

The background features abstract, overlapping purple geometric shapes, including triangles and polygons, in various shades of purple, ranging from light lavender to dark indigo. The shapes are layered, creating a sense of depth and movement. The overall composition is modern and professional.

# Innovative Entrepreneurship Theory and Practice

today

part 1: final report

part 2: your task

- prepare your report

The background features abstract, overlapping purple geometric shapes in various shades, including light lavender, medium purple, and dark purple, creating a modern, layered effect.

# the project assignment

## Course Marking

Attendance	15%
<b>Project Progress Report</b>	<b>15%</b>
Mid-Term Exam	20%
<b>Project Final Report</b>	<b>15%</b>
<b>Pitch</b>	<b>10%</b>
Final Exam	25%

where we are

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**

what we need to do

#### Group Project Deliverables

<b>Pitch</b>	A short pitch from the group followed by a question and answer session.
<b>Reports</b>	Group reports submitted in a Word document, pdf document or equivalent, containing: <ol style="list-style-type: none"> <li>1. A title page with the names of the group members, course name, the date and a title.</li> <li>2. A report with an introduction, conclusion, and reference section / bibliography.</li> </ol>
<b>Works</b>	Works can be included inside reports or submitted in addition to reports all works <b><u>MUST</u></b> be submitted <b><u>with</u></b> 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: 27<sup>th</sup> December 2024 week 7
- Course Marks 15%

what we need to do

include **all** the deliverables  
even the work before midterm

### ----- 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: 7<sup>th</sup> March 2024 week 15
- Course Marks 15%

include the **progress report** in the final report  
(you can change what you want)

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

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

include **all** the deliverables  
from after midterm

## ----- 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: 7<sup>th</sup> March 2024 week 15
- Course Marks 15%

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

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

# the report



## content

- **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

## content

### plans / strategies

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

content

## marketing strategies

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

## content

### 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

## rubric

Grade	Written business plan
A (80-100)	<ul style="list-style-type: none"><li>• Clear, innovative, achievable idea</li><li>• Comprehensive (full, detailed)</li><li>• Well researched (e.g. potential market, competitors etc)</li><li>• Well organised, designed, and presented</li></ul>
B+ (75-79)	<ul style="list-style-type: none"><li>• Clear, innovative, achievable idea</li><li>• Fairly comprehensive but lacking in some more minor details</li><li>• Fairly well researched but lacking in some more minor areas</li><li>• Quite well organised, designed, and presented</li></ul>



## rubric

Grade	Written business plan
B (70-74)	<ul style="list-style-type: none"><li>• Clear, achievable idea but not completely original</li><li>• Quite comprehensive but lacking in some important details</li><li>• Fairly well researched but lacking in some important areas</li><li>• Adequately organised, designed, and presented</li></ul>
C+ (65-69)	<ul style="list-style-type: none"><li>• Clear, achievable idea but not very original</li><li>• Has main parts but lacking in some crucial details</li><li>• Some research but lacking in some crucial areas</li><li>• Adequately organised, designed, and presented</li></ul>

## rubric

Grade	Written business plan
C (60-64)	<ul style="list-style-type: none"><li>• Achievable idea but not always clear or original</li><li>• Has most of the main parts but lacking in many crucial details</li><li>• Little apparent research</li><li>• Adequately organised, designed, and presented</li></ul>
D+ (55-59)	<ul style="list-style-type: none"><li>• Achievable idea but often not clear or original</li><li>• Has some of the main parts but lacking in many details</li><li>• Very little apparent research</li><li>• Poorly organised, designed, and presented</li></ul>

## rubric

Grade	Written business plan
D (50-54)	<ul style="list-style-type: none"><li>• Achievable idea but not clear or original</li><li>• Has a few of the main parts but often lacking in crucial details</li><li>• Very little apparent research</li><li>• Very poorly organised, designed, and presented</li></ul>
F (0-49)	<ul style="list-style-type: none"><li>• Unachievable idea, not clear or original</li><li>• Has very few of the main parts and lacking in crucial details</li><li>• No apparent research</li><li>• Very poorly organised, designed, and presented</li></ul>

today

part 1: final report

part 2: your task

- **prepare your report**



**Thank you!**  
any questions?