

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 1018FY25 – Business Commercialisation Strategy**

#### **Brief Project Description**

Enterprises are rapidly adopting Large Language Models (LLMs) to improve productivity, automate operations, and build new digital services. However, this rapid adoption has its own set of risks: unintended information leaks, harmful model behaviour, exposure to unverified third-party components, and a lack of visibility into how LLM systems are built, updated and maintained.

The proposed project aims to combine automated analysis of LLM components with penetration testing to validate vulnerabilities, and suite of security testing tools to detect previously unknown vulnerabilities. The solution helps organizations reduce uncertainty, prevent harmful or unintended model behaviour, and prepare for emerging compliance requirements.

#### **Objective of the Consulting Project**

The researcher(s) for this project are seeking to discover and validate the commercial opportunities for a new solution that focuses on identifying and managing LLM security risks for enterprises.

Currently, the market offers limited solutions, with existing tools that focus only on general AI governance, or narrow testing functions without addressing the broader supply chain risks of LLM-based systems. Few products offer a comprehensive, practical, and enterprise-ready approach to LLM-specific security risk identification.

#### **Project Scope**

To determine the market need, define the most-promising customer groups, and develop a clear value proposition for a minimally viable product (MVP).

Develop a 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