



# 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 7: - Planning for Natural Language Processing (NLP) Applications in Your Startup

#### *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: Planning for Natural Language Processing (NLP) Applications in Your Startup. **Ensure your submission falls within this range of 450 to 750 words requirement.**

Assignment Type: **Individual + Team**

Natural Language Processing (NLP) is a pivotal technology for generating and interpreting natural language. With the introduction of ChatGPT to the public in 2020, NLP has significantly infiltrated both the business sector and everyday life. Consider how NLP could propel your startup to secure a competitive advantage. Pinpoint at least one platform or system—like a website, Facebook, YouTube, or Twitter account—that's integral to your startup's operations, or any other platform you engage with.

Delve into how you plan to embed NLP into each identified platform or system. Discuss how leveraging NLP can enhance their functionality or extract insightful information that would be advantageous to your organization, or to your users or customers.

This inquiry-based approach encourages you to explore what kind of NLP 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 about one case they have identified.

**Forum Participation:** Post your ideas on **Activity: Planning for Natural Language Processing (NLP) Applications in Your Startup** in 'Natural Language Processing 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 Natural Language Processing 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 Natural Language Processing 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%-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	– The evidence gathered from discussions,	– The evidence gathered from discussions,	– The evidence gathered from discussions,	– The evidence gathered from discussions, assignments, and



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Organization (e.g., Relate and apply quotations to you and your startup company).	assignments, and interviews collectively indicates a limited effectiveness in the application of knowledge and skills within your organization.	assignments, and interviews collectively indicates some effectiveness in the application of knowledge and skills within your organization.	assignments, and interviews collectively indicates considerable effectiveness in the application of knowledge and skills within your organization.	interviews collectively indicates excellent effectiveness in the application of knowledge and skills within your organization.
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## Important Note:

This assignment is a team effort and will be assessed on both individual and team bases. The team's evaluation will derive from the quality of the final submission, while individual assessments will focus on each member's collaboration in the discussion forum, individual submission and their performance in interviews. This approach recognizes that students within the same team may demonstrate varying levels of contribution and engagement. Success will depend on all members working collaboratively to foster a shared understanding and meaning.

AI could enhance your critical thinking and stimulate your creativity. You are encouraged to use AI tools, like ChatGPT, for your assignments. However, direct copying from AI outputs or any other sources is not permitted. Your submissions should be deeply personal and relevant to you and your company.