

# Entrepreneur Defeated ‘The Avengers: Infinity War’ Creators To Release App That Helps You Become A Start-Up Superhero.

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If you are dreaming of quitting the rat race, your smart digital assistant may be able to help. One such solution is created by legal graduate and entrepreneur Graham Jules.

Graham's road to app development was not straightforward. Marvel and DC Entertainments Inc creators of Superman, The Avengers and the recent Black Panther movie took exception to the title of his business book "[Business Zero To Superhero](#)" due to their own trade mark 'Superhero'. However, following a near three year battle the entrepreneur miraculously won the trademark row allowing him to release his book and app. He has created a certified Alexa skill (Amazon's word for app) called, "[Zero To Superhero Business Skill](#)". You can talk to Alexa and ask for start-up business advice, get stock quotes, work out loan repayments, calculate V.A.T, work out the price of Bitcoin, perform company searches and more.

The rise of artificially intelligent devices such as Amazon's Alexa, Google Home and Apple HomePod means that you can utilise the power of artificial intelligence to realise your dream of escaping the rat race and achieving superhero status in the start-up arena. Other apps allow you to connect Alexa and other smart assistants to your calendar to help you stay on top of important meetings and Amazon's 'Alexa for Business' allows you to drop into conference calls, all using your voice. If your start-up business is e-commerce in nature you can connect to Shopify and web analytics to keep track of your sales and traffic all without lifting a finger.

Amazon's voice recognition technology, in particular, has gained lots of traction. It is estimated 9% of homes (2017) have an Amazon smart speaker and that figure is set to grow to 40% in 2019. \* Jules says, "It's been a long road, but worth it. The technology is getting better and better all the time. With increasing competition in the field, new and exciting artificial intelligent skills are being created with the small business user in mind."

\*(RadioCentre)

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