



IDC4U Interdisciplinary Studies Artificial Intelligence and Business Innovation

Project Step 3: - Planning data sources for your startup company

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.

Project: Planning data sources for your startup company.

Business analysis and planning heavily depend on data, which is collected from multiple sources such as emails, web servers, work logs, customer transactions, databases, and both public and private datasets, including Kaggle datasets. Data encompasses both structured and unstructured formats. Structured data includes entities like databases, spreadsheets, and online forms. Unstructured data comprises items such as emails, social media posts, videos, images and photographs, PDF files, word documents, and web pages.

Data science and data analysis focus on analyzing this data to extract meaningful insights crucial for business decisions. Artificial Intelligence (AI) utilizes this data to address cognitive challenges typically associated with human intelligence, such as learning, pattern recognition, and nuanced expression.

For your startup, please address the following questions:

- How do you plan to collect your data? (60-120 words)
- Where will your data be stored? (60-120 words)
- Do you intend to use public datasets for your business analysis and planning? If so, what types of public datasets are you interested in? (100-200 words)
- Why are these particular datasets valuable to your business? (100-200 words)



THE ERINDALE ACADEMY

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

This inquiry-based approach encourages you to explore various data sources and integrate your findings with your startup's business logic to better prepare your data sources.

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.

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 3: - Planning data sources for your startup company" 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

Knowledge Base and Case Study Reference

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

Reference Material

For guidance and inspiration, please consult the "*ExperienceNotes*" and review the "Project Step 3: Planning data for your startup company". This document serves as a reference, providing insights into how to effectively structure and articulate your project submission.



THE ERINDALE ACADEMY

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

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% Level 2: 2-:60-62; 2: 63%-66%;2+: 67%-69%;		Level 3: 3-: 70%-72%;3:73%-76%;3+: 77%-79% Level 4: 4-: 80%-86%;4: 87%-95%;4+: 95%-100%	
Knowledge(Clarity) : 25%				
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
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.



THE ERINDALE ACADEMY

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

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.
--	---	--	--	---

Presentation Evaluation Rubric

Criteria	Needs Improvement (1) (50%-59%)	Satisfactory (2) (60%-69%)	Good (3) (70%-79%)	Excellent (4) (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.



THE ERINDALE ACADEMY

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

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.