Project Proposal – You Are Fired!

1. Introduction

In today's rapidly evolving business landscape, staying ahead of potential threats and aligning company strategy with market demands is crucial for sustained success. "You Are Fired!" is an innovative AI-assisted tool designed specifically for board members to proactively identify and address strategic weaknesses within their CEO's strategic plans.

This tool leverages cutting-edge AI technologies (e.g., GPT-4, Claude 3.5, Grok-1) to collect and generate insightful information, presenting potential weaknesses in a compelling and engaging manner. By simply inputting the company name (See Figure 1.), the tool generates detailed analyses that highlight potential threats to the company's strategy across various areas. This enables the board to study these threats and make informed adjustments to their strategy accordingly.
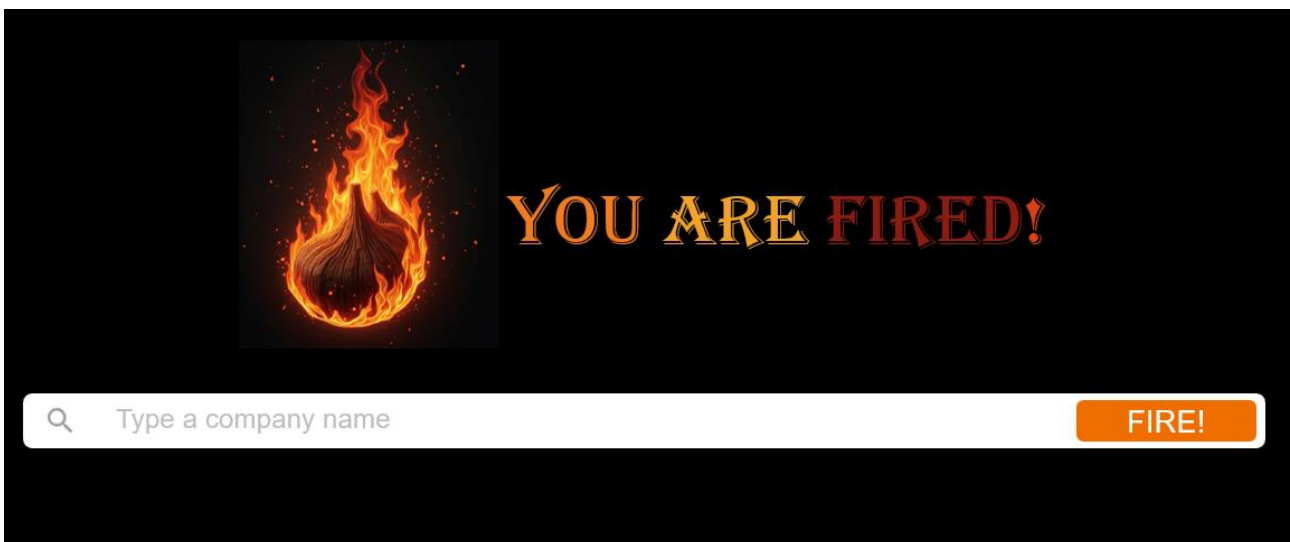

Figure 1. Illustration of a Google Search -like interface for the You Are Fired! -service

"You Are Fired!" includes a unique feature that calculates a score indicating the likelihood of the CEO being fired within the next two years (See Figure 2.). This score is designed to provide board members with a clear and impactful assessment of their CEO's performance, highlighting areas that require immediate attention. By presenting this information in an engaging format, the tool ensures that board members remain invested in the strategic planning process, ultimately leading to more robust and adaptable business strategies. This feature serves as a compelling entry point to the tool, encouraging board members to register for access to a more comprehensive set of features that offer deeper insights and strategic recommendations.

The output of "You Are Fired!" can include two additional key components, depending on the scope of the student group. First, it can provide a well-crafted written description complete

with images, graphs, and other visual aids to demonstrate the key threats and weaknesses of the existing strategy. Second, it can illustrate a few TikTok-style short video scenarios. These AI-generated videos help board members visualize potential future challenges and opportunities in their industry, fostering a forward-thinking mindset. The tool utilizes advanced (to be released) generative video technologies such as OpenAI's Sora and Google's Veo to produce high-quality, engaging content. Think of it as "Google search meets TikTok," where the tool combines the depth of search engine insights with the engaging format of short videos. These features become visible to users after registration, providing them with deeper insights and strategic recommendations.

Figure 2. An example of the search output from "You Are Fired!"
(Note: The example in the figure is imaginary and for illustrative purposes only).

With "You Are Fired!", board members can confidently navigate the complexities of their oversight roles, ensuring that their CEOs are making informed decisions and driving innovation. This tool empowers the board to identify strategic weaknesses, make necessary adjustments, and secure the company's future in an ever-changing market. By doing so, board members can effectively fulfil their responsibility to protect and enhance investor interests, ensuring long-term value and stability.

While "You Are Fired!" is primarily intended for board members, forward-thinking CEOs can also use the tool proactively to identify and address potential issues before the board does, helping them to secure their positions. Additionally, the provocative nature of the CEO Firing Score has the potential for virality, as employees might share and laugh about the score, further increasing the tool's visibility and impact.

2. Project goals

Experimental Nature

"You Are Fired!" is an experimental project designed to explore innovative AI applications in strategic business planning. The project does not have clear, predefined requirements, allowing for a flexible and creative approach. The development process will be naturally iterative and incremental, encouraging experimentation and adaptation based on feedback and discoveries. We will explain the idea of steps in the iterative and incremental development, considering the time available. Students are encouraged to approach the project flexibly, working on different steps in parallel or in a different order based on their interests and strengths within the group.

The full product vision includes five phases, from the initial "You Are Fired!" tool to a complete AI CEO service. The project goal is to develop the initial phase of the "You Are Fired!" tool and part of the second phase, the "Strategic Plan Validator" (see Figure 3). This includes creating the CEO Firing Score and basic strategic plan analysis to highlight weaknesses. Additionally, students will enhance the tool with advanced data analytics to provide deeper insights into strategic plans. This foundational work will set the stage for further development in subsequent phases.
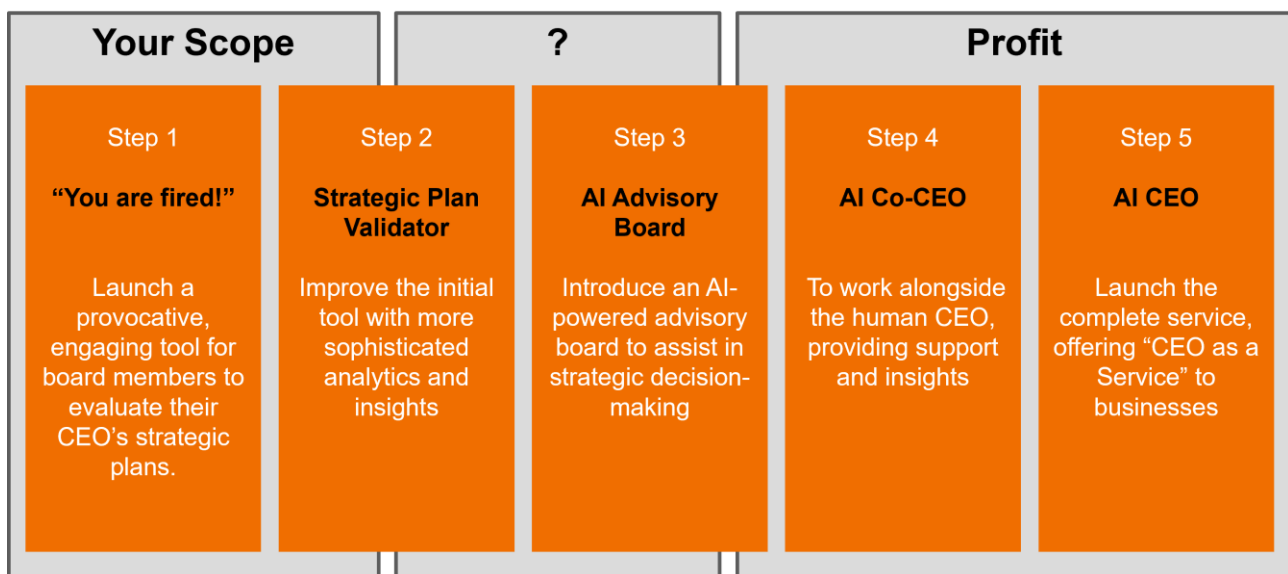

Figure 3. Overview of the full product vision with the project scope

Iterative and Incremental Development

1. **Initial Web Mockup:**
   a. Develop a simple web mockup that can take a company name as input and provide a basic output.
   b. Focus on creating a functional prototype to demonstrate the core concept.
2. **CEO Firing Score:**

a. Develop an algorithm to calculate a score indicating the likelihood of the CEO being fired within the next two years.

b. Ensure the score is presented in a manner that motivates users to take immediate action.

3. **Experimental Dashboard Development:**
   a. Implement advanced AI technologies (e.g., GPT-4, Claude 3.5, Grok-1) to generate insightful numerical analyses.
   b. Develop modules for creating well-crafted written descriptions with images, graphs, and other visual aids.

4. **TikTok-Style Short Video Scenarios:**
   a. Integrate TikTok-style short video scenarios using generative video technologies (e.g., OpenAI's Sora, Google's Veo).
   b. Use these videos to help CEOs visualize potential future challenges and opportunities in their industry.

Design Principles

1. **AI-Agnostic Approach:**
   a. Design the tool to be AI-agnostic, allowing for the integration of various AI models, platforms, and providers.
   b. Ensure flexibility in choosing and updating AI components as new advancements and innovations emerge.

2. **Collaborative AI Agents:**
   a. Implement collaborative AI agents to improve the validity of results. Each agent will have a specific role, such as market analyst, competitor analyst, and customer behaviour specialist, working together to provide comprehensive and accurate analyses.

3. **Attractive Design:**
   a. Create an intuitive, visually appealing, and engaging interface with elements of surprise and delight.
   b. Use innovative technology to deliver key information concisely, capturing interest within 10 seconds.

4. **Modularity and Future-Readiness:**
   a. Design the tool to be modular and flexible, allowing components to be embedded in other platforms or integrated into a mobile app.
   b. Pay attention to ensuring the architecture can support future business decisions, such as licensing the technology or offering it as an individual web page (See Figure 1 and Figure 2) and adapt to evolving business needs.

5. **Automation:**
   a. Prefer test-driven development (TDD) to ensure thorough and continuous testing.
   b. Automate the deployment process to easily deploy code to the target environment for demos.

3. Technologies

For the "You Are Fired!" project, the following technologies and development tools are recommended, with a focus on leveraging open-source solutions to avoid reinventing the wheel.

1. **Programming Language:** Python (widely used in AI and machine learning projects due to its simplicity and extensive libraries.)
2. **AI and Machine Learning Frameworks:**
   a. TensorFlow or PyTorch: Both are powerful, open-source frameworks for building and training machine learning models.
   b. Hugging Face Transformers: An open-source library useful for implementing state-of-the-art NLP models like GPT-4.
3. **Web Development:**
   a. Flask or Django: Lightweight, open-source web frameworks for developing the web mockup and backend services.
   b. HTML/CSS/JavaScript: Standard technologies for front-end development to create an engaging and intuitive user interface.
4. **Database:**
   a. SQLite or PostgreSQL (Open-source databases for storing and managing data efficiently)
5. **Version Control:**
   a. Git: An open-source version control system for collaboration among team members.
6. **Deployment:**
   a. Docker: An open-source platform for containerizing the application to ensure consistency across different environments.
   b. Heroku or AWS: Platforms for deploying the web application, with free tiers available for students.

4. Requirements for the students

The "You Are Fired!" project is ideal for students who enjoy building things from scratch and thrive in experimental environments without strict requirements. This project is perfect for those who are passionate about innovation, creativity, and hands-on learning.

Ideal Candidates

- **Experimentation Enthusiasts:** If you love experimenting with new ideas and technologies, this project will provide ample opportunities to explore and innovate.
- **Startup Aspirants:** For those considering a future in startups, this project offers a taste of the entrepreneurial journey. You'll gain valuable experience in developing a product from the ground up.

- **Creative Problem Solvers:** If you enjoy tackling complex problems and finding unique solutions, this project will challenge and inspire you.

By participating in the "You Are Fired!" project, you'll not only gain practical experience but also open doors to exciting future opportunities in both academia and industry.

5. Legal Issues

Intellectual Property Rights (IPR):

- All IPRs to all Results will be transferred to the Client.

Confidentiality:

- The client will share some confidential information with the students.

6. Client

Did you know that VTT offers leading strategic foresight services to large corporations and organizations? VTT's Strategic Foresight organization helps businesses anticipate future trends and navigate market changes. Their services identify growth opportunities, emerging technologies, and customer needs, enabling companies to craft future-proof strategies. By combining foresight data with industry expertise, VTT ensures that strategic plans are robust, adaptable, and aligned with future market demands, driving sustainable growth and innovation. (See more: https://www.vttresearch.com/en/ourservices/strategic-foresight)

VTT LaunchPad, their science-based incubator, further supports this mission by transforming VTT's research and technologies into fundable spin-off companies. By bringing together VTT researchers, intellectual property, business experts, and investors, VTT LaunchPad fosters the development of innovative startups geared for international growth. This project could potentially lead to the creation of a startup in later stages, leveraging the insights and technologies developed during the project.

The primary representative for this project from VTT is Marko Komssi, an expert in software development and international software business. Marko has extensive experience working with Finnish companies operating in global markets, including Lingsoft, F-Secure, and WithSecure. He has successfully guided a few student projects, with two of them winning the best project awards in consecutive years (spring 2023 and spring 2024) at Lappeenranta University of Technology. Additionally, Marko annually co-teaches in the Requirements Engineering course at Aalto University.

Furthermore, you will co-operate with VTT's strategic foresight and data science teams. VTT personnel will co-develop with Python on similar topics and are prepared to spend time with the students, even on a weekly basis. VTT also offers the team the required resources, including access to paid API keys for the project and other resources on demand.

Client representative

Product Owner

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