



AI Automation Project

5/7/2023

Attempt 1



IN PROGRESS

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Unlimited Attempts Allowed

4/1/2023 to 5/7/2023

Details

<https://canvas.vt.edu/courses/168287/files/26483918?wrap=1>

Instructions:

<https://canvas.vt.edu/courses/168287/files/26483918?wrap=1>

- 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

Please download a copy of the detailed instructions for the paper/presentation here.

<https://canvas.vt.edu/courses/168287/files/28091231?wrap=1>

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AI Team Project Rubric

Criteria	Ratings			Pts
Presentation (Team In-Class Presentation) view longer description	50 to >45 pts Full Marks Presentation/deck is free of grammatical/spelling errors, and/or the expository narrative is clear and concise, and/or the conclusions/strategic recommendations are based on sound logic and clear application of relevant frameworks and models from the class.	45 to >40 pts Above Average Presentation/deck contains a few grammatical/spelling errors, and/or the expository narrative is unclear, and the conclusions/strategic recommendations are based on questionable logic and unclear application of relevant frameworks and models from the class.	40 to >0 pts Average Presentation/deck contains numerous grammatical/spelling errors, and/or the expository narrative is flawed, and/or the conclusions/strategic recommendations are based on flawed logic and inaccurate application of relevant frameworks and models from the class.	/ 50 pts
Overview of Strategic Problem view longer description	25 to >23 pts Excellent Excellent description of the key strategic problems this company is facing. Addresses the major components of a good technology strategy, and isolates the specific problems along one or more of these dimensions: 1) integrated set of choices; 2) use of novel technology; 3) product long-term, superior financial returns	23 to >20 pts Above Average Solid description of the key strategic problems this company is facing. Addresses a few of the major components of a good technology strategy, but the discussion of the specific problems is ambiguous along one or more of these dimensions: 1) integrated set of choices; 2) use of novel technology; 3) product long-term	20 to >0 pts Average Average description of the key strategic problems this company is facing. Addresses a few of the major components of a good technology strategy, but the discussion of the specific problems is flawed and/or inaccurate along one or more of these dimensions: 1) integrated set of choices; 2) use of novel technology; 3)	/ 25 pts

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AI Team Project Rubric

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			superior financial returns.	
The Job to be Done (1) view longer description	20 to >18 pts Excellent Excellent description of the functional, emotional, and social objectives that your target customers have in evaluating the tools they use to complete their core "jobs." Clear description of both early adopters and early majority customers.	18 to >16 pts Above Average Solid, but ambiguous description of the functional, emotional, and social objectives that your target customers have in evaluating the tools they use to complete their core "jobs." Ambiguous description of both early adopters and early majority customers.	16 to >0 pts Average Inaccurate or incomplete description of the functional, emotional, and social objectives that your target customers have in evaluating the tools they use to complete their core "jobs." Inaccurate or incomplete description of both early adopters and early majority customers.	/ 20 pts
	20 to >18 pts Excellent Excellent discussion of the critical challenges these have in facing in the current environment (before the introduction of AI-tools). Clear focus on both the early adopters and early majority customers.	18 to >16 pts Above Average Solid discussion of the critical challenges these have in facing in the current environment (before the introduction of AI-tools). Solid but ambiguous details for either the early adopters and early majority customers.	16 to >0 pts Average Inaccurate or incomplete discussion of the critical challenges these have in facing in the current environment (before the introduction of AI-tools). Inaccurate or incomplete discussion for either the early adopters and early majority	

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Criteria	Ratings			Pts
Job to be Done (3) view longer description	20 to >18 pts Excellent Excellent discussion of the internal/external tools your customers use. Clear focus on both the early adopters and early majority customers.	18 to >16 pts Above Average Solid, but ambiguous discussion of the internal/external tools your customers use. Ambiguous focus on both the early adopters and early majority customers.	16 to >0 pts Average Inaccurate or incomplete discussion of the internal/external tools your customers use. Inaccurate or incomplete discussion of the early adopters and/or early majority customers.	/ 20 pts
Job to be Done (4) view longer description	20 to >18 pts Excellent Excellent discussion of the gaps between what customers want to accomplish versus what they actually are accomplishing with their current tools.	18 to >16 pts Above Average Solid, but ambiguous discussion of the gaps between what customers want to accomplish versus what they actually are accomplishing with their current tools.	16 to >0 pts Average Incomplete or inaccurate discussion of the gaps between what customers want to accomplish versus what they actually are accomplishing with their current tools.	/ 20 pts
Job to be Done (5) view longer description	20 to >18 pts Excellent Excellent discussion of the MVP and WPS to target early adopters and early majority customers, respectively	18 to >16 pts Above Average Solid, but ambiguous discussion of the MVP and WPS to target early adopters and early majority customers, respectively	16 to >0 pts Average Inaccurate or incomplete discussion of the MVP and WPS to target early adopters and early majority customers,	/ 20 pts

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Data Strategy (1) view longer description	25 to >23 pts Excellent Excellent discussion your data pipeline and the kinds of data are you collecting	23 to >20 pts Above Average Solid, but ambiguous discussion your data pipeline and the kinds of data are you collecting	20 to >0 pts Average Inaccurate or incomplete discussion your data pipeline and the kinds of data are you collecting	/ 25 pts
Data Strategy (2) view longer description	25 to >23 pts Excellent Excellent discussion and justification of your key AI-algorithms.	23 to >20 pts Above Average Solid, but ambiguous discussion and justification of your key AI-algorithms.	20 to >0 pts Average Incomplete or inaccurate discussion and justification of your key AI-algorithms.	/ 25 pts
Value Network & Ecosystem Strategy (1) view longer description	25 to >23 pts Excellent Excellent discussion your value network, the key players, and what will they contribute to the value creation process	23 to >20 pts Above Average Solid, but ambiguous discussion your value network, the key players, and what will they contribute to the value creation process	20 to >0 pts Average Incomplete or inaccurate discussion your value network, the key players, and what will they contribute to the value creation process	/ 25 pts
Value Network & Ecosystem Strategy (2) view longer description	25 to >23 pts Excellent Excellent discussion of: i. overall value proposition ii. source of competitive advantage iii. critical	23 to >20 pts Above Average Solid, but ambiguous discussion of: i. overall value proposition ii. source of competitive	20 to >0 pts Average Inaccurate or incomplete discussion of: i. overall value proposition ii. source	/ 25 pts

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AI Team Project Rubric				
Criteria	Ratings			Pts
	capabilities you will bring to strategy	organizational capabilities you will bring to strategy	AI-powered organizational capabilities you will bring to strategy	
Value Network & Ecosystem Strategy (3) view longer description	25 to >23 pts Excellent Excellent description of your key technology strategies: 1) Set of cohesive choices 2) Novel use of technology 3) Produces long-term, superior financial performance	23 to >20 pts Above Average Solid, but ambiguous description of technology strategy: 1) Set of cohesive choices 2) Novel use of technology 3) Produces long-term, superior financial performance	20 to >0 pts Average Inaccurate or incomplete description of technology strategy: 1) Set of cohesive choices 2) Novel use of technology 3) Produces long-term, superior financial performance	/ 25 pts
				Total Points: 0

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