



# THE ERINDALE ACADEMY

www.teacademy.ca | Tel: 905-232-1576 | Email: info@teacademy.ca  
1576 Dundas Street West, Mississauga ON L5C 1E5

## IDC4U Interdisciplinary Studies Artificial Intelligence and Business Innovation

### Project Step 2: Building Your Startup Team and Crafting Your Vision

#### *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.*

#### **Building Your Startup Team and Crafting Your Vision**

Creating a successful startup begins with assembling a strong team and developing a clear, compelling vision. These two elements form the foundation for turning ideas into reality. This assignment guides you through creating a fictional organization, encouraging collaboration, innovation, and practical application of entrepreneurial concepts. **Each team should consist of two to three students, with a maximum of three members.**

#### Assignment Requirements

Your submission should include the following sections, with a total word count of 200-300 words per section (unless otherwise specified). Visual elements such as charts, diagrams, or mockups are encouraged to enhance your submission. Ensure that each team member contributes by working on at least one section.

#### **1. Organization Overview (200-300 words)**

Provide a brief description of your fictional organization, including:

- Name: The name of your startup.
- Sector: The industry your organization operates in (e.g., technology, healthcare, education).
- Mission Statement: A concise explanation of your organization's purpose.
- Products or Services: A clear description of what your organization offers, highlighting unique features or innovations that distinguish it from competitors.

*Visual Idea: Include a mockup of your product, a logo for your organization, or a concept diagram of your service*





# THE ERINDALE ACADEMY

www.teacademy.ca | Tel: 905-232-1576 | Email: info@teacademy.ca  
1576 Dundas Street West, Mississauga ON L5C 1E5

## 2. Impact on Society (200-300 words)

Explain how your organization's products or services benefit society. Focus on specific contributions, such as:

Solving particular problems or addressing unmet needs.

- Improving quality of life or advancing knowledge and education.
- Promoting sustainability or community development.
- Provide concrete examples of the positive effects your organization seeks to achieve.

*Visual Idea: Add a flow diagram or infographic showing the societal impact of your product or service.*

## 3. Organizational Roles (200-300 words)

Describe the key roles in your organization, their responsibilities, and how they contribute to its success. Highlight the collaboration between roles to ensure efficient and effective delivery of products or services.

*Visual Idea: Include an organizational chart or role interaction map to illustrate team dynamics.*

## 4. Competitive Strategy (200-300 words)

Using Porter's Framework, outline your organization's competitive strategy:

- Focus Area: Identify whether your strategy emphasizes cost leadership, differentiation, focus, or a combination of these.
- Competitive Advantage: Explain how this strategy positions your company to excel in its market.

Provide examples of how your organization will implement this strategy, referencing real-world inspiration where applicable.

*Visual Idea: Present a competitive analysis chart or highlight your unique selling points in a graphic.*

## 5. Potential AI Applications (Optional) (200-300 words)

Briefly discuss how AI could enhance your organization's operations, products, or customer engagement. Examples might include:

- Efficiency: Automating internal processes or supply chains.
- Product Innovation: Integrating AI-driven features into your offerings.
- Customer Engagement: Using AI for personalized marketing or support.

*Template Idea: Offer a specific scenario, such as a chatbot for customer service or an AI algorithm for predictive analytics.*

## Final Submission:

Each individual must contribute a 200–300 word section reflecting their assigned role for inclusion in the final submission. The Company Leader (CEO) will collaborate with team members to integrate all sections into a cohesive final document. Additionally, each team must submit a 2–3-minute video clip, ensuring that all team members are featured.





# THE ERINDALE ACADEMY

www.teacademy.ca | Tel: 905-232-1576 | Email: info@teacademy.ca  
1576 Dundas Street West, Mississauga ON L5C 1E5

## Collaboration Requirements

To ensure teamwork and diverse contributions:

1. Individual Contributions: Each team member writes a segment aligned with their assigned role in the organization (e.g., CEO, marketing lead, product developer).
2. Forum Participation: Post the section you write in the "Project Step 2: Building Your Startup Team and Crafting Your Vision " discussion forum on CollaborationBook.
3. Feedback Exchange: Read and provide constructive feedback on at least two other students' submissions. Include suggestions for improvement and highlight compelling elements.
4. Organizational Leadership: The CEO (team leader) is responsible for:
  - Encouraging discussion and participation.
  - Ensuring all contributions is integrated into the final submission.
  - Refining the document for clarity, coherence, and consistency.

## Reference Material

For guidance and inspiration, please consult the "*ExperienceNotes*" and review the "Learning21 Crafting Your Fictional Organization" submission. This document serves as a reference, providing insights into how to effectively structure and articulate your project submission.

## Evaluation Rubric

| Criteria  | Level 1(50%-59%)  | Level 2(60%-69%)   | Level 3(70%-79%)   | Level 4(80%-100%)  |
|---|---|--|--|--|
|   | Level 1: 1-: 50-53; 1: 53%-56%;1+: 57%-59%<br>Level 2: 2-:60-62; 2: 63%-66%;2+: 67%-69%;                                |  | Level 3: 3-: 70%-72%;3:73%-76%;3+: 77%-79%<br>Level 4: 4-: 80%-86%;4: 87%-95%;4+: 95%-100%                                   |  |
| <b>Knowledge(Clarify) : 25%</b>   |   |  |  |  |
| Understanding of content (e.g., assignment requirements, roles and relationships among roles in organization, Porter's Competitive Strategy ideas and concepts, relationships between organization and Society) | – 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 |





# THE ERINDALE ACADEMY

www.teacademy.ca | Tel: 905-232-1576 | Email: info@teacademy.ca  
1576 Dundas Street West, Mississauga ON L5C 1E5

## Thinking / Inquiry(Creativity) : 25%

|  |  |  |  |   |
|--|--|--|--|---|
| – Use of critical and creative thinking processes (e.g., researching startup companies, critically analyzing competitive strategy concepts, and engaging in creative problem-solving ) | – 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(Collaboration): 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., Porter's Competitive Strategy, organizational roles, societal impact of the organization). | – The evidence gathered from discussions, assignments, and interviews collectively indicates a limited effectiveness in the application of knowledge and skills within your organization. | – The evidence gathered from discussions, assignments, and interviews collectively indicates some effectiveness in the application of knowledge and skills within your organization. | – The evidence gathered from discussions, assignments, and interviews collectively indicates considerable effectiveness in the application of knowledge and skills within your organization. | – The evidence gathered from discussions, assignments, and interviews collectively indicates excellent effectiveness in the application of knowledge and skills within your organization. |
|--|---|--|--|---|





# THE ERINDALE ACADEMY

www.teacademy.ca | Tel: 905-232-1576 | Email: info@teacademy.ca  
1576 Dundas Street West, Mississauga ON L5C 1E5

## Presentation Evaluation Rubric

| Criteria            | Needs Improvement (1)<br>(50%-59%)                                       | Satisfactory (2)<br>(60%-69%)   | Good (3)<br>(70%-79%)  | Excellent (4)<br>(80%-90%)  |
|---------------------|--|---|--|---|
| Content & Relevance | Startup idea lacks clarity, relevance, or sufficient development.        | Startup idea is somewhat clear, with partial relevance or development.      | Startup idea is clear, relevant, and well-developed.                   | Startup idea is highly innovative, relevant, and thoroughly developed.        |
| Organization        | Presentation is poorly structured, disorganized, or exceeds time limits. | Presentation has a basic structure but lacks consistent flow or timing.     | Presentation is structured and mostly logical, with minor time issues. | Presentation is well-structured, flows logically, and adheres to time limits. |
| Delivery            | Speaker is unclear, unengaging, or struggles with communication.         | Speaker is somewhat clear but lacks confidence or engagement.               | Speaker communicates clearly and engages the audience adequately.      | Speaker is confident, clear, and engaging, with excellent voice modulation.   |
| Visual Aids         | Visuals are missing, irrelevant, or poorly designed.                     | Visuals are somewhat relevant but do not fully support the content.         | Visuals are clear, relevant, and support the presentation.             | Visuals are professional, relevant, and enhance understanding of the content. |
| Teamwork            | Teamwork is lacking, with minimal collaboration or participation.        | Team collaboration is uneven, with limited contributions from some members. | Team collaborates well, with most members contributing.                | Team demonstrates excellent collaboration with balanced contributions.        |
| Creativity          | Presentation lacks creativity and relies on generic ideas.               | Presentation shows some creativity but relies on familiar ideas.            | Presentation is creative and demonstrates original thinking.           | Presentation showcases exceptional creativity and original thinking.          |
| Q&A Engagement      | Struggles to answer questions or lacks understanding of the topic.       | Answers some questions adequately but lacks depth or clarity.               | Answers questions well, showing good understanding of the topic.       | Answers questions thoroughly, demonstrating deep understanding of the topic.  |

### Important Note:

This assignment requires a team effort and will be evaluated based on both individual and team contributions. The team's performance will be assessed through the quality of the final submission, while individual evaluations will focus on each member's participation in the discussion forum and their performance during interviews. This ensures recognition of varying levels of contribution and engagement among team members. Success depends on the collective effort to foster shared understanding and meaningful collaboration.





# THE ERINDALE ACADEMY

www.teacademy.ca | Tel: 905-232-1576 | Email: info@teacademy.ca  
1576 Dundas Street West, Mississauga ON L5C 1E5

AI tools, such as ChatGPT, could support your critical thinking and inspire creativity. You are encouraged to use these tools thoughtfully in your assignments. However, direct copying from AI outputs or other sources is strictly prohibited. Your submissions must reflect your unique perspective and be relevant to your role and your company.