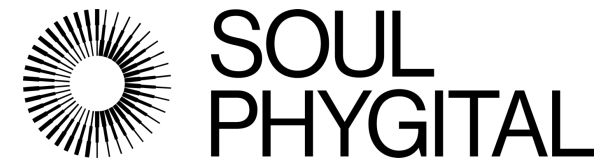
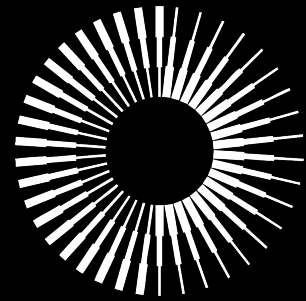


# IA amb Superpoders

*Escalar amb productivitat Intel·ligent*





# SOUL PHYGITAL



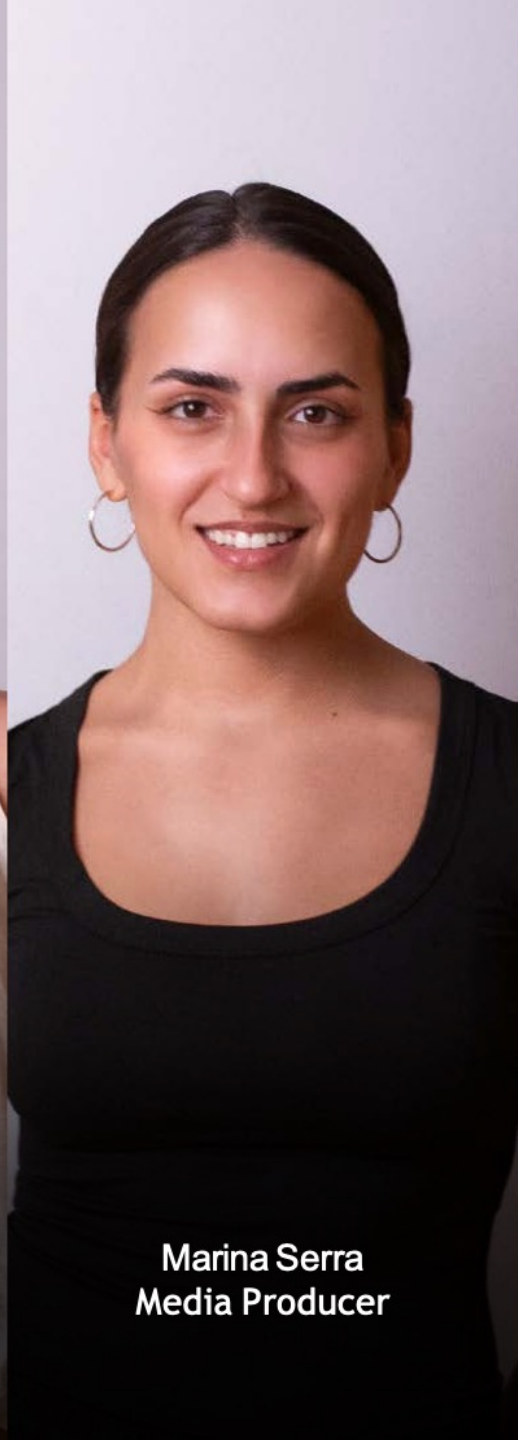
**Pau Esteve**  
CEO & Founder



**Marta Torres**  
Digital Project Manager



**Marta Molina**  
Growth Project Intern



**Marina Serra**  
Media Producer



**Ahmet Faruk Isik**  
Head of Chinese Projects

# Confien en nosaltres

**TALENT  
ARENA**

**Teladoc**<sup>®</sup>  
HEALTH

 **ZIGURAT**  
INSTITUTE OF TECHNOLOGY

**ACCIÓ**  
 Generalitat  
de Catalunya

**AMEC**  
AMTS

  
CaixaBank

 **Consell**  
General de Cambres  
de Catalunya

 **DCA** Digital  
Catalonia  
Alliance

 **fluendo**

**GRATACÓS**  
BARCELONA 1940

Grupo  Planeta

 **IESE**

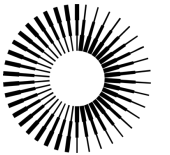
 **IS  
DI**  
DIGITAL TALENT

 **MWC**<sup>™</sup>  
Barcelona

**PIKOLINOS** 









# 平安好医生

中国平安集团成员  
股票代码 01833.HK



摄像头  
请靠近说话

平安质保 正品低价

### 购药流程

- 1 点击屏幕选择商品
- 2 扫描二维码支付
- 3 完成支付



更多药品扫码下载  
平安好医生

## 一分钟诊所



平安好医生  
要健康 上平安好医生

# 24h

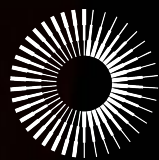
# 问诊

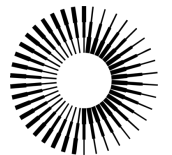


# 1-D

5G  
联通 遇见美好未来  
Better Unicom Brighter Future  
智慧政务 智慧环保 智慧医疗  
智慧制造 智慧教育 智慧物联  
世博 (3号馆32) 中国联通展位



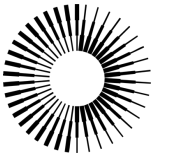






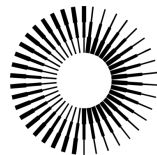
# 82,05%

## Zero Click a Google

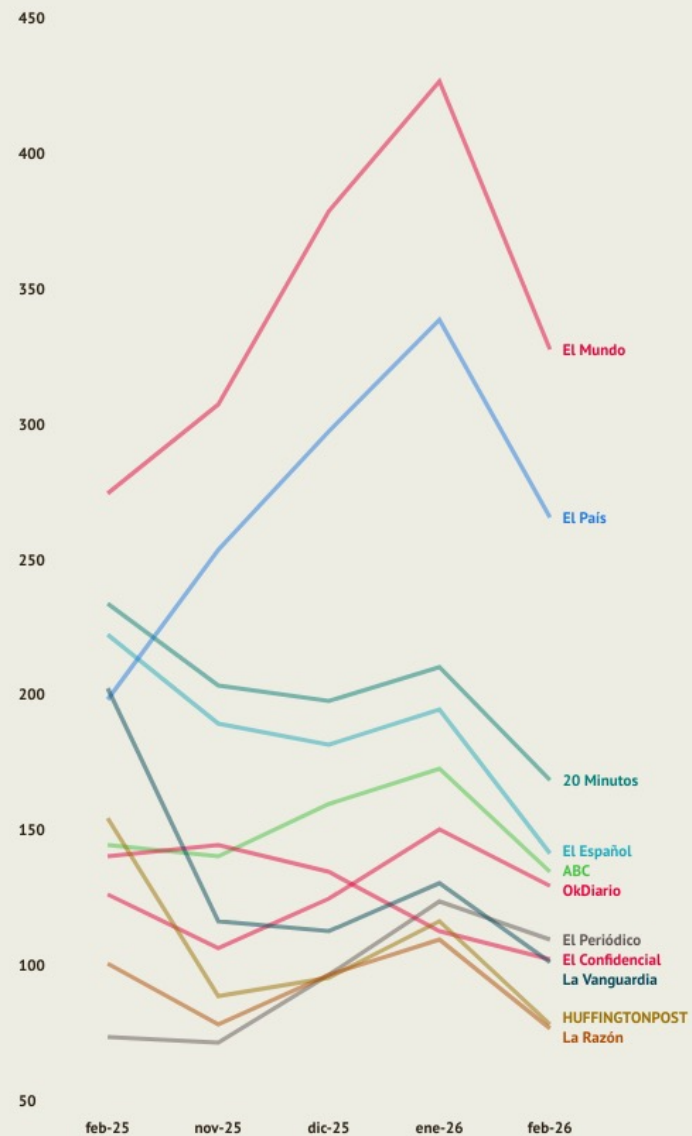


# 68%

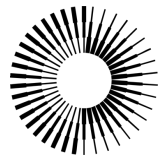
**Dels consumidors, confinen més en una IA que en un influencer a Espanya**



## Páginas vistas



En millones.  
Fuente: GfK DAM.



# 1. CLIENTS

(Les empreses vivim gràcies als clients)

# 2. PRODUCTIVITAT I EFICIÈNCIA

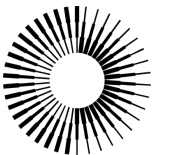
(Aquí és on hi ha l'ús de la IA, factors externs no controlables)

# 3. NOUS MODELS DE NEGOCI

(Anem a mercats perfectes)

# 4. PERSONES

(Humanisme i entendre la lògica anterior)



# QUÈ ÉS LA IA?

**"Una nova generació de software"**

Hem d'utilitzar nous softwares



# 1. Capacitació de persones

# 2. Mapeig d'oportunitats

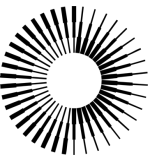
(Entendre el meu dia a dia laboral, com el puc connectar amb agents d'IA)

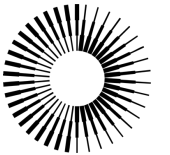
# 3. Implementació

(Anàlisi qualitat de la dada)

# 4. Supervisió activa

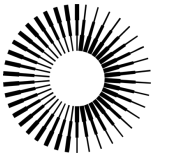
(Pensament crític)







**ChatGPT**

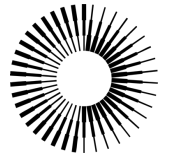
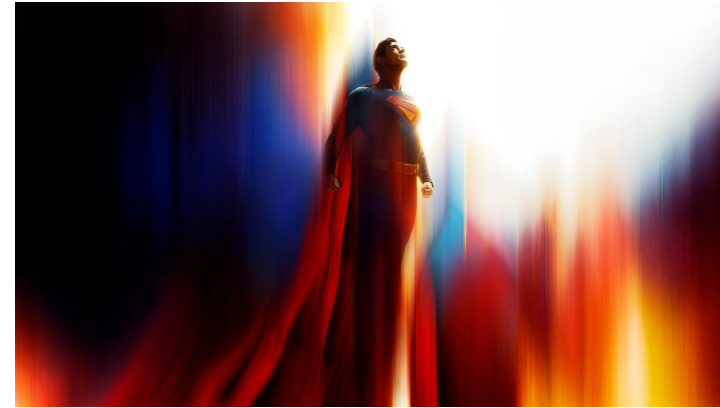




**ChatGPT**



**Copilot**



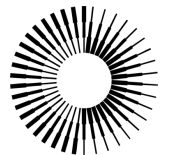
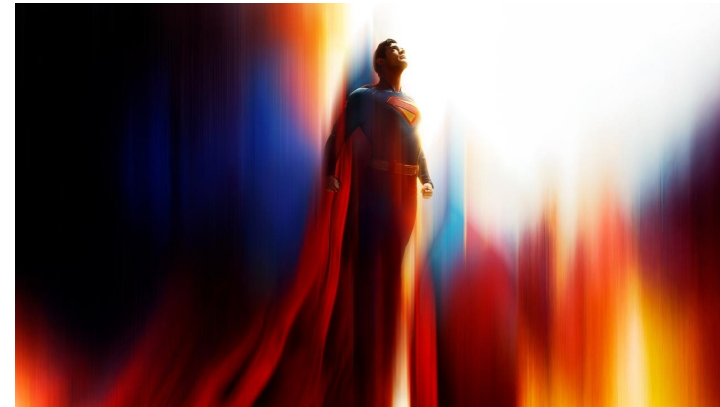


**ChatGPT**



**Copilot**

**Gemini**



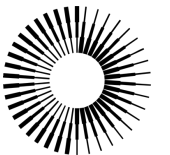


**ChatGPT**

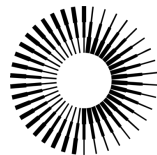


**Copilot**

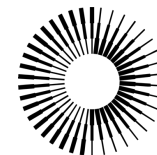
Gemini



# ***“Cosir el digital”***



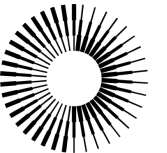
# PRODUCTIVITAT



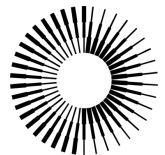
**01. AGENTS IA EMPRESA**

**02. AGENTS IA TALENT**

**03. AGENTS IA CREATS (GPTS)**



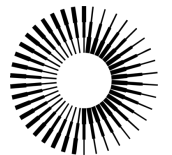
# 01. AGENTS IA EMPRESA



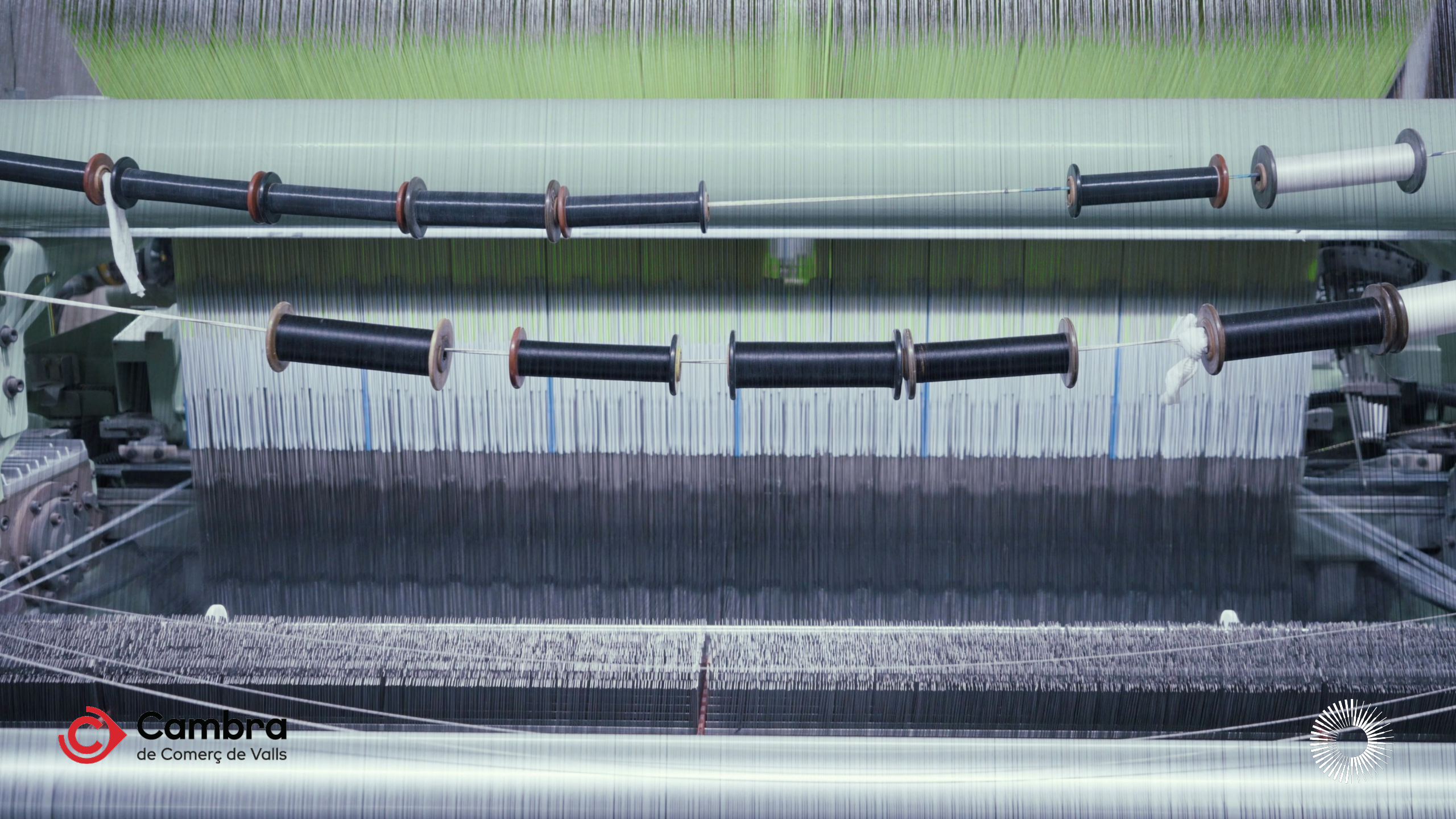
# NETFLIX



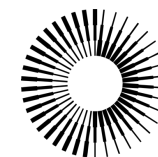
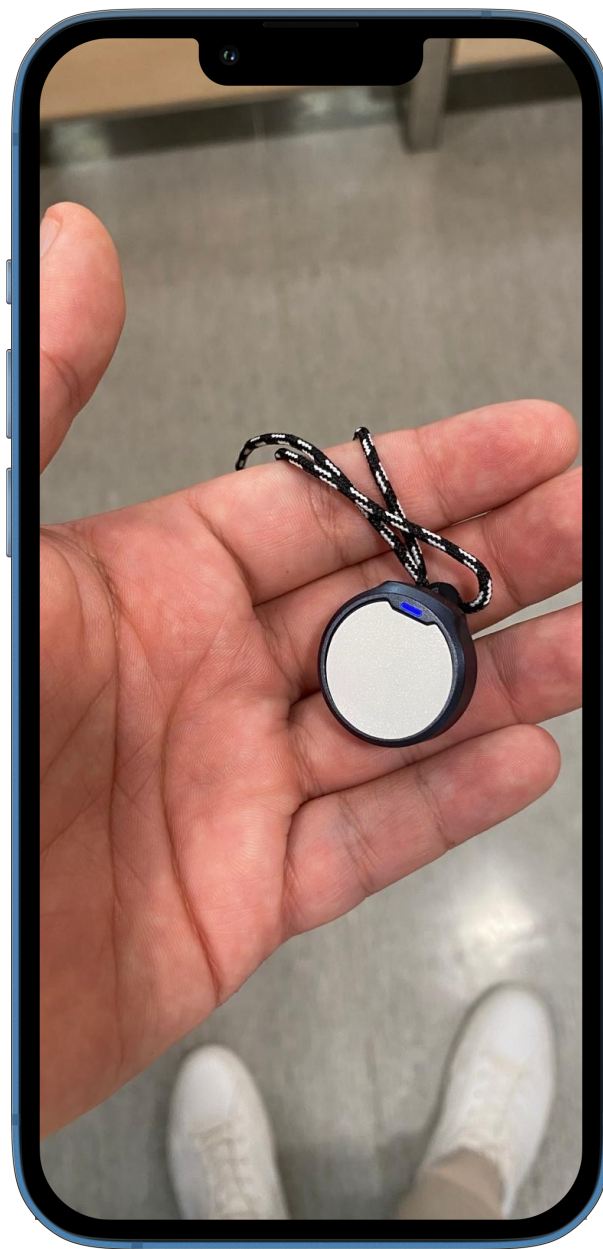








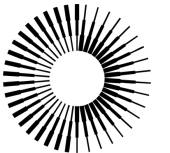




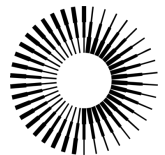


**De: No em trobo bé, trucaré al metge**

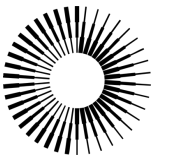
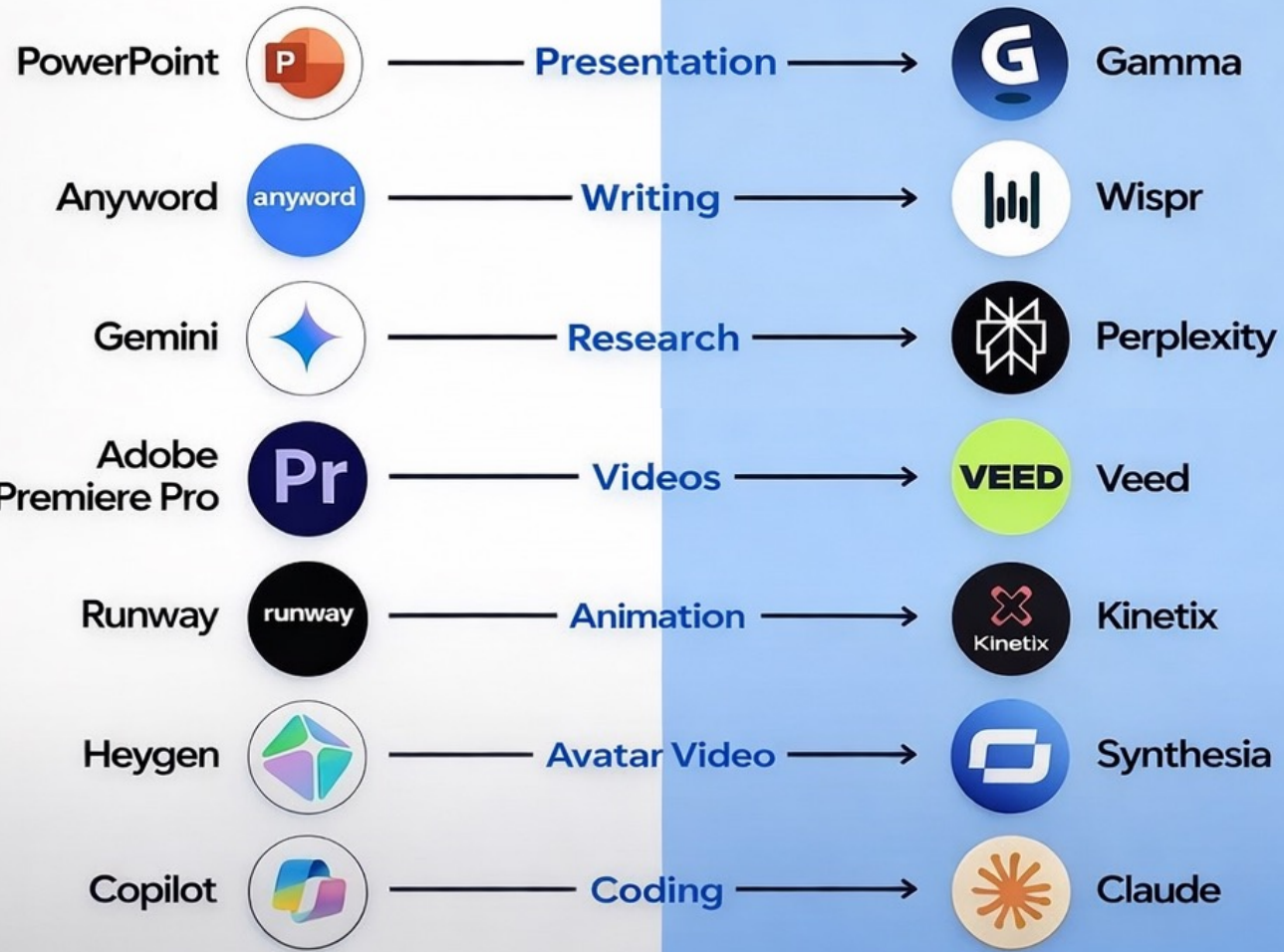
**A: M'ha trucat el metge dient que puc tenir un infart**



# 02. AGENTS IA TALENT

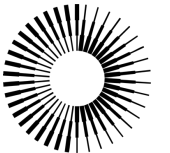


# Basic vs Pro



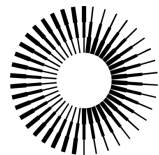


# 03. AGENTS IA CREATS (GPTS)

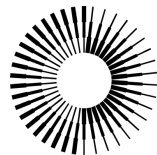


# etnia O BARCELONA

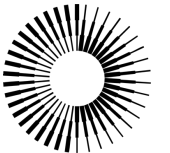
*-Eyewear Culture-*



# QUIN ÉS EL NOSTRE DIA LABORAL?



# CREACIÓ AGENT(S) D'IA



# CREACIÓ PROJECTE IA NEGOCI DIGITAL GLOBAL





**ChatGPT**

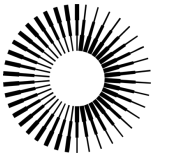


**Ideogram**



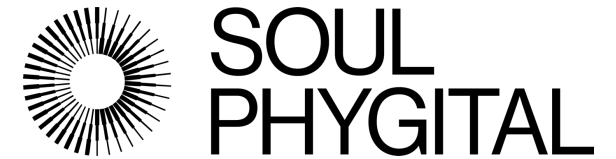
**Lovable**

**GAMMA**



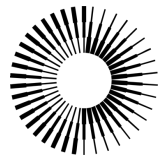
# Com integrar la IA al teu negoci per guanyar eficiència i créixer

*Workshop de creació del teu agent d'IA*

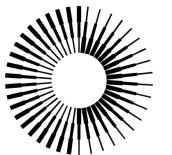


# etnia O BARCELONA

*-Eyewear Culture-*



# CREACIÓ PROJECTE IA NEGOCI DIGITAL GLOBAL





**ChatGPT**

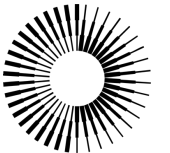


**Ideogram**



**Lovable**

**GAMMA**





# GPT

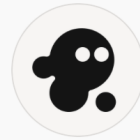
Descobreix i crea versions personalitzades de ChatGPT que combinin instruccions, coneixement addicional i qualsevol combinació de competències.

🔍 Cerca GPT

Populars [Escriptura](#) [Productivitat](#) [Recerca i anàlisi](#) [Educació](#) [Estil de vida](#) [DALL-E](#) [Programari](#) →

## Featured

Curated top picks from this week



### Video AI by invideo

4.0 ★ - AI video maker GPT (Supercharged with Sora 2) - generate engaging videos with...

De: invideo.io



### Expedia

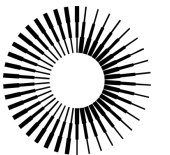
Bring your trip plans to life – get there, stay there, find things to see and do.


De: community builder




### Canva

Effortlessly design anything: presentations, logos, social



<  **Agent IA Digital Global - Etnia Barcelona**  
● Actiu · 🏠 Només jo

Crea Configura



**Nom**

Agent IA Digital Global - Etnia Barcelona

**Descripció**

Afegeix una descripció breu sobre què fa aquest GPT

**Instruccions**

Ets un/a Director/a de Màrqueting (CMO) amb experiència en creixement internacional de marques premium de moda i eyewear.

Treballes per una marca inspirada en Etnia Barcelona:

- Marca d'ulleres premium
- Identitat basada en creativitat, color i expressió artística

Les converses amb el teu ChatGPT poden incloure una part o la totalitat de les instruccions proporcionades.

**Iniciadors de converses**

×



Hola chat

Hola! En què et puc ajudar avui?



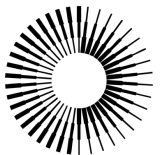
com estàs?

Molt bé, gràcies! Preparat per ajudar-te amb el que necessitis.

I tu, com estàs?



quin és el teu rol?





Ideogram

ideogram

Explore

Batch

Library

My images

Collections

My likes

Elements

Styles



A high-end fashion campaign image for a premium eyewear brand inspired by Barcelona lifestyle.  
 A confident young adult (gender-neutral) wearing bold, colorful designer sunglasses, standing in a minimalist Scandinavian urban environment (Copenhagen style architecture, clean lines, neutral tones).  
 The contrast between vibrant eyewear (rich colors, artistic patterns, Mediterranean energy) and a soft, muted Nordic background (beige, grey, natural light) creates a striking visual balance.  
 Lighting is natural, soft, editorial style. Composition is clean, with strong focus on the face and sunglasses.  
 Expression is confident, creative, intelligent, slightly disruptive.  
 Style: luxury fashion editorial, similar to Vogue or high-end eyewear campaigns.  
 Ultra realistic, 4K, high detail, sharp focus.  
 Add subtle text space on the side for campaign message.  
 Color palette: contrast between bold colors (reds, blues, yellows) and Scandinavian neutrals.  
 Mood: creative, cultural, contemporary, premium, artistic.  
 No logos, no watermark.

Auto 4 1:1

Auto

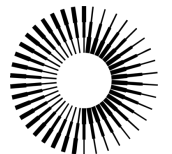


ublished

rt +

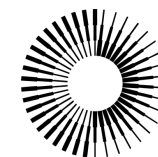
npaign image for a  
id inspired by

lt (gender-neutral) ...



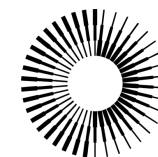


Ideogram





Ideogram





**Danish Eyewear Edit** Previewing last saved version 30 març at 20:26

Create a high-conversion landing page for a premium eyewear brand inspired by Etnia Barcelona.

**Objective:**

Launch a digital campaign targeting the Danish market.

**Target:**

Design-conscious consumers in Denmark who value creativity, quality, and aesthetics.

**Tone:**

Premium, artistic, confident.

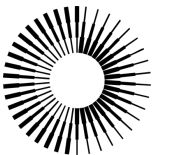
**Structure:**

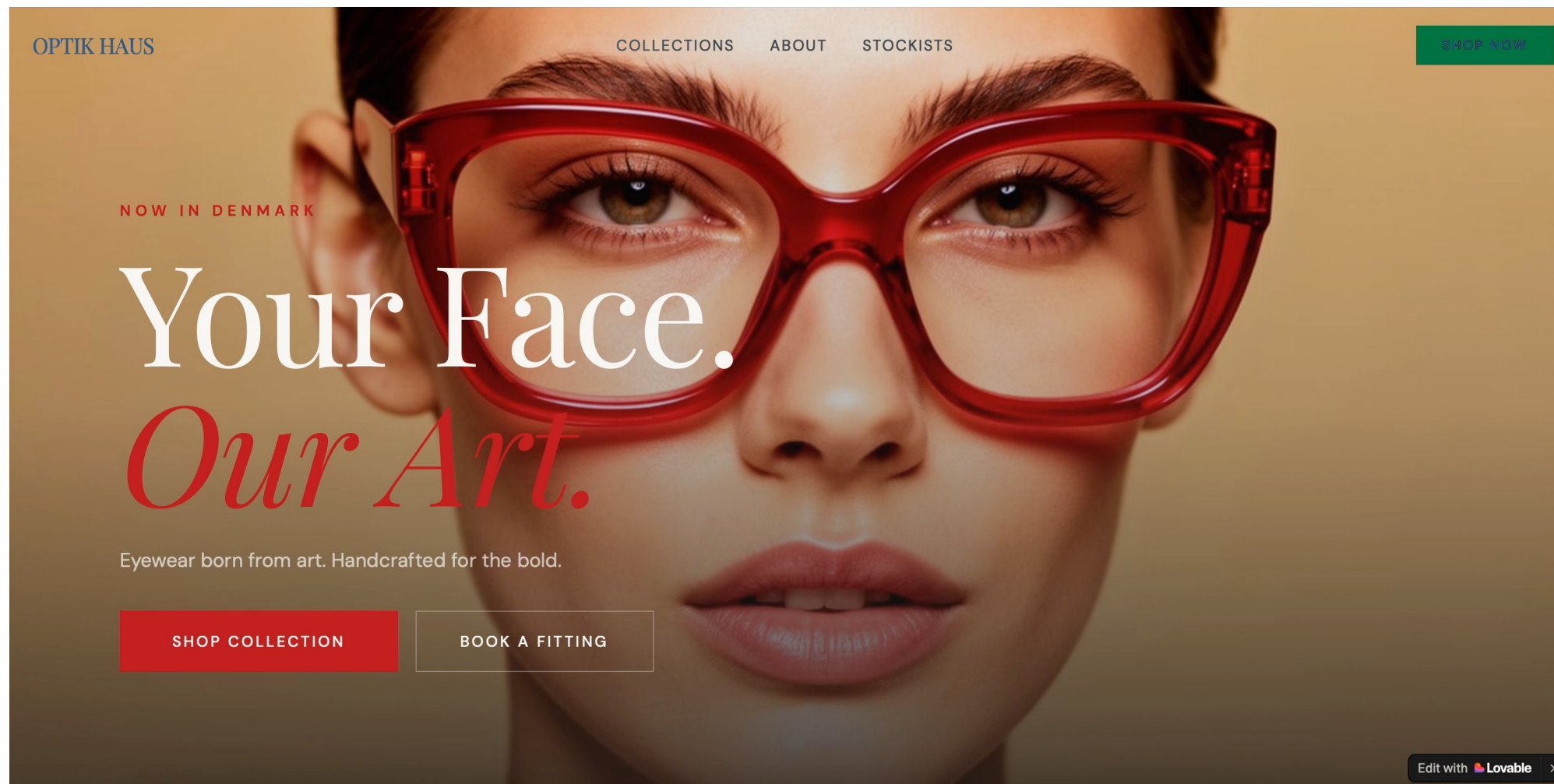
1. Hero section
  - Full-screen image (fashion editorial style)
  - **Headline: bold, short, im ...**

Test the page end-to-end   Add scroll animations   Add mobile navigation   Add t...

Ask Lovable...

+   Visual edits  





OPTIK HAUS

COLLECTIONS ABOUT STOCKISTS

SHOP NOW


NOW IN DENMARK

# Your Face. *Our Art.*

Eyewear born from art. Handcrafted for the bold.

SHOP COLLECTION

BOOK A FITTING

Edit with  Lovable ×



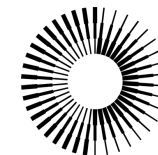
# GAMMA

The screenshot shows a presentation slide in a software interface. The slide title is "International Expansion Strategy: Denmark Market Entry" in a large, bold, black font. Below the title is the subtitle "Scaling digital sales through AI-driven execution" in a smaller, blue font. To the right of the text is a photograph of a woman with dark hair wearing bright red sunglasses and gold hoop earrings. The interface includes a left sidebar with a table of contents showing slides 2 through 9, a top navigation bar with a "+ Nuevo" button, and a right sidebar with various tool icons. At the bottom of the slide, the text "Why Denmark — Why Now" is visible, along with a "Comenzar" button and a progress indicator showing "1/8" and "100%".

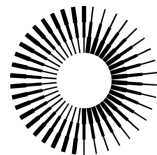
## International Expansion Strategy: Denmark Market Entry

Scaling digital sales through AI-driven execution

Why Denmark — Why Now



# PREGUNTES?





A dark blue background with a grid pattern. A candlestick chart is visible, with green bars indicating upward price movement and red bars indicating downward movement. The chart is positioned in the upper right and lower left corners, with a glowing blue light effect at the bottom of the main text.

# FOMO

## FEAR OF MISSING OUT



**Cambra**  
de Comerç de Valls





# FOBO

*The Fear of  
Becoming Obsolete*



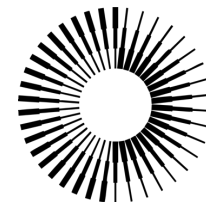
# ACCIÓ



**Generalitat  
de Catalunya**



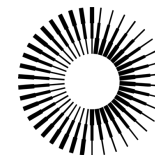
**Cambra**  
de Comerç de Valls



**SOUL  
PHYGITAL**



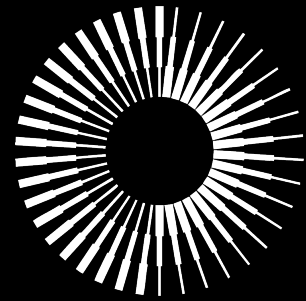
**Cambra**  
de Comerç de Valls





**MOLTES  
GRÀCIES!**





# SOUL PHYGITAL