Developing Project Story

Narratives for Professionals
For Proposing New Projects and
Adapted Existing Projects

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Every Project or New Venture Builds on a Story Narrative

External world is changing
Background of team

Stories at work
Operative insight: background + change

Story/Pitch Prototype Validation
Collecting Stakeholders

Mindshare → Traction
Story → Awareness → Brand
A project or company story keeps adapting

Story Outline:
1. Need
2. Approach
3. Benefit
4. Competition
To get started you will need a concept and then a full story

CONCEPT → NABC → STORY → EVERYTHING ELSE
CONCEPT 1: AXB STORY GENERATION
This is called a **high concept pitch**. It works for company also.

- Trick: no one else is doing it already
- Gets a conversation started.
Story Generation – Telco Example

AI with Telco

Any Telecom Function

AI

Any Vertical + 5G Service

Health
Auto Banking...

5G IOT Low Latency

Reinvent the Operator

Reinvent the Vertical
For Data-X

Reinvent or Adapt Something, but Use a Data or AI type of System

X =

• Any function within the firm
• Any existing project or new initiative
• Success examples from other firms
CONCEPT 2: IDEAL CUSTOMER EXPERIENCE
STEVE JOBS
APPLE CASE

Music Industry broken
• Consumers not happy
• Record Companies
• Artists

• What would be ideal
• Structural Change

• iTunes

LET’S START WITH IDEAL FOR CONSUMER

What would be ideal for your customer?

Take one aspect and make a new service or structure
Try NABC
CONCEPT 3: AMAZOOGLE
Case Example
Where is the Value?
3 Factors to Understand:

1. Data vs Algorithm: Data is more valuable
2. Algorithm -> System: ML is only a small fraction of the system
3. Algorithm, Data, and Computing: Data is growing faster than computing
How Many Ways Can We Use AI/Data

• New Data-Driven Business Model (Amazoogle)
  • Construct a valuable data stream
  • Predict something valuable

• Automation (Not Amazoogle)
  • Operations, Manufacturing, or
  • Customer Engagement

• Analyzing the past, learning from data

• Digital Transformation – This is broader than AI/ML
  A list of digital projects derived from a company’s business strategy

For Government
Think Mission
Summary of Concept Generation Approaches

AXB Story Generation
Ideal Customer Experience
Solving A Problem You Have Seen
Something that could be automated
Predicting something important
External world is changing

Background of team

Operative insight: background + change

Stories at work

NABC Story Example from SRI:

Need: I noticed that our guests are hungry
Approach: We should use the cafeteria
Benefit: The food is good and everyone will be satisfied
Competition: The other restaurants are far away and will take too long

NABC Model
1. Need
2. Approach
3. Benefit
4. Competition
Assignment: Scope the Concept

NABC Story Outline

1. Need
2. Approach
3. Benefit
4. Competition

- Pitch
- Navigator

- AxB
- Ideal Experience
- Something that could be automated, done better, or predicted

Explain your logic: why is this a good space

Match with Team
END OF SECTION