

Entrepreneurship and Innovation in AI

Assignment Guidelines: This task challenges students to critically analyse the intersection of entrepreneurship, innovation management, and Artificial Intelligence. Students are expected to evaluate AI market opportunities, business models, venture creation lifecycles, and funding strategies while applying frameworks like Lean Startup, Open Innovation, and Design Thinking. The report must address technological risks, regulatory constraints, and scaling strategies for AI ventures.

Submission Format:

- Type: AI Business Plan & Venture Report (Group Project)
- Font: Times New Roman, Size 12, Double Spaced
- Word Count: 3000 – 4000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of AI entrepreneurship and innovation frameworks – 20%
- Critical analysis of AI market opportunities, business models, and competitive advantage – 25%
- Application of venture creation tools, empirical data, and industry case studies – 20%
- Strategic viability, go-to-market plan, funding strategy, and risk mitigation – 25%
- Structure, academic writing, pitch/presentation format, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Market Opportunity & Customer Pain Points
- AI Technology & Solution Architecture
- Business Model & Monetisation Strategy
- Innovation Management & Go-To-Market Framework
- Financial Projections, Funding & Risk Management
- Conclusion & Strategic Pitch
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Opportunity Identification, Business Model Innovation, and AI Venture Creation

Analyse how entrepreneurs identify market gaps and design scalable business models around proprietary or open-source AI technologies. Your paper should:

- Identify and assess market needs and technological opportunities for a new AI startup.
- Compare traditional enterprise software business models to AI-native business models (e.g., usage-based pricing, API monetisation, fine-tuned model-as-a-service).

- Evaluate successful AI startups, their value proposition, competitive advantage and customer acquisition strategies.
- Create a venture creation roadmap and business model canvas for a new AI product or service.

Option 2: Lean Startup, Open Innovation, and Commercialisation of AI Products

Investigate how innovation management methodologies (Lean Startup, Agile, Design Thinking) are adapted to commercialise complex AI solutions under high uncertainty. Your paper should:

- Investigate the difficulties of creating Minimum Viable Products (MVPs) in AI environments with implications for data dependencies, model accuracy, and compute costs.
- Assess the trade-off among in-house R&D, open-source AI ecosystems, and strategic corporate tie-ups.
- Review worldwide cases of AI commercialisation, successful product launches, and those that failed for lack of market fit or operational bloat.
- Design a go-to-market and innovation management process with a cost profile suitable to the launch and scale of an AI service.

Option 3: AI Venture Financing, Regulatory Navigation, and Scaling Strategies

Evaluate the strategic, financial, and regulatory landscapes AI entrepreneurs must navigate to secure investment and build long-term business viability. Your paper should:

- Evaluate funding sources for AI startups (venture capital, angel investors, corporate venture arms, research grants) and what investors look for in terms of valuation.
- Consider technical and regulatory risks, including IP ownership, data privacy compliance, model drift, and AI safety regulations, and how these risks affect venture valuation.
- Examine case studies of AI companies that scaled operations successfully globally and those that were stymied by compliance breakdowns or a lack of funding.
- Suggest a to-be-executed go-to scaling, risk governance, and investor pitch approach for a nascent AI venture.