



# KPOINT Catalyst - 04/25

2025 will be the year of AI Agents—Yes, many industry experts predict that this year all eyes are on AI agents. In this month's *Catalyst*, let's break down what AI agents are, and how they are different from the AI tools we have seen so far. We will also share some of the exciting AI updates from around the world.

## AI Agents

### Background

Ever tried asking a tool like ChatGPT for something specific, like minutes from your last board meeting or the latest news? Chances are, it couldn't help much. That's because models like these rely on pre-trained, static knowledge, which isn't always up-to-date. On top of that, they occasionally "hallucinate," i.e. give out incorrect information.

So, how do we fix this? Enter *Retrieval-Augmented Generation (RAG)*. Think of it like giving the AI model a quick cheat sheet—pulling relevant context from your knowledge base and adding it to the prompt. With this extra information, the AI can generate accurate, context-aware responses. This method doesn't just make answers more reliable with grounded responses; it also cuts down on those hallucinations.

But what if you need more than answers? What if you need actions? That's where *AI agents* step in.

### Generative AI vs Agentic AI

Here's a simple way to look at it:

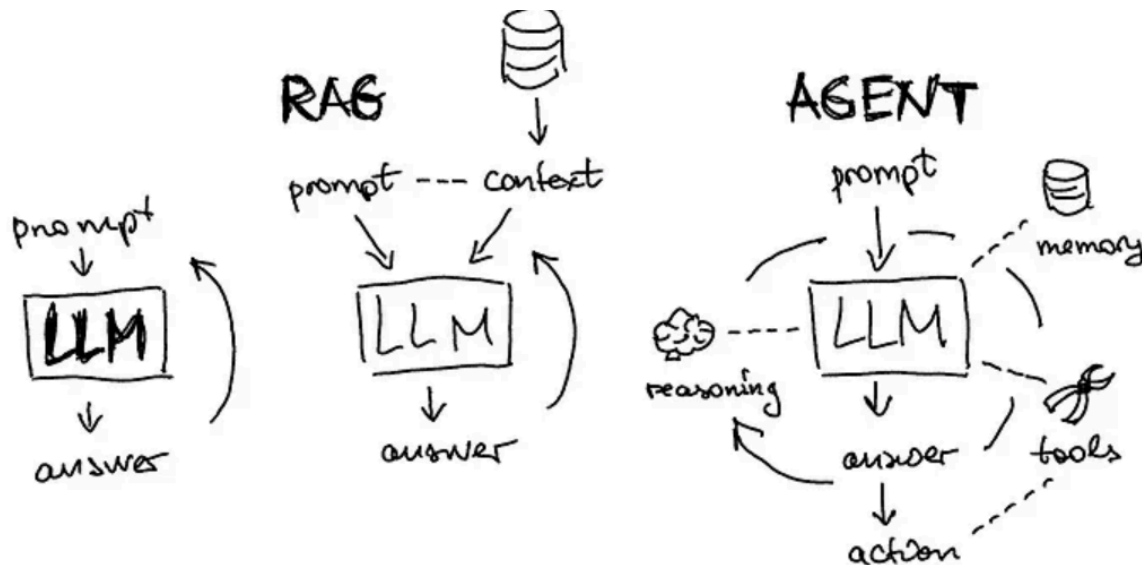
- *Generative AI* is like a reactive assistant. You ask, it answers or creates something (like text or images). But it waits for you to take the next step.
- *Agentic AI* is proactive. It starts with your input, decides the next best action, and takes it—learning and adapting along the way.

## What are AI agents?

AI agents don't just stop at answering your questions—they take the initiative. While RAG helps systems like chatbots provide better answers, agents can take those answers and turn them into actions. They analyze, decide, and execute tasks independently.

For example: Consider an AI application which can be used by a Sales Representative.

- *RAG Chatbot*: The sales rep wants to know about insurance policies that he can talk to his customer. The RAG-chatbot pulls up the details of an insurance policy for a sales rep and provides answers to queries.
- *AI Agent*: An AI agent in this scenario will go one step further—pulls up relevant documents, analyzes them, sends emails or messages, can process payments, and even sync data with the CRM.



[Image Source](#)

## How Do AI Agents Work?

1. *Perception & Data Collection*: Agents gather data from sources like customer interactions, transaction histories, and social media. They integrate and process this data in real-time for relevant, context-aware responses.
2. *Decision-Making*: Using advanced models, agents analyze the data to identify patterns and decide the best course of action based on context and past interactions.

3. *Action Execution*: Agents act autonomously—responding to queries, processing requests, or escalating complex issues seamlessly.
4. *Learning & Adaptation*: With each interaction, agents learn and improve, refining their responses and staying effective in dynamic environments.

## Example: Bringing Agentic AI to Sales



Everyone at KPOINT is excited about the AI Sales Companion we're building—Diya. While Diya is still in development, we're excited to share how agentic behavior will play a key role in making Diya an efficient, proactive companion for sales reps.

Instead of just providing information, Diya will be able to take actions based on what's needed. For example, Diya will not only suggest the right product to sell but also create personalized messages or videos for the sales rep to send to clients. She can help identify upsell opportunities, draft WhatsApp and email messages, and track responses.

Moreover, Diya will analyze meeting recordings to pull out key insights—like actions, call sentiment, and whether checklists were completed—and automatically trigger follow-ups. By proactively managing these tasks, Diya will give sales reps more time to focus on building relationships and closing deals.

In short, Diya is designed to be a true assistant, handling more than just queries and suggestions—taking actions and learning as it goes to better support the sales team.

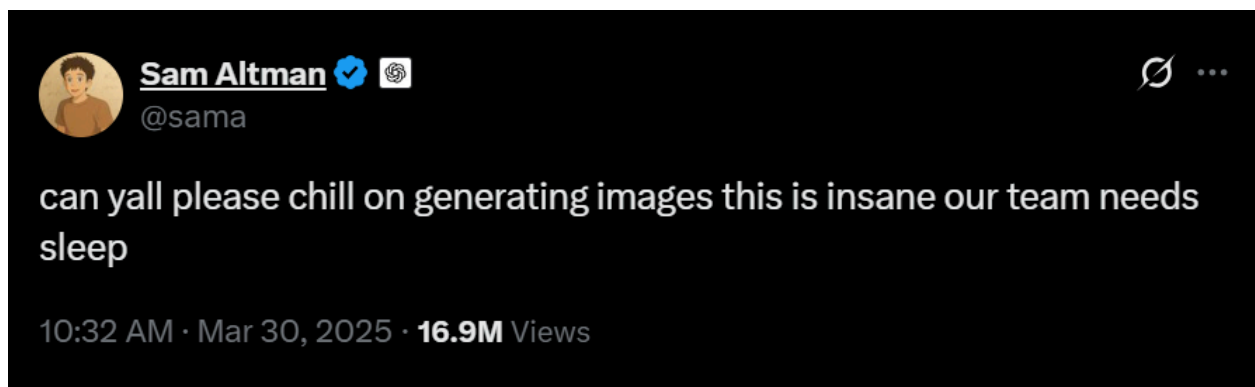
The move from reactive systems to proactive AI agents is a big step forward. From automating routine tasks to offering personalized support, AI agents are changing the game.

# AI news

## Ghibli madness

This month, the internet was buzzing with the “Ghibli madness”! OpenAI’s latest ChatGPT update has made it possible for anyone to transform their photos into hand-drawn scenes inspired by Studio Ghibli’s beloved films.

The trend took off like wildfire, filling social media feeds with Ghibli-style portraits of pets, friends, and even entire teams. The frenzy was so intense that OpenAI’s servers struggled to keep up—prompting CEO Sam Altman to comment on the overload!



To join the fun, here are some familiar faces reimagined with the signature Ghibli charm!



## For music lovers

Google DeepMind just upgraded its [Music AI Sandbox](#) with the new Lyria 2 model. Think of it as a supercharged creative partner that lets you create tracks, tweak ideas, or extend clips using just text. Lyria 2 delivers pro-level audio, and there's even a "real-time" version for live performances!

This feels like a big step in making music creation easier and more creative for everyone.

## OpenAI has done it again!

The latest [image generator model GPT-4o](#) is going viral. While ChatGPT was lower on the list of AI image generators, the newest version of ChatGPT has seen a big boost. There are a lot of new features with a focus on realism, detail and creativity. It's just amazing to see how you can transform styles, like turning a pixelated character into a polished design or reimagining a cosmetics ad—all with one prompt. It's even figured out how to handle text on images—something that had been a tricky problem for years.

This new feature is already being used by big names like Adobe, Figma, and Canvas – AI is no longer just a helper, it's becoming a full-on creative partner, making it easier than ever to bring ideas to life.

Here are a few images we tried generating using the GPT 4o image generator. There are impressive use cases where we can use this feature:

### Use case 1: Video/ Reel Thumbnail

#### User prompt

Create a bright, professional thumbnail showing a happy, diverse family with a health insurance card in front of a modern hospital. Use soft blues, greens, and whites, with subtle heart and shield icons. Leave space for text and aim for a clean, realistic, uplifting style.

#### Image Generated



#### User prompt

Generate a visually striking thumbnail for a corporate Diwali-themed reel.  
Title: Smart Diwali Shopping ka Naya Tarika  
Reel Context:  
A young shopper uses Bajaj Finserv's Easy MI to shop smartly during Diwali—buying a smartphone with savings on EMI. A light-hearted secret is kept from mom. Message: save smart, spend smart.

#### Thumbnail Requirements:

- Aspect Ratio: 9:16 (720x1280)
  - Top 300px: Keep visually clean (for future text overlay)
  - No Text or Human Figures
- Visual Style:
- Professional and modern
  - Use symbolic Diwali and shopping elements (e.g., diya, smartphone, festive lights, EMI iconography)
  - Subtle gradients, Clean negative space
  - Rule of thirds composition
  - Top 30–35% = negative space (title-safe area)
  - Mood: Premium, polished, festive

#### Image Generated





*Use Case 2: Product Label Design– Start-ups and small businesses without in-house design teams can instantly create premium packaging this way.*

(Here we provided a sample logo and prompted the model to design a cap with the logo)

User prompt

Design a cap as a souvenir for travellers for a travel company named 'WanderLust Luxury Travel' with the provided logo. Use clean typography, natural colors, and subtle wave textures for a fresh, professional look.  
(Note: I have given the logo here and the model designed a cap with the logo on it)  
Input Image:



Image Generated



*Use Case 3: Landing page design– Designers looking to visualize ideas fast will find this invaluable*

User prompt

Design a sleek, modern landing page for Doc to Reel – an AI tool that transforms documents into scroll-stopping social media video reels.

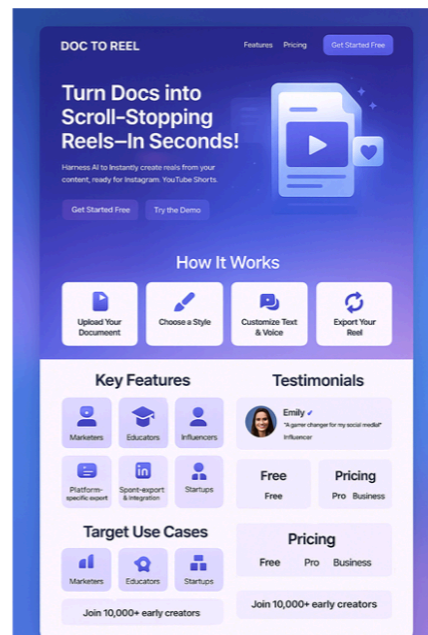
Must Include:

- Hero section with a visual of a document turning into a video reel
- Headline: "Turn Docs into Scroll-Stopping Reels–In Seconds!"
- CTAs, 4-step "How it Works", Key Features (Summarization, Voiceover, Templates, Export)
- Target Users: Marketers, Educators, Startups
- 1 Testimonial, Pricing Plans, and a Signup Form
- 

Style:

Clean, futuristic design with blue/purple gradients, minimal icons, and a mobile-first layout.

Image Generated



## Another Diya (Dia: Audio AI)

Two undergrads, zero funding, and a big dream—that's how [Dia](#) was born. We definitely fell in love with Google Notebook LM podcast feature which was released last year. Dia is an open-source voice AI, with voice capabilities similar to what we saw with NotebookLM. It outperforms even top players like Sesame and ElevenLabs mastering emotions, multiple voices with impressive naturalness. It also supports nonverbal cues like laughter, coughing, and screams. For our use cases, we've relied on ElevenLabs for text-to-speech, and with the arrival of this impressive open-source model, we're definitely expanding our toolkit.

Proof that big ideas don't need big budgets. Voice AI is indeed evolving fast. We created a conversational audio for part of this Catalyst—check it out [here](#) 😊

That's it for this edition of *Catalyst*!

AI is moving so fast, it's almost impossible to keep up with everything—but that's what makes it so exciting. If there's a topic or theme you'd love to see us explore next time, please let me know. Always happy to answer any questions you may have. Looking forward to your feedback.

Thanks for reading!