

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



Story Outline:

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

To get started
you will need a concept and then a full story

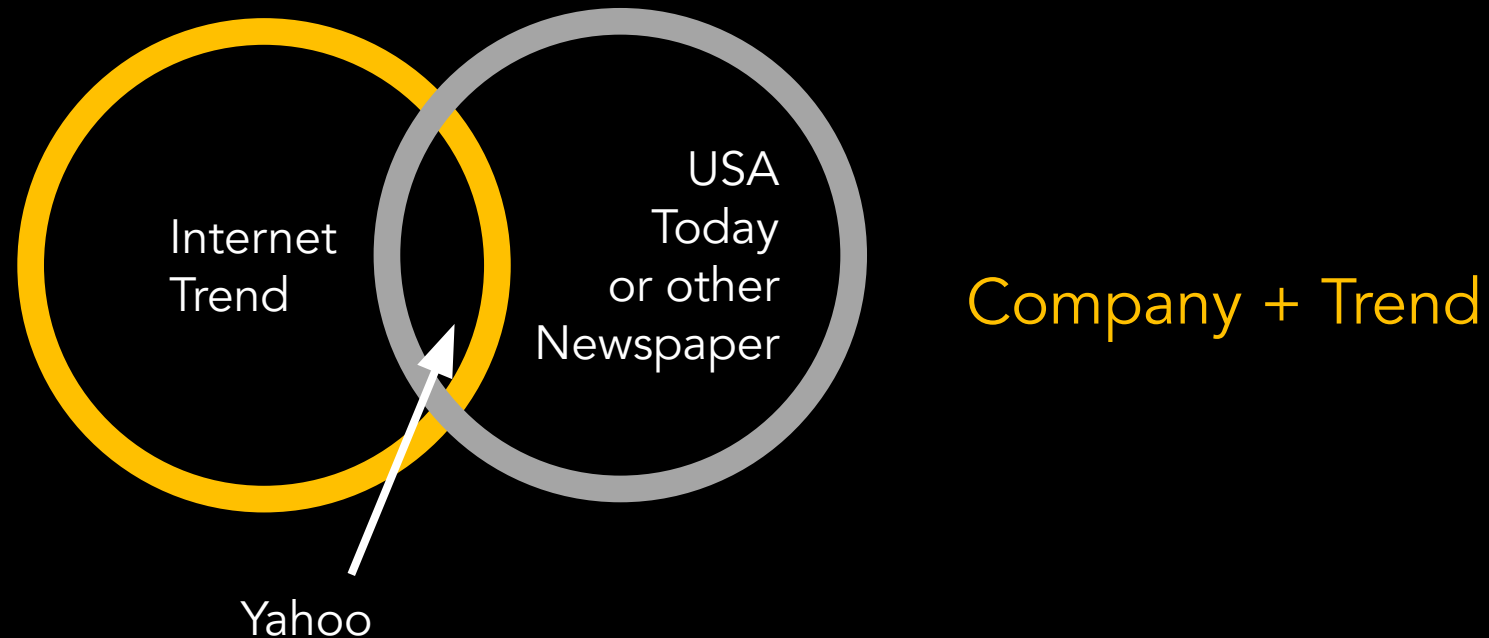
CONCEPT → NABC → STORY → EVERYTHING ELSE



CONCEPT 1:
AXB STORY
GENERATION



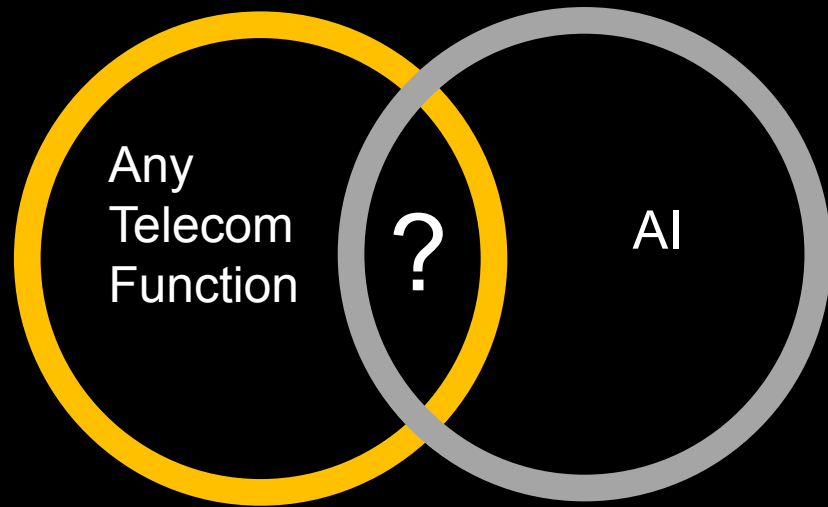
This is called a **high concept pitch**.
It works for company also.



- Trick: no one else is doing it already
- Gets a conversation started.

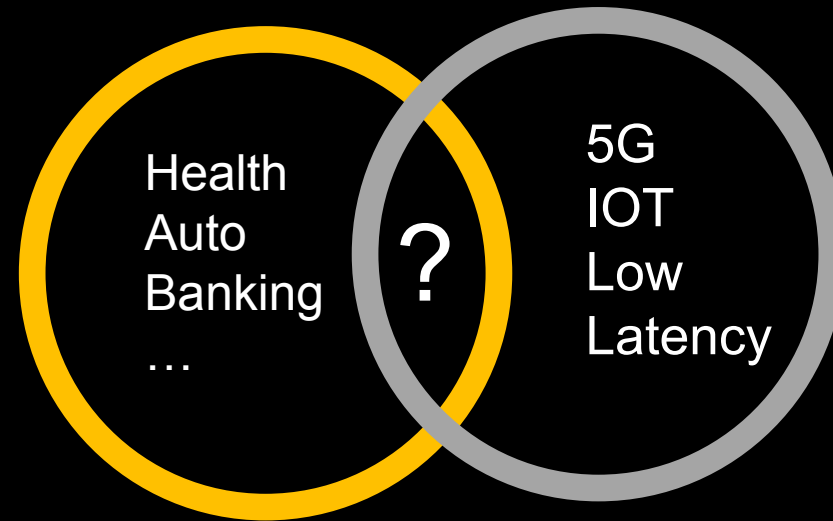
Story Generation – Telco Example

AI with Telco



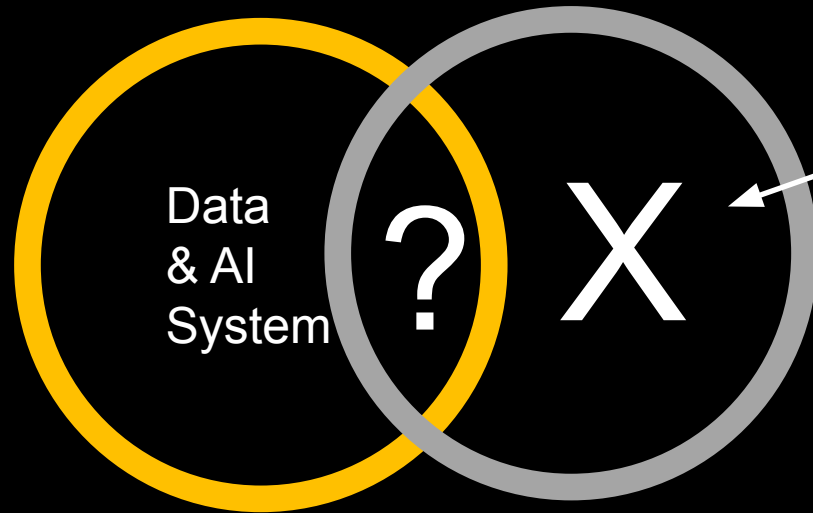
Reinvent the Operator

Any Vertical + 5G Service



Reinvent the Vertical

For Data-X



X =

- Any function within the firm
- Any existing project or new initiative
- Success examples from other firms

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

CONCEPT 2:
IDEAL
CUSTOMER
EXPERIENCE



Story Generation 2

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

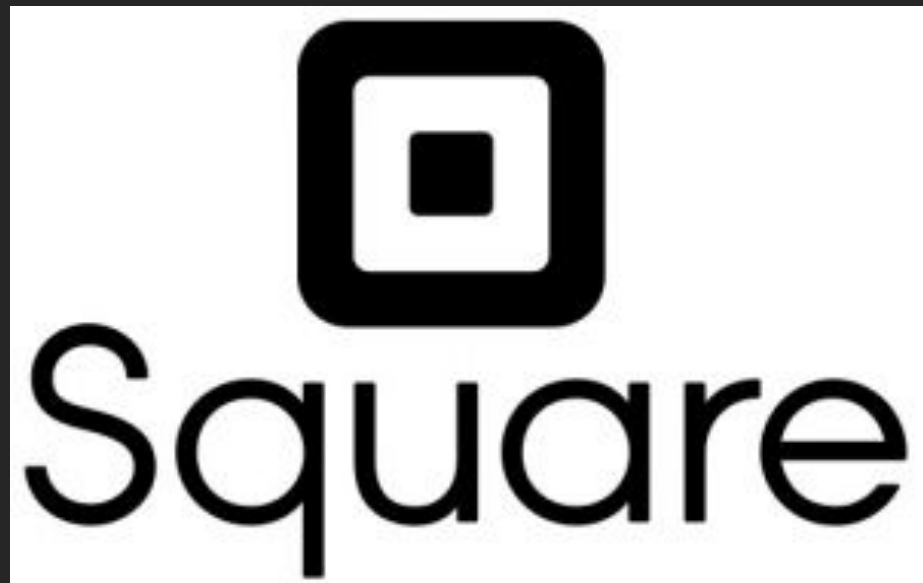
What would be
ideal for your
customer?

Take one aspect and make a new service or structure
Try NABC



CONCEPT 3: AMAZOOGLE





Case Example
Where is the Value?

A Case Example to Understand



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 (Amazoogole)**
 - Construct a valuable data stream
 - Predict something valuable
- Automation (~~Not Amazoogole~~)
 - 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





NABC Story Example from SRI:

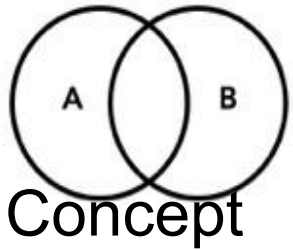
Need: I noticed that our guests are hungry

Approach: We should use the cafeteria

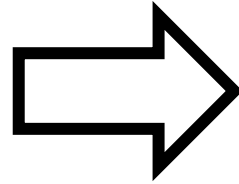
Benefit: The food is good and everyone will be satisfied

Competition: The other restaurants are far away and will take too long

Assignment: Scope the Concept

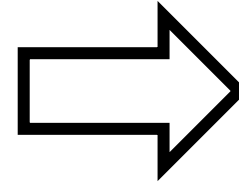


- AxB
- Ideal Experience
- Something that could be automated, done better, or predicted



NABC Story Outline

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



- Pitch
- Navigator

Explain your logic:
why is this a good space

Match with Team



END OF SECTION

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