Case Analysis 1

MOMENTA SUSTAINED SUCCESS IN THE ARTIFICIAL INTELLIGENCE

Sukanya Mukherjee

128041217

Dr. Preety Wadhwa

BAN120 ZBB

Analytics Case Studies

Table of Contents

A. <u>Executive Summary:</u>

Momenta was established in 2016 in Beijing, China. It is the first AI and autonomous driving start-up led by four pillars – Xudong Cao, Gang Sun, Yan Xia and Shaoqing Ren. It has been flourishing quickly and ruling the markets due to its deep-rooted business model. It has its goals aligned with nation's goals, so it has been continuously funded and supported by government and other investors. It also provides services such as AutoRing, Mpilot, Valet Parking and Robotaxi. However, the question is – will it be able to stay on-top-of-the-game for long? This will totally be dependent on all founders - appropriate decision-making and future predictions.

B. <u>Problem Statement:</u>

CEO's master plan to approach the hardships which Momenta can face in the future due to evolving Artificial Intelligence (AI) industry.

C. <u>Identifications of problems:</u>

1. How can they engage new customers and retain the current?
2. How can they bring in more funds from stakeholders, investors, and government?

D. <u>Alternatives:</u>

<u>Problem 1. How can they engage new customers and retain the current?</u>

Alternative 1)	They can deliver on current customer's expectations and deadlines (Deliverables)
Alternative 2)	They can bring in use of new technologies and collaborate with leading industries (Innovation)

<u>Problem 2. How can they bring in more funds from stakeholders, investors, and government?</u>

Alternative 1)	Show current growth trends and future predictions on current decisions (Analytics)
Alternative 2)	Involve them as a part of plan for future decision-making with transparency (Trust)

E. Decision Criteria:

DC1	Competitiveness
DC2	Deliverability
DC3	Innovative solutions
DC4	Analytical approach
DC5	Build Trust

F. Analysis:

Problem 1. How can they engage new customers and retain the current?

	DC1	DC2	DC3	DC4	DC5
Alternative 1) (Deliverables)	Be competitive when offering services and making deadlines to deliver.	Try to enhance the quality of the product each time the customer places orders.	Show customers new products whenever they try placing the order. Keep them impressed and engaged with the variety.	With the use of customer data, try to predict their interest in specific product and check if it is feasible to enhance the product features.	Build trust by giving them what they want and when they want.
Alternative 2) (Innovation)	Keep in check, what type of industries are other rival companies investing in or collaborating with.	If feasible, deliver more than promised. For example: adding new features to enhance customer's experience.	Keep in check, what new softwares are available in the market which can further boost the product.	Automate the products, if possible, using analytical tools.	Show the customer your recent innovative product and let them review it. Bringing transparency in the process brings customer close.

Problem 2. How can they bring in more funds from stakeholders, investors, and government?

	DC 1	DC 2	DC 3	DC 4	DC 5
Alternative 1) (Analytics)	Keep in check, which companies are your competitors and why? Use Analytics to predict how to stay on top of the game.	Deliver the growth predictions to stakeholders, investors, and government, which have been made in the initial days to secure funding.	Using the analytical tools, try to customize the softwares being used according to the needs, to provide quicker and effective solutions.	Have full control over the analytics, immediately work upon any downward trend, if seen.	Build trust and keep the analysts motivated and encouraged.
Alternative 2) (Trust)	Compete to get new investors but also maintain a good relationship with existing ones.	Gain trust by delivering quality as promised.	Involve stakeholders, investors and government for new suggestions and ideas.	Stakeholders should have trust in you even if they see a downward trend, they give you chance to improve and deliver better.	Decision making to be done with transparency and involving all stakeholders and investors.

<table>
<tr><td style="background:#8CC63F"></td><td>Very Likely</td></tr>
<tr><td style="background:#FFFF00"></td><td>Likely</td></tr>
</table>

🟩	Very Likely
🟨	Likely

G. Decisions/Recommendations:

In conclusion, based on above criterias and analysis, the following decisions would be the best for successful future of Momenta:

1	Deliver on expectations and deadlines for the current Tier 2 software service for all clients.
2	Partner with new investors but keep existing ones fulfilled.
3	Involve stakeholders, investors, and government in decision-making for utilizing their AI products and services under the umbrella of China's plans of becoming a leader in AI.
4	Cater to user demands of new mobility and IoT services and customizable plans.

H. Implementations:

➤ Deliverability to existing clients for Tier 2 software solutions is necessary for future growth. It will keep them invested in the company and provide stability.

➤ Partnering with new companies to provide for Tier 1 suppliers and original equipment manufacturers can be a risky decision, which can be solved by trying and testing with lesser value prototype, to handle the cost of defects efficiently (if any).

➤ Using their lesser-known solutions such as AutoRing, Mpilot, Valet parking and Robotaxi to invite more attraction from new clients and funding from new investors. This could stabilize the company more in terms of their current position.

➤ Customize plans and fulfilling new demands will bring customers closer. Employing platform and data service models will be compensated if the customer base increases.

I. Work Cited:

None.