Name of my L1: Paulo Lopes Queiros

Paper Title:

Business Modeling Innovation Using Artificial Intelligence Technology

Artificial intelligence (AI) is having a significant impact on the business and science sectors, leading to an increase in the number of startups integrating AI into their products and services.

Venture capitalists and investors are eager to back these startups, but to ensure their long-term success, this requires the development of effective business plans. Indeed, successful marketing depends on solid business models. Research suggests that new business strategies are emerging globally, particularly in the area of AI technology. This study aims to identify the distinctive features of AI startups' business strategies compared to traditional IT companies.

Understanding the potential differences between AI startup business models and traditional IT-related models is crucial for both research and practice.

Data was collected from 162 global AI-related startups, excluding those with stable funding of $1 million or more. Various sources were used for data collection. The study focuses on the healthcare sector, identifies various categories and explores deployment strategies such as software as a service.

The survey presents a taxonomy of global startup business models, consisting of 11 dimensions and 39 attributes. It identifies four typical business models for global startups, categorized based on their value propositions: AI value base and continuous learning. Examples include companies like Zebrium and Osaro.

Four main factors classify the business models of global startups: the AI technology used, the type of data processed, the data source and the provision of hardware. Additionally, four characteristics related to value creation mechanism, level of customization, customer type and industry focus were identified.

This research therefore contributes to our understanding of the impact of AI technology on entrepreneurship and business models. It also highlights future research directions in AI-based business models. Overall, the taxonomy and patterns identified provide valuable insights for practitioners and contribute to the growth of a diverse global startup ecosystem.

Name: Amel Ramdane