Milestone #3: Business Model Design & AI-powered Operating Models

8/6/2023

150 Possible Points

Attempt 1

In Progress
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Unlimited Attempts Allowed
7/17/2023 to 8/6/2023

Details

Milestone #3: Business Model Design & AI-powered Operating Models

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MGT 5824

Assignment Overview: The objective of this assignment is to guide you through the process of designing a comprehensive AI business model and associated financial models.

Assignment Objectives:

* Develop a Business Model Canvas for an AI-based venture
* Analyze the financial implications through the Gross Margin Model, Operating Model, Working Capital Model, and Financing Model
* Discuss the scalability and viability of the AI operating model

Instructions:

* This assignment builds upon the work done in Milestone Two. The primary task is to develop a comprehensive Business Model Canvas, emphasizing the Revenue Model, Cost Structure, and Value Proposition.
* Subsequently, you will integrate and detail the financial aspects, encompassing the Gross Margin Model, Operating Model, Working Capital Model, and Financing Model.
* Finally, you will analyze how AI will help build a scalable operating model.
* If you are working on a team, each person will conduct a unique business model with different

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* Unfortunately, no late submissions can be accepted so please make sure you have completed your work and submitted the analysis before the assigned deadline.

Assignment Components:

1. Business Model Canvas (50 points): Develop a comprehensive Business Model Canvas for your AI product or service.
  * Key Partners, Key Activities, Key Resources, Customer Relationships, Channels, and Customer Segments (20 points)
  * Value Proposition, Revenue Model, and Cost Structure (30 points)

2. Financial Models (50 points): Detail the financial implications of your AI venture by integrating the following models within the business canvas.
  * Gross Margin Model (10 points)
  * Operating Model (10 points)
  * Working Capital Model (10 points)
  * Financing Model (20 points)

3. Scalability and Viability of the AI Operating Model (50 points): Discuss how AI will contribute to the scalability of the operating model and evaluate the feasibility and sustainability of your AI venture.
  * Scalability Analysis (25 points)
  * Viability and Sustainability Analysis (25 points)

Submission: Compile all the above components into a single document or presentation. It should be well-organized, with each section clearly labeled. Include visual elements where appropriate, especially in the Business Model Canvas and financial model sections. You will then create a 10-minute (or less) presentation on Flipgrid to discuss your AI Business Model and Financial Plan.

Link to the Assignment Page on Flipgrid: (will be posted soon)

Grading Rubric:
- Business Model Canvas: 50 points
- Financial Models: 50 points
- Scalability and Viability of the AI Operating Model: 50 points

Total: 150 points

Overview: In this assignment, you are required to design a comprehensive Business Model Canvas for your AI product or service, analyze the financial implications by integrating the Gross Margin Model

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is expected to take between 15-20 hours of work to complete. You will submit a 10 min (or less) presentation on Flipgrid presenting the critical information highlighted in the rubric above. I am not specifying an exact structure for your presentation, so please use your creativity and agency to design the presentation.

View Rubric

Some Rubric (1)

Criteria	Ratings		Pts
Persona #1: Target Customer Segment view longer description	**30 to >0 pts** **Full Marks**	**0 pts** **No Marks**	/ 30 pts
Persona #2: An Extreme User (Could Also be a Person Who "Hates" Your Product/Service) view longer description	**20 to >0 pts** **Full Marks**	**0 pts** **No Marks**	/ 20 pts
			Total Points: 0

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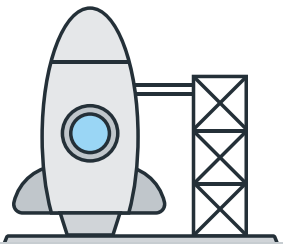

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