



# AI Business Model Canvas

Assignment instructions

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# Goal of the assignment

- Design an AI project/strategy for a company/start-up using AI business Model Canvas
- In this position, you can think of doing your company's first AI project with AI Business Model Canvas
- Canvas is used to communicate visually on 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

# Assignment in a nutshell

- 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.

# 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, “AI Business Model Canvas”, full names)
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.

**Presentation length max 8 pages!**