Innovative Entrepreneurship Theory and Practice



part 1: final reportpart 2: your taskprepare your report

the project assignment

Course Marking

Attendance	15%
Project Progress Report	15%
Mid-Term Exam	20%
Project Final Report	15%
Pitch	10%
Final Exam	25%

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
- Peports must have

Reports

Works

- 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.
 - Group reports submitted in a Word document, pdf document or equivalent, containing:
 - 1. A title page with the names of the group members, course name, the date and a title.
 - A report with an introduction, conclusion, and reference section / bibliography. 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 <u>Mango</u> or to drseamuslyons@gmail.com with details of the group, group members, course, coursework title, date and any other information considered relevant.

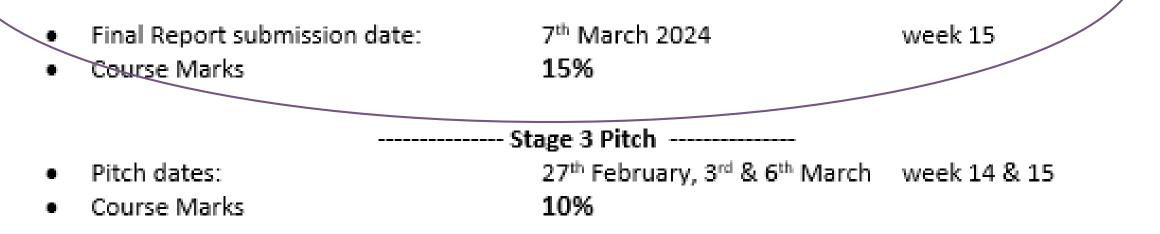
what we need to do

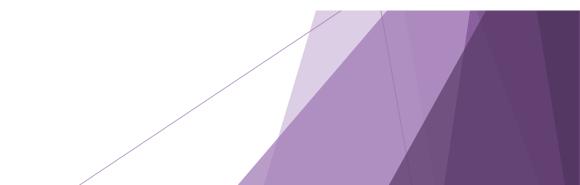
where we are

		Project Stages 1 to 3	
	9	tage 1 Progress Report	
what we need to do	 a description of your idea 		
	 personnel details 	(e.g. values, vision & mission s	tatements)
	 customer analysis 	(e.g. empathy maps, personas)
include all the deliverables	 business analysis 	(e.g. SWOT/TOWS)	
even the work before midterm	 Progress Report submission date: 	27 th December 2024	week 7
	Course Marks	15%	
nclude the progress		Stage 2 Final Report	
report in the final report	 your progress report 		
	 business model canvas 		
'you can change what you vant)	• team roles, legal structure, IP pro	tection	
	market and competitive analysis, plans & predictions (marketing, financing, financial etc.)		
	 Final Report submission date: 	7 th March 2024	week 15
include all the deliverables	Course Marks	15%	
from after midterm		Stage 3 Pitch	
	 Pitch dates: 	27 th February, 3 rd & 6 th March	week 14 & 15
	Course Marks	10%	WEEKITGIS

----- 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.)





the report

- your progress report
 - add what is missing / improve
- you
 - type of business, roles, etc.
- plans & strategies
 - BMC
 - business plan/ competitive analysis
 - yes you can add your mind maps
 - marketing
 - finances

plans / strategies

- opportunity analysis
- competitive analysis
- market strategy
- customer analysis
- MVP USP
- SWOT -> TOWS -> strategy -> plan

marketing strategies

- channels
- marketing
- digital marketing
- short / long term planning

financial strategies

- financing
- day-to-day finances (fixed / variable costs)
- short / long term planning

The final report

The written final report should include the following parts:

- 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)
- business model canvas
- team roles, legal structure, IP protection
- market and competitive analysis, plans & predictions (marketing, financing, financial etc.)
 - an introduction
 - a conclusion
 - work cited and referenced correctly

evaluation

how will it be graded?

Report / Plan (includes BMC)

- IDEA Clear, innovative, achievable
- RESEARCHED Well researched (e.g. potential market, competitors etc)
- **REPORT DETAIL** Complete (full, detailed)
- **REPORT STRUCTURE** Well organised, designed, and presented

Grade	Written business plan
A (80-100)	 Clear, innovative, achievable idea Comprehensive (full, detailed) Well researched (e.g. potential market, competitors etc)
	 Well organised, designed, and presented
B+ (75-79)	 Clear, innovative, achievable idea Fairly comprehensive but lacking in some more minor details
	 Fairly well researched but lacking in some more minor areas
	 Quite well organised, designed, and presented
	 Quite well organised, designed, and presented

Grade	Written business plan
B (70-74)	 Clear, achievable idea but not completely original Quite comprehensive but lacking in some important details Fairly well researched but lacking in some important areas Adequately organised, designed, and presented
C+ (65-69)	 Clear, achievable idea but not very original Has main parts but lacking in some crucial details Some research but lacking in some crucial areas Adequately organised, designed, and presented

Grade	Written business plan
C (60-64)	 Achievable idea but not always clear or original Has most of the main parts but lacking in many crucial details Little apparent research Adequately organised, designed, and presented
D+ (55-59)	 Achievable idea but often not clear or original
	 Has some of the main parts but lacking in many details Very little apparent research
	 Poorly organised, designed, and presented

Grade	Written business plan
D (50-54)	 Achievable idea but not clear or original
	 Has a few of the main parts but often lacking in crucial details
	 Very little apparent research
	 Very poorly organised, designed, and presented
F (0-49)	 Unachievable idea, not clear or original
	 Has very few of the main parts and lacking in crucial details
	 No apparent research
	 Very poorly organised, designed, and presented

today part 1: final report part 2: your task - prepare your report

Thank you! any questions?