

Assignment #2 – Group work – Project & Pitch

888147 – Innovation for Entrepreneur

Coursework Marks 25%

Students are required to complete the following instructions. Please read the details carefully:

Group Business Plan

Students form a group and each group of students are required to develop a new business idea based on an innovation. The innovation can be any new product, process, or service idea (or combination of these).

The assignment consists of two parts:

1. A 2-minute pitch
2. A report detailing the background research and additional information
 - The report must contain a business model canvas

The report will include the group's research and analysis such as mission, vision, SWOT/TOWS, customer analysis, competitor analysis, market research, strategies, plans and finances.

Deadline:

Assignment Submission Date: **Friday 4th October 2024 week 14**

In-class pitch: **Tuesday 8th & Friday 11th October 2024 week 15**

Details:

- The business report must include the business model plan, and be submitted in a word or pdf file.
- Each group should submit one (group) business report and one business model plan.
- Include the course, all of your names and your student IDs when submitting the report.
- Each student is expected to present a pitch about the business and the plans for the business.
- A pitch can be presented either in class (onsite) or in a video. Videos need to show the student and be of good quality (e.g. the student can be heard easily).

All coursework should be submitted before or on the submission date either via Mango or email to drseamuslyons@gmail.com