



Daisy GenAI Toolkit FAQ

GENERAL

What is Daisy?

Daisy is a generative AI content creation platform from CreatorUp, a production company led by a team that includes several former Kaplan veterans. It aggregates several GenAI tools into one platform.

How long do we have access to the Daisy platform?

Kaplan employees will have access to Daisy until October 31, 2023.

Why only two months?

Our business units are establishing enterprise solutions that make sense for their needs. In the meantime, we wanted to provide a temporary "safe to try" environment for Kaplan employees, especially those who are still new to the technology, with GenAI tools to experiment with in order to get familiarized with some of the technology's capabilities.

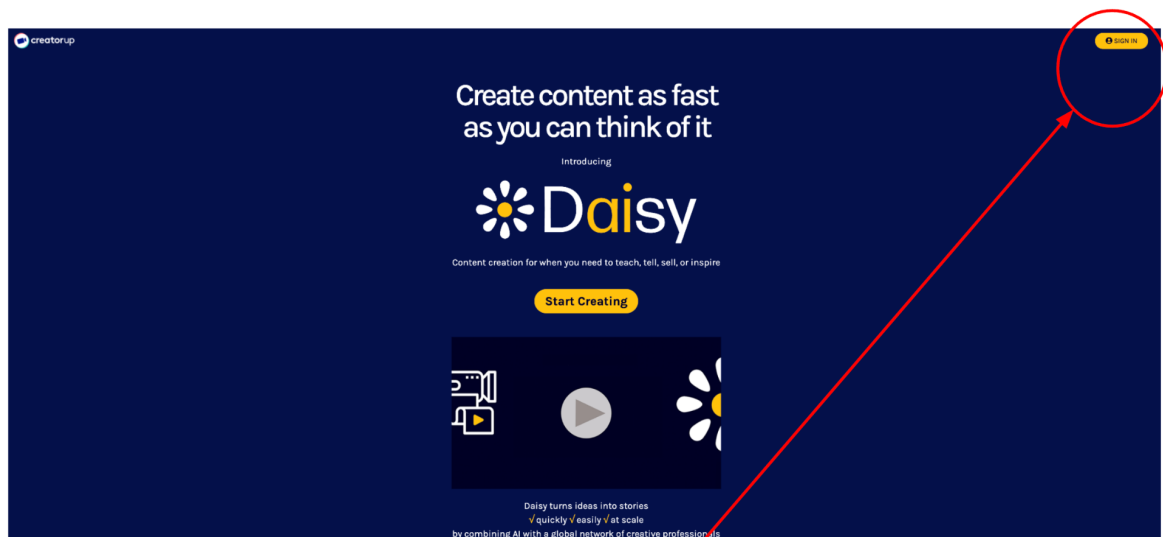
Is it safe for me to use Kaplan business information in experimenting with the GenAI tools on Daisy?

Yes, Daisy is a safe workspace for Kaplan employees to experiment. CreatorUp has isolated the Kaplan workspace and put controls in place so that any Kaplan information will stay separated from other clients. Our information will not be fed into an LLM (large language model) or used to train CreatorUp's GenAI tools, nor will it become part of the public domain. To further ensure security, after the two-month period, all Kaplan information will be purged from the Daisy platform, so if you create anything during this time you would like to save, download it from the Daisy platform

In short, this platform enables Kaplan employees to experiment, in line with [Kaplan Legal guidelines](#).

How do I create an account?

Click on the link (createwithdaisy.com). Once you are at the main page, go to the upper righthand corner and click Sign In.



Go to the upper right corner and click Sign In

At Sign In, enter your work email address (only Kaplan domains will be recognized).

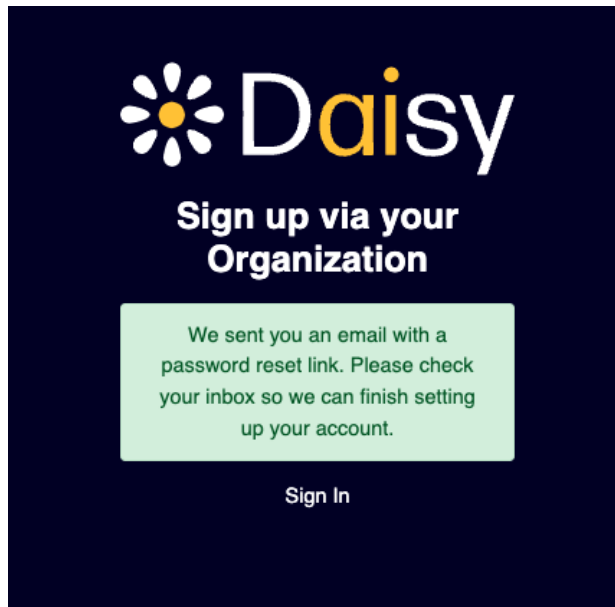
A screenshot of the Daisy 'Sign In' page. It features the Daisy logo at the top. Below the logo is the text 'Sign In'. There is a text input field containing 'name@example.com'. Below the input field is a yellow 'Start' button. At the bottom, there is a link that says 'Forgot Password | Sign Up'.



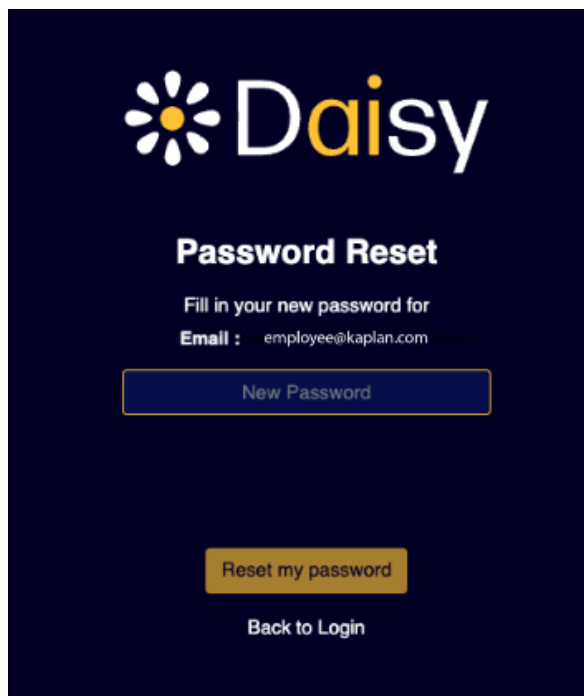
Enter your first name and click on Sign Up.

A sign-up form for "Daisy" on a dark blue background. At the top is the Daisy logo, which consists of a stylized white flower with eight petals and a yellow center, followed by the word "Daisy" in a white, sans-serif font. Below the logo is the text "Sign up via your Organization" in white. Underneath is a white rectangular input field with the placeholder text "First Name". Below the input field is the text "Email : " followed by the email address "employee@kaplan.com" and a partially visible "ipsum". Below the email field is a reCAPTCHA widget. It includes a white square checkbox, the text "I'm not a robot", and the reCAPTCHA logo (a blue and white circular arrow). Below the checkbox and text is a yellow rectangular button with the text "Sign Up". At the bottom of the form, the text "Sign In" is partially visible.

An email with a link will be sent to the corresponding email address.



Check your email for the link to enable your account and create a new password for the Daisy platform. Click on the link, create a password, and press "Reset my Password".



Once you create the new login and password, you should be able to access the platform.



Within one business day, employees will also receive an email to register for a complimentary, optional GenAI introductory course.

Is there a limit to how much I can experiment?

During the two-month period, **each Kaplan employee can generate up to 1,000 text responses, 500 images, and two 60-second avatar videos** (which can be used to send a Kaplan Way Award nomination video to your nominee, or for general use).

Where can I get help?

For help with the Daisy platform, over the next few weeks, CreatorUp has scheduled live office hours for Kaplan employees as follows:

Monday, Wednesday, Friday: 4 pm BST / 11 am EST / 8 am PST

Tuesday, Thursday: 5 pm PST / 8 am Singapore time / 10 am Australia EST

To join the office hours, click [here](#) at the designated time. (Link is: <https://us02web.zoom.us/j/87297463279#success>)

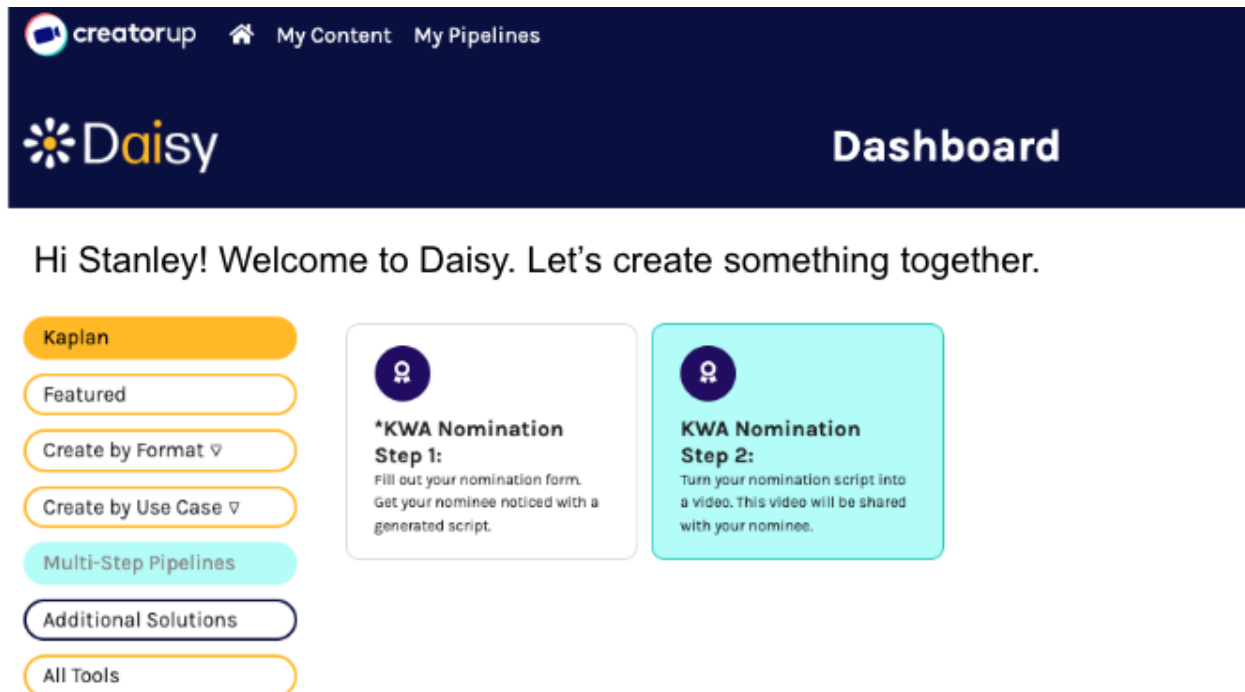
You can also reach customer support at daisyhelp@creatorup.com.

Can I continue to use the Daisy platform after October 31, 2023?

If you would like to continue using the platform after October, you can discuss your needs and the creation of a separate contract with your manager and the CreatorUp team. Note, however, that for security reasons Kaplan content created on the platform during the two month period will be purged, so you must download any content created on Daisy that you would like to save.

NAVIGATING THE DAISY DASHBOARD

When you first log into the Daisy platform, you will see this screen:



This is the default screen for all Kaplan employees, which highlights the experimental KWA nomination tools. (For specifics on how the tool works, see “Experimenting with the KWA Nomination Tools” below). The highlighted tab buttons on the left (in this instance, Kaplan) will show you what screen you are on.

The “Featured” tab includes most-used tools. To explore your options, you can also click on “Create by Format” (by text, images, multi-step pipelines and videos) or “Create by Use Case”. “All Tools” will give you the full menu of GenAI tools to which you have access.

Note the Kaplan account limit of 1,000 text responses, 500 images and two 60-second avatar videos per person.

What type of content can I create in Daisy?

There are a number of ways in which you can use the platform. For example, if you would like an article summarized, you can copy and paste the article into “Tailored Summaries” to generate a summary. You can use it to help you create images for a presentation by filling out the prompts in the “Image or Photo Creation” tile. You can have it create an outline for



a presentation, come up with copy for a social media post, generate a list of keywords optimized for SEO for a particular topic, come up with catchy subject lines for emails or draft copy. If you click on “Create By Use Case” you’ll be able to see the myriad of content types you can create. And, if you would like to create a video avatar announcing a Kaplan Way Award nomination, we’ve included step-by-step instructions on how to do so below.

Is the content created on Daisy considered Kaplan’s intellectual property?

Good question and the answer is both that it depends and that it remains to be seen. The world is still very early in the development of legal jurisprudence around IP protection for GenAI-generated content. Different countries and regions are taking different approaches, with the US indicating that some amount of human authorship is required for copyright registration, while Canada and the EU are seeming to take a more permissive view. We do know that all content taken from GenAI systems must be checked and verified before it is used in Kaplan content. We want to make sure that our students are always getting the benefit of Kaplan’s expertise. That means content should be reviewed to ensure it is consistent with Kaplan quality, brand, style and values and that will require Kaplan eyes and brains. If you want content we are selling to be Kaplan intellectual property – meaning we can protect this in the marketplace – then you should track the inputs, outputs, and human revisions made to GenAI to support our position. That may change in the future but, for now, that is the safest bet to increase the likelihood of IP protection.

It’s worth noting that content can be hybrid - in other words, we can have works where parts are protected Kaplan IP, and others are not. We have this now where we license third-party content for use in conjunction with Kaplan-created content in our books for instance. Combining will not dilute the IP in any proprietary Kaplan-created content.

Can I publish content I created in Daisy on our website or in a brochure?

As with any published content, you should consider a number of factors when evaluating whether such content can be included in public-facing materials as you do for any other content. These include ensuring that no confidential, sensitive, personal or proprietary Kaplan information or content is included, as well as ensuring that no third-party information or content is included without proper permissions. Of course, there are many other considerations including compliance with Kaplan's values and all other legal obligations. Work with your Legal team to ensure that appropriate contractual safeguards and permissions are in place, and that the content [complies with our obligations](#).

Where can I find the content I create?

It will be located in your *My Content* or *My Pipeline* in the upper left of the page.

EXPERIMENTING WITH THE KWA NOMINATION TOOLS

To help you get started with GenAI experimentation, we've created custom Kaplan Way Awards nomination tools for employees to try. It comes in two GenAI-supported parts: 1) a scripting tool that will turn your nomination into a narrative, and 2) a text-to-video tool that will enable you to select and create an avatar video announcing your nomination.

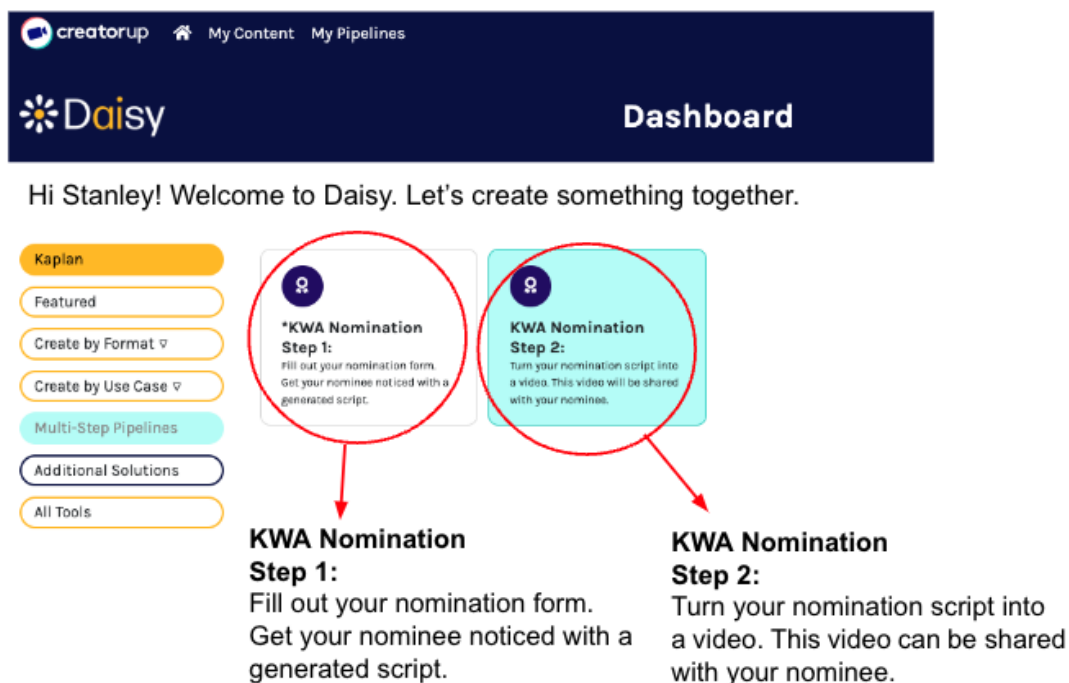
Can I submit my Kaplan Way Awards nomination through the Daisy platform?

No. The GenAI-supported KWA nomination tools were created for the purposes of experimentation only, to allow you to explore a couple of GenAI capabilities in a fun way. To submit your nomination, you should use the form you receive from Qualtrics. However, we encourage you to use the tool to generate a narrative script (which can be copied and pasted to your Qualtrics nomination form if helpful), and create up to two (2) video avatars to send to your nominees.

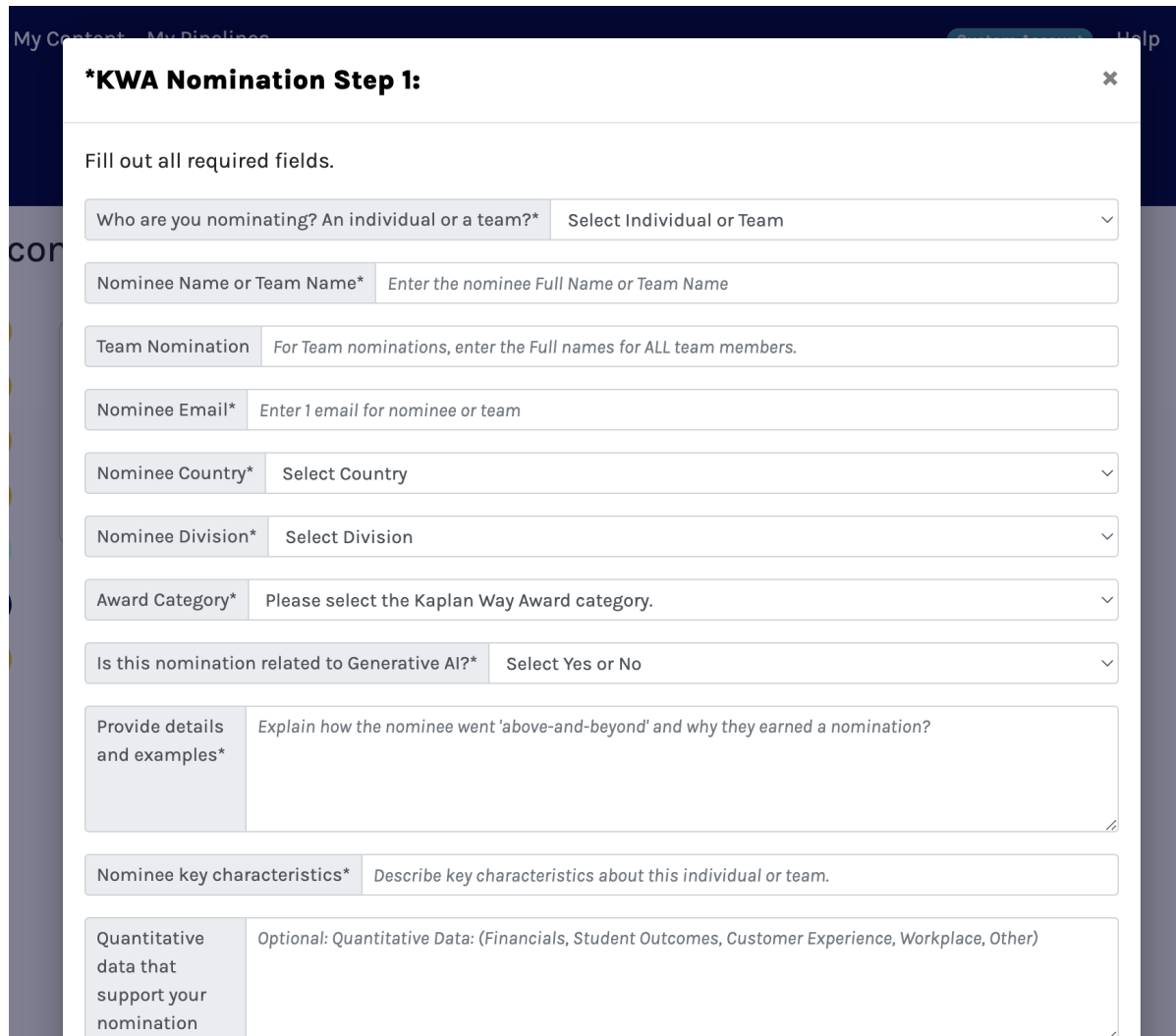
How does the GenAI-supported KWA nomination tool work?

Use the step-by-step guide below and/or watch the [video instructions](#).

Once you sign in, you'll see the Daisy dashboard with two (2) Kaplan Way Award tools. You will fill out the experimental nomination tool in two steps:



Click on KWA Nomination Step 1 and the below form will come up:



***KWA Nomination Step 1:**

Fill out all required fields.

Who are you nominating? An individual or a team?* Select Individual or Team

Nominee Name or Team Name* Enter the nominee Full Name or Team Name

Team Nomination For Team nominations, enter the Full names for ALL team members.

Nominee Email* Enter 1 email for nominee or team

Nominee Country* Select Country

Nominee Division* Select Division

Award Category* Please select the Kaplan Way Award category.

Is this nomination related to Generative AI?* Select Yes or No

Provide details and examples* Explain how the nominee went 'above-and-beyond' and why they earned a nomination?

Nominee key characteristics* Describe key characteristics about this individual or team.

Quantitative data that support your nomination Optional: Quantitative Data: (Financials, Student Outcomes, Customer Experience, Workplace, Other)

Notes:

- You cannot start, stop and then return to an active nomination form. If you want to save anything written in this form, copy and paste it elsewhere.
- Include as much relevant and descriptive information as possible. Not only does it form a more persuasive nomination, but GenAI is an evolving technology that works better with more details from which to work. Lack of substantive input can cause GenAI to “hallucinate,” or make up information the tool “thinks” is needed to fill in



the gaps. (Think of it as the companion who babbles to fill awkward silence...but babbling becomes less necessary when there's meaningful discussion!)

Once you are ready to create your narrative script, click on “Generate” at the bottom of the form:

Quantitative data that support your nomination	Optional: Quantitative Data: (Financials, Student Outcomes, Customer Experience, Workplace, Other)
Add additional notes	Optional: Submit any additional notes
Your Full Name*	Enter your Full Name
Your Email*	Enter your Email address
Your Country*	Select Country
Your Division*	Enter your Division
Generate	



Note that it may take a few minutes for the script to be generated. Once generated, you will see the script on the right side of the screen.

*KWA Nomination Step 1:

Fill out all required fields.

Who are you nominating? An individual or a team?*	Individual
Nominee Name or Team Name*	Stanley Kaplan
Team Nomination	For Team nominations, enter the Full names for ALL team members.
Nominee Email*	stanley.kaplan@kaplan.com
Nominee Country*	United States of America
Nominee Division*	Kaplan North America
Award Category*	Student Success
Is this nomination related to Generative AI?*	No
Provide details and examples*	Stanley Kaplan created the test prep industry. He was a Brooklyn-born son of immigrants and first-generation college student who understood the power of education. What started at age 14 when he tutored peers in his basement became a
Nominee key characteristics*	Outstanding teacher, dynamic, pioneer, innovator

Check for factual errors!

Here's your *KWA Nomination Step 1:

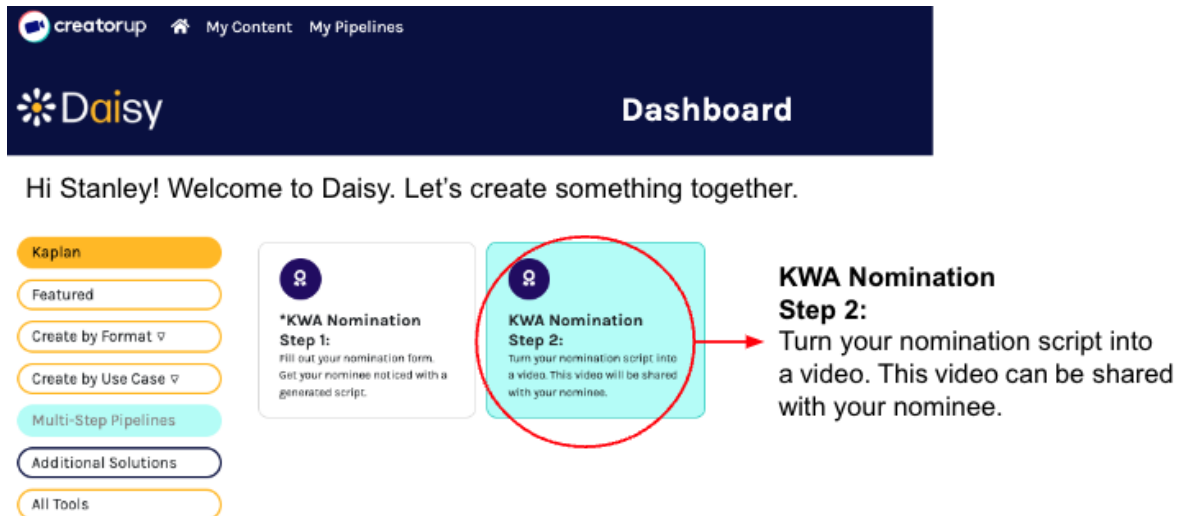
Stanley Kaplan, founder of Kaplan North America, revolutionized the education industry by developing the first test preparation services. Starting at 14, Kaplan dedicated his life to provide affordable education to students regardless of lineage or social status. He held that success should arise from merit and tests should be a tool to provide equal opportunities and not a barrier. His vision laid the foundation of a commercial education sector that currently offers services like international student recruitment, college and career guidance, and above all, test prep programs to millions of students globally. The company is a prominent provider of 200+ industry recognized licensure programs, preparation resources for more than 100 standardized tests, and contributes over \$1 billion in revenue to its university partners. Stanley Kaplan is a nominee in the Student Success category for his outstanding contribution as a teacher, innovator, and pioneer in the field of education.

[Click here to view all your generated content](#)

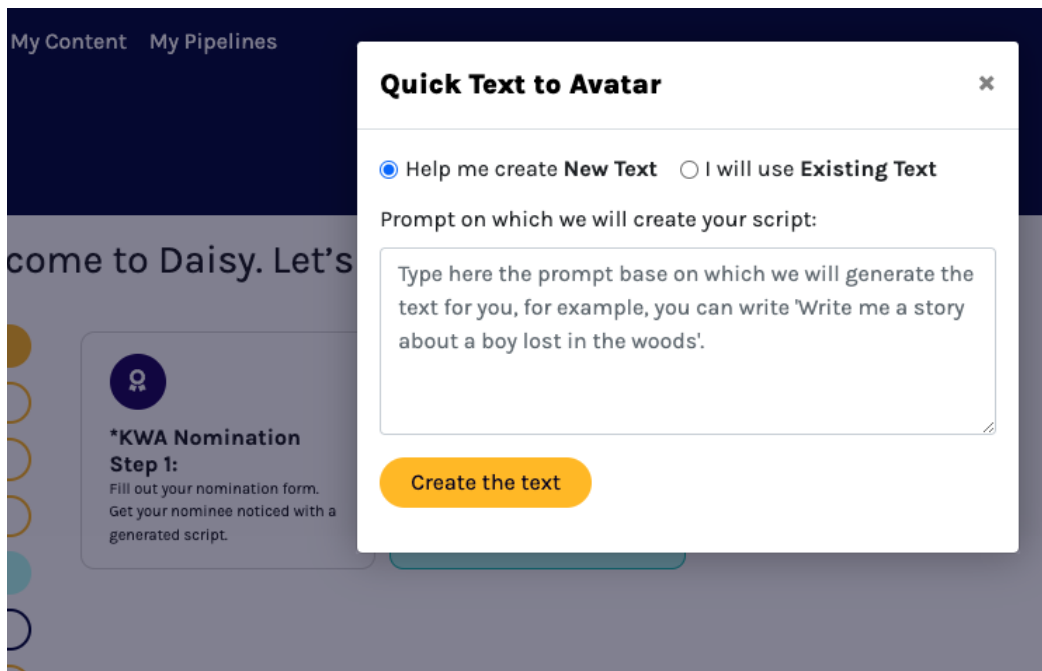
Next steps:

- **Review the script.** Consider the script a first draft, meant to help you turn your submission into a narrative. As with any AI-generated content—or any first draft for that matter—make sure to review the script, edit for factual accuracy, and wordsmith as needed, to make it your own.
- **Make phonetic adjustments if needed.** The AI reads text-to-audio very literally. For example, the avatar will read and then pronounce KWA as “kwah”, KNA as “nah”, KI as “kee” and Inc as “ince.” Solve this issue using phonetic spellings (e.g. Ink, M-CAT, L-SAT) and include period between letters in an acronym (e.g. K.N.A., K.I., K.B.S., D.B.S., M.P.W., etc). Also, numbers such as 424 need to be typed out as four hundred twenty four and +25% should be typed out as plus-twenty-five-percent
- **Copy the script.** Once you've gotten the script as you like, copy the script, then close the pop-up by clicking on the 'x' in the top right corner. Note that clicking 'Generate' saved the original script in the “My Content” folder. **It does NOT, however, save any edits you made—so make sure you copy the script after editing.** (Separately, if you need to navigate back to the KWA dashboard (below), just click on the “Daisy” logo.)

Now that you've completed Step 1, you're ready for Step 2.

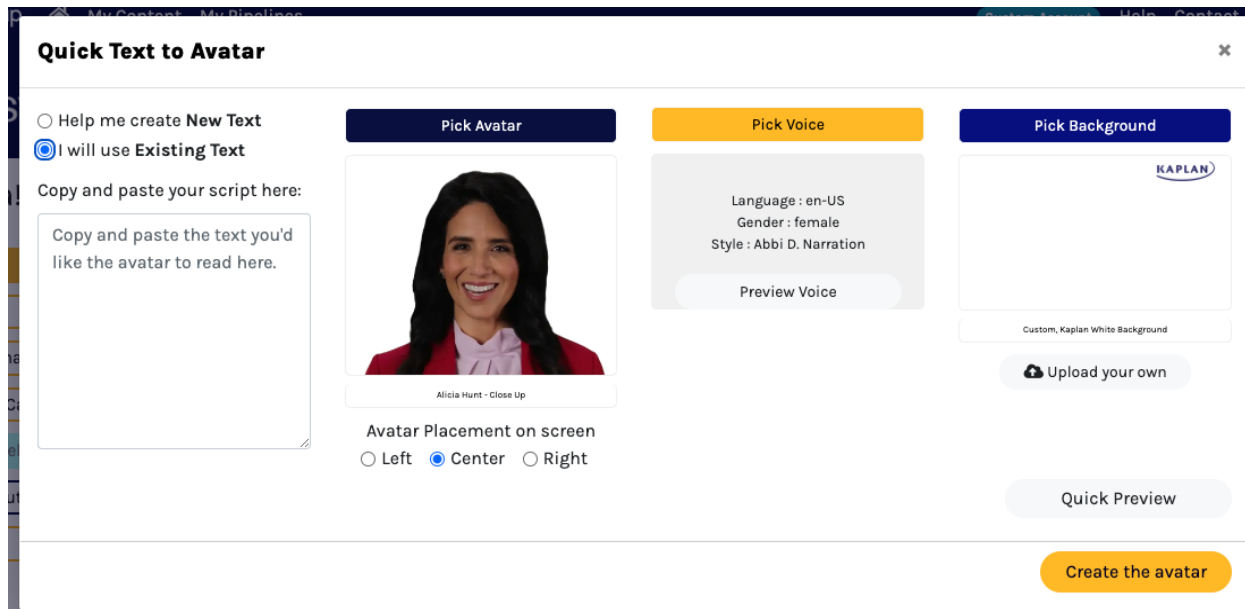


Clicking on KWA Nomination Step 2 will bring up this box:



Click on "I will use Existing Text" and hit "Create the text".

You will see this screen:



Paste the script you'd like the Avatar to read in the box on the left under "Copy and paste your script here:" Once completed, you are ready to set up your video avatar.

Pick Avatar: The gallery will provide you with a wide selection of Avatars to pick from.

- Choose gender in the pull down menu
- Pick close up or medium shot for your Avatar
- Center your Avatar Left - Center - Right

Pick Voice: Pick your Avatar's voice from the voice gallery. The voice will default to English - United States but you have a range of options.

- Filter by Language
- Filter by Gender

Click on the play button to get a sample of the Avatar's voice. Try to match the voice to the Avatar you selected. This will make it appear and sound more natural. Click *choose* when you have selected the Avatar's voice you want. (NOTE: the gallery includes a variety of voices, including some that are accented, in the interests of representation and inclusion. As you select



your voice, be mindful of potential sensitivities of your nominee; what might be intended as representative for one person might be considered offensive by another. We know you want to honor your nominee, so be thoughtful in your selection.)

Pick Background:

Pick the background for your Avatar video. There are several backgrounds listed:

- My backgrounds (Kaplan): There are several Kaplan backgrounds to select from
- Other backgrounds: Stock backgrounds to select from
- Search online: this will pull from 5M images that are available and safe to use.

Quick Preview - click to view how your Avatar video will look and make changes before you Create the Avatar. Once you're ready, click on "Create the Avatar".

NOTE: the average rendering time to create the video is 10-12 minutes, though this can be affected by various factors: your location, time of day, how busy the server is, your connection speed or strength, etc. In many cases, video creation is faster; in some cases it may take a little longer.

Can I keep a copy of the Avatar video I generate?

Yes, it will be stored in My Content folder until October 31, 2023. Note, however, that for security reasons, the link to the avatar changes every 90 minutes, so the best way to save these if you want to replay or share is to download it and keep it on your computer.

Can I send a copy of the Avatar video to my nominee?

Yes, we encourage you to do so. Note, however, that although you will be able to access these through your My Content folder, for security reasons the links generated expire and regenerate every 90 minutes. To send it to your nominee, go into My Content, click on the Video Avatar, and click on Download. For KNA employees, the file can be attached directly to your Gmail. For KI employees, you can upload the video to OneDrive or SharePoint for sharing.

For help with Daisy, see "Where can I get help?" (p. 5)