

FORMULA STUDENT

ALPE ADRIA

DEEP DIVE

TOPIC

2023





DEEP DIVE TOPIC 2023

I'm not a robot...or am I?

Create a business plan using modern AI^[1] (Artificial Intelligence) tools. Your task is to create and document the process of creating a complete business plan. There are no limitations to using AI tools for ideas, prompts, pitch videos^[2], presentations, etc. You can follow the same structure as you do for your own BP, or rely on AI tools to provide you with a plan.

While you are not limited in any way, be mindful that the same goes for your competition. The use of AI should give you a competitive edge, and provide you with solutions and products that separate you from the rest. The final product must be presentable and as engaging as possible. Using AI tools is no excuse for inaccurate statements, bad grammar, or poorly formatted document. The finished product must be of the same or higher quality than it would be without the use of AI help.

^[1] For the purpose of this document, we use AI to denominate all machine learning, self-learning algorithms, and other tools even if not strictly AI-driven.

^[2] You can include links to open public video platforms (youtube, vimeo) if applicable. You can also include external links for presentations (preferably google drive or we transfer).

Some pointers to guide you:

- **Be original:** What's the limit to your creativity?
- **Think Big:** You have unimaginable resources at your disposal, how will you use them?
- **'There Is No Spoon':** Should BP created with AI tools be structured the same as a human created one?

The goal of this exercise is to use the tools available to your advantage and to elevate the quality of your final product. Show how well you can exploit its potential benefits.

BPDD Deadline

Friday, 23th June 2023, 13:00 CE(S)T

Upload to FSAA Website

Teams have 1 week to complete this task. Write a report in a form of a 4-7 pages long essay. Follow the instructions in the handbook.