

AI Chatbot for Small Business Example: No-Code Deployment in 90 Minutes

NITRO! Bootcamp gave 30+ small businesses AI chatbots in under 90 minutes

NITRO! Bootcamp, presented by Cintrifuse, used CustomGPT.ai to deploy about 60 AI chatbots for small businesses during one live session. Every owner, with no technical experience, left with a customer service agent and a growth assistant trained on their own website.

60+

AI chatbots launched

100%

Of participants launched at least two

<90 min

To AI-enable 30+ businesses

THE CHALLENGE

AI-enable 30+ small businesses in one live session

NITRO! Bootcamp set out to AI-enable more than 30 minority-owned small businesses in less than 90 minutes during a live training session.

The challenge was to deliver a usable, effective AI solution each business could put to work immediately, even with no prior technical experience.

WHAT NITRO! NEEDED

Speed.

A working chatbot for every business, within the session.

No code.

Tools any business owner could use.

Real business value.

Help with customer service and growth from day one.

HOW NITRO! SOLVED IT

An AI Developer Kit for every business

Built from each website.

A sitemap of the business's own site trained every chatbot.

Two ready-made personas.

A customer service agent and a growth assistant for each owner.

Growth prompting tips.

Guidance based on NITRO!'s business growth framework.

ABOUT NITRO! BOOTCAMP

NITRO! Bootcamp, presented by Cintrifuse, educates and empowers underserved minority and women-owned small business owners. Its curriculum covers generative AI, digital platform optimization and alternative funding, and supports economic growth and innovation in the Greater Cincinnati region.

AT A GLANCE

PROGRAM	PARTICIPANTS	CHATBOTS PER BUSINESS
NITRO! Bootcamp, presented by Cintrifuse	30+ minority and women-owned small businesses	At least two: customer service agent and growth assistant

CAN NON-TECHNICAL BUSINESS OWNERS DEPLOY AI CHATBOTS?

No-code AI chatbots, business-specific answers and hallucination control

- 1 **Trained on your own website.**
Each chatbot answers from the business's own content, not the whole internet.
- 2 **No developer required.**
Every owner built and launched their bots in the session.
- 3 **Built-in hallucination control.**
The bot won't invent products or policies it wasn't given.

RESULTS

ChatGPT vs CustomGPT.ai for small businesses

FEATURE	CHATGPT	CUSTOMGPT.AI
Knows your specific business	No	Yes
Trained on your website	No	Automatic
Customer-facing chatbot	No	Yes
Hallucination control	No	Built in
Deployable without a developer	No	Yes

Owners reported quicker responses to inquiries and more structured growth guidance. Some went further, building character-based personas for brand storytelling and DALL-E prompt generators.

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Amari Samya, owner of SelfieCincy, volunteered for an in-person demonstration of CustomGPT.ai. The workshop facilitator, Christopher Brock, used this tool to scan her business' website and rewrite the copy with SEO-tailored keywords. He then sent the revised copy to her. The process took about 5 minutes.

Miyah Byrd
WRITER, SOAPBOX MEDIA

WHY IT WORKED

- No-code.**
Instant build and use.
- Hands-on guidance.**
Support in the room.
- Pre-built personas.**
A fast start for everyone.
- Clear resources.**
Owners keep improving on their own.

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.