

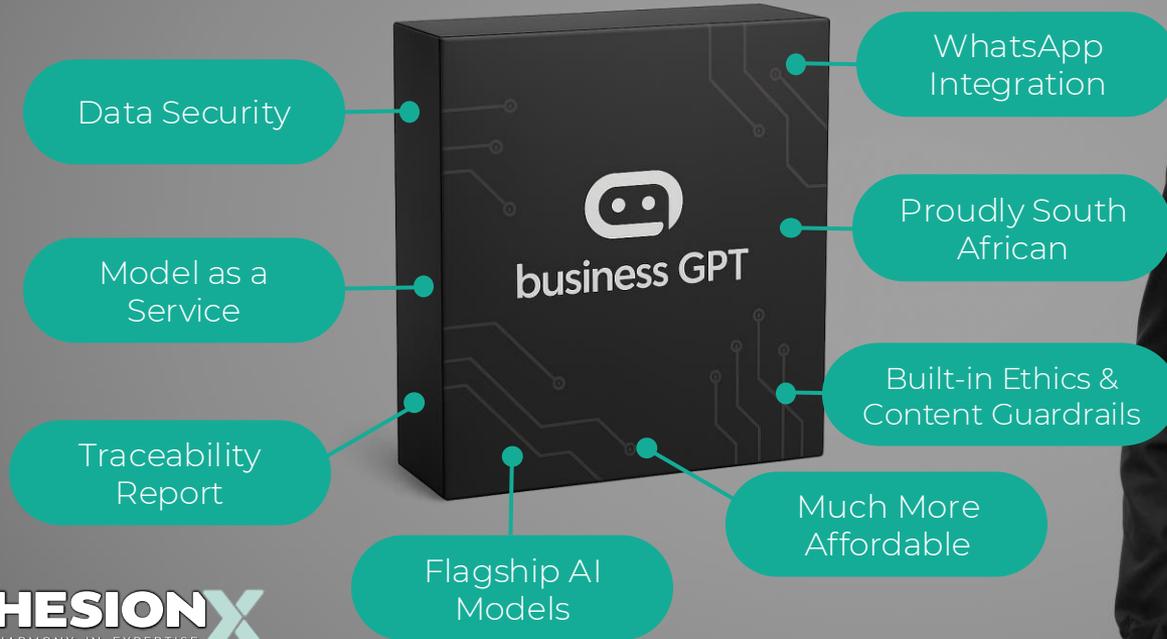


business GPT  
**Sales Battlecard**

Everything you need in your sales arsenal to always be closing!

# WHAT DIFFERENTIATES *BGPT*? (USP's)

Business GPT (BGPT) is like ChatGPT for businesses, but safer, cheaper, and designed *specifically* to protect your company's data. It offers advanced AI capabilities, preventing common issues such as data leaks, compliance problems (including POPIA violations), and AI errors. Easy to set up within hours, it keeps your company data private, lets employees safely use AI, and helps you stay compliant, without the hassle of managing it yourself at a better price point.



# Business GPT



## About CohesionX:

Standing at the forefront of AI, the CohesionX team, comprising industry veterans and visionary leaders, is dedicated to fostering sustainable growth and technological breakthroughs.

CohesionX envisions a world where the harmonious integration of expertise and innovation sets the benchmark for excellence, driving the future of telecommunications and technology. CohesionX is the company behind Vectormind.

<https://cohesionx.co.za/about-us/>



vectormind

## About VectorMind

VectorMind delivers a secure, scalable, enterprise-grade, ethically grounded AI platform that empowers employees with the best of global generative AI; built on your business data, aligned with your tools, easy to integrate, and ready to elevate business performance.

<https://vectormind.online/>

Business GPT is built on the VectorMind platform.

<https://businessgpt.co.za/>



## Market Context: **By the Numbers (Global Impact):**

- **40%** – Proportion of all working hours that could be reinvented by AI automation (ACCENTURE)
- **3+ billion** – Daily generative AI interactions worldwide (ChatGPT alone >1B messages/day)
- **96%** of Employees already use AI (often secretly) - (IBM)

*"AI won't replace businesses – but businesses who harness AI will lead the future of business practice."*

Business GPT doesn't use customer data. It is not a domain assistant, is stateless in terms of business data. However, it can be customised to focus on certain things or topics, or it can be setup to be focused on a domain without actually interacting with the customer data.

This is super important. It has no context of the customer information - that use case is VectorMind domain assistant in the full platform.



business GPT

# BGPT Problem Statements:

- Staff members are using public AI (oftentimes secretly), uploading, copying & pasting work documents and thereby **exposing confidential and private data** to the entire internet.
- Staff members can, without businesses' knowledge, gain **unethical advice and knowledge** from AI, like how to commit fraud or theft, for example.
- Employees can gather random **information that might be incorrect**, without any way for the business to trace the source of said data.
- Paid-for or closed-loop AI models are **very expensive**, and they lock you into a specific version without the capability to upgrade to a more recent version. These models also might be good at highly mathematical tasks, but not at legal tasks, for example. Business GPT uses the model best for the task.
- Some of these global AI models **do not communicate well in all 11 official South African languages and their many dialects**.
- Public AI models are trained to give answers even if they don't know the correct answers, which in essence means they make it up! This is called **AI hallucinations**, something Business GPT blocks.



## business GPT

### SALES COLLATERAL AVAILABLE:

- Sales Pitch Deck
- Sales Training Video
- 1 Page Brochure
- Technical Onboarding Process
- Internal Adoption Pack
- Pricing Document
- Logos & Brand guide
- Meeting Backgrounds
- [Marketing Video](#)
- [How to use BGPT Video](#)
- [Desktop icon creation](#)

### YOUR BUSINESS GPT DICTIONARY:

**AI Agent:** A software entity that takes actions or makes decisions using AI, often working independently to complete tasks or automate workflows.

**AI Assistant:** An AI-powered tool designed to help users carry out specific tasks, such as answering questions, generating content, or summarising information.

**AI Hazards:** Risks linked to AI systems, such as misinformation, misuse, hallucinations, bias, or security weaknesses.

**AI Models:** Mathematical frameworks trained on large datasets to carry out tasks like language understanding, prediction, or generation, like Chat GPT, Gemini & Grok.

**AI Service:** A hosted AI offering, such as an API, that provides access to a large language model (LLM) for tasks like writing, summarising, or answering questions.

**Bias:** A systematic distortion in an AI model's outputs, often caused by skewed training data, which can lead to unfair or inaccurate results.

**Drafting Engine:** A specialised AI tool focused on generating initial versions of text, such as reports, emails, or documents, based on user input or prompts.

**Guardrails:** Rules or safety mechanisms that control how an AI behaves, preventing it from producing harmful, off-topic, or non-compliant content.

**LLMs (Large Language Models):** Advanced AI systems trained on vast volumes of text data that can understand, generate, and translate human language.

**Model as a Service (MaaS):** A cloud-based solution that allows organisations to use pre-built AI models without the need to build or maintain them.

**Prompt:** A user's input or instruction given to an AI model to guide its response or behaviour.

**Shadow AI:** The unauthorised or unmanaged use of AI tools within an organisation, often without oversight from IT or compliance teams.

**RAG:** RAG enables AI to pull facts from live, trusted data sources *before* it generates an answer, grounding output in reality, reducing hallucinations, and increasing relevance

# Business GPT Benefits

- Never expose business IP or private identification data to the internet again with closed-loop **DATA SECURITY**. Upload **confidential documentation securely**.
- Isolated and private models deployed under user's full control (MODEL OF A SERVICE).
- Full **TRACEABILITY** of data sources and staff prompts
- Business GPT only uses the top **FLAGSHIP AI MODELS**. The software also determines which model will be best to perform which prompt outcome. Users are not locked in to only one model or only one version of a specific model.
- In order to be accessible to staff who are on-the-go, Business GPT is made available on mobile phones via **WHATSAPP**.
- As a **PROUDLY SOUTH AFRICAN** product, Business GPT is fluent in all 11 official languages and a wide variety of dialects. This breaks down barriers between citizens and empowers all employees regardless of language proficiency.
- With its **BUILT-IN ETHICS AND CONTENT GUARDRAILS**, Business GPT keeps staff from prompting for harmful responses, which could prevent generating fraud and other unethical ideas in the workplace. It also redacts **POPIA** info.
- Pay a fraction of the cost of 1 model, for an AI model that utilises all the top global public models, Business GPT is **MUCH MORE AFFORDABLE**. At R55 per user for 100 users, can companies afford NOT to safeguard their data?
- **STAFF STILL GET TO USE THE UNSURMOUNTABLE POWER OF AI SAFELY AND RESPONSIBLY.**



business GPT

## FEATURES:

### Easy and Secure Login

- **SSO-Enabled:** (Single Sign-on) No extra log-ins—available for anyone in your business.
- **Secure Login:** Invitations can be sent to individuals if SSO is not an option.

### Confidential AI Exploration

- **Safe & Controlled Environment:** Experiment with AI in a secure, fully managed workspace.
- **Full Transparency:** Monitor internal AI interactions for governance and valuable insights.

### Smart Document Interaction

- **File Upload Feature:**
  - **PDF:** Upload PDFs and use commands like "summarize the content of this file."
  - **Images :** Upload an image and use AI to query what the image is about or to extract the text from the image
  - **More File Types:** Microsoft Word, Excel.

### Mobile Application

**Mobile App:** Use Business GPT on WhatsApp

## Business GPT Target Audience:

### CIOs, CTOs, Heads of Digital Transformation, Innovation Leads

#### Why they care:

- BusinessGPT is presented as a **closed-loop, enterprise-grade AI platform** (Vectormind) that addresses data leakage concerns by preventing data from escaping to the public internet.
- It offers **private, isolated AI models** with **governance, traceability,** and **POPIA** compliance.
- IT leaders will be drawn to the *"Model as a Service"* deployment, enabling full control without large infrastructure overhead.

### Chief Risk Officers, Data Protection Officers, Compliance Managers

#### Why they care:

- BusinessGPT offers strong **data security** guarantees—aligned with **POPIA** and other privacy regulations
- Features like **traceability reporting, content guardrails** and prompt filtering mechanisms are highlighted as differentiators against public Gen AI tools. These decision-makers will appreciate the **built-in controls that reduce legal exposure** from AI misuse or hallucination.

### Enterprises: 50–1000 employees

#### Why they care:

- The pricing model is extremely appealing: **R5,500/month for 100 users (R55/user)**, with **white-labeled branding** and rapid deployment in hours
- These buyers want **turnkey solutions** with clear ROI and will appreciate that they can get started with minimal IT lift or contract overhead.
- Highlight **local support** and the ability to scale from domain assistants to full AI adoption via the 12-month roadmap (page 19).

### South African Public Sector Entities

#### Why they care:

- **Proudly South African product**, with support for **all 11 official languages**, local dialects, and spelling variations, empowering inclusive AI usage across provinces.
- Public institutions and local businesses with a focus on transformation and language access will be attracted to this **localisation-first approach**.
- This makes provincial governments, government-owned entities, and national service providers logical targets.

# Category

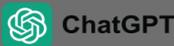


Developer	Microsoft, leveraging OpenAI's GPT technology and Microsoft Graph data	OpenAI, built on proprietary GPT architecture (GPT-3.5, GPT-4o)	VectorMind, leveraging most global flagship commercial models (Llama, Claude, Grok, Gemini, Deepseek etc.)	VectorMind, leveraging most global open source and open weight models (Llama, GPTOSS, Grok,, Deepseek etc.)
Ethical AI with Content Guardrails	Not perfect but designed to refuse malicious requests and support ethical use.	Not perfect but designed to refuse malicious requests and support ethical use.	System <b>blocks harmful, in appropriate prompts</b> , like instructions on committing crimes or fraud. Includes traceability, personal information protection, and guardrails to prevent misuse within the company. Complete content safety	System <b>blocks harmful, in appropriate prompts</b> , like instructions on committing crimes or fraud. Includes traceability, personal information protection, and guardrails to prevent misuse within the company. Complete content safety
Integration	Deep integration with Microsoft 365 apps (Word, Excel, Teams, Outlook, PowerPoint), Microsoft Graph, Bing, Edge, and Windows	Standalone chatbot with API integrations; supports Zapier for 7,000+ apps; limited native integration with specific ecosystems	No external integrations: closed loop.	No external integrations: closed loop.
Key Features	Automates tasks in Microsoft 365 - Real-time web access via Bing - Security and compliance. Contextual responses using organisational data - Image generation	Versatile content generation (essays, code, emails, creative writing) - Multimodal capabilities (text, images, audio) - Customisable via API - Supports plugins - Advanced reasoning	Easy & secure login, confidential AI exploration, smart documentation interaction, mobile application available	Easy & secure login, confidential AI exploration, smart documentation interaction, mobile application available
Free Tier	Free version via Bing, Edge, and Windows; limited features. No Microsoft 365 integration	Free version with GPT-3.5. Limited GPT-4o access; ~15 messages every 3 hours during peak times	Not applicable	Free for 3 months
Paid Tiers	<b>Copilot Pro:</b> R355/month for individuals, includes Microsoft 365 app integration - <b>Copilot for Microsoft 365:</b> Enterprise plan	<b>ChatGPT Plus:</b> R355/month, GPT-4o, higher limits, & advanced features - <b>ChatGPT Enterprise:</b> Advanced admin controls, unlimited 4o access	Under R100 per user/month (for 100 users)	Tier up to Business GPT
Security & Privacy	Enterprise-grade security with Microsoft 365 compliance - Does not use customer data to train models - Organisational access controls via Microsoft Graph	Improved privacy measures but uses public data for training unless opted out - Lacks Microsoft's stringent compliance certifications - Enterprise version offers enhanced security	Enterprise-grade security architecture. Isolated tenants & compute clusters., All LLM instances deployed in secured environments. User conversations, uploaded documents, system logs not exposed to model training. Strict data confidentiality, compliance & data protection standards	Enterprise-grade security architecture. Isolated tenants & compute clusters., All LLM instances deployed in secured environments. User conversations, uploaded documents, system logs not exposed to model training. Strict data

# Category

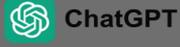
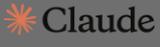


<p>Use Cases</p>	<p>Best for businesses using Microsoft 365 for task automation, document creation, and collaboration - Ideal for professionals needing context-specific responses tied to organisational data</p>	<p>Best for creative tasks, brainstorming, general research, and coding - Suited for users needing a flexible, platform-agnostic AI assistant</p>	<p>Best for use in business or enterprise employees, uploading and analysing or summarising confidential materials. Ideal for corporate professionals who need vetted, compliant information</p>	<p>Best for use in business or enterprise employees. Ideal for corporate professionals who need vetted, compliant information</p>
<p>Strengths</p>	<p>Productivity and workflow automation within the Microsoft 365 ecosystem</p>	<p>General-purpose conversational AI for content creation and problem-solving</p>	<p>Closed-loop AI that never exposes company IP to the internet or expose employees to open AI risks</p>	<p>Closed-loop AI that never exposes company IP to the internet or expose employees to open AI risks</p>
<p>Weaknesses</p>	<p>Limited functionality outside Microsoft ecosystem - Free tier lacks full Microsoft 365 integration - Can be buggy or less accurate in some cases</p>	<p>Limited integration with specific business ecosystems - Potential for misinformation without web access - Less secure for sensitive corporate data unless using Enterprise plan</p>	<p>Can not create images.</p>	<p>Can not create images. No Document upload No Web Search</p>
<p>Performance</p>	<p>Excels in structured workflows and Microsoft app automation - May lag in creative tasks compared to ChatGPT</p>	<p>Strong in creative and open-ended tasks - Can struggle with contextual understanding in complex conversations</p>	<p>Excels in business related natural language interaction without exposing business IP</p>	<p>Excels in business related natural language interaction without exposing business IP</p>
<p>Recent Sentiment</p>	<p>Struggling to gain traction against ChatGPT in some markets, especially for consumer use - Gaining market share due to Windows and Microsoft 365 integration</p>	<p>More popular for general use and creative tasks - Higher hallucination rates reported, requiring caution</p>	<p>Secure internal business use, enterprise-grade security with isolated tenants &amp; dedicated compute clusters. No cross-tenant data exposure. User interactions excluded from future model training. Business data remains protected. Reduces data leakage risks. Aligns governance, compliance, &amp; security standards</p>	<p>Secure internal business use, enterprise-grade security with isolated tenants &amp; dedicated compute clusters. No cross-tenant data exposure. User interactions excluded from future model training. Business data remains protected. Reduces data leakage risks. Aligns governance, compliance, &amp; security standards</p>
<p>Unique Selling Point</p>	<p>Deep integration with Microsoft 365 for seamless productivity and secure enterprise use</p>	<p>Versatile, platform-agnostic AI with strong creative and multimodal capabilities</p>	<p>Built-in Ethics &amp; Content Guardrails, Data Security, Model as a Service, Traceability Report, More Affordable. Proudly South African.</p>	<p>Built-in Ethics &amp; Content Guardrails, Data Security, Model as a Service, Traceability Report, More Affordable. Proudly South African.</p>
<p>Primary Focus</p>	<p>Productivity and workflow automation within the Microsoft 365 ecosystem</p>	<p>General-purpose conversational AI for content creation and problem-solving</p>	<p>General-purpose office &amp; conversational assistant to support day-to-day admin &amp; operational tasks, safely</p>	<p>General-purpose office &amp; conversational assistant to support day-to-day admin &amp; operational tasks, safely</p>

Category	 business GPT	 Copilot	 ChatGPT	 Claude	Google Gemini (Free Version)	Bothale AI	PrivateGPT
	<b>Business GPT</b>	<b>Copilot Chat (Free)</b>	<b>Free Version</b>	<b>Free Version</b>	<b>Free Version</b>	<b>Free Option Only</b>	<b>Free Version</b>
Type	Enterprise-grade AI platform with SaaS and self-hosted options	Basic Enterprise assistant in Microsoft 365	Web/app-based assistant using OpenAI chat UI	Open-source app with CLI, Docker, local deployment	Enterprise SaaS and cloud-based LLM	WhatsApp & web-based South African AI	Open-source app with CLI, Docker, local deployment
Free Tier	✗ No - BUT is included in VectorMind Subscription	✓ Yes	✓ Yes	✓ Free	✓ Limited trial	✓ Yes (Full access on WhatsApp)	✓ Free
Paid Tier	✓ Yes	✗ NO	✗ NO	✗ NO	✗ NO	? Unknown — no premium details yet	✗ NO
Data Security	✓ POPIA compliant, Closed loop system, Entra ID protection	✓ Commercial data protection with Entra ID (no data used for training)	✗ Not enterprise-secure. May be used for training (Opt-out only available in Plus version R355)	✓ 100% local control, no built-in encryption	Enterprise-grade Google Cloud security	⚠ Unknown — likely not enterprise	✓ 100% local control ✗ No built-in encryption
Containerisation	✓ Fully containerised	✗ Not containerised; runs on Microsoft cloud	✗ None	✓ Docker & Kubernetes supported	Google Cloud container support	✗ Hosted in public cloud	✓ Docker & Kubernetes supported
Content Guardrails	✓ Built-in filters & policy control	✓ Default safety filters, Microsoft content policy	✓ Moderation API + GPT-4o safety tuning	✗ Not built-in; requires tools like Guardrails AI - manual moderation via staff	Enterprise-grade guardrails and safety policies	⚠ Manual moderation via staff	✗ Not built-in; requires tools like Guardrails AI

Category	 business GPT	 Copilot	 ChatGPT	 Claude	Google Gemini (Free Version)	Bothale AI	PrivateGPT
	Business GPT	Copilot Chat (Free)	Free Version	Free Version	Free Version	Free Option Only	Free Version
Traceability	✓ Full usage logs & audits	⚠ Limited logging; some visibility through Microsoft admin portal	✗ No audit trail	⚠ Basic log support (optional via custom setup)	⚠ Unclear	✗ Not publicly documented	⚠ Basic log support (optional via custom setup)
Languages Supported	✓ All 11 South African languages	⚠ Multilingual (GPT-4o), but not localised for SA slang	✓ Multilingual (GPT-4o supports 50+ languages)	⚠ English only unless LLM supports multi-language	Multilingual support, Google Translate integration	✓ All 11 South African languages	⚠ English only unless LLM supports multi-language
Local Relevance	✓ Built for SA business use	✗ No specific adaptation for local (e.g., South African) context	⚠ No SA slang/dialect tuning	✗ Not tuned for SA or local context	Limited local adaptation currently	✓ South African audience	✗ Not tuned for SA or local context
Ease of Deployment	✓ Plug & play	✓ Instant access via Edge or Bing with M365 login	✓ Instant access via browser or app	⚠ Requires technical knowledge (CLI, Docker, env config)	Google Cloud setup required	✓ WhatsApp link access	⚠ Requires technical knowledge (CLI, Docker, env config)
Pricing	R55/user/month	✓ Free with Microsoft 365 and Entra ID	✓ Free	✓ Free	✓ Free	✓ Free (as far as we know)	✓ Free

Category	 <b>vectormind</b> your data, our AI	 <b>Copilot</b>	 <b>Copilot</b>	 <b>ChatGPT</b>	 <b>Claude</b>	<b>Google Gemini (Free Version)</b>	<b>PrivateGPT</b>
Tiering	RAG Assistants	Copilot PAYG Agents	Microsoft 365 Copilot (Full Subscription)	Plus	Paid	Paid	Paid
Type	Enterprise-grade AI platform with SaaS and self-hosted options	Enterprise assistant in Microsoft 365	Enterprise SaaS AI assistant integrated with M365 apps	Web/app-based assistant using OpenAI chat UI	Open-source app with CLI, Docker, local deployment	Enterprise SaaS and cloud-based LLM	Enterprise-grade SaaS, self-hosted or managed deployment
Free ?	✗ NO	✗ NO	✗ NO	✗ NO	✗ NO	✗ NO	✗ NO
Paid ?	✓ Yes	✓ Pay As You Go	✓ Licensed per Microsoft 365 plan	✓ Yes	✓ Enterprise pricing model (subscription-based; custom quotes typical)	✓ Enterprise pricing model (custom quotes; usage-based)	✓ Free
Data Security	✓ -grade private data handling and compliance	✓ Enterprise-grade protection for each agent session; data not used to train models	✓ Enterprise-grade Microsoft cloud security and compliance	✗ Same — unless API or enterprise tier used	100% local control, no built-in encryption	Enterprise-grade Google Cloud security	✓ Full encryption (data at rest + in transit) ✓ SOC2/GDPR-ready
Containerisation	✓ Fully containerised with Docker/Kubernetes support	⚠ Partially containerisable via Copilot Studio connectors, but not fully isolated	⚠ Limited containerisation; runs in Microsoft cloud	Containerised	Docker & Kubernetes supported	Google Cloud container support	✓ Full Docker/k8s orchestration, CI/CD compatible
Content Guardrails	✓ Built-in enterprise-grade guardrails and content filters	✓ Configurable safety policies within Copilot Studio for each agent	✓ Microsoft content policies and safety filters	✓ Same + more controlled responses via GPT memory/GPTs	Manual moderation via staff	Enterprise-grade guardrails and safety policies	✓ Built-in filters, fallback handling, redaction, validation

Category	 <b>vectormind</b> your data, our AI	 Copilot	 Copilot	 ChatGPT	 Claude	<b>Google Gemini (Free Version)</b>	<b>PrivateGPT</b>
Tiering	RAG Assistants	Copilot PAYG Agents	Microsoft 365 Copilot (Full Subscription)	Plus	Paid	Paid	Paid
Traceability	✓ Full audit trail & usage logging with PII redaction	✓ Detailed telemetry and logging via Copilot Studio dashboards	✓ Full telemetry and audit logging via Microsoft 365 admin center	✗ No audit trail	Basic log support (optional via custom setup)	Full audit trail & telemetry	✓ Admin portal with traceability; usage reports, PII redaction
Languages Supported	✓ Multilingual support with custom/local models	✓ GPT-4o multilingual; can be extended with translation agents	✓ Multilingual via Microsoft models	✓ Same (plus better translation accuracy)	English only unless LLM supports multi-language	Multilingual support, Google Translate integration	✓ Multilingual possible with custom or commercial LLMs
Local Relevance	✓ Built for SA & local compliance context	⚠ Custom agents can be tuned for locale, but needs manual effort	✗ No local adaptation out-of-the-box	⚠ Same — global context	Not tuned for SA or local context	Limited local adaptation currently	⚠ Possible via fine-tuned LLMs or custom integrations
Ease of Deployment	✓ Plug & play or managed deployment	⚠ Requires setup via Microsoft Copilot Studio; moderate technical setup	⚠ Requires Microsoft 365 licensing and setup	✓ Same	Requires technical knowledge (CLI, Docker, env config)	Google Cloud setup required	✓ Turnkey deployment or vendor-managed setup with support
Pricing	R3500 unless bespoke	✓ R0.18 per message, or +- R3500 for 25,000 message credits per tenant	Included with Microsoft 365 Enterprise licenses	✓ +R350/user/month	Enterprise pricing model (subscription-based; custom quotes typical)	Enterprise pricing model (custom quotes; usage-based)	✓ +R260/user/month or custom enterprise quote

# Business GPT Compatibility

Application	Compatible with BGPT
 Word	✓ Secure File Upload
 Excel	✓ Secure File Upload
 PowerPoint	✓ Secure File Upload
 Microsoft Outlook	✗ Full integration with VectorMind
 Microsoft Teams	✗ Full integration with VectorMind
 SharePoint	✗ Full integration with VectorMind
 GitHub	✗ Full integration with VectorMind



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