

Assignment Details:

Name: Memo to the CEO

Due: 11/21 before 1PM ET

Description: Choose one of the companies in the excel below and act as the Head of Strategy to write a memo addressed to the CEO of a company. In the memo you must:

1. Explain the current positioning of the company's AI strategy (it's possible for it to encompass more than one segment of the value chain or even none of them if they don't have a strong strategy currently). Who are their competitors? How are they matching up? Quantify everything you can on market size and share. Cite all sources using footnotes and superscripts¹.
2. Make an argument for a pivot the company should take given the new gen AI ecosystem. Which segment of the AI value chain should they try to end up in? Why? What moats do they have? If they shouldn't pivot, what must they do to strengthen their current position? Should they just stay out of AI entirely? Defend your argument with BOTH numbers and intuition.

Companies to choose from: [➕ Assignment 2 Sign Up](#) . This is an individual assignment but a single company can only have a max of 6-8 students writing on them depending on the Section (again, you are not a team and are submitting individually). Please don't try to add yourself as an extra slot.

Similar to Assignment 1, the max score on this is 93%. If you would like an optional 1-7% in additional credit, please conduct a separate one-page analysis on:

- *The exact cost of barrier to entry in the market segment of the value chain your incumbent was advised to pivot into. This should be a dollar-value backed by trusted sources and analysis*
- *The annual revenue the incumbent can expect to achieve (on average, not best case scenario). Also achieved from an extensive review of trusted sources online.*
- *Use Perplexity Pro (free for MIT students) to assist with your research*

Guidelines:

- 2 pages double spaced
- 12 pt font, Times New Roman
- 1 inch margins
- Up to 5 pages of figures in the appendix (all figures must go in the appendix)

¹ An example of a footnote

- Addressed to the CEO and written in consistent tense (e.g. “I’m writing to inform you...”; “We must pivot our strategy to...”; address them by first name at the header as if sent in an email; etc.)
- Where you can, use data!
- Use online resources for any data and cite the sources in a bibliography (MLA format)
- If you used ChatGPT to ideate please include a link with your prompts afterwards. If ChatGPT wrote your entire paper (highly not recommended as you won’t learn anything on this assignment), then please include at least one paragraph written entirely by yourself commenting on where you agree or disagree with ChatGPT.