

COMPUTER SCIENCE TRIPOS Part II – 2023 – Paper 9

3 Business Studies (sam56)

A PhD student has made an AI-powered chat system available on the Internet, through a technology preview on their departmental webpage. The student has attracted millions of users, and has exhausted their PhD-funded server resource. They have been asked by the department to remove the preview from the university's servers and find a way to fund it themselves.

- (a) Referencing the customer adoption curve, how should the student go about analysing early product use to inform their development plan for the product?
[5 marks]
- (b) Outline a plan to enable the student to build a business around a dialogue-based AI chatbot, including explicit risk mitigation strategies for the 5 major risks to the product's success.
[15 marks]