



WEEK 10 CLASS ACTIVITY — “BUILT TO LAST”

AI Applications in Business · LO4 · teams of 3–4 · 50 minutes · the final tutorial

The last activity of the unit. Audit your own venture on three lenses — **planet, people, permanence** — name the trade-offs honestly, and propose how you’d make it more sustainable and durable. You’ll walk out with the backbone of your reflection.

THE THREE LENSES (YOUR SCORECARD)

Lens	The question
 Planet	what’s the footprint — and is it as light as it can be?
 People	who benefits, who’s harmed — designed for more of the first?
 Permanence	would it survive the frontier moving — is the value durable?

Score each **STRONG / OK / WEAK** — and be honest. The *weak* ones are where your reflection gets interesting.

PART 1 — AUDIT & NAME THE TRADE-OFFS (25 MIN)

For your own MVP (or a given product), work each lens and write down a **score + the reasoning**:

-  **Planet** — Heavy or light? Does it *train* a model or just *call* one? Could a smaller or simpler approach work? Does it use AI where a rule or spreadsheet would do?
-  **People** — Who benefits? Who could it **exclude, mislead, or harm** (digital divide, language, accessibility)? Does it **augment** people or replace them? Are there hidden human costs (e.g. data labour)?
-  **Permanence** — If the model underneath were **swapped tomorrow**, would you still have a business? Where’s your **durable value** — the problem, the relationship, the data/workflow, the expertise?

Don’t whitewash it. Every honest venture has weak spots; **naming them is the LO4/LO5 skill** the reflection gives credit for.

PART 2 — HOW WOULD YOU MAKE IT LAST? (15 MIN)

For your **weakest lens**, write one concrete, realistic improvement:

- Lighter** — right-size the model · “do we even need AI here?” · reuse, don’t retrain.
- Fairer / more inclusive** — local languages · accessibility · keep a human · re-check who’s harmed.
- More durable** — deepen the customer relationship · own the data/workflow, not the model.



Write it **straight into your reflection draft** — planet + people + permanence *is* the Assessment 3B sustainability + longevity section.

THE SEMESTER WRAP (WITH THE WHOLE CLASS)

A quick round — each person, one sentence:

1. **The most useful thing** — “the one idea from this unit I’ll actually use is...”
 2. **The biggest surprise** — “the thing that surprised me most about building with AI was...”
 3. **What’s next** — “the next thing I want to build or learn is...”
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WHAT YOU WALK OUT WITH

- An honest sustainability + longevity audit of your venture.
- The backbone of your Assessment 3 reflection.
- The end of a twelve-week journey — you built, tested, pitched, and judged a real AI product. **Be proud.**

FINISH STRONG

Complete the MVP and the build diary, write the reflection, and **submit Assessment 3 by the exam-period deadline**. Build things that last — and don’t cost the earth. Thank you, and good luck.