Group Project Briefing
Professor Weymouth: The AI Economy
University of Basel Summer School
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The group project is a focus of the course. Groups will develop either: 1) a business idea for the AI economy, OR 2) a policy solution to AI challenges or disruptions. The concluding event of the course is a brief presentation by each team during the final scheduled class session. The presentations should not exceed 12 minutes, followed by 5 minutes for question and answer. A short paper will provide additional details on your business proposals or policy solutions. The paper must not exceed five pages (double-spaced).

The *business idea* projects may consist of the following elements:

1. Introduction to your value proposition
   a. What problem are you solving? What is the cause of this problem?
   b. Why would someone want to have this problem solved?
2. Who are your potential customers? What are the characteristics of your customers? How will you interact with your customers?
3. What are the key activities your business undertakes to achieve the value proposition for your customers (i.e., what does your business do?)
4. **Focus:** How do you propose to use technology (AI/machine learning/automation/robotics) to add value?
5. Who are your key partners?
   a. other external companies/suppliers/parties you may need to achieve your key activities and deliver value to the customer
6. What are your proposed revenue streams (i.e., the ways in which your business converts your value proposition into financial gain)
   a. Examples: Pay per product (pay per view), fee for service, fixed rate, subscription

You might find this tool useful for specifying aspects of the business model:
https://vizologi.com/business-strategy-canvas/hubspot-business-model-canvas/

The *policy solution* projects may consist of the following elements:

1. Introduction to the problem
   a. Why is it a problem?
   b. Who cares about this problem?
2. What governments or institutions are responsible for solving this problem?
3. What are the interests of the government leaders responsible for the problem?
   a. What are their constituencies? How do leaders remain in power?
4. **Focus:** What is your proposed solution to the AI-related problem?
5. **Focus:** How politically feasible is your solution?
   a. Who are the winners of your policy proposal? Who are the losers? Which group is more politically powerful?
   b. What is the likelihood that your solution will be implemented?
   c. What information would be useful for the public to have in order to support your solution?