**ITE325 IT ELECTIVE 4 – TECHNOPRENEURSHIP (LAB)**

**MIDTERM EXAMINATION**

**2ND SEMESTER, ACADEMIC YEAR 2024 – 2025**

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| --- | --- | --- | --- |
| Name: |  | Date: |  |
| Program/Year/Block: |  | Score: |  |

**IT Elective 4 – Technopreneurship**

**Start Up Business Booth Opening and Ribbon Cutting**

**Objectives:**

1. **Booth Design:** Visual appeal and functionality are critical. Ensure that the design aligns with your brand identity and draws attention.
2. **Target Audience:** Understand the demographic attending the event to tailor the booth layout, design, and promotional materials.
3. **Product/Service:** Identify key products or services to showcase that will attract attention and spark curiosity.
4. **Booth Materials and Equipment**

List all the materials and equipment needed for setting up the booth.

1. **Marketing Materials**

Prepare all the marketing materials that will be displaying in booth. Attach the design of the following marketing materials *(at least five (5) from the listed samples)*:

1. Brochure Design
2. Poster
3. Business Card
4. QR Code for Facebook Page
5. Flyers
6. Promotional Items
7. Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. **Product or Service**
9. What are the products to sell?
10. What services will be offered to public?
11. **Startup Business Founder Coordination**

* Organize shifts for staff members working at the booth.
* Prepare a list of assigned responsibilities for booth staff (e.g., greeting visitors, handing out materials, making sales).

1. **Others**

* Bring orange ribbon for ribbon cutting.
* Print attendance form or sheet using your letterhead for listing audience/visitors’ information.
* All booth activity should be properly documented.

1. **Accomplishment Report**

Submit an accomplishment report day after booth opening schedule.