The AI BS Detector Toolkit

Stop paying for "AI" that isn't.
Your complete framework for identifying fake AI tools.

$27 | SXO Authority

A RocketOpp Property | Powered by 0nMCP

The 8-Point AI Verification Framework

Use this framework to evaluate ANY tool claiming to use AI. Takes under 5 minutes per tool.

1. Model Disclosure: Does the vendor disclose which AI model(s) they use? (GPT-4, Claude, Llama, custom trained, etc.) If they say "proprietary AI" without specifics, that's a yellow flag.

2. Response Variability: Give the tool the same input 3 times. Real AI produces varied outputs. Rule-based tools produce identical outputs every time.

3. Edge Case Handling: Feed the tool unusual or complex input. Real AI handles nuance. Fake AI breaks or returns generic responses.

4. Processing Indicators: Does it take 1-3 seconds to process? Real AI requires computation time. Instant responses suggest pre-built templates or simple if/then logic.

5. Customization Depth: Can you meaningfully customize the output beyond selecting from pre-built templates? Real AI adapts to context. Fake AI offers fixed options.

6. Error Intelligence: When the tool makes a mistake, is the error "intelligently wrong" (reasonable but incorrect) or "mechanically wrong" (clearly template-based)?

7. API Documentation: Check their developer docs. Do they reference actual AI endpoints, model versions, or inference APIs? Or is the documentation suspiciously vague?

8. Pricing Alignment: Real AI has compute costs. If they're charging $9/mo for "unlimited AI," the math doesn't work. Compare their pricing to raw API costs for the claimed model.

23 Red Flags: Signs It's Not Real AI

If a tool exhibits 3+ of these red flags, proceed with extreme caution.

X   Uses "AI-powered" but can't name the model

X   Produces identical outputs for identical inputs every time

X   Responses are instant (no processing time)

X   Output matches a visible template exactly

X   No API or developer documentation available

X   Pricing seems impossibly low for AI compute

X   "Proprietary algorithm" is the only technical explanation

X   Sales team deflects technical questions

X   Demo uses cherry-picked, pre-loaded examples

X   Cannot handle input outside its narrow use case

X   Error messages are generic, not contextual

X   Updates are cosmetic, never model-related

X   No mention of AI safety, bias, or limitations

X   Launched before 2022 but "always had AI"

X   Marketing shows chatbot UI but product doesn't

X   Cannot explain their training data or fine-tuning

X   Competitors with verified AI cost 3-5x more

X   Free trial hides actual AI interactions

X   SOC 2 or security docs don't mention AI/ML

X   Customer reviews never mention AI quality specifically

X   "AI" features work offline (real AI needs inference servers)

X   Changelog shows no model updates or improvements

X   Tool works identically whether "AI" is toggled on or off

Vendor Question Script

Copy-paste these 12 questions when evaluating any AI vendor. Their answers will tell you everything.

1.   What specific AI model(s) does your product use?

2.   When was the last time you updated or changed your AI model?

3.   Can you show me the API endpoint that handles AI inference?

4.   What happens to the AI functionality if I go offline?

5.   How do you handle AI hallucinations or incorrect outputs?

6.   What is your approximate cost per AI inference call?

7.   Do you fine-tune models on customer data? If so, how is that data handled?

8.   Can you explain how your AI output differs from a template-based approach?

9.   What AI-specific certifications or audits have you completed?

10.   How does your pricing account for AI compute costs?

11.   Can I see a side-by-side comparison of AI vs non-AI output from your tool?

12.   What happens to AI functionality if your vendor (OpenAI, Anthropic, etc.) has an outage?

AI Cost Calculator

Use this to calculate what you're ACTUALLY paying per AI interaction vs. what the raw API would cost.

Step 1: Calculate Your Cost Per AI Interaction

Monthly subscription cost / Number of AI interactions per month = Your cost per interaction

Step 2: Compare to Raw API Costs

GPT-4 Turbo: ~$0.01-0.03 per interaction

Claude 3.5 Sonnet: ~$0.003-0.015 per interaction

Llama 3 (self-hosted): ~$0.001-0.005 per interaction

GPT-3.5 Turbo: ~$0.0005-0.002 per interaction

Step 3: Calculate the Markup

Your cost per interaction / Raw API cost = Markup multiplier

A 2-5x markup is reasonable (UI, support, hosting). 10-50x suggests you're not getting real AI.

Real AI vs Fake AI: 15 Examples

Email Writing

+ Real: Generates unique drafts based on context, tone, and recipient history

X Fake: Offers 5 pre-written templates with [NAME] placeholders

Analytics Dashboard

+ Real: Identifies non-obvious patterns, provides natural language insights

X Fake: Shows charts with standard calculations (sum, average, trend lines)

Customer Support

+ Real: Understands context, remembers conversation history, handles ambiguity

X Fake: Keyword matching to pre-written FAQ responses

Content Generation

+ Real: Produces varied, contextual content that passes AI detection inconsistently

X Fake: Same structure every time, obvious templated sections

Image Generation

+ Real: Creates unique images from text prompts with style control

X Fake: Applies filters to stock photos or combines existing assets

Code Assistant

+ Real: Writes functional code, explains logic, handles edge cases

X Fake: Suggests pre-built code snippets from a library

Voice Assistant

+ Real: Natural speech patterns, handles interruptions, understands context

X Fake: Fixed response tree, only understands specific keywords

Lead Scoring

+ Real: Weighs hundreds of signals, adapts scoring model over time

X Fake: Simple point system based on 5-10 fixed criteria

Translation

+ Real: Handles idioms, cultural context, preserves tone

X Fake: Word-for-word substitution with basic grammar rules

Recommendation Engine

+   Real: Considers behavior patterns, context, and similar user clusters

X   Fake: Shows "people also bought" based on simple co-occurrence

Document Analysis

+   Real: Extracts meaning, identifies themes, answers questions about content

X   Fake: Keyword search with highlighting

Chatbot

+   Real: Maintains context across messages, handles unexpected questions

X   Fake: Decision tree that fails on anything outside the script

SEO Tool

+   Real: Analyzes content semantically, understands search intent

X   Fake: Counts keyword frequency and checks meta tags

Financial Forecasting

+   Real: Models multiple scenarios with uncertainty ranges

X   Fake: Linear projection of historical trends

HR Screening

+   Real: Evaluates fit based on nuanced criteria and experience patterns

X   Fake: Keyword matching against a checklist

30+ Verified Real AI Tools

Every tool on this list has been tested and confirmed to use genuine AI/ML models.

Writing & Content

+   Claude (Anthropic)

+   ChatGPT (OpenAI)

+   Jasper AI

+   Copy.ai

+   Writesonic

Image Generation

+   Midjourney

+   DALL-E 3 (OpenAI)

+   Stable Diffusion

+   Adobe Firefly

+   Leonardo AI

Code & Development

+   GitHub Copilot

+   Cursor

+   Claude Code (Anthropic)

+   Replit AI

+   Codeium

Voice & Audio

+   ElevenLabs

+   Murf AI

+   Descript

+   Otter.ai

Video

+   Runway ML

+   Synthesia

+   HeyGen

+   Pika Labs

Business Operations

+   0nMCP (870+ tools)

+   Zapier AI

+   Notion AI

+   Salesforce Einstein

Analytics & Data

+   Tableau AI

+   Google Analytics Intelligence

+   MonkeyLearn

Search & Research

+   Perplexity AI

+   Google SGE

+   You.com