AI Assignment (Entrepreneurship)

You can use either ChatGPT (https://chat.openai.com) or Gemini ( https://gemini.google.com/app).

Objective: The objective of this exercise is for you to become familiar with online chatbots and how they can assist you with a variety of tasks.

Steps: (see the example outline, below)

1. Select an industry, such as outdoor recreation, bicycling, homeschooling, etc. Tell us what your industry is.
2. In a chatbot, try several different prompts to get the chatbot to help you uncover unmet/unfulfilled needs in that industry that might represent entrepreneurial opportunities.
3. Select two prompts that did not give great answers and past them into the assignment.
4. Select the prompt that you think gave you the most valuable responses. Copy it and paste it into the assignment.
5. Be sure to indicate which chatbot you used.
6. Briefly summarize unmet needs/opportunities in that industry. This should summarize the best chatbot response you received. Don’t paste verbatim; give a few descriptive words for each bullet point.
7. Now, copy and paste the complete response.

Be prepared to discuss in class:

* How helpful do you think the chatbot was?
* What do you think made your best prompt better than others?
* Do you think the chatbot would help you make better decisions?
* What are the three best applications of chatbots for small entrepreneurs?

(Sample assignment template – feel free to copy and paste this into your assignment)

Name:

Class:

Industry chosen:

Chatbot(s) used:

Two bad prompts (questions):

Best prompt (question):

Summary of the best chatbot answer (a few short bullet points):



Paste in the best chatbot answer:

Chatbot:

“Replace this with the best response“