

AI Economic Assistant Example: Building an Expert AI Assistant From Published Work

Aslan AI built EcoBot, an AI economic assistant, in one week

Economist Sébastien Laye used CustomGPT.ai to turn more than three million words of his articles, books, TV and radio appearances into EcoBot, an AI economic assistant that answers complex questions in English and French in real time. Its success led to the launch of Aslan AI.

1 week

From concept to production

3M+

Words in the knowledge base

0

Lines of code

THE CHALLENGE

General AI couldn't handle data-dense economic questions

As a seasoned economist, Sébastien wanted AI that could support rigorous economic analysis and report writing. General-purpose ChatGPT struggled with precise, data-dense economic questions.

A bespoke AI agent built through traditional development looked prohibitively expensive, and he needed to prove AI business agents could create real value before investing deeply.

WHAT SÉBASTIEN NEEDED

Accuracy.

Precise answers to data-dense economic questions.

A fast, lean build.

No custom development path.

Proof of viability.

Evidence that AI business agents create real value.

HOW ASLAN AI SOLVED IT

Four steps to a live expert assistant

Curated dataset.

A full corpus of his published work, interviews and commentary.

Persona-driven prompts.

Persona tools set to his voice and analytical style.

Rapid iteration.

The interface, FAQ engine and responsive support sped up refinement.

Scalability planning.

Processes for ongoing updates and more vertical agents.

ABOUT ASLAN AI

Aslan AI is an AI advisory firm, founded by French-American entrepreneur and economist Sébastien Laye, that develops AI knowledge management products for organizations in education, legal and media. Sébastien also pursues US-focused AI projects, especially in fitness and education.

AT A GLANCE

PRODUCT	KNOWLEDGE BASE	LANGUAGES
EcoBot, an AI economic assistant	3M+ words from articles, books, TV and radio	English and French, primarily serving the French market

CAN AI ANSWER ECONOMIC QUESTIONS ACCURATELY?

Expert-grounded answers, persona configuration and no-code AI

- 1

Grounded in one expert's work.
EcoBot answers from Sébastien's own analysis, not general internet data.
- 2

His voice, not a generic one.
Persona configuration reflects his analytical framework.
- 3

Says so when it doesn't know.
Questions outside the knowledge base are flagged instead of guessed.

RESULTS

Custom API development vs CustomGPT.ai

DECISION FACTOR	CUSTOM API BUILD	CUSTOMGPT.AI
Development time	Months	7 days
Engineering	Developer team required	No-code, self-service
Persona configuration	Built from scratch	Built-in UI tools
Knowledge grounding	Custom RAG pipeline	Platform-native
Iteration speed	Slow	Fast

French consumers and media professionals gained immediate access to reliable economic insight that generic chatbots couldn't provide, and EcoBot's success directly enabled the formation of Aslan AI.

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From beginning to end of the project, CustomGPT.ai was the solution. With further integration of new features, we might even abandon some tools like Bubble or ChatPDF.

Sébastien Laye

FOUNDER, ASLAN AI

WHY IT WORKED

- Personal data.**
Trained only on his own material.

Accessible tooling.
No technical barriers.

End-to-end ecosystem.
FAQ management built in.

Hands-on support.
Faster scaling and tuning.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.