

Group Project – 40%

888111 – Innovative Entrepreneurship Theory and Practice
Assignment Set 18th November 2024 week 2

Students are required to form a group and create works relating to an innovative business idea. These works will form a portfolio and must be submitted with a final report. The business should be feasible and show innovation. Groups will also pitch their business idea. Please read the following details:

Innovation Group Project (40%)

- Form a group of 5 students
- All group members should contribute and be **present for their pitch**.
- Complete **two (2) written academic reports**,
 - **1:** one progress report
 - **2:** one final report
- Reports must have
 - an introduction and a conclusion
 - work cited and referenced correctly
- Group members are responsible for group meetings, deadlines and contributions
- Group members receive the same mark
- AI and plagiarized work is given a zero (0%) mark – **DO NOT CHEAT**

Group Project Deliverables

Pitch	A short pitch from the group followed by a question and answer session.
Reports	Group reports submitted in a Word document, pdf document or equivalent, containing: <ol style="list-style-type: none">1. A title page with the names of the group members, course name, the date and a title.2. A report with an introduction, conclusion, and reference section / bibliography.
Works	Works can be included inside reports or submitted in addition to reports all works MUST be submitted with reports.

All coursework should be submitted before or on the submission date either via **Mango** or to **drseamuslyons@gmail.com** with details of the group, group members, course, coursework title, date and any other information considered relevant.

Project Stages 1 to 3

----- Stage 1 Progress Report -----

- a description of your idea
- personnel details (e.g. values, vision & mission statements)
- customer analysis (e.g. empathy maps, personas)
- business analysis (e.g. SWOT/TOWS)
- Progress Report submission date: 27th December 2024 week 7
- Course Marks **15%**

----- Stage 2 Final Report -----

- your progress report
- business model canvas
- team roles, legal structure, IP protection
- market and competitive analysis, plans & predictions (marketing, financing, financial etc.)
- Final Report submission date: 7th March 2024 week 15
- Course Marks **15%**

----- Stage 3 Pitch -----

- Pitch dates: 27th February, 3rd & 6th March week 14 & 15
- Course Marks **10%**