# Transcript: " Bring your ideas to life with Copilot*”*

A woman scratches her head. Around her, a lightbulb, question marks, check boxes, a chart, a rocket, a clock and two arrows appear.

**Voiceover:** Have you ever had a brilliant idea but felt overwhelmed about where to start? Copilot can help with this.

The Copilot logo appears. Then, a male end of an extension cord is labelled "LLM." A laptop appears above the female end.

**Voiceover:** Copilot combines the power of a large language model with the vast knowledge of the internet.

The word "Training" connects to the Copilot logo with a dotted line, then to the word "Response."

**Voiceover:** The large language model that powers Copilot provides responses based on its training data, and the search plugin in Copilot pulls in current and updated information from the web.

A lightbulb appears.

*[Text appears beneath it that reads: "Retrieval-augmented generation."]*

**Voiceover:** This method, called retrieval-augmented generation, ensures you receive the best assistance to turn your idea into reality.

The Copilot webpage opens.

**Voiceover:** For Copilot to access information from the web, make sure to turn on the search plugin.

A cursor clicks the "Plugins" button. The "Search" plugin is turned on.

**Voiceover:** To turn on the search plugin, click on plugins on the top right and toggle it on.

A magnifying glass and globe icon appear.

**Voiceover:** Once on, you will experience a more comprehensive experience that brings in real-time information from the web.

A work or school account is logged into.

**Voiceover:** If you are on a work or school account, the plugin is already active. To effectively harness the capabilities of Copilot, clear communication is essential.

A hand writes the word "Goals" on a notepad. The word "Objective" appears.

**Voiceover:** Begin by sharing your objective, offering relevant background information, and outlining your expectations.

*[Text appears that reads: "Provide relevant context. Outline response expectations."]*

Darts hit a dartboard.

A magnifying glass hovers over a series of charts and graphs. Then, a pin is placed on a map.

**Voiceover:** Whether you’re seeking an in-depth exploration or just a starting point for an idea, Copilot is designed to accommodate your specific needs.

Gears appear above a man's head.

**Voiceover:** Let’s say you’ve come up with an idea for a new app but you’re unsure how to develop it or make a business plan for it.

The Copilot logo appears.

**Voiceover:** Copilot can help.

The Copilot webpage opens.

**Voiceover:** If you give Copilot a prompt like, “I have an idea for a fitness app for people with a busy schedule. The app's features include personalized workout plans, food diary and suggestions, and virtual coaching.

*[Text appears in the text field that reads: "I have an idea for a fitness app for people with* *a busy schedule. The app's features include personalized workout plans, food diary and suggestions, and virtual coaching. The target audience is individuals aged 25-65 who value health but have limited time and access to a gym. The app aims to solve the problem of fitting regular exercise into busy schedule. Can you suggest current market trends that could influence the app's development?"]*

**Voiceover:** The target audience is individuals aged 25-65 who value health but have limited time and access to a gym. The app aims to solve the problem of fitting regular exercise into busy schedule.

**Voiceover:** Can you suggest current market trends that could influence the app's development?”

A cursor clicks the Submit button. Copilot gives a long, detailed response.

**Voiceover:** Once you have this answer, Copilot can even help you start a business plan.

The Copilot webpage opens.

**Voiceover:** An example prompt could be, “I'm in the process of developing a fitness app for people with a busy schedule. I need assistance in crafting a business plan.

*[Text appears in the text field that reads: "I'm in the process of developing a fitness app for people with a busy schedule. I need assistance in crafting a business plan. Could you provide me with templates examples of business plans for fitness startups? Additionally, I'd like to develop a plan that highlights the app's potential for adaptability in the global market. How should I structure this plan?"]*

**Voiceover:** Could you provide me with templates or examples of business plans for fitness startups? Additionally, I'd like to develop a plan that highlights the app's potential for adaptability in the global market. How should I structure this plan?”

A cursor clicks the Submit button. Copilot gives a long, detailed response.

**Voiceover:** Maybe you need a creative spark for the apps’ interface.

The Copilot webpage opens.

**Voiceover:** You can ask Copilot something like “I'm working on a fitness apo for busy professionals and want to ensure the interface promotes a sense of calm, inspiration, and focus. Could you suggest some modern design principles that could be applied to this basic mockup for the app’s main screen?”

*[Text appears in the text field that reads: "I'm working on a fitness app for busy professionals and want to ensure the interface promotes a sense of calm, inspiration, and focus. Could you suggest some modern design principles that could be applied to the basic mockup for the app's main screen?"]*

A cursor clicks the Submit button. Copilot gives a long, detailed response.

**Voiceover:** If you need help with coding the app or need strategies to market your new app, Copilot can assist with that too.

A person holds a phone while working on a laptop. The Copilot logo appears.

A lightbulb shoots into space like a rocket.

**Voiceover:** With Copilot your idea is just a prompt away from reality.