

Good afternoon, Senator,

My name is Paul Gosselin, and I am the founder of Reviews UP, a cloud-based customer experience platform, and co-founder of Alexander Labs, Pennsylvania's first Generative AI Laboratory. I would like to share my insights on the integration of Generative AI (Gen-AI) into our software and business practices.

Our software helps companies engage with customers and employees, analyze and respond to feedback, and promote and share positive insights. AI has significantly impacted our software by enhancing its capabilities. Here are three examples:

- **Smart Response:** Our platform uses AI and key company information to generate 100% personalized and authentic responses to customer feedback, regardless of its nature (positive or negative, sarcastic, or emotional). This feature enables our software to appear as if it was written by a caring company team member.
- **Executive Synopsis:** Instead of having to read hundreds of reviews or scroll through pages of private feedback, our system provides a synopsis. It takes all feedback and delivers it in an easy-to-understand format, saving time and effort for executives.
- **Deep Research:** Our system allows users to type, "Tell me what people are saying about XYZ company," offering a new way of accessing information beyond traditional review platforms. This feature provides a more comprehensive understanding of a company's reputation.

In the future, the way we read reviews may change, with reviews becoming more like footnotes in a book.

Regarding Alexander Labs, our mission is to foster innovation and greater AI awareness in the Lehigh Valley. We aim to promote the adoption of private, secure, and responsible AI and to help educate and provide tools like our AI Sandbox.

We achieve this through three key initiatives:

- Our AI incubator provides resources to startups and enterprise businesses, including technology, workspace, strategy, and talent.
- **On-Prem:** We develop on-premise AI deployment solutions to offer a new level of privacy and security. These models are served directly onsite and do not need to be

connected to the Internet. We are already seeing interest from companies who want to adopt AI, but require guaranteed data privacy.

- **Micromodels:** The energy needed to power the AI revolution is massive. Large Language Models (LLMs) like Open-AI (1 Trillion Parameters) and Deep Seek (500 Billion Parameters) and require GPUs (Nvidia processors). Our lab is working with local partner Gocharlie on creating smaller language models (SLMs) ranging from 1 to 7 Billion Parameters. These models can be powered with CPUs (Intel, AMD - processors used in mobile phones and computers) and require far less energy and resources, but can deliver the same results when highly focused.

To reach our objectives we attract and educate top talent by working with universities and offering local internships.

I believe these types of initiatives can bring balance and help inform the business community and demystify Gen-AI.

With all this amazing AI innovation, I also believe there is an opportunity and responsibility to build and innovate non-intrusive social responsible software. For example, as humans, we should be aware and know when we are interacting with Gen-AI or an actual person. This will be a challenge, but I think it is worthy of discussion. This may require more rigorous verifications. Using AI as a tool to boost efficiency or respond on a company's behalf is very different from visiting a social website with the expectation of communication with a human and not a bot.

Currently, most of the world's AI innovation is centered in Silicon Valley. The Lehigh Valley has deep technology roots and passion for innovation with companies like Bell laboratories. I feel with focus and determination we can help PA reimagine our technological worth with the upcoming AI revolution.

Thank you for your time and consideration. I look forward to discussing this topic further with you.