



AI Business Model Canvas

Teamwork

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Goal of teamwork

- Apply what you have learned during the course, design an AI project/strategy for a company/start-up using AI business Model Canvas and pitch the idea to other students
- In this position, you can think of doing your company's first AI project with AI Business Model Canvas
- Canvas is used to communicate on visually a single page the AI strategy and its implementation to business sponsors/investors in order to obtain funding
- The model describes in a structured manner how to concretely proceed from an AI idea to the introduction of AI and what it requires from different perspectives e.g. from the perspectives of data, management, operating models and technology

Teamwork in a nutshell

- Week 2
 - Formulate/choose team of 3-4 persons (tool in Moodle, section 2). You can do this alone, but it is not recommended. Brainstorming works better in a team.
 - Agree with the team members how you do the work (communication, work division, DLs etc.).
- Weeks 2-6
 - Choose one of the presented AI Business Model Canvas models or you can select something else, remember to include all relevant topics.
 - Choose a company or fictitious start-up for which you will create the canvas.
 - Build an AI strategy/project plan for the company/start-up - how to get an AI innovation from idea to deployment.
 - Make a **presentation** (PowerPoint, Canva etc.), check details from this slide set.
 - Make a **pitch** about the idea, check details from this slide set.
- Week 7-8
 - One group member submits the presentation in pdf format to Moodle, check DL.
 - Pitch presentations.

AI Business Model Canvas - usage

- **Use keywords, except for full sentences in the value proposition.** Pay special attention to the value proposition and its clarity, i.e. what specific business problem will AI solve? What is offered? How to create value for the organization and customers? What is the goal and how is the achievement of the goal measured and monitored?
- Please note that you are experts from different parts of the organization (interdisciplinary team). Define which roles are included in the team and indicate the roles and names of the group members on the cover slide.
- Also highlight the risks and opportunities, for example by using SWOT or as part of a canvas.

Presentation - content

1. Cover page (descriptive title of teamwork, Basics of Artificial Intelligence - ICB011AS2AE-XXXX, AI Business Model Canvas - teamwork, full names and roles of group members)
2. Presentation of the organization/startup (necessary basic and background information about the company, market and competitive situation, etc.)
3. The AI Business Model Canvas (i.e. AI strategy/AI project plan)
4. Any additional slides you deem necessary (e.g. customer persona, customer journey.
Remember to treat the images attached to your presentation to a small physical size (approx. 200 kB) so that the file size does not become too large.
5. Reference and they are also marked on each page. There should be at least 4 sources which show familiarity with the theme.
6. Reflection on teamwork. Include one slide in which the team collectively evaluates their learning and collaboration. Evaluate how each team member has contributed to the task. This slide is not presented to the audience, information only for the teachers.

Presentation length max 8 pages!

Pitch - tips

- You can think of pitching an AI project to sponsors/investors and thus seeking justification and funding for the AI project.
- Pay attention that the value proposition and benefit are articulated clearly.
- You may use part of the presentation in the pitch or use whatever material you like.
- You can choose how to present, one/some/all members of the group.

Pitch length max 3 minutes!