

AI Automation Project: Designing an AI-Powered Technology Strategy

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MGT 5804

Assignment Overview:

- The objective of this assignment is to provide an opportunity for you to apply the tools and frameworks we are covering in the class to design a comprehensive AI-powered technology strategy.
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Instructions:

- You will work on this assignment individually
 - You will have the liberty to choose the company you focus on for the project. It can be a company where you work, a company we have discussed in class, or even a fictional company (e.g., a “startup idea” you want to road test).
 - We will use our office hours sessions over the next few weeks to help you brainstorm some ideas
 - Build a comprehensive AI strategy for your company to address the strategic problems you have identified
 - The page target for your final team paper should be around 6 pages. We are not going to penalize you if you go over/under the page targets, but please do your best to condense your paper to conform with total page limit for your project. Any figures, tables, pictures, graphics, etc. will not count towards the total page limit.
 - Double-spaced, Times New Roman, 12-point font
 - 1” margins
 - You can submit either a .docx or .pdf file to Canvas. Mac users, please do not submit a .pages file or any other file format as we may not be able to open your submission.
 - Your final presentation should be around ~5 mins long. You can determine the number of slides you use, but please make sure your presentation is not more than 5 mins long. The oral presentation is intended for you to provide an overview of the project
 - Please submit your final team paper and team ppt deck via Canvas before the scheduled deadline
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AI Technology Strategy Pitch

I. Section One: Overview of the Strategic Problem (~1 Page) –

- a. Which company are you building an AI-powered strategy for?
- b. What are the key strategic problems this company is facing?
- c. What is your solution(s) to these strategic problems?

II. Section Two: Customer Segmentation Strategy (~1 Page) –

- a. What is the major adopter segment on the TALC that you are targeting (please only choose one)
- b. What are the functional, emotional, and social objectives that your target customers have in evaluating the tools they use to complete their core “jobs?”

Section Three: Outline AI/Data Strategy (~2 Pages) –

Outline your data/technical infrastructure for your AI-powered strategy

- c. What is your data pipeline? What kinds of data are you collecting?
- d. What are your key AI-algorithms? Be precise about the algorithm(s) you are proposing to use. You don't have to discuss the underlying maths of the model (unless that is the easiest way for you to describe it)
 - i. **Note:** Don't worry about making this too complex. While the choice of algorithms is really important, I want you to focus on the “match” between the algorithms you will use with the nature of the strategic problems you are focusing on in the overall strategy.

III. Section Four: Overview of Value Network & Ecosystem Strategy (~2 Pages)

- a. Describe your value network. Who are the key players? What will they contribute to the value creation process? Figure 6.2 provides an example of a value network for an app from our reading. Use this as an analog to help structure your own value network for the AI strategy.
- b. Summarize your overall technology strategy. Make sure you pull from the initial readings on technology strategy (Hint: 3 major dimensions of a good technology strategy are listed in all of the case rubrics)
 - i. Specify your technology strategies
 - ii. Identify the source of competitive advantage
 - iii. Describe how your proposed strategy solves the problem you have identified

FIGURE 3-2

AI factory components

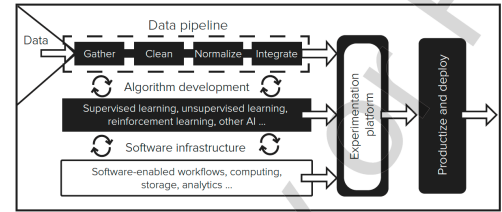
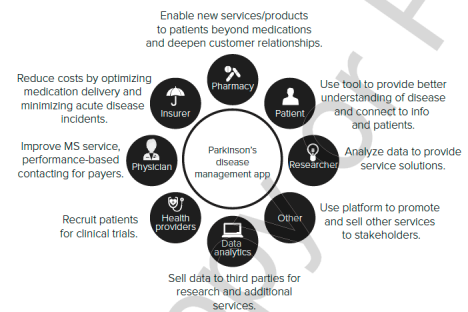


FIGURE 6-2

Network-based value creation for a disease management app



Source: Keystone Strategy