ESPRESSO CONSULTING

Espresso AI Glossary - First Edition

Introducing the inaugural edition of our Espresso AI Glossary. Dive into essential terms, concepts, and jargon in the world of artificial intelligence. Stay tuned for updates and expansions in upcoming editions.

AI Foundations

The essential building blocks behind everything AI.

AI – Artificial Intelligence

Machines performing human-like tasks like thinking, reasoning, or creating.

ML – Machine Learning

AI systems that learn from data and improve with use.

Deep Learning

Advanced ML using neural networks — handles speech, vision, and language tasks.

LLM – Large Language Model

AI trained on huge text datasets to generate human-like language (e.g., ChatGPT).

NLP – Natural Language Processing

How machines understand, interpret, and write human language.

Neural Network

The brain-inspired structure that powers most modern AI models.

Prompt / Inference

A prompt is your input; inference is the AI's output.

Why it matters: These terms form the foundation of AI strategy, hiring, and product decisions.

Acronyms You'll Hear Often

Decode the AI alphabet soup.

GPT – Generative Pre-trained Transformer

The architecture behind ChatGPT.

RAG – Retrieval-Augmented Generation

Combines AI with search to provide factual, up-to-date responses.

RLHF – Reinforcement Learning from Human Feedback

Helps align AI with helpful, humanlike behavior.

AGI – Artificial General Intelligence

A future state of AI that can think and act like a human across any task.

API – Application Programming Interface

Connects your app to external services, including AI.

LLMOps / AIxOps

Managing AI in production — updates, safety, monitoring, compliance.

TTS / STT – Text-to-Speech / Speech-to-Text

Enables AI to listen and speak.

Why it matters: Helps leaders communicate confidently with technical teams and vendors.

Chatbots, Agents & AI Assistants

Your new digital team members — tireless, automated, and scalable.

Agent

An autonomous AI system assigned to complete a specific goal (e.g., researcher, planner, writer).

Agentic AI

A system capable of taking initiative, making decisions, and executing actions without human prompting.

ChatGPT (OpenAI)

Answers questions, drafts content, writes code through conversation.

Claude (Anthropic)

Long-context, safety-focused chatbot that retains more of the conversation.

Why it matters: Understanding agents, tokens, and context helps you grasp how to scope tasks to AI, predict costs, and evaluate performance across AI platforms.

More About AI Assistants

Gemini (Google)

AI that combines text, image, and code understanding.

Pi.ai (Inflection)

A personal, emotionally intelligent conversational assistant.

CrewAI

Assign multiple agents to collaborate on tasks — like a digital project team.

AutoGen (Microsoft)

Framework for creating multi-agent workflows.

AgentOps

Manage, test, and observe agent behavior and coordination.

Context

The "memory window" of the AI — how much it can recall from the conversation. GPT-4, for example, can handle ~8K to 128K tokens depending on the version.

Token

A piece of text (word or part of a word). Pricing, memory, and speed all depend on token usage.

Business Tools Powered by AI

Software you already use — now enhanced by AI.

Gamma.app

Turn bullet points into decks — fast, beautiful, branded.

Notion AI

Write, summarize, and plan faster inside your notes.

Jasper / Copy.ai

Generate marketing and sales copy instantly.

Descript

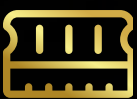Edit podcasts or videos by editing text.

Synthesia

Create training or marketing videos with AI avatars.

RunwayML

Turn prompts into motion graphics or video edits.

Rewind

Searchable "screen memory" for everything you've seen or typed.

Why it matters: Immediate productivity wins in sales, marketing, internal ops, and training.

Developer & Builder Stack

Tools your tech team may use to build custom AI features.

LangChain

Connects AI models to tools, files, and APIs.

LlamaIndex

Helps AI access and reason over your internal data.

Cursor

AI-powered code editor for devs building with LLMs.

Windsurf

Alternative to Cursor for AI development and experimentation.

BoltAI

Fast local assistant for macOS apps and tools.

Vector DBs (Pinecone, Weaviate, ChromaDB)

AI memory storage for contextual responses.

FastAPI / Vercel AI SDK

Used to serve and host AI-powered web apps.

Why it matters: Helps execs understand timelines, tooling costs, and team capabilities.

Automation & Workflows

Plug AI into your processes and scale your business ops.

Zapier AI / Make (Integromat)

Automate everyday workflows, now with smart logic.

Voiceflow

Build no-code chatbots or voice assistants for support or sales.

Flowise / Chainlit

Drag-and-drop tools to build AI-powered processes.

CrewAI / AutoGen

Power multi-step automations with AI agents.

Why it matters: Eliminates manual effort, speeds up processes, and lowers operational overhead.

Risks, Ethics & Safety

What you need to know before launching AI into the wild.

Bias in AI

Poor training data can lead to unfair or inappropriate outputs.

Hallucination

AI sometimes invents information or sources.

Red Teaming

Testing your AI for edge cases, bad inputs, and vulnerability.

Guardrails

Safety rules that restrict what the AI can do/say.

Explainability

Understanding why an AI made a decision — essential in regulated industries.
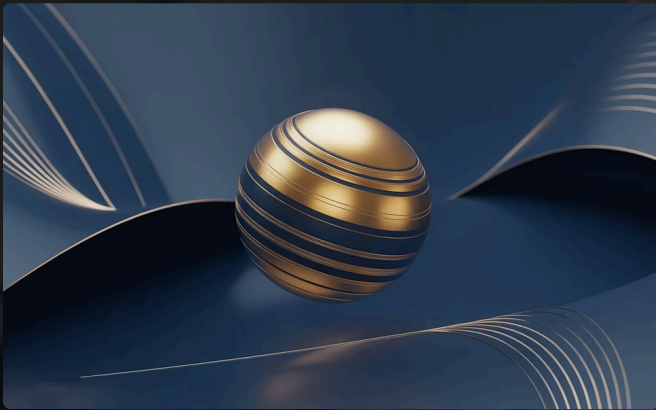
AI Regulation

New global rules are emerging — stay ahead of compliance.

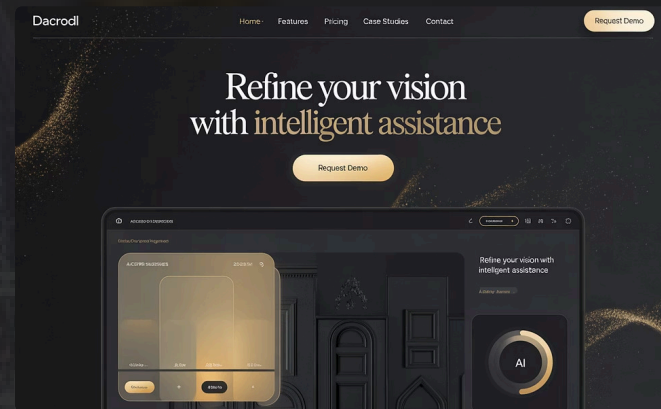**Why it matters:** Protects your customers, reputation, and legal standing.

AI for Design, Branding & Creativity

High-quality content — without a full studio team.

Midjourney / DALL·E / Stable Diffusion

Generate brand visuals from text prompts.

Canva AI

Speed up design and layout with text-to-image and smart suggestions.

RunwayML

Create or edit videos with natural language prompts.

Loveable

AI that speaks in your brand voice across platforms.

Why it matters: Small teams can now deliver studio-level branding and media at scale.

Next Edition Coming Soon

Thank you for exploring the Espresso AI Glossary – First Edition.

This glossary has covered the essential AI terminology you need to understand as a non-technical executive or founder, from AI foundations to specific tools for business, development, automation, and creativity.

Stay tuned for our next edition, which will expand on these concepts and introduce new developments in the rapidly evolving world of artificial intelligence.

Espresso Consulting is committed to helping you navigate the AI landscape with confidence and clarity.