

A modern office desk setup. In the background, a large computer monitor displays a dark blue interface with various business-related icons and a central glowing blue circle containing the letters 'AI'. The icons include a bar chart with the number '10', a line graph, a thumbs up, a hand holding a document, and a complex flowchart. On the desk in the foreground, there is a white ceramic cup of coffee with steam rising from it, a black spiral-bound notebook with a pen resting on it, a slim black keyboard, and a smartphone lying flat. The scene is lit with warm, natural light from a window on the left, creating a soft glow and a blurred view of buildings outside.

AI-Assisted Business Plan Design

**How do you feel about AI?
How do you use it to help with
assignments or projects?**



**How might AI help plan &
critique business proposals?**



Ways AI Can Help

Strategic planning & positioning

Data collection & analysis

Content enhancement

Data-driven feedback

Critique from alternate perspectives

Improve tone & professionalism

Let's explore these ideas
with an AI-powered activity!



AI Matchmaker Activity

Your job is to find the best market-product fit using AI as a thinking partner

In teams, draw one emerging technology card & one industry card. Open your favorite AI chatbot (or better -- compare 2 side-by-side!)...



Example:

“Suggest five innovative ways [tech] could be used in the [industry] to address a real market need. Identify the value proposition and target customer.”

1. AI Brainstorm (5 min)...

Use AI to brainstorm 3–5 viable commercialization ideas that combine your tech + industry.



Example:

“Help me develop a business plan for [your chosen concept] using a start-up business framework. Identify”

2. Idea Refinement (10 min)...

Select the most promising concept and ask AI to help define the target market, marketing strategies, potential risks, regulatory barriers, etc. Use this info to strategically plan an early-stage start-up business model around your concept.



Example:

“Critique this business model from the perspective of [stakeholder]. What concerns would they raise? What questions would they ask? What would convince them this is viable?”

3. Stakeholder Critique (10 min)...

Ask AI to critique your start-up business model from the perspective of different potential stakeholders, including investors, regulatory bodies, customers, competitors, etc.



Example:

“Based on my business concept, suggest 10 keywords that would resonate with potential [investors]. Focus on terms that convey innovation, market opportunity, and competitive advantage.”

4. Narrow your keywords (5 min)...

Use AI to help you brainstorm the most effective keywords that could be used in an elevator pitch to describe your business to prospective investors.



Example:

“Write a 1-minute elevator pitch that is conversational & persuasive for investors. Structure it to include...”

5. Pitch Design (10 min)...

Use AI to help you create a 1-minute elevator pitch to prospective investors. Remember, a good business pitch should define the problem, solution, target market, competition, your financial ask, and what you will achieve with this money...



Example:

“How could I make this sound more inspiring and focused for [my audience]?”

6. Pitch Redesign (10 min)...

Now draw an unconventional audience card. Use AI to revise your 1-minute elevator pitch to fit your new audience's interests, vocabulary, and priorities.



Business Pitch Showcase

Tell us your audiences and present both versions
of your pitch to the class...



Investor Audience



Unconventional Audience



Let's Vote!

Which team was the...

- *Most Creative?*
- *Most Feasible?*
- *Most Likely to Get Funded?*

Class Discussion



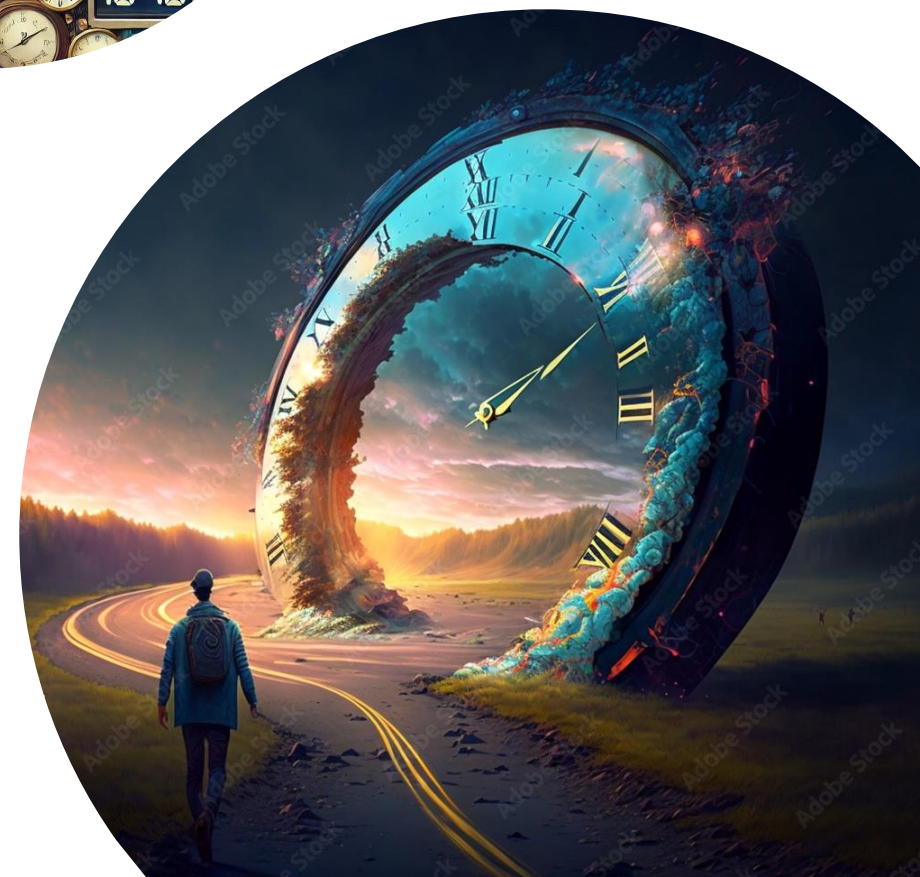
- How did AI help you focus your ideas?
- How did your messaging change for different audiences?
- How did you balance creativity & critical reasoning with AI-generated ideas & content?
- What did you learn today that might help with refining your business proposal?



Most watch ads show hands at 10:10, so AI learns this is what clocks look like...

Why do we need to be careful when and how we use AI?

AI is only as good as the data it's trained on & the humans that oversee it!



Practical Ways You Can Use AI Right Now

- Use it as a thinking partner
 - “What keywords could make this paragraph more appealing to potential investors?”
- Explore your ideas from different stakeholder perspectives
 - “If you were a VC, would you be satisfied with the 20% stake we are offering?”
- Ask questions to find remaining weaknesses
 - “What would an investor want to know after reading this section?”
- Create custom media
 - “Create a photorealistic image of our device in use by a patient in a hospital.”
- Let AI help you engineer the right prompts!

AI Do's and Don'ts

Do:

- Treat AI as advice, not answers
- Fact-check all AI outputs
- Use AI to check investor appeal
- Cite where & why AI was used
- Retain your originality
- Keep good records

Don't:

- Use AI to rewrite your work
- Treat AI as a content generator
- Copy directly from AI outputs
- Rely on AI to “think” for you
- Let AI replace your judgement

Your work should always reflect you, your voice, and your engagement with the course materials!

Citing AI

APA Format

AI Company Name (date text was generated).
[Description, such as Generative AI chat]. Tool
Name/Model. URL.

OpenAI. (2025, August 21). High school grammar
concepts [Generative AI chat]. ChatGPT.
<https://chatgpt.com/share/68a77b60-0ee4-800c-9acd3fd573c311>

MLA Format

"Prompt text" prompt. *AI tool*, version of tool, company
that made the tool, date text was generated. URL

“Describe the symbolism of the green light in the book
The Great Gatsby by F. Scott Fitzgerald” prompt.
ChatGPT, 13 Feb. version, OpenAI, 8 Mar. 2023,
<https://chat.openai.com/share/dccb3610-1db9-4eed-88b1-cdb06f67982a>.

