GAIBL Project Capstone

# Step 0 - Introduction. 100-day Plan: Build a Generative AI Strategy with Project Roadmap

Upon assuming a new leadership role within a company (whether from an internal move or joining the company anew), it is common for an executive to be asked to prepare a plan for their first 100 days in the job.

As part of this project, you will prepare/build/create the following:

1. Identification of six Generative AI opportunities for the organization
   1. Opportunities must:
      * Represent at least three different functional areas
      * Include at least two *specific to* individual functional areas
      * Include at least two that span *across* multiple functional areas (or are company-wide)
      * Include no more than three projects for a single functional area
      * Include at least one external-facing initiative
      * Include at least one internal-facing initiative.
2. Prepare a roadmap for executing these six Generative AI opportunities.
   1. Detail the risks, challenges, and key factors for success for each of these opportunities
   2. Prepare a "rack and stack" evaluation of these opportunities
   3. Identify the order in which these projects might be launched in a strategic roadmap
   4. Provide justification for the order in which you've decided the projects should be launched
3. Prepare a Human Capital plan for your Generative AI implementation
   1. Describe how the Generative AI function will be organized within your company. Why is that organizational strategy the best match for your company right now?
   2. Identify the individuals you might invite to participate in a Stakeholders Council. What other stakeholders should also be involved outside of that council?
   3. Identify the roles you would initially want to fill to execute your Generative AI initiatives.
4. Draft an initial Generative AI Position Statement outlining the company's perspective on Generative AI and how it will be implemented.
   1. Detail how Generative AI fits with the company's core strategy
   2. Detail how Generative AI will be implemented in a responsible manner reflective of the context in which the company operates.
5. Prepare a Technical plan for executing your Generative AI roadmap.
   1. Identify how your first three Generative AI projects will leverage a foundation model(s) yet also be able to respond with information particular to your business and the specific business problem addressed by the project.
   2. Provide justification for each project's foundation model approach, and detail any challenges you anticipate having to address with each project.
   3. For each project, provides 2 example prompts along with each of the following:
      * Wording of the example prompt
      * Examples of business data expected to support the prompt response (in whatever foundation model approach is chosen)
      * Wording of an ideal response
   4. Your company will, of course, need to build an architectural "stack" to support your generative AI projects. For each of your top two projects, detail how each of the components of this stack will operate to support the execution of that project.

The work product for this Capstone project will be a detailed presentation to the CEO, detailing your plan and the rationale behind your decisions.

This project asks you to prepare that 100-day Generative AI plan for a company of your choosing; this could be your current company or some other existing company.

**Name of Company Chosen:** [insert name here]

**Brief Company Description:** [provide company detail here]

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# Step 1 - Identify Generative AI Opportunities in the Business

Throughout the course, you have been exposed to multiple examples of Generative AI projects implemented in a business setting. Now, based on your knowledge of your specific business context, you will generate six potential projects to be considered by the executive leadership team. It is expected that these are largely (or fully) represented by text generation models, though projects involving other media (e.g., images, audio, video, or mixed modalities) are acceptable as well.

Your Generative AI projects must collectively:

* Include at least two specific to individual functional areas
* Include at least one that spans across functional areas
* Represent at least three functional areas
* Include at least one that is external-facing (targeting customers, partners, investors, etc.)
* Include at least one that serves an internal audience (such as employees)

**Please identify your six projects here:**

**Project 1:** [Insert Project Name]

**Project 2:** [Insert Project Name]

**Project 3:** [Insert Project Name]

**Project 4:** [Insert Project Name]

**Project 5:** [Insert Project Name]

**Project 6:** [Insert Project Name]

**Note: You may choose to represent this information on slide 5 of the CEO Presentation Template**

**For each candidate project, please provide the following detail:**

**Project 1 Name:** [Place Response Here]

**Business Functional Area(s):** [Place Response Here]

**Target Users:** [Place Response Here]

**1. Description of the project (including business problem to be addressed, how Generative AI will address that business problem, and the targeted business objective (revenue? customer acquisition? cost reduction?):**

- Business Problem Addressed: [Place Response Here]

- Role of Generative AI in addressing the business problem: [Place Response Here]

- Targeted business objective(s): [Place Response Here]

**2. Magnitude of opportunity (with justification)**

[Place Response Here]

**3. Feasibility of development and implementation (with justification)**

1. **Individual components of feasibility**

[Place Response Here]

1. **Overall feasibility**

[Place Response Here]

**4. Likelihood of value capture (Low/Medium/High) with justification**

[Place Response Here]

**5. Key Business Stakeholders**

[Place Response Here]

**For each candidate project, please provide the following detail:**

**Project 2 Name:** [Place Response Here]

**Business Functional Area(s):** [Place Response Here]

**Target Users:** [Place Response Here]

**1. Description of the project (including business problem to be addressed, how Generative AI will address that business problem, and the targeted business objective (revenue? customer acquisition? cost reduction?):**

- Business Problem Addressed: [Place Response Here]

- Role of Generative AI in addressing the business problem: [Place Response Here]

- Targeted business objective(s): [Place Response Here]

**2. Magnitude of opportunity (with justification)**

[Place Response Here]

**3. Feasibility of development and implementation (with justification)**

1. **Individual components of feasibility**

[Place Response Here]

1. **Overall feasibility**

[Place Response Here]

**4. Likelihood of value capture (Low/Medium/High) with justification**

[Place Response Here]

**5. Key Business Stakeholders**

[Place Response Here]

**For each candidate project, please provide the following detail:**

**Project 3 Name:** [Place Response Here]

**Business Functional Area(s):** [Place Response Here]

**Target Users:** [Place Response Here]

**1. Description of the project (including business problem to be addressed, how Generative AI will address that business problem, and the targeted business objective (revenue? customer acquisition? cost reduction?):**

- Business Problem Addressed: [Place Response Here]

- Role of Generative AI in addressing the business problem: [Place Response Here]

- Targeted business objective(s): [Place Response Here]

**2. Magnitude of opportunity (with justification)**

[Place Response Here]

**3. Feasibility of development and implementation (with justification)**

1. **Individual components of feasibility**

[Place Response Here]

1. **Overall feasibility**

[Place Response Here]

**4. Likelihood of value capture (Low/Medium/High) with justification**

[Place Response Here]

**5. Key Business Stakeholders**

[Place Response Here]**For each candidate project, please provide the following detail:**

**Project 4 Name:** [Place Response Here]

**Business Functional Area(s):** [Place Response Here]

**Target Users:** [Place Response Here]

**1. Description of the project (including business problem to be addressed, how Generative AI will address that business problem, and the targeted business objective (revenue? customer acquisition? cost reduction?):**

- Business Problem Addressed: [Place Response Here]

- Role of Generative AI in addressing the business problem: [Place Response Here]

- Targeted business objective(s): [Place Response Here]

**2. Magnitude of opportunity (with justification)**

[Place Response Here]

**3. Feasibility of development and implementation (with justification)**

1. **Individual components of feasibility**

[Place Response Here]

1. **Overall feasibility**

[Place Response Here]

**4. Likelihood of value capture (Low/Medium/High) with justification**

[Place Response Here]

**5. Key Business Stakeholders**

[Place Response Here]**For each candidate project, please provide the following detail:**

**Project 5 Name:** [Place Response Here]

**Business Functional Area(s):** [Place Response Here]

**Target Users:** [Place Response Here]

**1. Description of the project (including business problem to be addressed, how Generative AI will address that business problem, and the targeted business objective (revenue? customer acquisition? cost reduction?):**

- Business Problem Addressed: [Place Response Here]

- Role of Generative AI in addressing the business problem: [Place Response Here]

- Targeted business objective(s): [Place Response Here]

**2. Magnitude of opportunity (with justification)**

[Place Response Here]

**3. Feasibility of development and implementation (with justification)**

1. **Individual components of feasibility**

[Place Response Here]

1. **Overall feasibility**

[Place Response Here]

**4. Likelihood of value capture (Low/Medium/High) with justification**

[Place Response Here]

**5. Key Business Stakeholders**

[Place Response Here]**For each candidate project, please provide the following detail:**

**Project 6 Name:** [Place Response Here]

**Business Functional Area(s):** [Place Response Here]

**Target Users:** [Place Response Here]

**1. Description of the project (including business problem to be addressed, how Generative AI will address that business problem, and the targeted business objective (revenue? customer acquisition? cost reduction?):**

- Business Problem Addressed: [Place Response Here]

- Role of Generative AI in addressing the business problem: [Place Response Here]

- Targeted business objective(s): [Place Response Here]

**2. Magnitude of opportunity (with justification)**

[Place Response Here]

**3. Feasibility of development and implementation (with justification)**

1. **Individual components of feasibility**

[Place Response Here]

1. **Overall feasibility**

[Place Response Here]

**4. Likelihood of value capture (Low/Medium/High) with justification**

[Place Response Here]

**5. Key Business Stakeholders**

[Place Response Here]

# Step 2 - Developing a Roadmap: Prioritizing Generative AI Opportunities in the Business

A strategic approach to Generative AI requires the business to consider the relative opportunities, costs, and risks of potential projects to identify the best order to carry out the projects. What should be tackled first? What is best pushed off until later? Completing the Generative AI Roadmap requires stepping through key considerations to determine which project(s) should be considered ‘top priority’ and at what pace these and subsequent projects should be initiated.

**1. Complete this “Rack and Stack Exercise” worksheet to determine the relative strategic alignment, cost, complexity of implementation, data adequacy, certainty of value capture, and magnitude of benefit for each of the six projects**

|  | **Direct Alignment with Strategic Goals?** | **Cost** | **Complexity of Implementation** | **Data Adequacy** | **Likelihood of Value Capture** | **Magnitude of Benefit** |
| --- | --- | --- | --- | --- | --- | --- |
|  | 1=Low; 5=High | 1=High; 5=Low | 1=High; 5=Low | 1=Low; 5=High | 1=Low; 5=High | 1=Small; 5=Large |
| **Project 1:**  **[Insert Name]** | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] |
| **Project 2:**  **[Insert Name]** | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] |
| **Project 3:**  **[Insert Name]** | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] |
| **Project 4:**  **[Insert Name]** | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] |
| **Project 5:**  **[Insert Name]** | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] |
| **Project 6:**  **[Insert Name]** | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] | [Insert Ratings] |

**Note: You may choose to represent this information on slide 8 of the CEO Presentation Template**

**Please complete Step 2, Part 2, the Generative AI Opportunity Matrix, using slide 1 of the CEO Presentation Template (You may or may not decide to include this slide as part of your CEO presentation)**

**Step 2, Part 3: Complete the table below by referencing the first four Generative AI projects chosen for implementation. Include your justification for each project's order of implementation (e.g., how will the third project benefit from being implemented after the completion of the first two projects?)**

| **Project Order** | **Project Title** | **Order Justification** | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | [Insert Project Title] | [Insert Response] | | | | | |
| 2 | [Insert Project Title] | [Insert Response] | | | | | |
| 3 | [Insert Project Title] | [Insert Response] | | | | | |
| 4 | [Insert Project Title] | [Insert Response] | | | | | |

**Note: You may choose to represent this information on slides 6 and 7 of the CEO Presentation Template**

# Step 3 - Establishing a Generative AI Human Capital Strategy for your Data-driven Business

Now that we have established a roadmap for carrying out Generative AI projects, our attention must turn to building and configuring the organization we will leverage to carry out this roadmap. The Generative AI Human Capital Plan completed in this step will cover the organizational structure and talent configuration best suited to carry out the business’s roadmap, as well as the activities that the organization in particular -- and business more broadly -- must complete in order to promote a data-driven culture throughout the business.

**1. Identify the organizational model best suited for the Generative AI organization that your business will need to deliver on the roadmap completed in Step 2. Provide justification for your selection based on the needs, scope, and timing of projects to be implemented in the Generative AI Roadmap. If your organization should start with one model and evolve toward a different model, you may provide that detail and justification in your response.**

**Organizational Model:** [Place Response Here]

**Justification:**

[Place Response Here]

**2. Identify the individuals you might invite to participate in a Stakeholders Council. What other stakeholders should also be involved outside of that council?**

1. **Individuals you would include on a Generative AI Stakeholders Council:**

[Place Response Here]

1. **Other stakeholders who should be involved outside that council:**

[Place Response Here]

**3. Identify the roles you would initially want to fill to execute your Generative AI initiatives.**

| **Role** | **Primary Job Duties** | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |
| [Insert Title] | [Insert Response] | | | | | |

# Step 4 - Crafting a Generative AI Position Statement for your Business

The explosion in public interest in generative AI has ushered in a period in which, more than ever before, a business’s external and internal stakeholders are showing interest in the ways in which a business is implementing a specific technology. As such, businesses who plan to leverage Generative AI must determine and make public its position regarding how this technology is aligned with core strategy as well as how the business will implement the technology in a responsible manner. The Generative AI Position Statement completed in this step will cover both of these needs.

Draft an initial Generative AI Position Statement outlining the company's perspective on Generative AI and how it will be implemented. In particular:

* Detail how Generative AI fits with the company's core strategy
* Detail how Generative AI will be implemented in a responsible manner reflective of the context in which the company operates.

[Place Response Here]

# Step 5 - Establishing the Technical Infrastructure to Support the Generative AI Organization

Having identified Generative AI opportunities, worked those opportunities into a roadmap, identified how best to organize Generative AI within the organization, identified whom to hire to execute our Generative AI initiatives, and crafted a GenAI Position Statement, we now turn the final piece of our GenAI puzzle: planning for the technological capabilities that must be built to support the new Generative AI organization.

Your task for Step 5 is to prepare a Technical plan for executing your Generative AI roadmap.

1. **Explain how your first three Generative AI projects will leverage a foundation model(s) yet also be able to respond with information particular to your business and the specific business problem addressed by the project.**

| **Project** | **Explanation** | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Project 1:  [Insert name of project] | [Insert Response] | | | | | |
| Project 2:  [Insert name of project] | [Insert Response] | | | | | |
| Project 3:  [Insert name of project] | [Insert Response] | | | | | |

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1. **Provide justification for each project's foundation model approach, and detail any challenges you anticipate having to address with each project.**

| **Project** | **Justification** | **Challenges** | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Project 1:  [Insert name of project] | [Insert Response] | [Insert Response] | | | | | |
| Project 2:  [Insert name of project] | [Insert Response] | [Insert Response] | | | | | |
| Project 3:  [Insert name of project] | [Insert Response] | [Insert Response] | | | | | |

1. **For each project, provides 2 example prompts along with each of the following:**
   1. **Wording of the example prompt**
   2. **Examples of business data expected to support the prompt response (in whatever foundation model approach is chosen)**
   3. **Wording of an ideal response**

**Project 1:**

1. **Wording of example prompt:**

[Insert Response]

1. **Examples of business data expected to support the prompt response**

[Insert Response]

1. **Wording of an ideal response**

[Insert Response]

**Project 2:**

1. **Wording of example prompt:**

[Insert Response]

1. **Examples of business data expected to support the prompt response**

[Insert Response]

1. **Wording of an ideal response**

[Insert Response]

**Project 3:**

1. **Wording of example prompt:**

[Insert Response]

1. **Examples of business data expected to support the prompt response**

[Insert Response]

1. **Wording of an ideal response**

[Insert Response]

1. **Your company will, of course, need to build an architectural "stack" to support your generative AI projects. For each of your top two projects, detail how each of the components of this stack will operate to support the execution of that project.**

**Project 1:**

| **Component** | **How component will operate to support project execution** | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |

**Project 2:**

| **Component** | **How component will operate to support project execution** | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |
| [Component name] | [Insert Response] | | | | | |

# Step 6 (OPTIONAL) - Record a short video of you presenting your final slide deck to your CEO or Executive Committee (5 minutes)

You may wish to submit a short video of you presenting your final presentation to your CEO; while this is not a formal requirement for the Capstone project, it does provide an outstanding way to gain practice with communicating about Generative AI in business contexts.