

Artificial Intelligence applied to business

Project and Startups Competition

Orientation Session



Topics to cover

- General Information
- Group Work Description
- Schedule and Deadlines
- Evaluation Criteria
- Awards and Scholarships
- How to submit a work
- Q&A



If you have any
questions, email:

gmw23@ibs-americas.com



IBS Americas

International Business School Americas started its operations in 2003 offering executive education and university extension projects.

Established as a non-profit Educational Association, it has campuses in Sao Paulo, Florida, California, New York, London and Italy, in partnership with several and well recognized institutions around the globe where face-to-face programs are offered.

The intensive short-term programs are offered in January, July and September, with themed modules on Finance, Strategy & Marketing, Entrepreneurship, Projects, Leadership, Communication and Innovation.

General Information

- **Features of the project:** Application of new generative artificial intelligence tools in a business context.
- **Development Stage:** Projects that are not yet launched on the market and projects that are already fully operationion are valid.

General Information

- **Idea starting point:** At least one member of the group must be the author of the idea for the project to be presented or be directly involved in its development. If your project is inspired by an existing solution, highlight the difference that your group developed.

General Information

- **Project Application Context:** The project may involve the creation of a startup using new generative AI technologies or the application of these technologies in an existing company.

Group Work Description

- **Participants:** Minimum of 3 participants and maximum of 6 participants. No exceptions.
- **Language:** Projects will be accepted in English, Spanish and Portuguese. Other languages are welcome, as long as they are subtitled in English.
- **Delivery format:** We will use the pitch for investors.

Group Work Description

- **Components of the Pitch:**

- Brief presentation of the proposal chosen for the management challenge.
- Explanation of the proposal and its applicability: Present the proposal for using Artificial Intelligence and the chosen application (traditional organizations or new startups)
- Suggestions and conclusion: Your ideas should answer the following questions:
 - What innovations and improvements are proposed for the business?
 - What skills and knowledge should future professionals develop to be successful in the new job market driven by Artificial Intelligence?

Schedule and Deadlines

- **October 13th:** Deadline for group registration
- **October 17th:** Online preparatory meeting
- **October 30th:** Deadline for submission of works, until 11:59 PM EST (New York time).
- **November 13th:** Announcement of the finalists on IBS Americas website and social media for the public to vote for the best works
- **November 24th:** Closing of voting and publication of the final classification of the submissions at a gala dinner for the delivery of certificates in the city of São Paulo (attendance is optional)

Evaluation Criteria

- **Project Evaluation Criteria:** The potential for success, how well-structured the idea is, creativity and originality will be considered.
- **Evaluation Stages:** The IBS Americas evaluation committee will select the best projects to be made publicly available on our social media channels. There will be a public vote to choose the best work among the projects selected by the committee.

Prizes and Scholarships

- 1st place: Each member of the group will receive a scholarship equivalent to 80% of the program's monthly fee.
- 2nd to 10th place: Each member of the group will receive a scholarship equivalent to 70% of the monthly fee for the chosen program.
- 11th to 20th place: Each member of the group will receive a scholarship equivalent to 65% of the monthly fee for the chosen program.

Awards can be used for any of the executive business programs offered by supporting institutions in cooperation with IBS Americas in 2025. The full list of programs is available on the IBS Americas website:
(university logo)

How to submit a work

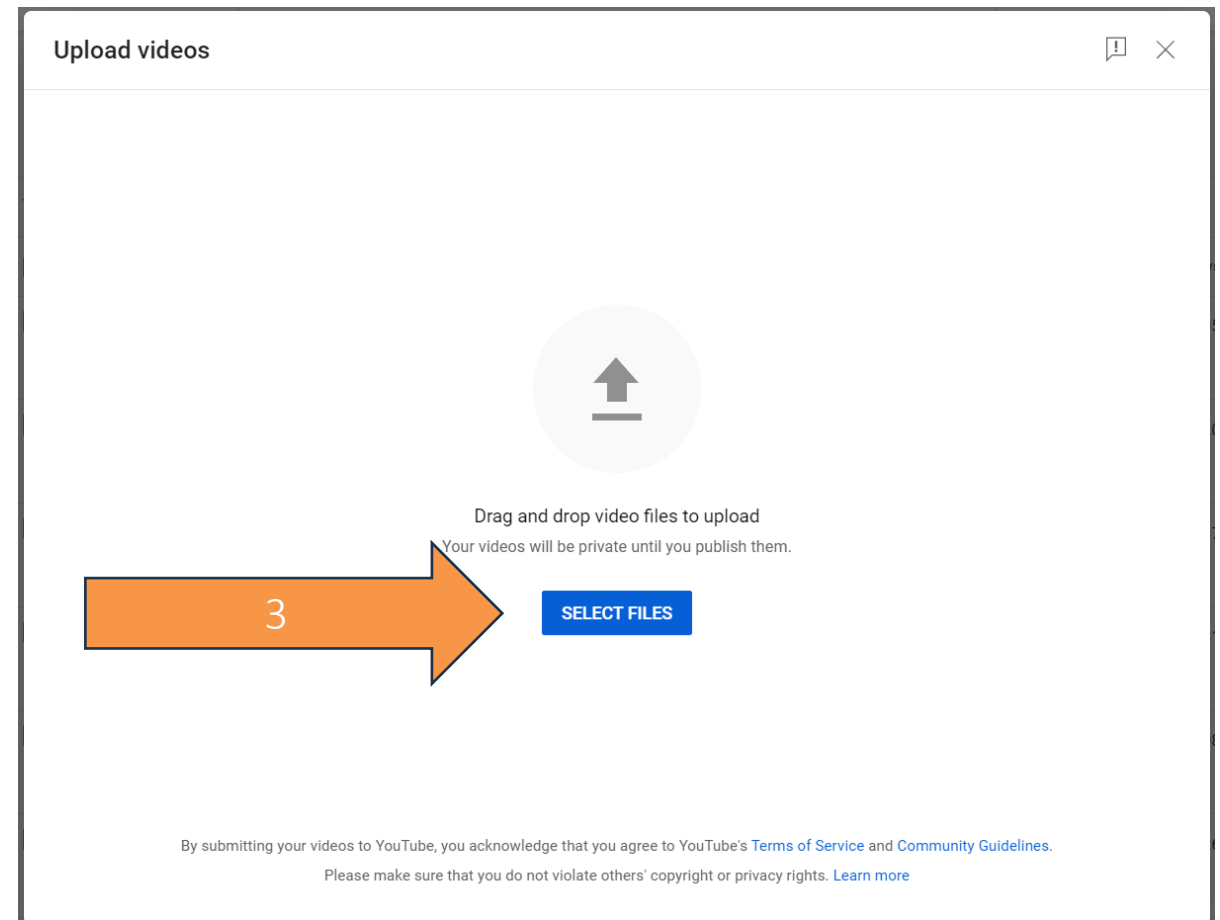
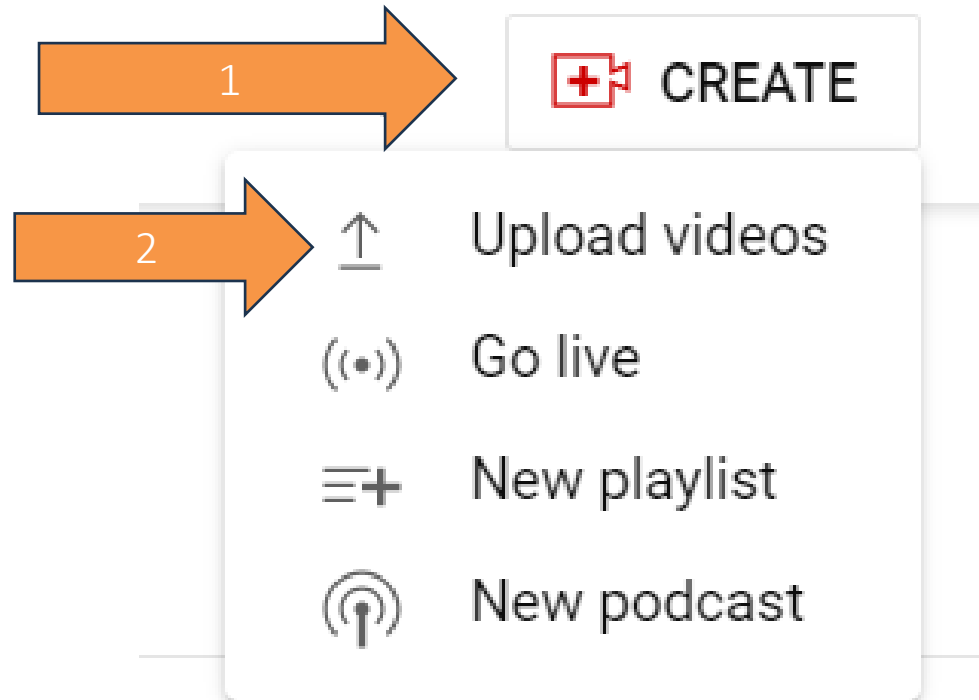
How to submit a work

- **Presentation Format:** Your group will record a 3-5 minute video presentation describing the essential features of the project. This should include how generative AI is utilized, who the target audience is, the value delivered to the customer, the current stage of the project, and any other details your group considers important for attracting customers, partners, or investors.

How to submit a work

- **Video Editing:** Your group can edit the presentation video by incorporating images or any other visual elements that help convey the idea. However, the technical quality of the video itself will not be considered for project evaluation purposes.

Upload projects



Upload projects

Give your project a name with up to 100 characters

Saving... ! ✕

Details

Video elements

Checks

Visibility

Details

REUSE DETAILS

Title (required) ?

Give your project a name with up to 100 characters

Description ?

The video description must contain a summary of the presented project. The text should have up to 1000 characters. Also, include the names of the participants and their nationalities following the example below:

Alejandra Núñez - Colombia

Kalid Mohamed - Kenya

Maria Carvalho - Brazil

Robert Smith - US

307/5000

Thumbnail

Video link

https://youtu.be/csE_OOwAFUk

Filename

Post-1-de-3-competic-a-o (1).mov

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NEXT

Upload projects

- Don't forget to set your video as unlisted



Give your project a name with up to 100 characters Saved as private

Details Video elements Checks Visibility

Visibility

Choose when to publish and who can see your video

☒ **Save or publish**
Make your video **public**, **unlisted** or **private**

☐ **Private**
Only you and people who you choose can watch your video

☒ **Unlisted**
Anyone with the video link can watch your video

☐ **Public**
Everyone can watch your video

☐ Set as instant Premiere ?

☐ **Schedule**
Select a date to make your video **public**

Before you publish, check the following:

Do children appear in this video?

Give your project a name with up to 100 characters

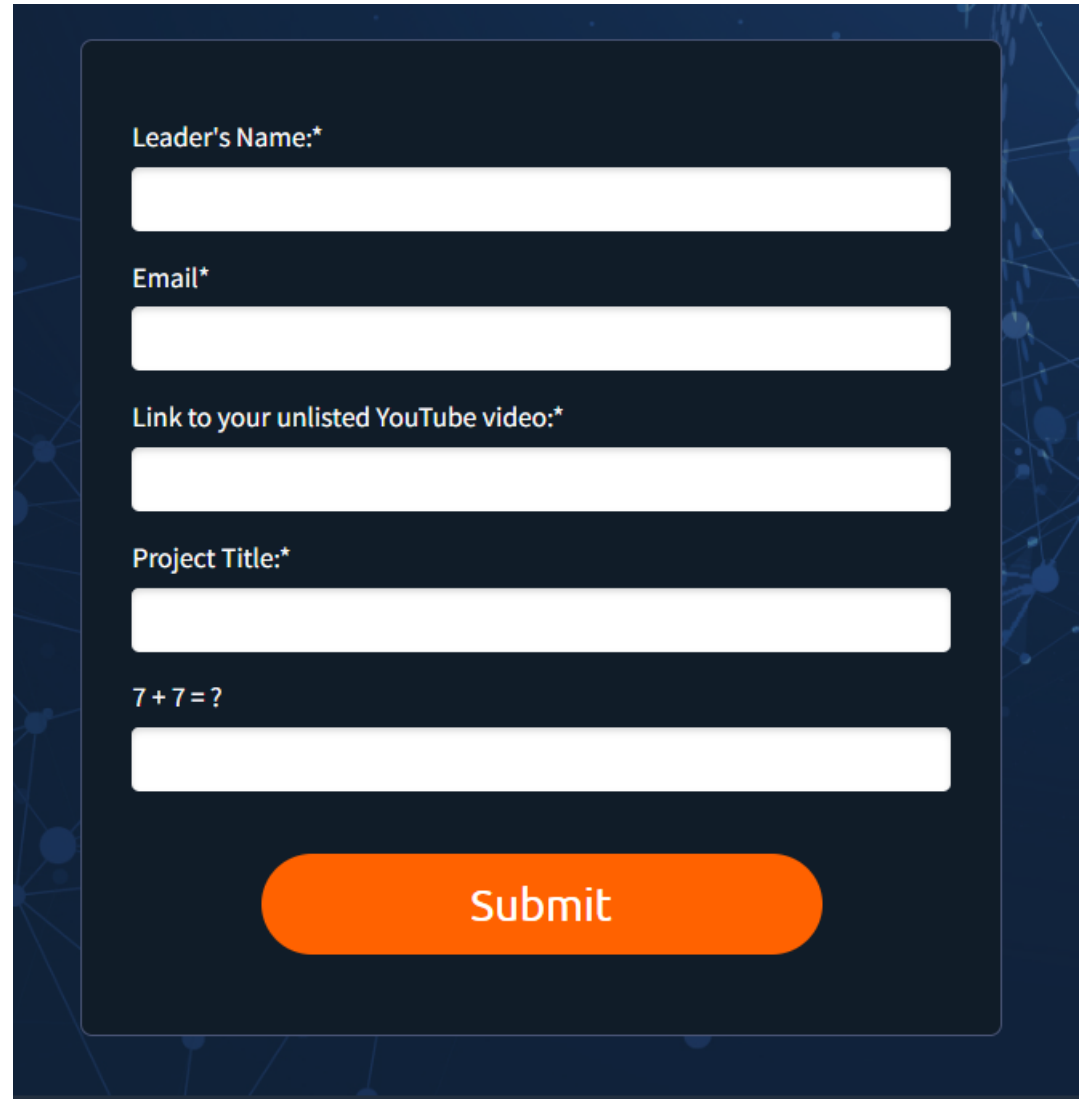
Video link
https://youtu.be/csE_00wAFUk

Processing up to HD ... 35 minutes left BACK SAVE

Upload projects

- Link to upload projects

<https://international.ibs-americas.com/gmw2023-submit-your-pitch-here>



Leader's Name:*

Email*

Link to your unlisted YouTube video:*

Project Title:*

7 + 7 = ?

Submit

Certificate

- All group members will receive a certificate for their participation.

Q&A

Thank you!