Decoding Data Science(DDS) Academy

Building Business with AI Challenge

For students (instructor review required)

**Day 1: Business Idea Submission Template**

**Business Idea Title:**

**Concept Summary:  
(Briefly describe your business idea, including its purpose and customer pain point.)**

**Target Market & Audience:  
(Who are your customers? Describe their profiles, needs, and size of the opportunity.)**

**Proposed AI Solution:  
(What AI technology or approach will you leverage? E.g., ML model, chatbot, computer vision. Not part of this challenge)**

**Key Business Benefits:  
(List the top 3–5 ways this AI solution creates value—cost savings, revenue growth, efficiency.)  
1.  
2.  
3.  
4.  
5.**

**Implementation Strategy:  
(High-level plan: data sources, tools/platforms, partners, go-to-market steps.)**

**Potential Risks & Mitigations:  
(What obstacles—technical, regulatory, market—do you foresee, and how will you address them?)**

**Submission Format:  
(Outline deliverables: one-page PDF, slide deck, demo video link, etc.)**

**Expected Business Impact by Day 8:  
(What concrete outcome or metric will demonstrate success at challenge end?)**

**Additional Notes (Optional):**