

TOP Generative AI tools and applications by field

From content creation to gaming, genAI tools are revolutionizing processes, reducing manual effort and opening doors to limitless possibilities. Here are the TOP Generative AI tools and applications.

Generative AI (GenAI) is reshaping industries and redefining possibilities. With over 80% of companies planning to adopt **genAI** by 2025 (according to the World Economic Forum), this transformative technology is becoming the foundation of innovation and efficiency.



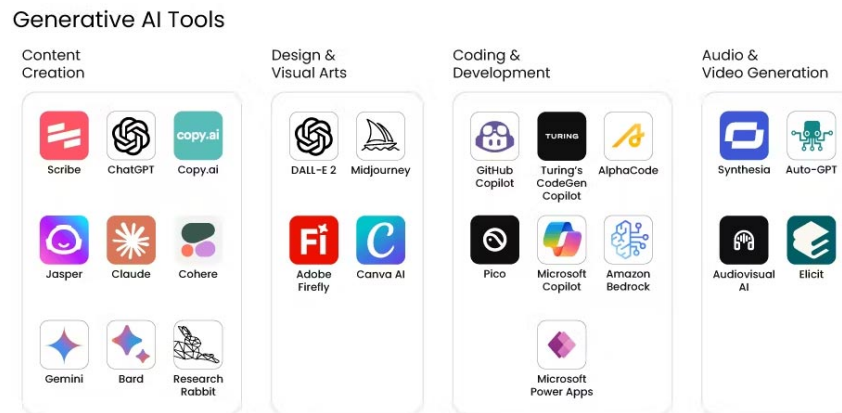
According to McKinsey & Company, genAI has the potential to create \$2.6 trillion to \$4.4 trillion in value across industries, driving unprecedented growth in sectors such as banking, healthcare, retail, and more. As more and more businesses integrate genAI into their operations, it is opening up new avenues for creativity, automation, and productivity, making genAI a game-changing force in the global economy.

What is GenAI and why is it important?

Generative AI is a subset of AI designed to generate original, human-like content. Unlike traditional AI, which follows pre-set rules, genAI learns from data patterns to generate text, images, code, music, etc. Its significance lies in its ability to:

1. Automate repetitive tasks
2. Enhance creativity and innovation
3. Increasing efficiency across multiple industries

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Content Creation

Scribe

1. Best for: Article summaries, report writing, and academic content.
2. Pros: Simplifies writing, supports many formats, and is great for training and documentation.
3. Cons: Lacks deep creative storytelling capabilities and may need human editing for nuance.
4. Key Features:
 1. Dedicated AI writing assistant.
 2. Create content in a variety of styles and formats.
 3. Summarize articles, create reports and assist with academic writing.
 4. Training and documentation support.
 5. Simplify documentation for complex tasks.

ChatGPT

1. Best for: Customer support, creative writing, and brainstorming.
2. Pros: Generates text that is lifelike, contextually relevant, and supports ideas.
3. Disadvantages: Can sometimes produce general feedback that lacks domain-specific precision.
4. Key Features:
 1. Generate lifelike, context-relevant responses.
 2. Assist with creative writing and marketing content creation.
 3. Support brainstorming and solving creative blocks.

Copy.ai

1. Best for: Crafting marketing copy, slogans, and headlines.
2. Pros: High converting copy, fast blogging, supports multiple formats.
3. Cons: Limited to in-depth, long-form content, may need tweaking.
4. Key Features:
 1. Create high converting copy for emails, social media, and ads.
 2. Provides faster blogging with visual prompts.

3. Supports content creation in multiple formats.

Jasper

1. Best for: Marketing campaigns, blog posts, sales copy, and product descriptions.
2. Pros: Customize content with Brand Voice and integrate with Zapier.
3. Cons: Focuses heavily on marketing, not ideal for general writing.
4. Key Features:
 1. Customize content with the Brand Voice tool.
 2. Integrate with Zapier for seamless workflows.
 3. Analyze user input to create highly engaging documents.

Claude

1. Best for: Conversational AI, document summarization, and knowledge retrieval.
2. Advantages: Generates detailed, contextually aware responses and provides accurate summaries.
3. Cons: Limited integration with third-party tools.
4. Key Features:
 1. Understand advanced language for in-depth discussions.
 2. Summarize and extract key insights from documents.
 3. Support research-based writing and knowledge retrieval.

Cohere

1. Best for: AI-powered text generation and natural language understanding.
2. Pros: Provides API access to text generation, embedding, and categorization.
3. Disadvantages: Requires technical knowledge to integrate.
4. Key Features:
 1. Create text for chatbots, marketing and search optimization.
 2. Support for natural language processing (NLP) applications.
 3. AI models can be customized for many different industries.

Design and graphic images

DALL-E 2

1. Best for: Creating images from text descriptions.
2. Pros: Creates detailed, high-quality images, supports multiple styles.
3. Cons: Can struggle with complex prompts and requires fine-tuning for accuracy.
4. Key Features:
 1. Create complex images based on text descriptions.
 2. Provides stylistic and genre flexibility for a variety of projects.
 3. Allows visualization of high-level concepts.

Mid-journey

1. Best for: Creating artistic, high-quality images.
2. Pros: Strong art style, supports collaborative tweaking.
3. Cons: Limited control over specific elements, sometimes too stylized.
4. Key Features:
 1. Create images in abstract and realistic style.
 2. Support collaboration in a dynamic community.
 3. Adjust the prompt to fine-tune the artistic output.

Adobe Firefly

1. Best for: Professional design, seamless integration with Adobe tools.
2. Pros: AI-driven templates, efficient image creation and editing.
3. Cons: Requires Adobe ecosystem and is a bit confusing for beginners.
4. Key Features:
 1. Create and edit images easily.
 2. Includes AI-driven templates for faster workflows.
 3. Supports multiple design formats, from social media to marketing materials.

Canva AI

1. Best for: Fast, professional graphic design.
2. Pros: Drag and drop interface, extensive templates, AI-powered suggestions.
3. Cons: Limited customization compared to professional design tools.
4. Key Features:
 1. Includes drag and drop interface for easy customization.
 2. Suggest designs and templates based on user input.
 3. Provides a comprehensive branding toolkit for a consistent visual identity.

Code and programming

GitHub Copilot

1. Best for: Boost developer productivity with real-time coding suggestions.
2. Pros: Seamless integration with editor and multi-language support.
3. Disadvantages: Can generate incorrect or unsafe code and requires developer supervision.
4. Key Features:
 1. Seamless integration with popular code editors like Visual Studio Code.
 2. Generate code snippets and explanations.
 3. Supports multiple programming languages.
 4. Adapts to individual coding styles to provide personalized recommendations.

Turing's CodeGen Copilot

1. Best for: Automating repetitive coding tasks and improving developer efficiency.
2. Pros: Increases productivity by 35%, integrates with GitHub and Jira.
3. Cons: Not as general purpose as GitHub Copilot, more focused on automation.

4. Key Features:
 1. Automate repetitive coding tasks.
 2. Improve developer efficiency.
 3. Integrate with GitHub, Jira, and other workflows.

AlphaCode

1. Best for: Creating code, debugging, and learning new programming languages.
2. Advantages: Automates coding, optimizes solutions, and provides debugging support.
3. Disadvantages: Practical applications limit the need for human authentication.
4. Key Features:
 1. Automate repetitive coding tasks.
 2. Improve your ability to learn new programming languages.
 3. Provides real-time bug fixes.
 4. Provides code optimization solutions.
 5. Supports collaborative coding with shared recommendations.

Pico

1. Best for: Allowing non-developers to build apps through simple prompts.
2. Pros: Converts text into functional applications and allows for further customization.
3. Cons: Limited for complex development needs, may require additional coding for advanced features.
4. Key Features:
 1. Convert text descriptions into functional applications.
Provides a seamless coding interface for further customization.
 2. Integrate with backend systems for scalability.

Microsoft Copilot

1. Best for: AI-powered coding and office productivity.
2. Pros: Provides AI-driven code suggestions and integrates with Microsoft 365.
3. Cons: Mainly optimized for Microsoft environments.
4. Key Features:
 1. Automate coding and documentation.
 2. Works with Visual Studio and Microsoft 365 apps.
 3. Improve productivity for developers and business users.

Amazon Bedrock

1. Best for: Deploying and integrating cloud-based AI models.
2. Pros: Provides easy integration with AWS services.
3. Cons: Requires familiarity with AWS cloud platforms.
4. Key Features:
 1. Provides a set of AI models for generating text and images.
 2. Support enterprise-grade AI model deployment.
 3. Seamless integration with AWS cloud computing.



Music and sound

Synthesis

1. Best for: Creating AI-powered videos with virtual avatars.
2. Pros: Create professional quality AI-generated video presentations.
3. Cons: Limited control over avatar expressions and real-time customization.
4. Key Features:
 1. Create AI-powered video content with virtual avatars.
 2. Supports multiple languages and voices.
 3. Ideal for marketing, training and educational videos.

Auto-GPT

1. Best for: Automating and inferring AI tasks.
Pros: Performing multi-step inference and automating decision making.
2. Disadvantages: Requires careful technique for best results.
3. Key Features:
 1. Automate complex AI workflows and decision making.
 2. Integrate with external applications to perform automated actions.
 3. Improve efficiency through self-learning.

Audiovisual AI

1. Best for: Creating AI-driven multimedia content.
2. Pros: Create AI-powered video and audio content.
3. Disadvantages: Limited usability for commercial purposes.
4. Key Features:
 1. Enhance media production with AI-driven tools.
 2. Automatically synthesizes voice and video animation.
 3. Optimized for marketing, entertainment and education.

Elicit

1. Best for: AI research assistant for academic and business insights.
2. Pros: Provides structured research support and evidence-based content creation.
3. Cons: Mainly focused on research, limited to casual users.
4. Key Features:
 1. Support academic and market research.
 2. Helps analyze and summarize structured data.
 3. Support business intelligence and knowledge extraction.

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