MIT MANAGEMENT SLOAN SCHOOL

Artificial Intelligence: Implications for Business Strategy

Karl,

Good work on your final project. I fully enjoyed reading it from start to finish, particularly your cogent Executive Summary. I'm glad that you clearly absorbed all of this course's content and tied it all together into a cogent, professional proposal.

Your AI roadmap for your Preserve startup organization brings together all of the frameworks that we studied -- in terms of its clarity/adherence to the format that I prescribed; the executive summary, the current state; proposed initiative; plan of action; and its overall format and organization. It is also very tightly-connected to the concepts from class that we studied -- particularly that you centered your major efforts on using AI as the basis for the activities that you laid out in your proposed initiative. Very g*ood introduction as it clearly painted a picture for me of where you are heading!* The narrative that you provided in this section demonstrated your tacit understanding of all factors related to the success of how to implement an AI transformation via the strategy that you laid out for your organization. Good work product!

There are significant strengths in your roadmap in terms of the manageable scope, the clarity with which you described the project and the clear benefits to the organization and various stakeholders in pursuing your strategy. Excellent vision! The plans that you described represent a good way to begin and run your AI-transformation. I congratulate you on your roadmap's focus and spirit. You definitely treated your transformation program comprehensively in your narrative and showcased the impact that your envisioned AI innovations will have on your organization's strategies. I particularly liked that you focused on really only one use case when you distill it down - essentially, revolving around improving your organization's performance -- since this makes your roadmap and plan very actionable.

Your solutioning is *realistic* in terms of the major activities, stakeholders, technical considerations and your success measures -- although readers might appreciate seeing more of a phased timeline in your plan of action (to expand on your narrative). Your current state is sufficiently described, and your proposed initiative of using AI to optimize your business functions as you documented clearly details the benefits that you are seeking to achieve. That said, your action plan concisely details your proposed initiatives in addition to anticipated outcomes/benefits -- in a comprehensible manner.

A very good job overall -- in terms of contemplating **all** of the elements required for your AI initiative, including the potential AI technology and nature of the data that you require. It seems like your organization is well down the path for utilizing AI for offerings, and I would like to know if you do manage to make progress with some aspect of your proposed transformations. Do find me on LinkedIn and let me know how things are going.

It was a pleasure to work with you during the course and to observe your work. Your organization is in good hands if you are involved in these planning activities. Best of luck in your future endeavors and much success with your work around *all* of the AI transformations that you undertake.

Regards,

Brian Charles

Head Learning Facilitator

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