



WEEK 11 CLASS ACTIVITY — “BORDER CROSSING”

AI Applications in Business · LO2, LO5 · teams of 3–4 · 55 minutes

An AI product that succeeds at home can die abroad. Today your team takes a product across a border and stress-tests it against the **four forces** — then writes an honest localisation plan.

PICK A CROSSING (FIRST 5 MIN)

Choose **one** and write it as a single line — “[Product] is moving from [Country A] to [Country B]”:

- **Your own MVP** moving into a new market (most useful).
- **A given product** — e.g. a US AI hiring tool entering Malaysia; a face-payment app entering Australia.
- **A SE-Asia ↔ Australia move** — a KL product → Melbourne, or an Australian product → Indonesia.

THE FOUR FORCES (YOUR REFERENCE)

Force	The question
Culture & society	behaviour, trust, payment habits, what’s acceptable
Data & language	trained on whom? understood — and fair — to new users? (LO5)
Law & regulation	whose rules now apply? data residency? extraterritorial reach?
Infrastructure & geopolitics	connectivity, payments, data-centre access, affordability

PART 1 — WHAT BREAKS AT THE BORDER? (30 MIN)

Work through **all four forces** for your crossing. For each, answer two things:

1. **What breaks?** Name the single biggest thing that would break or misfire in the new market — be specific: “users are cash-first,” “Bahasa isn’t supported,” “data must stay onshore,” “no cheap cloud access.”
2. **How bad is it?** Mark each force **SHOWSTOPPER** (can’t launch until fixed) / **FIXABLE** (needs work) / **FINE** (works as-is). Which force is the **dealbreaker**?

Don’t skip LO5: for *Data & language*, ask explicitly — would the AI be **fair** to the new users, or quietly biased against them (names, faces, accents, local norms)? Re-test fairness; the old test doesn’t carry over.



PART 2 — WRITE A LOCALISATION PLAN (25 MIN)

For the forces that break, write the fix — the opposite of copy-paste:

1. **Localise** — adapt to how the market actually lives (the Grab move), not just translate.
2. **Re-test** — performance *and* fairness, on local data and real local users.
3. **Comply** — design for the strictest local rules.
4. **Check the plumbing** — payments, connectivity, affordability.

End with an honest **verdict**: “*This idea works with adaptation — and here’s the work,*” or “*this shouldn’t cross until X is solved.*”

SHARE-OUT (THE DEBRIEF)

Each team gives a **60-second verdict**: your crossing, your dealbreaker force, and your one-line localisation plan. Notice how *different* the answers are across markets — that variety is exactly the point.

WHAT YOU WALK OUT WITH

- A reusable lens for judging whether **any** AI venture can travel.
- An honest localisation plan for your chosen crossing.
- A draft of the **global / cross-border** section of your Assessment 3 reflection.

AFTER CLASS

Run the four forces on **your own MVP** and draft the “*would it work elsewhere?*” paragraph for your reflection. Keep the build and diary alive — **Assessment 3 launches next week.**
