

AI Knowledge Assistant Example for Universities:  
24/7 Multilingual Access to Institutional Knowledge

# MIT's Martin Trust Center made entrepreneurial knowledge available to the world

The Martin Trust Center for MIT Entrepreneurship built ChatMTC on CustomGPT.ai, an AI knowledge assistant that unifies MIT's entrepreneurship resources in one conversational interface. Entrepreneurs get hallucination-free answers in seconds, 24/7, in more than 90 languages.

## Seconds

To reply, instead of long queues

## 24/7

Access for entrepreneurs worldwide

## 90+

Languages supported

### THE CHALLENGE

## Deep entrepreneurial knowledge spread across many repositories

The Martin Trust Center envisions a world of globally democratized entrepreneurial knowledge. MIT's resources, however, were spread across multiple repositories and document formats.

The team wanted to use the latest AI to share that knowledge in a natural, highly usable way, without any hallucinated or fabricated answers.

### WHAT THE TRUST CENTER NEEDED

#### Easy web integration.

24/7 access for students and entrepreneurs.

#### Trustworthy answers.

Responses based only on MIT's own data.

#### Scale.

Training on documents, help desks and videos.

#### Security.

A secure, stable platform.

### HOW THE TRUST CENTER SOLVED IT

## ChatMTC, a one-stop shop on the homepage

#### Chosen for data ingestion.

After evaluating several options, MTC chose CustomGPT.ai for scalable ingestion and reliable, anti-hallucination answers.

#### Every source in one place.

Documents, help desk repositories and YouTube videos were uploaded into one knowledge base.

#### A one-stop-shop persona.

Instant, accurate, multilingual support for entrepreneurs, right from the homepage.

### ABOUT THE MARTIN TRUST CENTER

The Massachusetts Institute of Technology (MIT) is one of the world's top universities for advanced education and research. Within MIT, the Martin Trust Center for MIT Entrepreneurship advances knowledge and educates students in innovation-driven entrepreneurship.

AT A GLANCE

|                                              |                                   |                                                      |
|----------------------------------------------|-----------------------------------|------------------------------------------------------|
| INSTITUTION                                  | AI AGENT                          | DATA SOURCES                                         |
| Martin Trust Center for MIT Entrepreneurship | ChatMTC, embedded on the homepage | Documents, help desk repositories and YouTube videos |

HOW CAN UNIVERSITIES SHARE INSTITUTIONAL KNOWLEDGE WITH AI?

Hallucination-free answers, multilingual access and no-code deployment

- 1   **Answers from MIT’s data only.**  
Anti-hallucination technology keeps ChatMTC to MIT’s own knowledge base.
- 2   **Global by default.**  
90+ languages, so language is no barrier.
- 3   **No developer required.**  
Built and deployed on the no-code platform.

RESULTS

Entrepreneurial knowledge access, before and after

|                    |                                   |                    |
|--------------------|-----------------------------------|--------------------|
| METRIC             | BEFORE                            | AFTER              |
| Response time      | Long wait queues                  | Replies in seconds |
| Availability       | Staffed hours only                | 24/7               |
| Language support   | Primarily English                 | 90+ languages      |
| Knowledge access   | Siloed across repositories        | One AI interface   |
| Developer required | Traditional AI needed dev support | None, no-code      |

ChatMTC answers questions about MIT’s entrepreneurial resources, opportunities, events and community in a natural, conversational way.

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For the Martin Trust Center for MIT Entrepreneurship, we needed a Generative AI platform that would provide trustworthy responses based on our own data. We chose the CustomGPT.ai solution because of its scalable data ingestion platform which enabled us to bring together knowledge of entrepreneurship across multiple knowledge bases at MIT, and for its accurate responses using the latest ChatGPT technologies, along with a solution to avoid any hallucination problems.

Doug Williams

PRODUCT LEAD, MARTIN TRUST CENTER FOR MIT ENTREPRENEURSHIP

WHY IT WORKED

|                                         |                                      |                                              |                                     |
|-----------------------------------------|--------------------------------------|----------------------------------------------|-------------------------------------|
| Varied data sources.<br>All integrated. | Hallucination-free.<br>A trusted AI. | Web deployment.<br>Seamless on the homepage. | Multilingual.<br>A global audience. |
|-----------------------------------------|--------------------------------------|----------------------------------------------|-------------------------------------|

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.