**Lawn Buddy AI Technology Strategy Pitch**

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

1. *Which company are you building an AI-powered strategy for?*

I am building an AI-powered strategy for Lawn Buddy. Lawn Buddy is a startup company operating a lawn service platform that allows lawn owners to input information about their lawn to help narrow down a list of professionals that have the required expertise, provide service to the area (including grass cutting, hedging, and trimming), and are in the price range set by the lawn owner. The LawnBuddy app also helps to take some of the guesswork out of the hands of the lawn owner by utilizing machine learning and image processing to help identify what services the lawn needs most.

*b. What are the key strategic problems this company is facing?* (https://www.fieldcircle.com/blog/landscaping-business-challenges-and-solutions/)

* Maintaining the landscape pristine throughout the year involves a multitude of tasks that must be performed properly at the right time. A typical work order during best seasons includes around 10-14 tasks, such as condition, prepare, till, grade, fertilize, seed, mow, water, prune, and weed control. As the business is seasonal, you cannot risk delays, as it would mean losing the advantage of natural processes. In addition, scheduling and dispatching landscapers on time with the right equipment make a big difference to operations and profitability.
* Since the business is seasonal, keeping the equipment safe and in a ready-to-operate condition when the crew needs them at the job site is a challenge and requires proper usage and maintenance on a routine basis.
* Green industry regulations at state and municipality levels whether it is related to the use of pesticides and fertilizers or the equipment and pollution levels is a big challenge for Lawn Buddy. Although regulations are there to protect public health and security and conserve property, their cost impact on the business is mostly high.

*c. What is your solution(s) to these strategic problems?*

* Lawn Buddy should use AI’s object recognition to scan and evaluate the lawn to determine the right time to perform lawn maintenance tasks. In addition, Lawn Buddy should also utilize a user-friendly lawn service scheduling feature where it lists all available landscapers and equipment for a certain schedule.
* Lawn Buddy should use either a landscaping management software, CMMS, or an equipment maintenance program to record, track, and monitor the equipment, and set a configurable preventive maintenance schedule to notify the crew member about the upcoming maintenance. Having visibility into the inventory and historical usage data can track the equipment in use in real-time and bring predictability to the maintenance and service plans of equipment based on those historical usage data.
* Lawn Buddy needs to get more involved in the state-level associations to stay on top of the regulations. This could help us to engage in substantial lobbying activities to influence the decisions on pressing issues. In addition, on operations levels, Lawn Buddy should rely more on technology to keep its employees abreast of the latest regulations and guidelines. Having the right inspection tools, historical records, and a knowledge-base integrated with the internal systems like field service platform that are accessible by the employees anytime, anywhere could help in keeping up with the regulatory standards. Lastly, the company can conduct post-work inspections that ask the workers to perform checklist-based inspections to ensure they have followed the guidelines and validated with the right proofs like images and videos help in compliance.

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

1. *What is the major adopter segment on the TALC that you are targeting?*

Lawn Buddy is targeting early adopters as they are happy to test the product, provide feedback, implement innovativeness, and hope to simplify everyday tasks. Moreover, they can promote the product in their social circles and improve the reputation of the brand. Lawn Buddy will maintain their interest and engagement by keeping them informed and giving early access to new features.

The targeted early adopters will be those who are busier than others and do not have time to dedicate to lawn maintenance as well as those that are physically unable to provide care to their lawn like the elderly, sick individuals or disabled persons in addition to those who do not have lawn care tools and seek lawn services.

1. *What are the functional, emotional, and social objectives that your target customers have in evaluating the tools they use to complete their core “jobs?”*

* Functional: Target customers need to have mobile devices with minimum specification requirement (camera, sensors, and AR) and basic technical skills to be able to complete the lawn maintenance process in a user-friendly/easy-to-understand (important aspect for elderly customers) and fast way (important aspect for young professionals who are usually busy and don’t have a lot of free time). In addition, customers need to go through the whole app process of lawn maintenance starting from app authentication to taking a picture of the lawn for grass length detection to scheduling available lawn professional till the checkout and appointment confirmation stage to be able to evaluate the whole app experience.
* Emotional: Target customers (especially elderly people) need to feel relaxed once they complete the app’s lawn maintenance process especially if they find lawn mowing as a relaxing hobby. For busy customers and young professionals, they need to feel content that they spent less time using the Lawn Buddy app than if they maintained their lawn themselves.
* Social: For customers who are environmentalists and active in various communities, they need to feel pride that they reduced carbon emissions, built soil organic matter, and even enhanced pollinating habitats for bees by mowing their lawn using an app that their fellow environmentalists use. Similarly, customers who are tech enthusiasts or member of technology associations that have an affinity for high-tech mowing tools and regularly discuss new products they’ve tried, should also feel content and proud that they used a lawn mowing app that utilizes high-tech features like AI in lawn mowing which led them to bond more with other association members.

**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*