

BAFIT Case Challenge

The BAFIT case challenge in cooperation with SuXess-IT, a local consulting firm founded in 2006, and specializes on Governance, Risk and Compliance (GRC) consulting, with a strong focus on regulatory compliance, IT compliance, information security, IT risk and data privacy as well as IT operations in general. SuXess-IT works primarily with large-scale clients in the banking, insurance and health sectors.

Content

To assist SuXess-IT's organic growth and continuous expansion in their client base as well as to further optimize resource use, they have looked into developing an "AI assistant" to help and assist them in their mission to deliver the best possible results to their clients.

SuXess-IT is offering an exclusive opportunity to contribute to the development and deployment of a new AI solution designed to analyze corporate policies for regulatory compliance and bring the unlimited potential of AI into regulatory compliance consulting. For this, SuXess-IT has developed a self-hosted prototype AI solution based on OpenAI (ChatGPT) and developed a set of instructions (prompts) as well as pre-defined output mechanisms. The AI will assess whether existing corporate policies ("Input") of clients align with GDPR, DORA, NIS-2, ISO 27001 and other relevant regulations and frameworks and offer a Compliance Score (in percent). Additionally, it will offer suggestions for additions to fill any gaps, improvements to adhere better to the state-of-the-art and best practices, rephrasing policy text, and ensuring regulatory compliance needs are met. To support this, SuXess-IT has developed and validated a series of high-quality regulatory templates and reference documents that are quality-assured and have passed multiple audits without any findings. The unique selling point (USP) behind the solution is a combination of professionally drafted, audited and quality-assured reference documents as well as targeted prompting to deliver optimal results.

Students can choose between three distinct project variants, each presenting a unique challenge and an opportunity to develop expertise in AI-driven compliance or business strategy:

Variant A: AI Model Training & Optimization for Compliance Analysis

The objective is to design a concept for additional training and verification of the AI-driven compliance checker that accurately evaluates corporate policies, identifies regulatory gaps, and suggests improvements based on pre-approved templates and reference policies. This variant involves "training" of the AI model with historical and synthetic corporate policy data while integrating SuXess-IT's validated templates to establish a baseline for best practices. A key aspect of this challenge is minimizing errors by implementing an iterative training approach, reducing false positives (something the AI incorrectly reports as "missing" that is actually in the input policy) and false negatives (something that should be there based on the reference documents, the AI doesn't recognize that it is "missing" in the input file), and defining performance metrics such as precision, recall, and F1-score for evaluation and matching of reference chunks with reference policy (does the AI use the correct chunks to analyze against the reference policy).

Regulatory compliance output validation will play a crucial role in ensuring AI-generated recommendations align with GDPR, DORA, and other relevant regulations.

The students will work closely with SuXess-IT to refine AI outputs based on expert reviews. Additionally, designing an intuitive user experience will be essential in presenting AI findings, which includes developing and refining of the compliance scoring mechanism to help clients assess the alignment of their policies with regulatory standards. To ensure the AI model works effectively, the students will conduct pilot tests using anonymized policies from potential clients. Feedback from SuXess-IT's legal and compliance professionals in conjunction with the student's own opinion will be gathered and used to refine the model. The expected outcome of this project is an AI system that reliably assesses corporate policies for compliance, minimizes errors, and provides actionable recommendations. The final deliverable should include a comparative performance report detailing improvements made during training and implementation as well as other suggestions for improving the AI solution.

Variant B: Go-to-Market Strategy for AI-Powered Compliance Solution

This variant focuses on the commercialization strategy of the AI compliance analysis solution, targeting companies in need of regulatory policy reviews. Students will conduct extensive market research to identify industries most in need of automated compliance solutions, such as finance, healthcare, and technology, while also analyzing competitors offering similar AI-based tools to define key differentiators and possibilities for improvements, as well as delivering their own suggestions and ideas. Understanding the target customer profile will be essential, which includes defining ideal customer segments by industry, company size, and regulatory challenges.

Developing a strong sales and business development strategy will be a critical component of this variant. Students will create an outreach plan targeting regulatory compliance officers, legal teams, and data protection officers, as well as explore potential partnerships with other consulting, law firms and regulatory bodies. Strategic communication and branding will also be key in positioning the solution in the market. This includes crafting messages tailored to different audiences, developing leadership content such as whitepapers and webinars, and planning marketing initiatives to establish the AI tool as a trusted industry solution. An essential aspect of the go-to-market strategy will be designing a viable pricing model, which may include subscription-based plans, per-policy review fees, or enterprise licensing. Conducting a cost-benefit analysis will help define an attractive and scalable pricing structure. Also, the students should analyze different models such as free versions in order to generate more (paid) leads for implementation projects or freemium models, where only a high-level overview of the output is free and the full version is a paid version, etc.

The students will also develop a digital marketing strategy, incorporating SEO, LinkedIn campaigns, and industry event participation, while outlining a structured sales funnel from lead generation to deal closure. Additionally, a well-defined onboarding plan for new customers will ensure seamless adoption of the AI tool. The expected outcome of this project is a comprehensive go-to-market plan detailing how to position, market, and sell the AI compliance solution. Students should provide a financial projection outlining estimated revenue growth and market penetration, as well as a roadmap for implementation.

Variant C: User Experience & Customer Experience

The objective of this variant is to draft a concept for the user & customer experience, especially the presentation of the results, front-end and user-friendly interface that ensures seamless interaction between users and the AI compliance tool.

The students will be responsible for developing the user experience (UX) and user interface (UI) that will allow compliance officers and corporate clients to efficiently analyze policy documents, review AI-generated suggestions, and implement changes. A primary goal will be to create a front-end design that balances simplicity with functionality. Users should be able to upload policies in various formats (e.g.,

PDF, Word, plaintext) and receive structured feedback on compliance issues. The AI's recommendations should be displayed in a clear, actionable manner, with features that allow users to accept, reject, or modify suggestions directly within the interface.

The variant will also involve designing how AI results are presented. This could include visual compliance scoring, interactive reports with detailed explanations of suggested changes, and real-time document editing. Ensuring transparency is critical, so features such as "why was this change recommended" or links to regulatory clauses should be incorporated. In addition to the primary interface, the student will consider user workflows, ensuring that compliance teams can collaborate on policy reviews. Features such as version history, annotations, and approval workflows could be explored to improve efficiency. Another aspect of this variant is accessibility and responsiveness. The platform should be designed to work seamlessly across desktop and mobile devices, with an emphasis on accessibility features such as adjustable text sizes and screen reader compatibility. The expected outcome is a fully developed front-end prototype or wireframe that showcases how users will interact with the AI tool, along with usability testing results and feedback analysis to refine the design.

Teams, process and prize money

The task of the Case Challenge is to solve the case study in a team (up to 4 students). You have a total of seven weeks to work on the case and you compete against other teams.

At the beginning, the background and some hints on the case will be presented by experts from SuXess-IT (May 5th). The proposed solutions will be presented on June 30 at the SR 11, Universitätsstraße 15, SOWI-building, A-6020 Innsbruck and the winning teams will be selected by a consortium consisting of 2 representatives of the University of Innsbruck and two of SuXess-IT.

Prize money of EUR 1,000 awaits the first-place winners, EUR 500 for the runners-up and EUR 250 for the third-place winners! The awards will be rewarded on June 30th (venue will be announced).

Dates

- **Application** until **27.04.2025** to bafit@uibk.ac.at either individually or as a team of max 4 persons. In the case of individual applications, the BAFIT network will assign you to a team. Please enclose a short CV with your application. All students of the Faculty of Business Administration are eligible to participate.
- **05.05.2025**, 10.00-11.00, Kick-Off Meeting and Introduction to the case:
Where: SR 12, 3rd floor, Universitätsstraße 15, 6020 Innsbruck
- **26.05.2025**, 13.15-14.15, Q+A session (15 min per group) – SR 12; 3. floor, Universitätsstraße 15 (SOWI-building), A-6020 Innsbruck
- **10.06.2025**, 10-11, virtual Q+A session
- **20.06.2025** until **12.00**: submission deadline of the preliminary presentation – per Mail to markus.steyerer@suxess-it.com and bafit@uibk.ac.at, and in the OLAT course "BAFIT Case Challenge @ SuXess-it 2025" in the folder "Team Presentations" with the name of the team based on the team division (e.g. Team 1, Team 2 etc.)
- **30.06.2025**, 09.00 presentation of invited groups at SR 11, Universitätsstraße 15, SOWI-building, A-6020 Innsbruck in front of the consortium (two Professors of the University of Innsbruck and two SuXess-IT company representatives).
- **30.06.2025**, Award ceremony, venue and time will be announced.