

MEDIA RELEASE

BlueCallom launches a professional AI Prompt Development Platform for prompt engineers, creating prompts for productivity gains of 10 fold and more.

The Innovation Management Platform builder makes its core AI-development technology available for everybody to build high productivity AI Prompts.

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Open AI's ChatGPT has opened the Generative-AI market at enormous speed. One key aspect for the early success was the ease of use for millions of people. Learning to write a prompt was easy and the results stunning. And during the last 12 months it became apparent that the better the prompt was articulated, the better the outcome. The BlueCallom team saw this as an opportunity and decided to make their GPTBlue system available to prompt engineers to craft better prompts. The tool turned into an entire development platform.

The Generative-AI world has introduced a very prominent promise: "AI helps profoundly increase productivity". To make that a reality, the BlueCallom founder, Axel Schultze, a successful serial entrepreneur, created an important interface between the AI and the human mind, that guides humans to tell the AI the story they want to communicate and get a far better result in return. From this starting point the team expanded the development effort to include prompt testing functionality for prompt engineers and allow the prompt to be digitally distributed.

One challenge of prompt engineers is to make money off of the work they do. Hundreds of prompts are sold in packs of 20, 50 or more for just \$5 to \$10. The BlueCallom founder fight for more prompt quality as he believes that this will make or break generative AI in businesses. "Professionally high quality results will also benefit the individual user. We developed a platform that not only allows to develop and test prompts but also allows professional developer to monetize prompt development adequately." Said CEO and Co-Founder Axel Schultze. Ex Johnson & Johnson employee and now advisory board member at BlueCallom, Christian Weh believes that top prompts may possibly reach hundreds or thousand of dollars. To create the infrastructure for the prompt monetization, BlueCallom created a sophisticated infrastructure that prompt developer can sell their prompts on a pay-per-use base to their customers and get paid whenever a prompt is used. That model is also known as recurring revenue which is very attractive to Prompt Engineers but also for customers as they only pay when they gain productivity through the prompts.

The AI Prompt Economy is still a young and fragile business. But apparently it attracts entrepreneurs of all ages to return to the drawing board and craft new concepts for new technologies and new markets. "For me it would be natural to go after a Software as a Service Business model which I help to establish. But that would be a big mistake. Disruptive technologies like Generative-AI long for new and disruptive business models.

The BlueCallom's GPTBlue will be officially launched and presented at the World AI Cannes, France (WAICF).

more information can be found on bluecallom.com

About BlueCallom

BlueCallom is pioneering high-performance, high-productivity prompt engineering technology for generative AI with the ability to measure the productivity gain of every prompt.

The company's professional Prompt Development, Testing, and Deployment system, GPTBlue, empowers Customers and Business Partners to digitally deliver AI solutions internally and through multi-tier distribution channels.

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