



IDC4U Interdisciplinary Studies
Artificial Intelligence and Business Innovation

Project Step 4: - Planning Machine Learning Solutions 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 Machine Learning Solutions for your startup company. Ensure your submission falls within this range of words requirement.

Machines learn from experience, with "experience" represented through data. This data falls into two categories: structured and unstructured. Structured data encompasses databases and spreadsheets, while unstructured data includes emails, work logs, PDF files, among others. Amassing sufficient data is pivotal for the efficacy of machine learning. In step 4 of the project, you are tasked with developing a strategy to collect both internal and public data for your startup. Guided by Porter's Generic Competitive Strategies, carefully consider the datasets you aim to compile. Identify three machine learning applications that could fortify your business's competitive stance. For each application, compose a paragraph (150-250 words) detailing how it could spur your business's growth.

This inquiry-based approach encourages you to explore what kind of machine learning solutions can better help your startup company gain a competitive advantage.

Collaboration Requirement:

To foster collaboration and leverage diverse perspectives within your team, each member (student) is required to contribute to the assignment based on their assigned role within the fictional organization. Here's how the process should unfold:



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Contribution: Each team member must write one case of he/she identified.

Forum Participation: Post your ideas on **Activity: Planning Machine Learning Solutions for your startup company** in 'Machine Learning and Its Business Applications' Forum of Collaboration Book. Share your thoughts and seek feedback. This is where the collaborative aspect of the assignment comes alive.

Feedback Exchange: After posting your contribution, you are required to read, reflect, and provide constructive feedback on the posts of at least two other students. This feedback should include both suggestions for improvement and positive reinforcement of what you found compelling.

Organizational Leadership: The CEO (team leader) of your fictional organization plays a crucial role in orchestrating this collaborative effort. They are responsible for encouraging discussion, ensuring every member's contribution is acknowledged, and assisting in the integration of individual contribution into a coherent final submission. The CEO should facilitate constructive feedback, promote engagement, and guide the team toward a unified vision for the assignment.

Final Submission: The collective insights, feedback, and discussions from the forum should inform the final submission of your project.

- Each individual is required to submit their own contribution, consisting of one machine learning use case relevant to your company, detailed in 150-250 words.
- The CEO, incorporating input from all team members, will compile and refine these submissions into a cohesive document. This document will showcase three machine learning use cases within your company, each described in 150-250 words, for a total of 450-750 words, reflecting the collaborative intelligence of your team.

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, you can 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%-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.



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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.
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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.



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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.