



IDC4U Interdisciplinary Studies Artificial Intelligence and Business Innovation

Final Project: Implementing AI Initiatives in Your Startup Business

Throughout this course, you were tasked with completing activities designed to help you develop a comprehensive AI roadmap for your startup. This roadmap will serve as the foundation for the successful deployment of AI within an organization of your choice, aiming to secure a competitive advantage.

For this final project, use the roadmap steps you've previously developed as a guide to complete your startup's AI initiative roadmap. Additionally, incorporate the feedback you received in earlier stages to refine your final roadmap.

Your final project must include the following sections:

1. AI Executive Summary for Your Startup (300 to 500 words)

The executive summary should provide an overview of your roadmap and concisely encapsulate your goals and rationale for your AI initiatives. This section should summarize your plan for leveraging AI in your organization to gain a strategic advantage, including:

- Your vision for your AI initiatives.
- Information about your organization, including relevant products or services
- Your strategy for the strategic implementation of AI technologies
- Benefits of AI for your organization in terms of Porter's three generic strategies: cost leadership, differentiation, or focus.

2. Proposed AI Initiative (500 to 800 words)

Detail your proposed AI initiative aimed at transforming business processes within the organization. Highlight the following:

- AI Technologies and Applications: Identify the AI technologies or applications you plan to integrate, specifying their application areas and methods of deployment.
- Datasets: Describe the datasets you have planned for your AI initiatives.
- Beneficial Tasks and Processes: Outline specific tasks and processes within the organization that will benefit from AI.
- Impact on Competitive Strategy: Discuss the impact of AI on cost leadership, differentiation, or focus, and explain how it will provide a competitive edge. If you plan to combine strategies, justify their potential effectiveness.



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3. Action Plan(500 to 800 words)

Describe your action plan for implementing AI in your organization post-course. Include:

- An overview of the project plan, with timelines or milestones
- The skills to be developed, contracted for, or acquired
- Management strategies for the initiative
- Any ethical concerns or risks, along with mitigation strategies
- Future plans for extending and enhancing the roadmap

4. Conclusion (100-200 words)

Summarize the key elements of your roadmap and reiterate the anticipated benefits and impacts of your proposed AI initiative.

Assignment Type: Individual + Team

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:

Contribution: Each team member need to write a report of 150-200 words discussing the impact of AI on employment and ethical considerations within your startup.

Forum Participation: Post your ideas on **Activity: Final project collaboration forum** in ' final project section 'of Collaboration Book. Share your thoughts and seek feedback with your team member. 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: Team leader of your startup 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.



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

- Each team member is required to submit their contribution to the final project. This submission must include a document ranging from 400-600 words and a video presentation lasting between 1-3 minutes. Your presentation must utilize PowerPoint slides to highlight your main points, with your personal narration alongside. It is essential to use your voice in the presentation, and your face should be clearly visible. Please note: Your contribution needs to align with the role you hold within your startup company. For example, if you are a marketing analyst, your contribution should focus on marketing aspects. Similarly, if your role is the CEO, your contribution should emphasize leadership.
- The team leader, incorporating input from all team members, will compile and refine these submissions into a cohesive final project. This final project will showcase your startup company's AI initiatives, reflecting the collaborative intelligence of your team, totaling 1400 to 2300 words.
- Submission:
 - 1) Final report. Reference: <https://moodle.edu4u.ca/mod/page/view.php?id=222623>
 - 2) Presentation. Reference PPT format.

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

Evaluation Rubric

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(Clarify) : 25%				
Understanding of content (e.g., assignment requirements, roles and	– The evidence from discussions, assignments, and interviews collectively demonstrates	– The evidence from discussions, assignments, and interviews collectively demonstrates	– The evidence from discussions, assignments, and interviews collectively demonstrates	– The evidence from discussions, assignments, and interviews collectively demonstrates thorough



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relationships among roles in organization, Porter's Competitive Strategy ideas and concepts, relationships between organization and Society)	limited understanding of content	some understanding of content	considerable understanding of content	understanding of content
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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.
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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 well-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.