



# THE ERINDALE ACADEMY

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1576 Dundas Street West, Mississauga ON L5C 1E5

## IDC4U Interdisciplinary Studies Artificial Intelligence and Business Innovation

### Project Step 1: Develop Your Ideas and Assemble Your Startup Team

#### Plagiarism Declaration

- *I understand that plagiarism is an act of academic dishonesty, involving the use of another's work and presenting it as my own.*
- *I affirm that this assignment is entirely my own work.*
- *I have not permitted, nor will I permit, anyone to use my work with the intention of presenting it as their own.*
- *I recognize that replicating another person's assignment, in whole or in part, is unethical. I hereby declare that my submissions are the result of my own efforts.*

#### Questions

**Task:** Develop your ideas and assemble your startup team. Ensure your submission falls within the required range of 300–500 words.

#### Description

"Startup is a temporary organization designed to search for a repeatable and scalable business model."  
– Steve Blank

Imagine starting your own business. Your venture could span a variety of fields, such as a pet services platform, a digital content creation agency, an online learning platform, a game design company, a healing company, or any other entrepreneurial idea that excites you.

You will use the design thinking approach to guide you. At this stage, focus on the empathize and ideation phases. Your task is to write 300–500 words outlining your business idea and model.

Additionally, imagine you are ready to recruit 3–5 key team members to help you build your startup. These roles could include a Chief Executive Officer (CEO), a Business Strategy Analyst, a Digital Marketing Manager, or other positions aligned with your vision.

Prepare to present your business concept and the available roles to your classmates to recruit team members. If you are unable to form a team, you may join another group.

Your presentation should be clear, concise, and impactful, ranging from 300–500 words and lasting approximately 2–3 minutes.



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- For in-class students: Present your idea live in class.
- For online students: Record a video presentation where your face is clearly visible.

Let's see how well you can articulate your ideas and build your dream team!

## Collaboration Requirement

- Contribution: Yes. Provide positive feedback to others.
- Forum Participation: Yes. Actively engage by asking questions in the discussion forum.
- Feedback Exchange: Yes. Offer constructive and positive feedback.
- Organizational Leadership: Yes. Take the lead in guiding and facilitating discussions.

## Final Submission

Each individual is required to:

- Submit a video clip (2–3 minutes).
- Provide a transcript of the video (150–250 words).

## Knowledge Base and Case Study Reference

For this assignment, you are required to review related materials in the KnowledgeBook and CaseBook. Additionally, you can use Google and related AI tools for your research.

## Reference Material

For guidance and inspiration, refer to ExperienceNotes for additional insights.



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## Evaluation Rubric

Criteria	Level 1(50%-59%)	Level 2(60%-69%)	Level 3(70%-79%)	Level 4(80%-90%)
Level 4: 4+: 95%-100%; 4: 87%-95% 4-: 80%-86% Level 3: 3+: 77%-79%; 3:73%-76%;3-: 70%-72%	Level 2: 2+: 67%-69%; 2: 63%-66%; 2-:60-62 Level 1: 1+: 57%-59%;1: 53%-56%; 1-: 50-53			
Knowledge (25%)				
Understanding of content (e.g., assignment requirements, meaning of quotations)	– The evidence from discussions, assignments, and interviews collectively demonstrates limited understanding of content	– The evidence from discussions, assignments, and interviews collectively demonstrates some understanding of content	– The evidence from discussions, assignments, and interviews collectively demonstrates considerable understanding of content	– The evidence from discussions, assignments, and interviews collectively demonstrates thorough understanding of content
Thinking / Inquiry (25%)				
– Use of critical and creative thinking processes (e.g., Connect quotations to various domains, thereby rendering these quotes significant both for yourself and others. Additionally, aim to provide constructive feedback to your peers )	– The evidence from discussions, assignments, and interviews collectively shows a limited level of effectiveness in students' critical and creative thinking skills.	– The evidence from discussions, assignments, and interviews collectively shows some effectiveness in students' critical and creative thinking skills.	– The evidence from discussions, assignments, and interviews collectively shows considerable effectiveness in students' critical and creative thinking skills.	– The evidence from discussions, assignments, and interviews collectively shows excellent effectiveness in students' critical and creative thinking skills.
Communication (25%)				
– Communication Skills (e.g., writing, presentation, interviews, forum discussions)	– The evidence from discussions, assignments, and interviews collectively shows a limited level of effectiveness in Communication.	– The evidence from discussions, assignments, and interviews collectively shows some effectiveness in Communication.	– The evidence from discussions, assignments, and interviews collectively shows considerable effectiveness in Communication.	– The evidence from discussions, assignments, and interviews collectively shows excellent effectiveness in Communication.
Application (25%)				
– Application of Knowledge and Skills in Your Organization (e.g., Relate and apply quotations	– The evidence gathered from discussions, assignments, and interviews collectively indicates a limited	– The evidence gathered from discussions, assignments, and interviews collectively indicates some	– The evidence gathered from discussions, assignments, and interviews collectively indicates considerable	– The evidence gathered from discussions, assignments, and interviews collectively indicates excellent effectiveness in the



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to you and your startup company).	effectiveness in the application of knowledge and skills within your organization.	effectiveness in the application of knowledge and skills within your organization.	effectiveness in the application of knowledge and skills within your organization.	application of knowledge and skills within your organization.
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