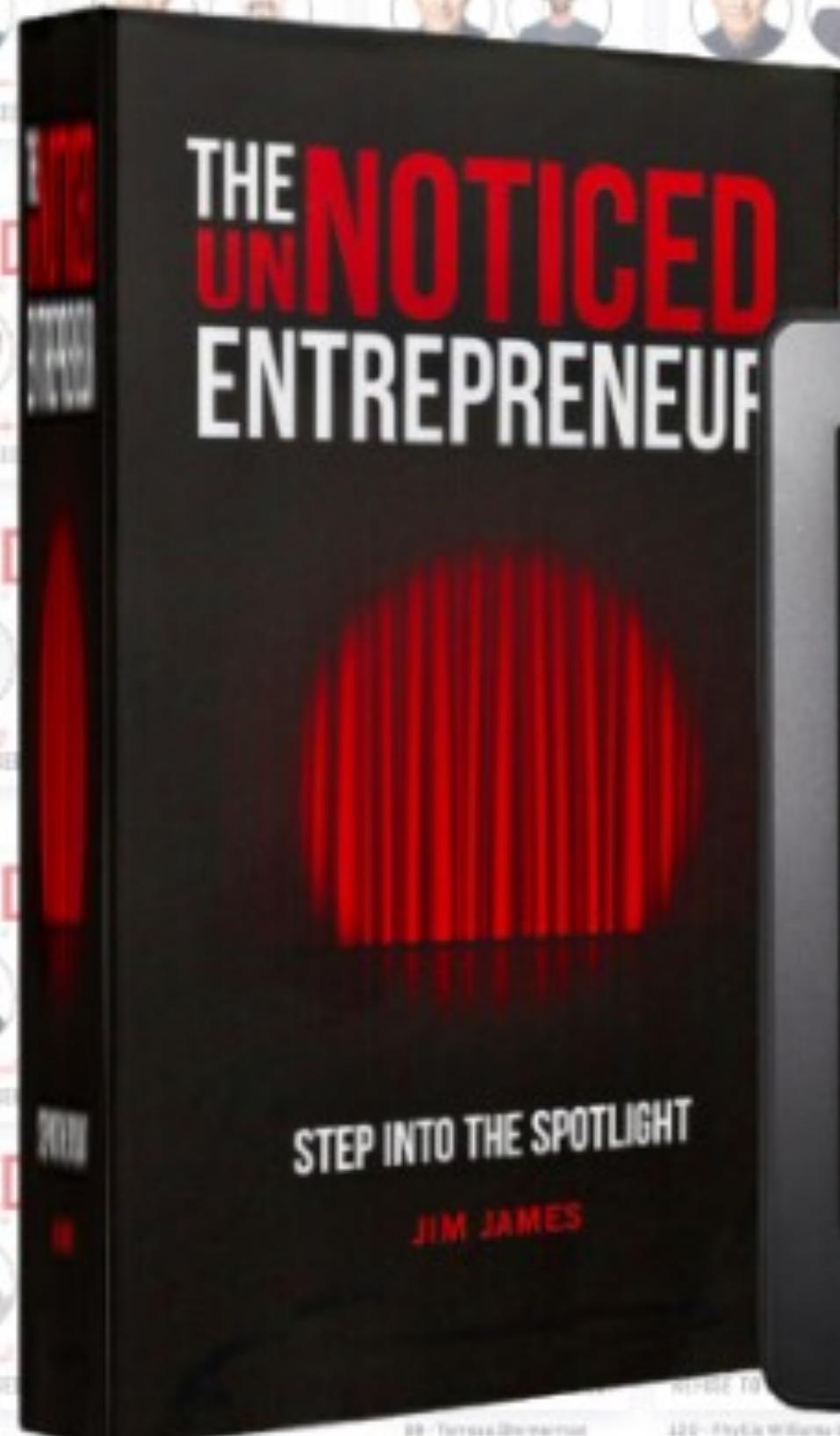
Filtered Manuscript

**180,000** Relevant Words



360,000 Words

YOU GET:  
**80,000** Words



# Transcription & meaning:

Write a Book    YouTube to Article    Swell Chat    Pricing    API Docs    Affiliate

Log in    Sign up

## Swell AI

# Turn audio or video into clips, blog posts, newsletters and more.

AI that transforms audio or video into transcripts, clips, show notes, articles, summaries, titles, newsletters, social posts, midroll ads, intro scripts, and so much more. Set your brand voice and create reusable content templates. Manage multiple shows in one dashboard. Sign up for free.

[Start for free](#)    [Learn more →](#)

Trusted by

In The Pit Podcast

cody\_schneider, koby c... jan 8...

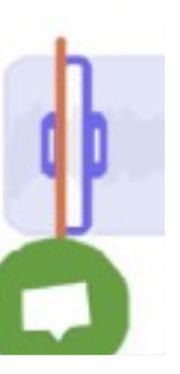
- Transcript
- Clips**
- Chat
- Chat Embed
- Documents
- Perfect Socials
- Ultimate Shownote
- YouTube Shorts Captions
- Titles
- Timestamps
- Summary
- In the Pit Shownotes
- Tweets
- Tweets Prompt Chain
- Article
- + Create from template

All clips    Search keywords

- Powerful Results: The Surprising Success of Simpl...**  
1 minute 34 seconds | 02:23 – 03:58
- The Shift in Content Preferences: Raw and Insightf...**  
1 minute 34 seconds | 02:23 – 03:58
- The Rise of Raw and Real: Why Authenticity Beats ...**  
1 minute 34 seconds | 02:23 – 03:58
- Breaking the Mold: Simple Recorded Webinars Out...**  
1 minute 34 seconds | 02:23 – 03:58
- Embracing Simplicity: How Authenticity and Raw C...**  
1 minute 34 seconds | 02:23 – 03:58
- Unrefined Raw Content Outperforms Polished Ani...**  
1 minute 34 seconds | 02:23 – 03:58
- Simple and Authentic Video Clips Outperform High...**  
1 minute 34 seconds | 02:23 – 03:58
- Creating Higher Value Content: Boosting Engagem...**  
53 seconds | 07:20 – 08:13
- Automation vs Learning: How Swell is Revolutionizi...**  
1 minute 16 seconds | 10:45 – 12:02
- Unleashing the Power of AI-Generated Insights: Re...**

Embracing Simplicity: How Authenticity and Raw C...  
Unrefined Raw Content Outperforms Polished Ani...  
Simple and Authentic Video Clips Outperform High...  
Creating Higher Value Content: Boosting Engagem...  
Automation vs Learning: How Swell is Revolutionizi...  
Unleashing the Power of AI-Generated Insights: Re...

Captions:



# Steps: Import

Overview Sources Destinations Calendar New Settings Archive

Riverside recording Import a Riverside recording 

Youtube Video Import any Youtube Video 

UnNoticed Import episodes from your Apple Podcast 

Buzzsprout - podcast Import episodes from your RSS feed 

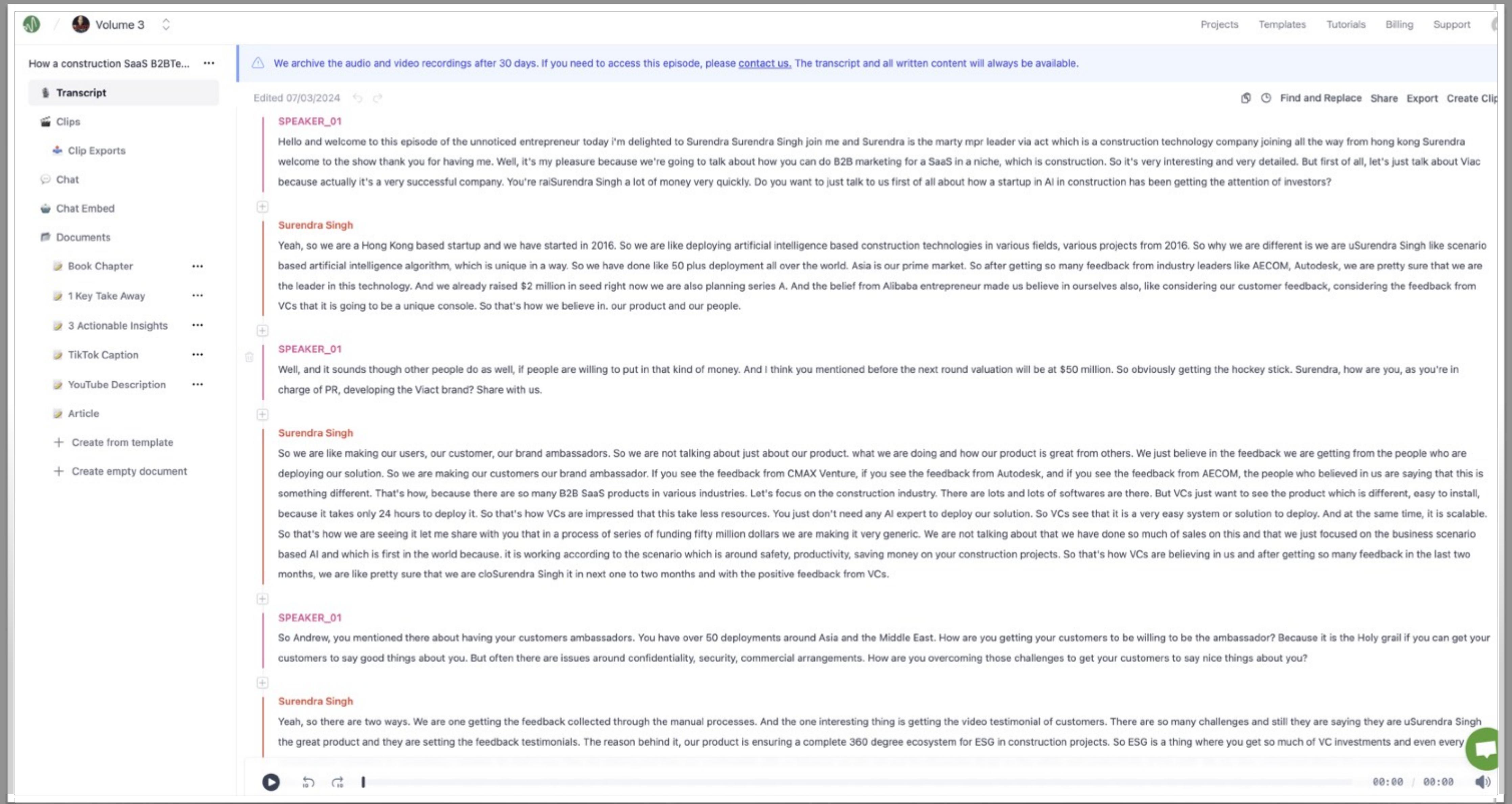
File Upload Upload directly from your computer 

Search... 

<input type="checkbox"/> Title	Status	
<input type="checkbox"/> Charlotte from Content Emporium.mp3	<a href="#">View Content →</a>	...
<input type="checkbox"/> Navigating the Wild Blue: How Drones are Transforming Marine Conservation	<a href="#">View Content →</a>	...
<input type="checkbox"/> How a construction SaaS B2BTech brand is being built, with Surendra Singh	<a href="#">View Content →</a>	...
<input type="checkbox"/> How digital twins help first responders can help the lives of students in schools.	<a href="#">View Content →</a>	...
<input type="checkbox"/> How the Nourish3d brand of 3D Printed Vita Gummies started with embarrassing airport moment.	<a href="#">View Content →</a>	...
<input type="checkbox"/> Revitalising a 111-year company with millions of clients; with Joe Hart, Global CEO of Dale Carnegie	<a href="#">View Content →</a>	...
<input type="checkbox"/> Broke Entrepreneur Launches Business With Books, Not Loans	<a href="#">View Content →</a>	...
<input type="checkbox"/> What does it take to build a global franchise business in the wellness industry?	<a href="#">View Content →</a>	...
<input type="checkbox"/> Sobering up the beer industry with a hoppy alcohol-free mission	<a href="#">View Content →</a>	...
<input type="checkbox"/> Revolutionizing Sustainable Consumption: A Deep Dive with Vikas Garg of abillion.com	<a href="#">View Content →</a>	...

Showing 0 to 10 of 52 results [Previous](#) [Next](#)

# Steps: transcribe



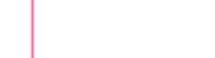
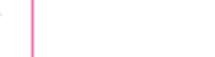
The screenshot shows a transcription software interface with the following details:

- Header:** Volume 3, Projects, Templates, Tutorials, Billing, Support.
- Message Bar:** We archive the audio and video recordings after 30 days. If you need to access this episode, please [contact us](#). The transcript and all written content will always be available.
- Left Sidebar:** Transcript, Clips, Clip Exports, Chat, Chat Embed, Documents, Book Chapter, 1 Key Take Away, 3 Actionable Insights, TikTok Caption, YouTube Description, Article, Create from template, Create empty document.
- Right Content Area:**
  - SPEAKER\_01:** Hello and welcome to this episode of the unnoticed entrepreneur today i'm delighted to Surendra Surendra Singh join me and Surendra is the marty mpr leader via act which is a construction technology company joining all the way from hong kong Surendra welcome to the show thank you for having me. Well, it's my pleasure because we're going to talk about how you can do B2B marketing for a SaaS in a niche, which is construction. So it's very interesting and very detailed. But first of all, let's just talk about Viac because actually it's a very successful company. You're raiSurendra Singh a lot of money very quickly. Do you want to just talk to us first of all about how a startup in AI in construction has been getting the attention of investors?
  - Surendra Singh:** Yeah, so we are a Hong Kong based startup and we have started in 2016. So we are like deploying artificial intelligence based construction technologies in various fields, various projects from 2016. So why we are different is we are uSurendra Singh like scenario based artificial intelligence algorithm, which is unique in a way. So we have done like 50 plus deployment all over the world. Asia is our prime market. So after getting so many feedback from industry leaders like AECOM, Autodesk, we are pretty sure that we are the leader in this technology. And we already raised \$2 million in seed right now we are also planning series A. And the belief from Alibaba entrepreneur made us believe in ourselves also, like considering our customer feedback, considering the feedback from VCs that it is going to be a unique console. So that's how we believe in. our product and our people.
  - SPEAKER\_01:** Well, and it sounds though other people do as well, if people are willing to put in that kind of money. And I think you mentioned before the next round valuation will be at \$50 million. So obviously getting the hockey stick. Surendra, how are you, as you're in charge of PR, developing the Viact brand? Share with us.
  - Surendra Singh:** So we are like making our users, our customer, our brand ambassadors. So we are not talking about just about our product. what we are doing and how our product is great from others. We just believe in the feedback we are getting from the people who are deploying our solution. So we are making our customers our brand ambassador. If you see the feedback from CMAX Venture, if you see the feedback from Autodesk, and if you see the feedback from AECOM, the people who believed in us are saying that this is something different. That's how, because there are so many B2B SaaS products in various industries. Let's focus on the construction industry. There are lots and lots of softwares are there. But VCs just want to see the product which is different, easy to install, because it takes only 24 hours to deploy it. So that's how VCs are impressed that this take less resources. You just don't need any AI expert to deploy our solution. So VCs see that it is a very easy system or solution to deploy. And at the same time, it is scalable. So that's how we are seeing it let me share with you that in a process of series of funding fifty million dollars we are making it very generic. We are not talking about that we have done so much of sales on this and that we just focused on the business scenario based AI and which is first in the world because. it is working according to the scenario which is around safety, productivity, saving money on your construction projects. So that's how VCs are believing in us and after getting so many feedback in the last two months, we are like pretty sure that we are cloSurendra Singh it in next one to two months and with the positive feedback from VCs.
  - SPEAKER\_01:** So Andrew, you mentioned there about having your customers ambassadors. You have over 50 deployments around Asia and the Middle East. How are you getting your customers to be willing to be the ambassador? Because it is the Holy grail if you can get your customers to say good things about you. But often there are issues around confidentiality, security, commercial arrangements. How are you overcoming those challenges to get your customers to say nice things about you?
  - Surendra Singh:** Yeah, so there are two ways. We are one getting the feedback collected through the manual processes. And the one interesting thing is getting the video testimonial of customers. There are so many challenges and still they are saying they are uSurendra Singh the great product and they are setting the feedback testimonials. The reason behind it, our product is ensuring a complete 360 degree ecosystem for ESG in construction projects. So ESG is a thing where you get so much of VC investments and even every

Bottom of the interface shows playback controls (play, stop, volume) and a status bar (00:00 / 00:00).

# Steps Prompt

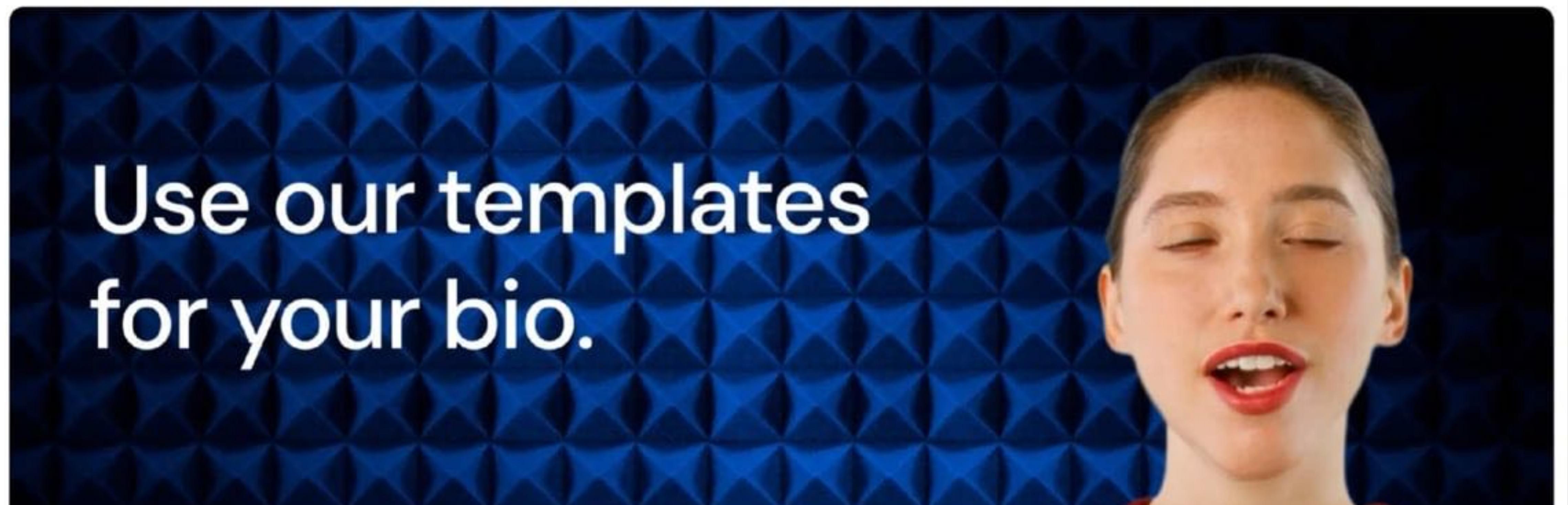
- Transcript
- Clips
- Clip Exports
- Chat
- Chat Embed
- Documents
- Book Chapter** ...
- 1 Key Take Away ...
- 3 Actionable Insights ...
- TikTok Caption ...
- YouTube Description ...
- Article
- + Create from template
- + Create empty document

GPT 4o ...Saved 07/03/2024 Share Export ...AI Chain ...

# Animation for education

## Avatars for Training course

- Objective: sell to non English speakers
- Problem: multilingual skills and costs
- Solution: digital avatars
- Platform: Synthesia



Use our templates  
for your bio.

A selection of 10 templates into  
which you can add in your details.

# Automation & Marketing

## TalkToPost

- Objective: post to Linkedin consistently
- Problem: time to think & post daily
- Solution: search & author with automation
- Platform: n8n



**I'M LEAVING A MESSAGE NOW ON MY WHATSAPP.**

# VoiceToPost Workflow: From Voice to Polished Post

## WhatsApp - The Handset/Postbox

Where the journey starts



## Twilio - The Cable Network/Transit System

Moves messages from A to B



## n8n - The Clerk's Desk/Turing Machine

Decodes, transcribes, and formats



## LinkedIn - The Bulletin Board

Where the world sees your message

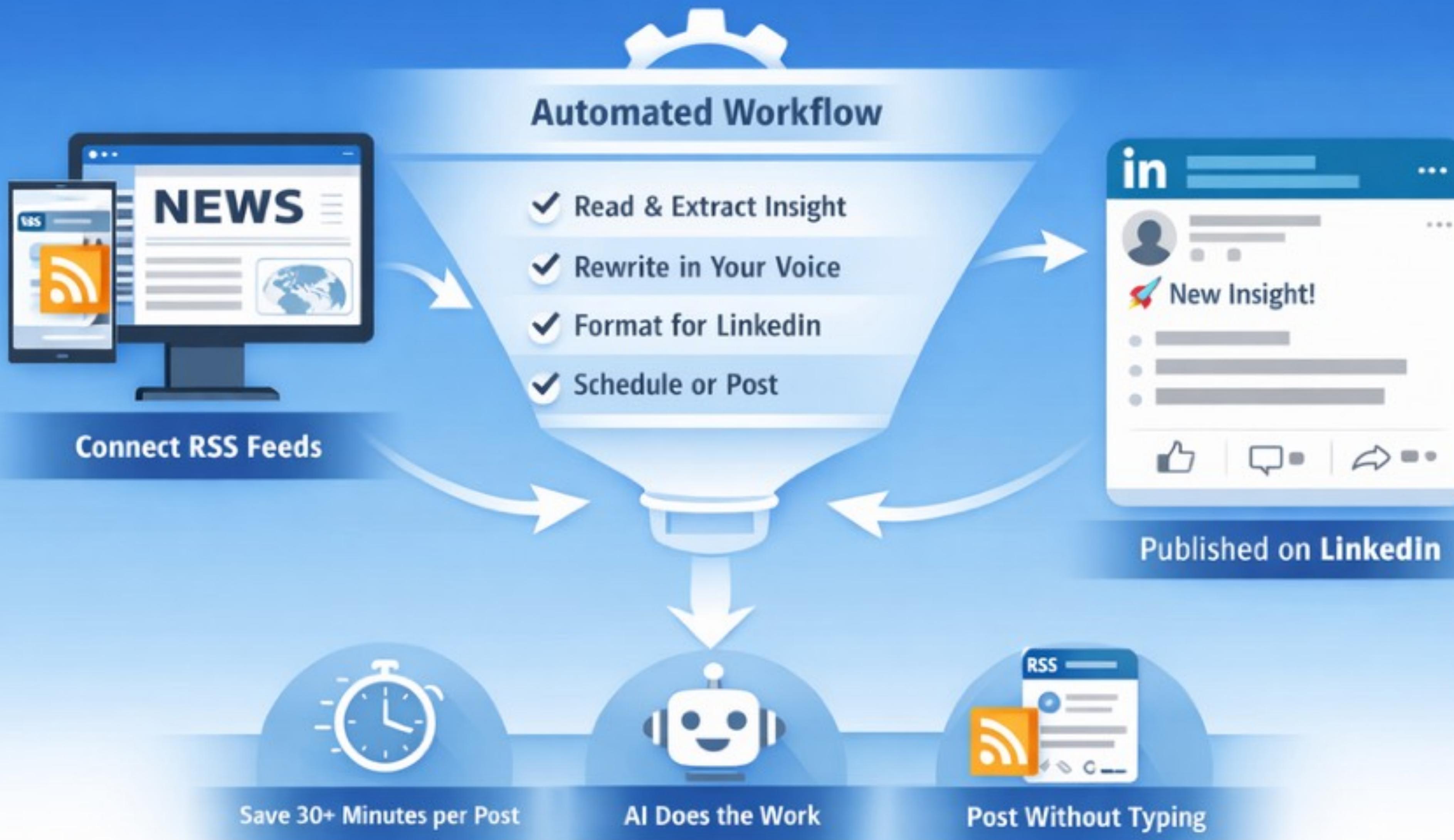


# Automation & Marketing

## NewsToPost

- Objective: post to Linkedin consistently.
- Problem: writing a post daily.
- Solution: search & author with automation.
- Platform: n8n

# From Industry News to LinkedIn Post Automatically



Contentium / In Production (Live) / NewsToPost (Jim James) - 12.01.2025 NTP + image / Template / 0 / 4 Active Share Saved ... Star 171,742

Editor Executions Evaluations

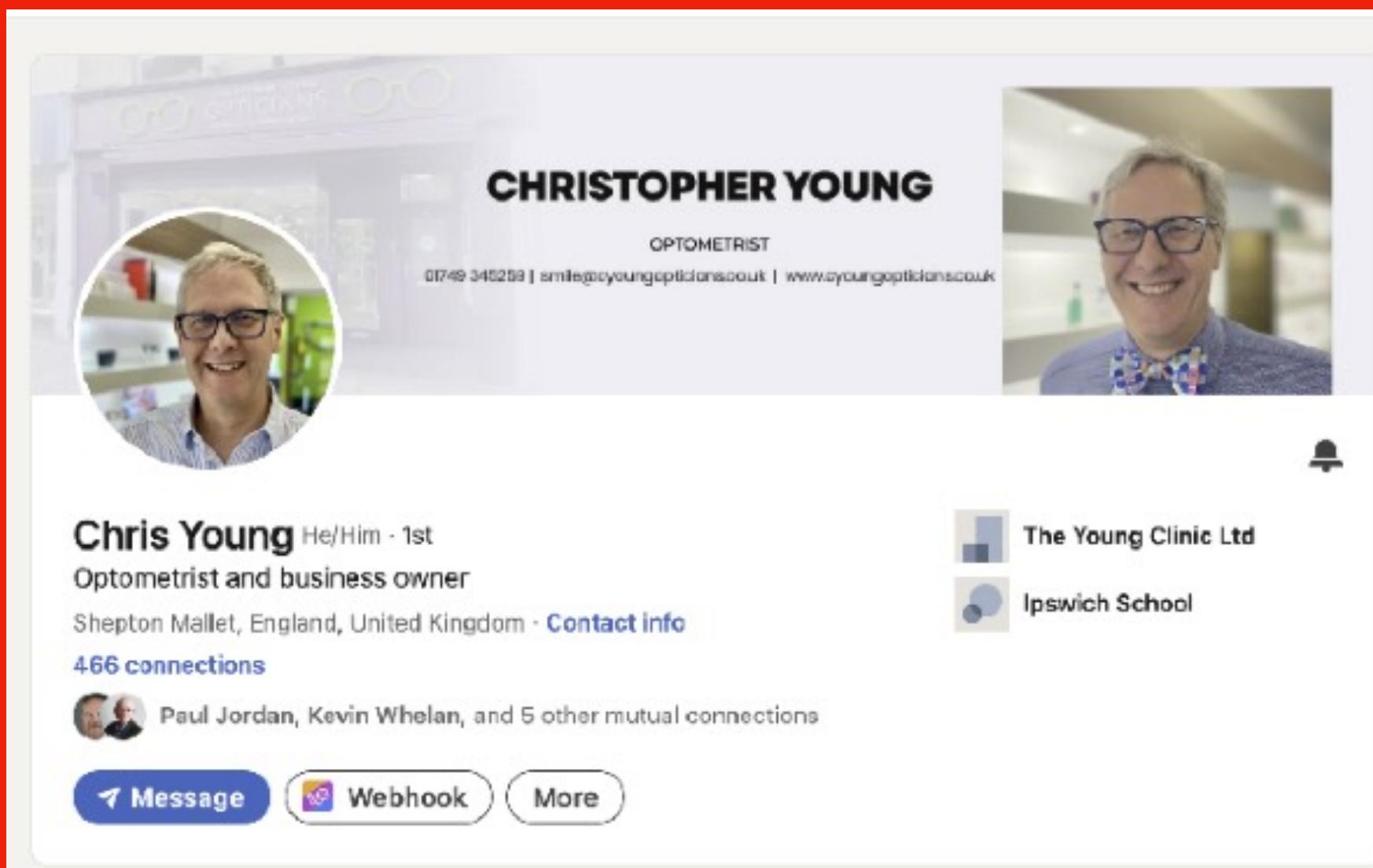
Logs Clear execution

The workflow diagram illustrates a complex news publishing process. It begins with an 'Execute Trigger' (green circle) on the left, which activates a series of parallel processing paths. Each path involves an 'Input' (RSS feed icon) and an 'Output' (green square). The paths are labeled with various actions: 'Input: News Article', 'Output: News 1', 'Input: News Article 2', 'Output: News 2', 'Input: News Article 3', 'Output: News 3', 'Input: News Article 4', 'Output: News 4', 'Input: News Article 5', 'Output: News 5', 'Input: News Article 6', 'Output: News 6', 'Input: News Article 7', 'Output: News 7', 'Input: News Article 8', 'Output: News 8', 'Input: News Article 9', 'Output: News 9', and 'Input: News Article 10', 'Output: News 10'. These paths converge into a main processing stream. This stream includes steps like 'Input: News Article 11', 'Output: News 11', 'Input: News Article 12', 'Output: News 12', 'Input: News Article 13', 'Output: News 13', 'Input: News Article 14', 'Output: News 14', 'Input: News Article 15', 'Output: News 15', 'Input: News Article 16', 'Output: News 16', 'Input: News Article 17', 'Output: News 17', 'Input: News Article 18', 'Output: News 18', 'Input: News Article 19', 'Output: News 19', and 'Input: News Article 20', 'Output: News 20'. The main stream then branches into several final steps: 'Input: News Article 21', 'Output: News 21', 'Input: News Article 22', 'Output: News 22', 'Input: News Article 23', 'Output: News 23', 'Input: News Article 24', 'Output: News 24', 'Input: News Article 25', 'Output: News 25', and 'Input: News Article 26', 'Output: News 26'. A large, semi-transparent video feed of a man with a beard and glasses, identified as Jim James, is overlaid on the right side of the interface. The video shows him speaking, with the word 'ON' visible in the background. The interface includes a red 'Execute workflow' button at the bottom center and various navigation and status icons along the top and sides.

# Case Study: Optician

# LinkedIn Posts

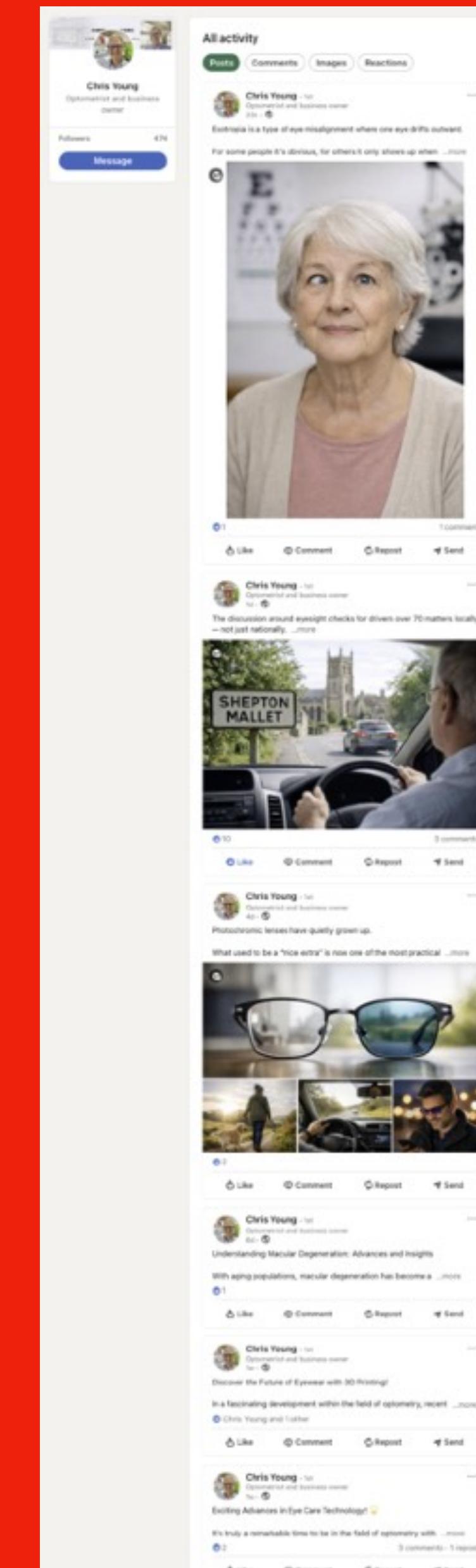
# Results



**CHRISTOPHER YOUNG**  
OPTOMETRIST  
01749 345259 | smile@youngopticians.co.uk | www.youngopticians.co.uk

**Chris Young** He/Him - 1st  
Optometrist and business owner  
Shepton Mallet, England, United Kingdom · [Contact info](#)  
466 connections  
Paul Jordan, Kevin Whelan, and 5 other mutual connections

[Message](#) [Webhook](#) [More](#)

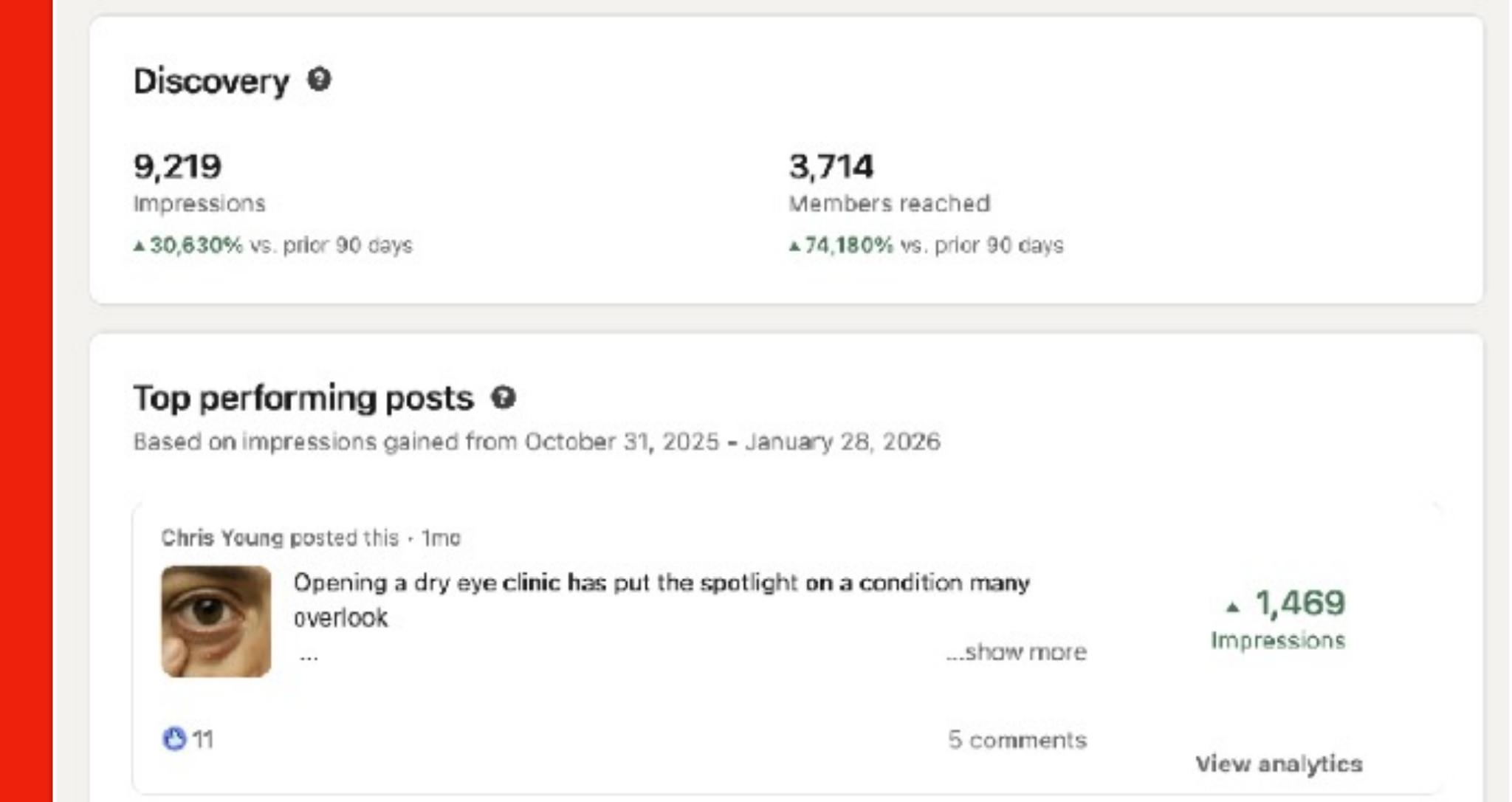
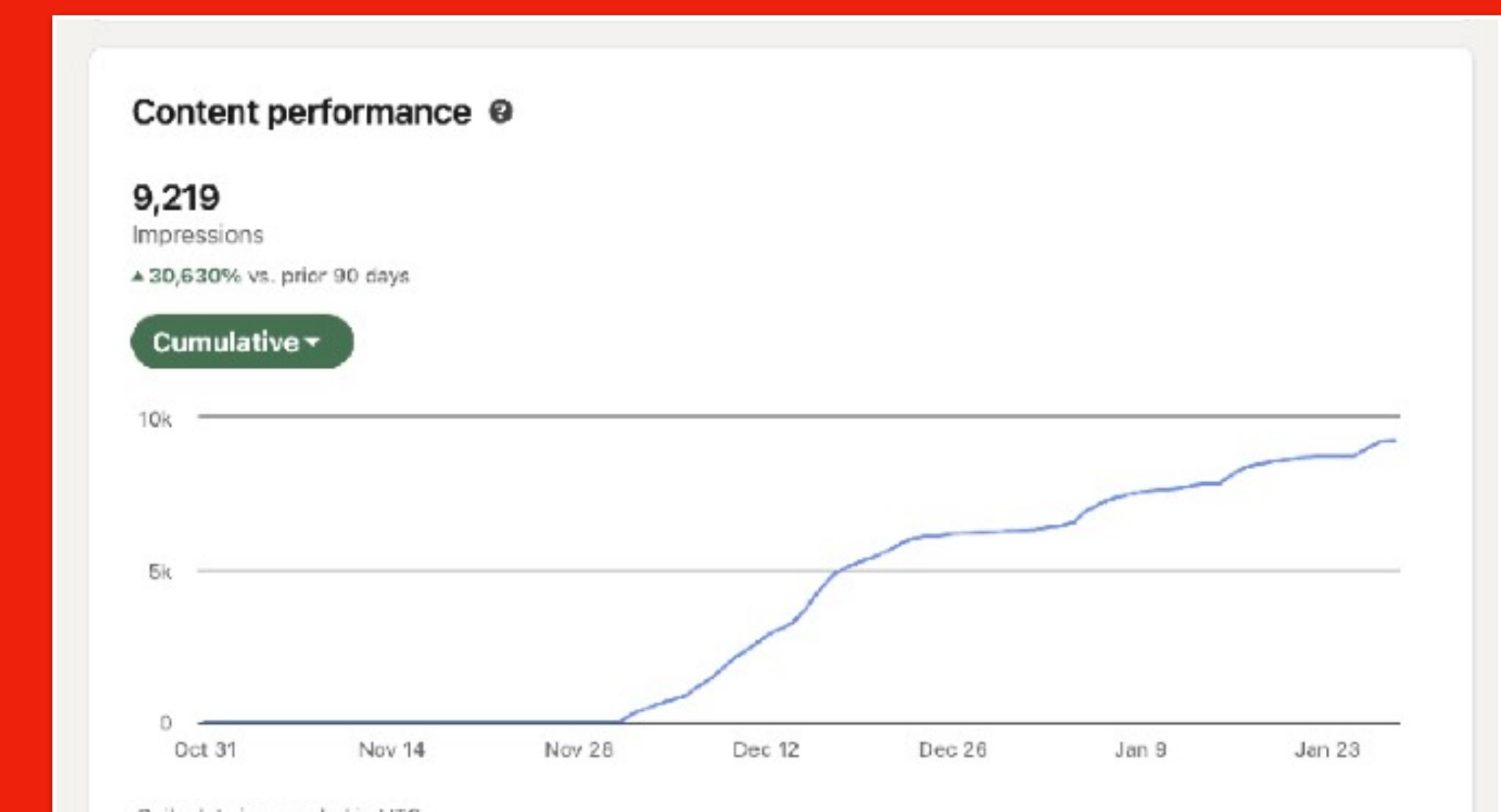


Chris Young posted this · 10h  
Exotropia is a type of eye misalignment where one eye drifts outward. For some people it's obvious, for others it only shows up when... [Read more](#)

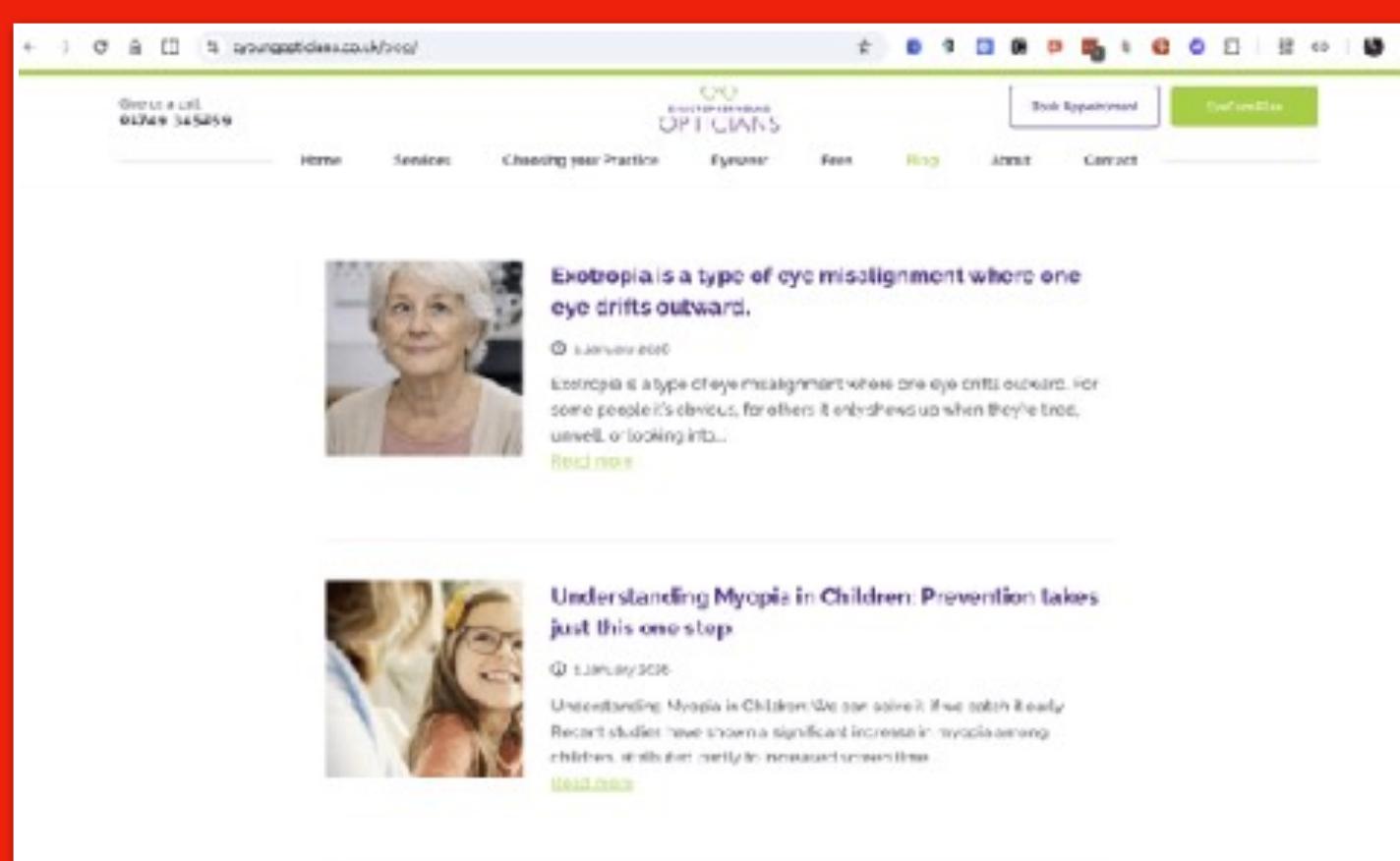
Chris Young posted this · 10h  
Understanding Myopia in Children: Prevention takes just this one step... [Read more](#)

Chris Young posted this · 10h  
The Young Clinic Ltd

Chris Young posted this · 10h  
Ipswich School



## Blog Posts



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**Understanding Myopia in Children:** Prevention takes just this one step... [Read more](#)

*"AI will not replace humans,  
but those who use AI  
will replace those who don't."*

*Ginni Rometty (Former CEO of IBM)*

# Contact me.

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[jimajames.com](http://jimajames.com)

