The American University in Cairo
School of Business

business forward

#IMovedMyBusinessForward Campaign
Artificial Intelligence Edition

Companies share their AI-driven transformational business stories

Share your successes and challenges to inform and inspire others

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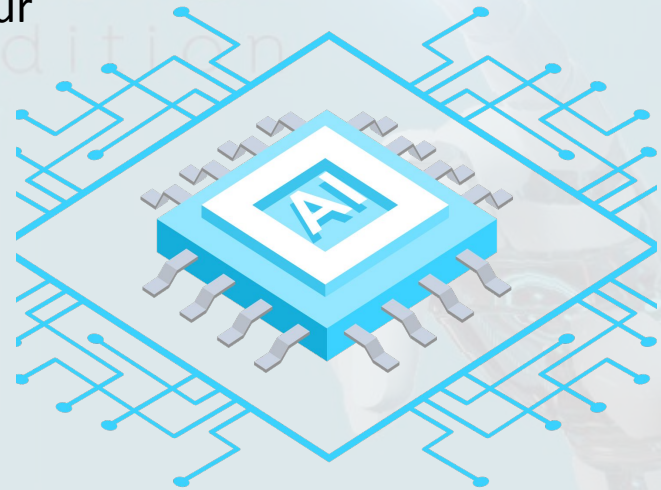
Participation guidelines

What are we looking for?

Storytelling is the most powerful tool to communicate a concept. Because every business has a story to tell regardless of its age, size and field, Business Forward, the knowledge portal of AUC School of Business, is launching this year's campaign on the theme of Artificial Intelligence to allow businesses to exchange their stories. In this edition, we invite all business leaders to share their experiences, learnings, challenges and reflections from integrating AI into their businesses to inform and inspire others.

Who can participate?

Companies of all sizes, all fields, sectors and specialities are welcome to join the campaign, including startups, small and medium enterprises, family businesses and large corporations.

How can I apply?

Companies willing to participate need to fill the form on this link. A video or PP presentation summarizing the company's experience with integrating AI into its business model according to the campaign guidelines (explained in more detail in the following slides) should be emailed to
businessforward@aucegypt.edu

In case of trouble sending content, please communicate with us via email.

What is the selection process and deadline?

The deadline for submission is May 15, 2024.

Following that, the submissions will be screened starting **16 May, 2024**. The selected videos/presentations will be uploaded on the campaign landing page and will be published on business Forward's social media platforms. The stories' submissions will be evaluated in two tracks: Jury track and an audience voting track.

The voting for the most inspiring stories will begin on **May 24, 2024** and be closed on **June 4, 2024**. The voting will be publicized through Business Forward's and the AUC School of Business's social media pages.

The top 3 jury selected '**Best Practices Models'** and the 3 **'Most voted for inspiring business story'** will be recognized in #IMovedMyBusinessForward campaign's closing ceremony on **June 5, 2024** in the presence of a panel of subject matter experts, business leaders and renowned academics attended by an audience from AUC School of Business and its business and academic networks.

All participating companies will be awarded for sharing their working knowledge and experiences and their representatives will be interviewed during the event. The stories will be featured on Business Forward's platforms and re-shared by the AUC School of Business.

What is the material to submit?

The input material must clearly cover the specified criteria in order to be eligible for screening.

Companies willing to participate have one of two options for their submissions:

1- A short recorded video and a social media reel: the video should be 2-3 minutes long, of a medium to high quality, and should provide a summary of the company's experience with AI.

A reel should also be submitted alongside the video. It should be suitable for social media usage and it should not be longer than 1:30 minutes.

2- A PowerPoint presentation and a social media reel: Using the template provided in the next few slides as a preliminary guide, a participating company can highlight its progress and experience in each of the aspects within our criteria.

A reel should also be submitted alongside the presentation. It should be suitable for social media usage and it should not be longer than 1:30 minutes.

What is the screening criteria?

- The business is registered.
- The entry form should be **complete**.
- The inputs in the application should clearly cover key information by following the criteria specified in the next few slides (<u>whenever applicable to your business's case) </u>and explain the purpose of the organization, the area of work in which it used AI, the approach adopted, the impact it had on the business, the challenges, and the lessons learned for the future.
- The video is no longer than 3 minutes.
- The PowerPoint presentation is of a short to medium length (8-15 slides). You may use the criteria slides (starting at slide #7) provided in this presentation in your own presentation.
- Applicants submitting a PowerPoint presentation may complement it with visuals and background music, or an actual short video using whatever tool they are comfortable with, as long as the required information is included.
- The video is in English or subtitled in English.
- The video file should be saved in one of the following formats: .WMV, .MP4 and .AVI
- The first frame of the video/presentation should include the name of the campaign: "I Moved My Business Forward" and the name of the participating organization.

Content to cover in your submission as applicable to your business
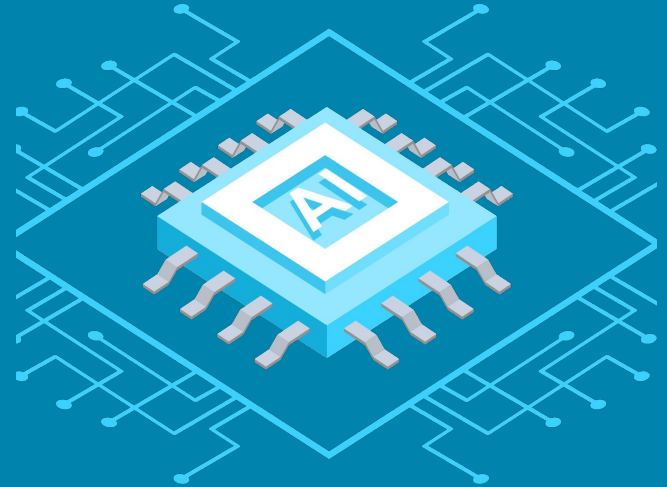
Area or unit/s where AI is applied

In which area of your business did your company/organization apply AI?

This can be in the area of marketing, communication, operations, manufacturing, inventory, business development, HR, operations, data analysis, customer service, security and any other areas.

AI process and strategy

What is the process and strategy that your business is using to integrate AI in its operations? and how does it align with your business goals?

Challenges and lessons learnt

What are the main challenges of implementing AI in your organization?

How did you address those challenges?

What were the lessons learnt?

Challenges may include, but are not limited to, lack of talent and knowledge, accessibility, cost, control issues, data quality and transparency, etc.

The impact of AI on the area/unit or overall business

What was the positive and negative impact of implementing AI on your business?

This can be demonstrated as the impact on:

Operations efficiency, staff empowerment, scalability, cost saving, etc.

Governance guidelines and data security

How does your business regulate the use of AI?

Do you apply any frameworks or standards while implementing AI?

What are the measures that the organization takes to ensure data security while integrating AI?

Ethical considerations and disclosure in the use of AI

To what extent does your company disclose the use of AI within its operations?

How does the company tackle the ethical side of adopting AI technologies?