

Course Code:

Course Title: The 10X Entrepreneur – Using AI To Amplify Your Impact

Instructor: Dan Wong

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Course Credit: 1-credit

Course Grading: Pass/Fail Grade

COURSE OVERVIEW

Entrepreneurship is the ability of creating something new from scratch and taking destiny into your own hands. It happens in big organizations and small. And it happens in personal life and in business. At no time in the past has it been easier to build something new. At no time in the past has it been easier for a single individual to have the type of impact that has now been made possible by AI. This is the “10X Entrepreneur.”

This course covers the techniques and tools needed to effectively amplify your performance, whether it is in a large enterprise, small startup, or even personal capacity. However, entrepreneurship is not just a collection of tools, frameworks, and techniques. More importantly, it involves a distinctive mindset, approach, and way-of-thinking. Creating something new is never easy, so entrepreneurship also requires a command over psychology and emotion.

It is becoming increasingly clear that AI is rewriting and disrupting many existing business models. For the entrepreneur, these conditions create the chance to build new businesses, whether they are inside existing organizations or from scratch. The nature of AI as a general-purpose technology means that all industries and all functions are impacted, making all sectors open for disruption. Turn this disruption into advantage. The advent of AI has provided an unprecedented set of tools that opens possibilities that were not attainable in the past. Now with AI, an individual can amplify their capabilities and output by “10X.”

This course draws from the personal and professional experiences of the instructor, spanning two decades at large corporations and startups. No coding or technical experience is needed for this course.

COURSE OBJECTIVES / LEARNING OUTCOMES

Through this course, students will be able to:

- In times of turbulence and change, learn how to take destiny into your own hands to build a future that you want for yourself and /or your organization
- Leverage AI tools to increase productivity and creativity
- Build an Entrepreneur’s Toolkit to scale businesses
- Identify and evaluate AI-driven business opportunities
- Learn how to use AI to initiate and create new businesses
- Develop a lean business plan leveraging AI tools
- Understand both the theory and practice of entrepreneurship

COURSE OUTLINE

The course is divided into 4 modules, each taking half a day:

Module #1: The Rise of “The 10X Entrepreneur”

- The nature and purpose of Entrepreneurship and why is it relevant to you?
- What is a “10X Entrepreneur”?
- AI as a 10X productivity force multiplier
- Case Study Examples: The 1-Person Entrepreneur and The 1-Person Unicorn
- You are your own startup
- The crumbling boundaries between functions and industries
- How to use AI to cross these boundaries
- How AI disrupts and recalibrates existing business models and reshapes industries
- Case Study Examples and Class Discussion: AI’s impact to existing business models and how to respond
- In-Class Exercise: AI-Disruption Mapping
- How to identify and pursue the right opportunities to achieve 10X results?
- Homework (Cross-Silo Thinking: Using AI to overcome knowledge boundaries): detailed description in section below
- Module Summary & Takeaways

Module #2: AI as the 10X Force Multiplier

- Using AI to build: The AI Toolkit for Entrepreneurs
- Overview of commonly used AI tools
- AI as an analytical tool
- AI as a tool for creativity and creation
- Tips and guidelines to using AI tools
- In-Class Exercise: Hands-on Vibe-Coding
- In-Class Presentation & Discussion
- Module Summary & Takeaways

Module #3: The 10X Mindset

- The Entrepreneur’s Mindset & Psychology
- The Startup Entrepreneur: Starting from scratch and its unique challenges and opportunities
- Case Study: An Entrepreneur’s Journey (The Story of GIFT.ed)
- Startup Management: Taking chances and controlling risk
- Dealing with “No”
- Dealing with Uncertainty: Strong convictions, loosely held
- Dealing with failure
- “The Man In The Arena”
- In-Class Discussion: “Classic” management theory vs the startup approach
- In-Class Exercise: Entrepreneurial Mindset Self-Assessment
- Module Summary & Takeaways

Module #4: The Entrepreneur's Playbook (10X Leadership)

- Creating “New” Markets: Re-understanding TAM (Invisible, Emerging, & Served)
- How to Envision New Businesses and Operating Models
- The Multiplier Effect: Business Scaling Strategies (Network Effect, The Flywheel, etc.) amplified with AI
- The Corporate Entrepreneur: Building Businesses Inside Large Organizations and its unique challenges and opportunities
- Case Studies: Project Louder and Carbon Wallet
- Crossing The Chasm
- The Next Phase of Entrepreneurship
- Course Summary & Wrap Up

GRADING / ASSESSMENT

1	Individual class participation	20%
2	In Class Discussions	20%
3	In Class Exercise	25%
4	Homework (8-15 page write up)	35%

HOMEWORK DESCRIPTION

Each student will write a 5 – 8 page Market Entry Plan (A4 double-spaced 12 font not including any appendices). Identify an industry which you are unfamiliar and which you believe there is an opportunity for a new entrant to disrupt the market. You are that new entrant. Use an AI tool of your choosing to research and co-develop the business idea and strategy. The detailed format and sections of the writeup can be decided by you but should include: a description of the industry and why it is open to disruption, description of the opportunity targeted, how you will compete with incumbents (countering their strengths), what are the advantages that you will seek to build, and how you will build those advantages. Grading will be based on: (1) 5 pts for clarity and fluency of writing, (2) 15 pts on depth of analysis, (3) 15 pts on the quality of the proposed solution and market entry plan.

AI POLICY

Students are encouraged to use AI in class assignments and homework. Any use of AI should supplement the assignment as opposed to “cut-and-paste.”

COURSE FEEDBACK

The instructor welcomes student feedback and encourages discussions on what is working well and any suggestions for improvement throughout the term. Please feel free to speak to the instructor after class or arrange

a discussion via Zoom or in person. Thank you for collaborating with HKUST to make this course as valuable as possible for you and your classmates.

COURSE MATERIALS

(A) REQUIRED READING

(B) OPTIONAL READING

INSTRUCTOR'S BIO

Dan Wong is an expert in the fields of digital transformation, AI change management, and innovation – with over 20 years of experience in Greater China, Asia, and Silicon Valley. During Dan's career, he has had both the fortune and misfortune of weathering successive waves of industry upheaval and dislocation. From these experiences, he has accumulated hard-earned lessons where practice often diverges from theory. Dan has been at the forefront of driving digital transformation at companies like Nokia (feature-phone to smart-phone transition), Samsung (hardware to software transition), and at MTR Corporation where he was GM of Global Innovation. Across all these initiatives, the most difficult part of change has always been the human dimension. As CEO of GIFT.ed, Dan used the power of technology to provide courseware and employee engagement that unleashes the potential of organizations at scale.

Nowhere is the power of technology more evident than Artificial Intelligence. Yet applying AI in a way that moves-the-needle requires system-level thinking, an understanding of the practical pitfalls, and a rethinking of the way organizations operate.

Dan's AI journey started in 2014 as CEO of startup Rokid. With a team that included 15 PhDs and postdocs, the company used machine learning to develop a voice recognition and smart home product. The AI product and voice platform was launched in a year and won the 2016 Innovation Award for that category at the Consumer Electronics Show in Las Vegas. Subsequently, Dan was an advisor to several startups applying AI technology to manufacturing, retail, consumer products, and other sectors. At MTR, Dan drove and implemented over 30 AI projects. He has direct insight into the power as well as inherent limitations and pitfalls of this technology.

Dan's work has taken him across the globe: from Silicon Valley to Northern Europe to China to Korea to Southeast Asia. Business is the same everywhere, but the "way of business" is different. Dan has worked at pioneering Silicon Valley companies such as Excite@Home (broadband internet services) and Openwave (mobile internet) where he split time between the US and Tokyo. At Nokia, Dan ran a \$1.9B USD business across Mainland China, Hong Kong, Taiwan and spent significant time in Finland headquarters. Later at Samsung, he split time between Beijing and Korea. Dan now splits his time between Hong Kong and Kuala Lumpur.

Dan holds an MBA from Harvard Business School as well as BS Electrical Engineering and MS Materials Science from Stanford University.

OTHER REMARKS

Attendance Policy

Late arrival, early departure, or (in online classes) camera turned off for 15 minutes or longer, using avatars, or adopting any form of pretense during a session may be considered as absent, subject to the instructor's discretion.

Students are required to report the absence to the course instructor and TA (and copy MBA Office) before his/her absence with solid justification and proof (e.g., work proof, doctor's letter, etc.).

Please note that reporting the absence will not waive your number of absent class(es). However, absence without a legitimate reason or prior approval by the instructor will lead to an "F" grade (representing "Fail") in the relevant course.

- Course instructor's email and TA: as listed in the course syllabus
- Copy MBA office email: mbaex@ust.hk.

It is important to note the class attendance policy as follows:

- If you are absent for less than 25% of class sessions (i.e. 1 out of the 8 sessions) with a permissible reason, no penalty will be imposed as long as prior approval from the instructor is obtained.
- For absences of 25% of the total number of sessions (i.e. 2 out of 8 sessions OR 1 out of 4 sessions), you will receive a 1/3-grade reduction (e.g. grade A- to B+).
- For absences of more than 25% of the total number of sessions (i.e. more than 2 out of 8 sessions), an "F" grade will be given unless strong justification with relevant proof and instructor's consent are provided for a late withdrawal. Late withdrawal requests are reviewed on a case-by-case basis and subject to the decisions of the faculty, the MBA Office and the University.
- If any unauthorized /unreported absence is found, you will be considered as cheating and an "F" grade can be given for the relevant course directly, subject to instructors' discretion.

Additional Notes for Online courses attendance

Active participation and full engagement are required in online courses, including participating in discussions and interacting with instructors and peers. The above classroom etiquette and general expectations apply to online course attendance. Additionally, you should but not limited to:

- Engage in online classes from a quiet location, free of interruptions.
- Keep your camera turned on at all times.
- Not use avatars or any form of pretense during participation.
- Avoid multitasking or engaging in personal or unrelated activities during class.
- Refrain from using your phone, laptop or other devices for non-academic purposes during class.