

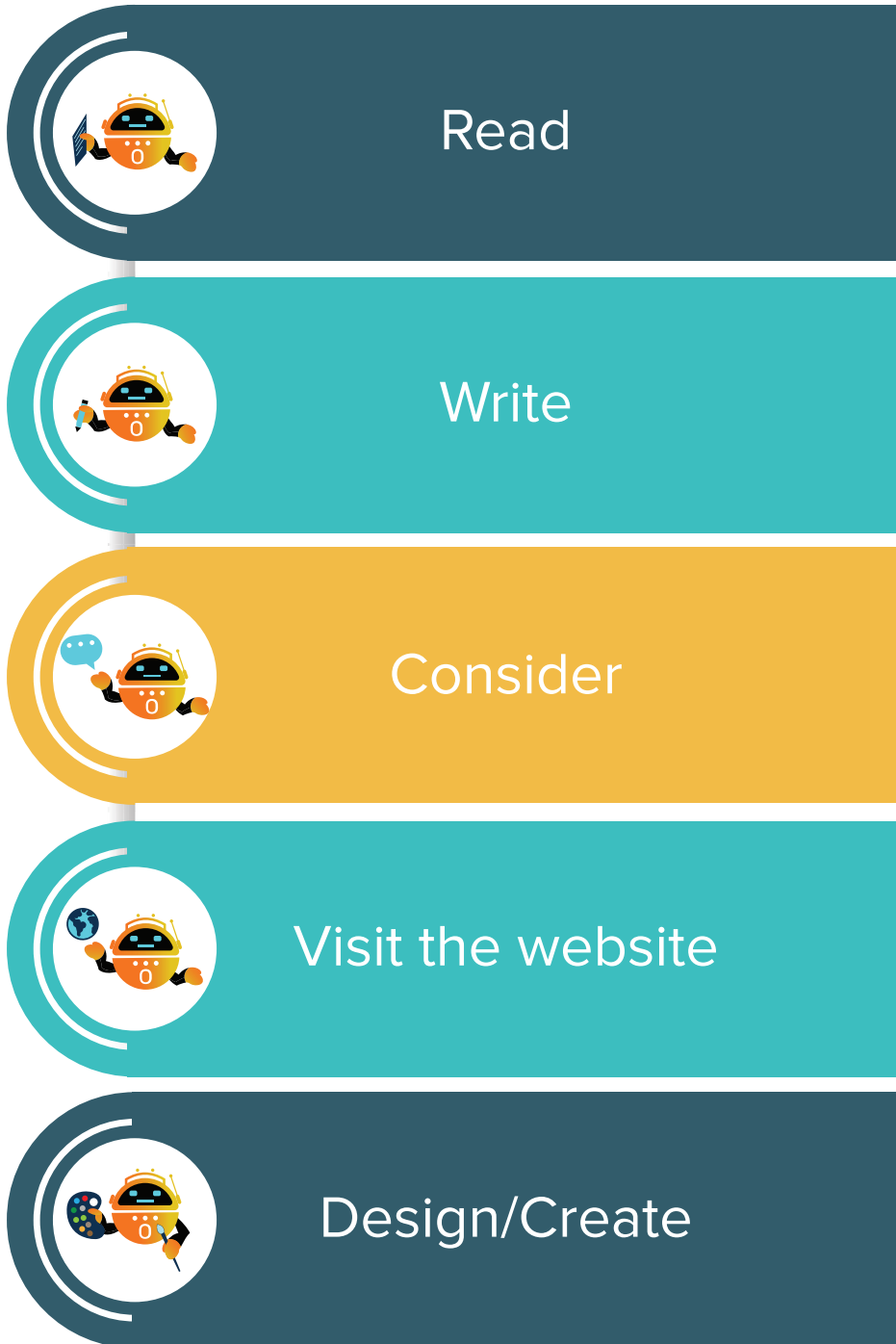


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Designing and Building AI Products and Services Workbook

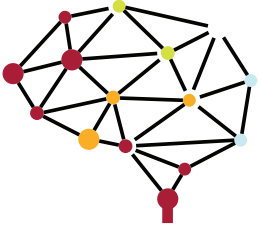


Your AI Mascot will guide you through this week, so watch out for these icons:





Workbook 6: Superminds



Week 6

As you have seen in this module, superminds have proven to be instrumental in producing phenomenal results in many areas of society, including medical diagnoses and predicting the next president of the United States. We've also discussed how superminds are utilized to support various cognitive processes in developing a business strategy.

Now, it is time to design your own company or business process using multiple superminds. You can utilize contests, prediction markets, and various crowdsourcing techniques to develop strategies and products.

1

Step One: Choose a Business

Choose an existing company or create a fictional startup that you feel would benefit from implementing superminds. List an example of a similar service or company that benefitted from superminds. Also, describe why your implementation of superminds is better or unique for your company/startup from the similar service/company you listed.

Type your response here



2

Step Two: Decide What Business Functions You Would Like to Enhance Using Superminds

Decide What Business Functions You Would Like to Enhance Using Superminds:

Superminds is defined as groups of people acting together in a way that seems intelligent, so come up with a plan to incorporate superminds to enhance at least three of these business functions:

- Production
- Research and Development (often abbreviated to R&D)
- Purchasing
- Sales and Marketing
- Human Resource Management
- Accounting and Finance
- Distribution

Type your response here



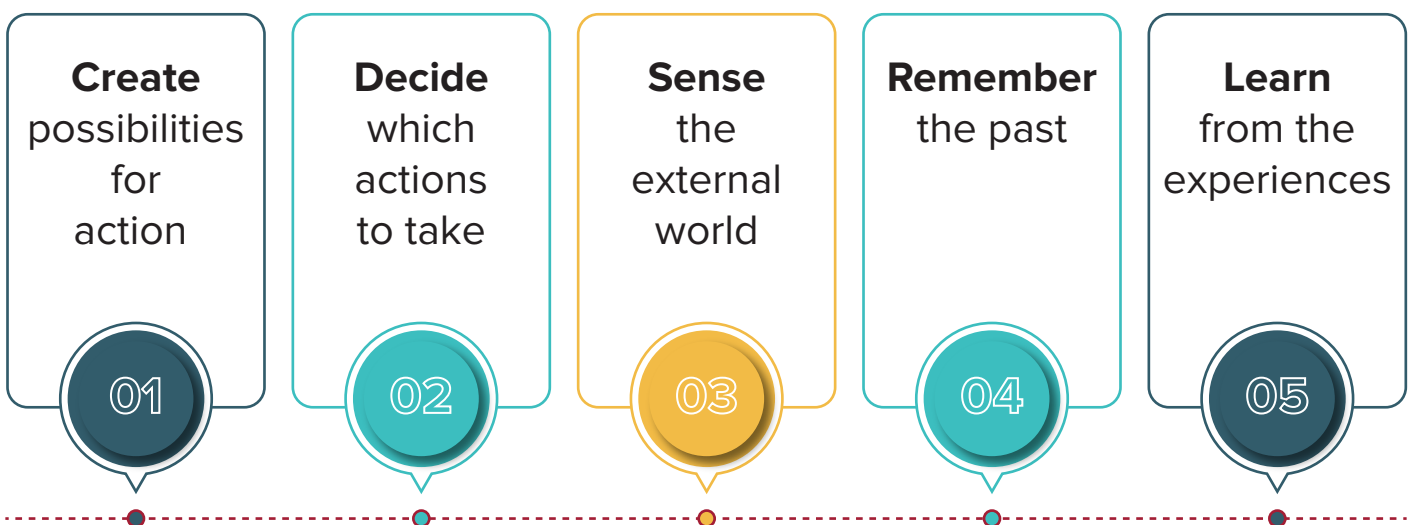
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Step Three: Choose the Cognitive Processes That Will Align with the Business Functions

Choose the cognitive process that best aligns with the core business functionality.

For example, the cognitive process “Create” may be best utilized by the product development team.

Cognitive processes include:



3

Step Three: Choose the Cognitive Processes That Will Align with the Business Functions (Cont.)

Type your response here



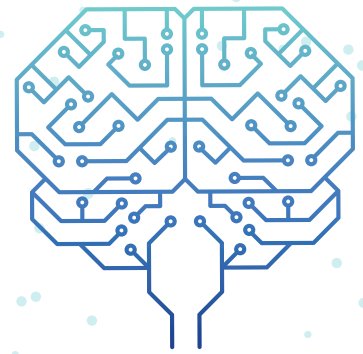
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Step Four: Identify the Business Functions and Summarize How the Superminds Will Enhance Them

Identify the Business Functions and Summarize How the Superminds Will Enhance Them: We have created the company and described the business functions using superminds. Add the information together as a plan and list the cognitive process(es) for each function within the plan. Also, describe how each of these functions, along with the identified cognitive process, helps your business gain traction or grow/expand.

Type your response here





Designing Artificial Intelligence Products Workbook

