



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 1017FY25 – Business Commercialisation Strategy

Brief Project Description

There is a growing threat of AI-generated and AI-edited videos, which undermine public trust and digital security. Current deepfake detection systems are limited in scope, interpretability, and adaptability. The project aims to develop DeepShield, a next-generation system that is interpretable, adaptive, and traceable, tailored for the linguistic and cultural contexts of two countries to start with. It is currently under research phase now to develop the next generation systems. The researchers would like to commercialise this technology once it is developed.

Objective of the Consulting Project

To support proof-of-concept or prototyping to improve the commercial or market potential of research outcomes, thereby reducing commercialisation risk of early-stage technologies.

Project Scope

They need a go-to-market strategy with clear identification of the gaps in the market which can be addressed by this new technology, what kind of customer segments they can serve (customer identification/validation), what kind of go-to-market solutions they need to develop (MVP/Product-Market Fit), Competition, Road map for the product , pricing models, revenue potential, markets, etc.

Business Plan consisting of, but not limited to:

1. Problem Statement
2. Existing Solutions
3. Current Market Trends
4. Future Market Trends
5. Target Market
6. Competitors
7. Product & Development Roadmap to meet the business plan
8. Proposed Approach to meet unmet needs
9. Benefits and Costs
10. Commercialization Path and Potential
11. Team
12. Potential Partners

Student Requirements

- A **3-member** team with **MBA background and minimum of 8 years of working experience**. Applications with fewer than three members will unfortunately not be considered.

More Information

Start Date: ASAP

Duration of project: 10 weeks

Stipend: \$3000 per team

Working hours: 400 hours

Internship filing: Up to 10 weeks/400 hours*

*Only applicable to post-graduates undertaking the Master of Business Administration (MBA) with a minimum of 8 years of working experience