Nurturing the Passion and Enhancing the Outcomes of Artificial Intelligence-Driven Entrepreneurs and Innovators

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Abstract:

Since the introduction of ChatGPT in late 2022, AI has re-sparkled hype, interest and debate about its transformative potential across different sectors, notably in education and various professions. Generative AI, as exemplified by ChatGPT, has shown remarkable ability to produce human-like responses across different types of modalities such as text, image, video and code. It thus puts the education sector at the forefront of profound changes brought by the AI power.

Recognizing the potential of generative AI, our proposal focuses on utilizing its capabilities to reshape the entrepreneurship and innovation pedagogy. Our approach consists of two distinct AI training workshops. The first one provides participants—including students and startup entrepreneurs from HK Tech 300 and alumni who is considering or already engaged in entrepreneurship—with a comprehensive overview of generative AI tools and how they can be incorporated into different facets of venture development. Essentially, it answers the questions "What AI tools can I use? How can I use it in my (social) venture/business plan?" The second workshop delves deeper into prompt engineering. The prompt engineering skills will help participants optimize the output from generative AI tools and answer the question "How can I get the best result from generative AI tools for my (social) venture/business plan?"

Our evaluations to the two workshops are two-pronged. We will first carry out experimental assessment to test the effectiveness of the first workshop on participants' passion, self-efficacy and intention toward to pursue social entrepreneurship and broadly entrepreneurship and innovation; and then evaluate the effect of the second workshop on participants' outcomes on venture ideas/business plans. In addition to the experiments, we will also conduct qualitative interviews with participants in the workshops to understand their experiences and perceptions of applying generative AI tools in crafting their business plans or refining their business ideas.

As AI continues to grow its influence and influence various industries and professions, our proposal seeks to harness its vast potential through offering participants cutting-edge tools and techniques afforded by the technology. Through our structured AI training workshops, we aim to instill participants with the passion, self-efficacy, knowledge and practical skills to navigate the journey of (social) entrepreneurship and innovation.