

Course-End Project

Enhancing Product Launches with the AI-Powered Microsoft Edge Copilot

Overview

In this project, you will use Copilot to plan and execute the launch of an e-bike. The objective is to perform strategic oversight by leveraging Copilot to generate presentation-ready documents that streamline processes and effectively guide operational teams.

Tools

Microsoft Edge's Copilot (free version)

Dataset

None required

Instructions

- Review the learning materials in the course
- Read the situation, tasks, actions, submission, and result sections carefully to understand the assignment thoroughly
- Complete your assignment and submit it through the Learning Management System (LMS)
- Follow the guidelines provided closely to ensure the mentioned documentation is done correctly

Situation

You are the CEO of an automobile company preparing to launch an e-bike in three months. Your responsibilities include defining clear goals, aligning teams, and ensuring the project's success. You must use Copilot to create practical documents that enhance teamwork and improve efficiency across departments.

Tasks

- 1. Strategic objectives:**
 - Use Copilot to define measurable launch goals (for example, target market share, revenue, and customer adoption rates)
 - Critically review the generated content to ensure alignment with business priorities
- 2. Market analysis:**
 - Research market trends, customer segments, and competitive landscape using Copilot
 - Develop a positioning strategy for the e-bike based on insights
- 3. Team accountability:**
 - Define high-level roles and responsibilities
 - Include mechanisms for measuring accountability and success
- 4. Marketing strategy:**
 - Outline a multi-channel marketing strategy
 - Incorporate financial projections and campaign KPIs (key performance indicators)
- 5. Financial and KPI tracking:**
 - Use Copilot to build financial models and a KPI tracker
 - Include a breakeven analysis and an ROI estimation
- 6. Crisis management scenario (optional advanced task):**
 - Adapt your plan to address a hypothetical disruption, such as a supply chain delay or competitor action

Actions

- 1. Strategic objectives**
 - Use Copilot to outline clear and measurable launch objectives, such as target market share, revenue growth, and customer acquisition rates
 - Critically review the generated objectives to ensure they align with business priorities and strategic goals
 - Generate a presentation-ready document summarizing the strategic objectives, formatted for easy stakeholder review
- 2. Market analysis**
 - Use Copilot to research and analyze market trends, customer segments, and the competitive landscape for e-bikes
 - Request specific insights from Copilot, such as pricing strategies, key competitors, and popular features in the market

- Create a detailed market analysis report, including visualizations like charts or tables, formatted for team presentations

3. Team accountability

- Use Copilot to define high-level roles and responsibilities for the product development, marketing, and sales teams
- Include clear accountability mechanisms and align tasks with the project timeline
- Generate a structured responsibility matrix document for collaboration and easy reference

4. Marketing strategy

- Use Copilot to brainstorm and outline creative digital marketing campaigns targeting eco-conscious and urban commuter audiences
- Prompt Copilot to draft sample marketing materials, including press releases and social media content, highlighting the e-bike's unique features
- Compile and format the marketing ideas into a polished, multi-channel strategy document for stakeholder approval

5. Financial and KPI tracking

- Use Copilot to develop financial models, including sales targets, breakeven analysis, and ROI projections based on production capacity and market analysis
- Identify key performance indicators (KPIs) such as revenue growth, customer acquisition rates, and campaign engagement metrics
- Prepare a comprehensive financial and KPI tracking dashboard, formatted in Excel or Word for team and stakeholder use

6. Crisis management scenario (optional advanced task)

- Adapt the launch strategy to address a hypothetical disruption, such as supply chain delays or a competitor's early product release
- Use Copilot to propose contingency plans and revise strategic goals to mitigate risks
- Generate a revised strategic plan that addresses the hypothetical crisis formatted for executive review

Submission

The project requires learners to submit the following deliverables:

- Strategic launch framework document: A report defining measurable objectives, challenges, and success metrics for the e-bike launch
- Market analysis and positioning strategy: A detailed market analysis with a competitor benchmarking report and product positioning strategy

- Cross-functional accountability plan: A high-level team accountability and oversight framework with clear success metrics
- Marketing impact assessment: A proposed marketing campaign framework and ROI projection for targeted audiences (for example, eco-conscious commuters)
- Financial projection and KPI dashboard: A financial model outlining expected costs, revenues, and KPIs, along with a dashboard for tracking progress
- Investor presentation: A polished PowerPoint presentation summarizing the entire strategy, ready for stakeholder review

Result

This project will demonstrate your ability to effectively use Copilot for strategic planning, team management, and creating high-quality, actionable documents for a successful e-bike product launch.