

## JAGSoM Presents:

# Next Gen Minds

### Round 2 - Case Study

The Year is 2045. AI and bots<sup>1</sup> control everything. They run companies, automate creativity, and make human jobs obsolete. Entire industries have collapsed, and the world has lost its human touch—no art, no real connections, no emotions, just cold, calculated efficiency.

🧠 Humans are no longer the decision-makers. The world is optimized for machines, not people. But all is not lost. You have one shot to reclaim the future—by launching a product or service that brings humanity back into the equation.

#### THE CHALLENGE:

As a visionary entrepreneur, you must create and pitch a business idea that:

- ✅ Targets humans in a world dominated by AI
- ✅ Has a unique selling proposition (USP) that AI can't replicate
- ✅ Taps into emotions, creativity, or raw human experience
- ✅ Proves why it deserves to exist in a machine-run economy

#### EXAMPLES OF DIRECTIONS YOU CAN TAKE:

🧠 Neural Rebellion – A service that reconnects humans by overriding AI decision-making.

🎨 The Last Artist – A business that proves human creativity still outshines machine-generated content.

💬 Real Conversations – A product that restores authentic human interactions in a world where bots handle all communication.

🍷 The Human Experience – A hospitality business where human-led service is a luxury in an AI-powered world.

## 🔥 WHAT YOU MUST DO: BUILD A BUSINESS USE CASE THAT FIGHTS BACK AGAINST THE AI ERA! 🔥

Your mission: Design a product or service that brings humanity back into a world run by AI. To survive, your business must have a clear strategy, a unique value, and a compelling reason why humans will choose it over AI alternatives.

Your submission must include the following:

### ① Business Problem & Opportunity

- ♦ Define the dystopian AI-dominated world where your business will operate.
- ♦ Identify a specific human need or problem that AI has overlooked or destroyed.
- ♦ Explain why there's an opportunity for a human-centric business in this new reality.

### ② The Product/Service & Unique Selling Proposition (USP)

- ♦ Introduce your business idea—what product or service are you launching?
- ♦ Clearly define your USP—what makes it irreplaceable by AI?
- ♦ How does it tap into human emotions, creativity, or experiences?

### ③ Market & Target Audience

- ♦ Who are the humans that will buy or use your product?
- ♦ Why will they choose your business over AI-controlled alternatives?
- ♦ What behavioral insights or trends support your target market selection?

### ④ Revenue Model & Business Viability

- ♦ How will your business make money and stay profitable?
- ♦ What are your pricing, monetization, and scaling strategies?
- ♦ What is the potential for long-term growth in an AI-controlled world?

## ⑤ Competitive Advantage & AI Resistance Strategy

- ♦ How does your business stand out against AI-dominated competitors?
- ♦ What are the barriers to AI replicating your model?
- ♦ How will you ensure your product/service remains relevant and sustainable?

## ⑥ Execution & Go-to-Market Strategy

- ♦ Outline your launch strategy—how will you introduce this in an AI-dominated market?
  - ♦ What are your marketing and customer acquisition strategies?
  - ♦ What partnerships or human-driven alliances will support your growth?
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## Case Study Submission Guidelines

- Format: Submit in DOCX format.
- [Click here](https://storage.googleapis.com/mumbai_apnetime_prod/apna_canvas/JAGSoM/JAGSoM%20Next%20Gen%20Minds%20Round%202%20Submission%20Template) to download the submission template, or paste the following link into your browser:  
[https://storage.googleapis.com/mumbai\\_apnetime\\_prod/apna\\_canvas/JAGSoM/JAGSoM%20Next%20Gen%20Minds%20Round%202%20Submission%20Template](https://storage.googleapis.com/mumbai_apnetime_prod/apna_canvas/JAGSoM/JAGSoM%20Next%20Gen%20Minds%20Round%202%20Submission%20Template)
- Word Limit: Maximum 2,500 words (excluding references).
- Originality: The case study must be original and plagiarism-free.
- AI Usage: The use of Generative AI tools (e.g., ChatGPT, Bard) is strictly prohibited.
- Disqualification: Any submission found to be plagiarized or AI-generated will be disqualified.

## Evaluation Criteria

Submissions will be assessed based on:

- Originality – Unique insights and perspectives.
- Feasibility – Practical applicability of the solution.
- Impact – Potential effectiveness and reach.
- Alignment – Relevance to the competition theme.

### Steps to Submit Your Case Study

1. Log in to the competition website.
2. Scroll down to the Rounds section.
3. In the Second Round section, click on "Upload Submission."
4. Upload your case study (DOCX format).
5. Click Submit.

### Important Notes:

- Only the team leader can submit the case study.
- You can edit your submission until the deadline.
- No late submissions or email submissions will be accepted.

 For any queries, contact: [compete@apna.co](mailto:compete@apna.co)

- Subject line format: Next Gen Minds | Team Code | Issue