

Project Schedule and Deliverables

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PROD-PROJ A02

Course Schedule

#	Deliverables
01	Team contract
02	-
03	WP1: Market research
04	-
05	WP2: Buyer and user personas; Competitor analysis
06	-
07	WP3: Market potential; Market strategy
08	-
09	WP4: Growth projection; Pricing; Revenue structure
10	-
11	WP5: Cost structure; Product profitability; KPIs
12	-
13	WP6: Distribution strategy; Communication strategy; Product roadmap
14	WP7: Final version incl. management summary
15	Product pitch

Types of Deliverables

- Business plan
 - In draft versions
 - In final version (once)
 - As presentation in class

Time of Day for Deliverables

- Right before class
 - Submit this week's deliverables
- Unless it is the first week of the course
 - Then, deliverables are due by Friday midnight that week

CW #01 Deliverables Due

- Team contract
 - See <https://oss.cs.fau.de/teaching/course-resources/student-team-contract/>
- Submit package as zip-file on StudOn
 - Include original files + PDF printouts
- Continue submitting like this

CW #02 Deliverables Due

- None

CW #03 Deliverables Due

- Work package 1 (WP1), contains
 - Agile business plan draft with sections
 - Market research
 - ~~Win / loss analysis~~
 - ~~Buyer and user personas~~
 - Revised as necessary
 - ~~EXIST business plan draft with sections~~
 - ~~2. Geschäftsidee~~
 - ~~3.1 Marktsituation~~
 - ~~3.2 Alleinstellungsmerkmal und Kundennutzen~~
 - ~~Revised as necessary~~
- Interview transcriptions / notes

CW #04 Deliverables Due

- None

CW #05 Deliverables Due

- Work package 2 (WP2), contains
 - Agile business plan draft with sections
 - Buyer and user personas
 - Competitor analysis
 - Revised as necessary
 - ~~EXIST business plan draft with sections~~
 - ~~2. Geschäftsidee~~
 - ~~Revised as necessary~~
 - Additional interview transcriptions / notes (if any)

CW #06 Deliverables Due

- None

CW #07 Deliverables Due

- Work package 3 (WP3), contains
 - Agile business plan draft with sections
 - Market potential
 - Market strategy
 - Revised as necessary
 - ~~EXIST business plan draft with sections~~
 - ~~3.4 Markteintritt~~
 - ~~Revised as necessary~~
 - Additional interview transcriptions / notes (if any)

CW #08 Deliverables Due

- None

CW #09 Deliverables Due

- Work package 4 (WP4), contains
 - Agile business plan draft with sections
 - Growth projection
 - Pricing
 - Revenue structure
 - Revised as necessary
 - ~~EXIST business plan draft with sections~~
 - ~~2.4 Projektplanung~~
 - ~~4.1 Finanzplanung~~
 - ~~Revised as necessary~~
 - Additional interview transcriptions / notes (if any)

CW #10 Deliverables Due

- None

CW #11 Deliverables Due

- Work package 5 (WP5), contains
 - Agile business plan draft with sections
 - Cost structure
 - Product profitability
 - KPIs
 - Revised as necessary
 - ~~EXIST business plan draft with sections~~
 - ~~1. Executive summary~~
 - ~~2.1 Gründungsvorgeschichte~~
 - ~~Revised as necessary~~
 - Additional interview transcriptions / notes (if any)

CW #12 Deliverables Due

- None

CW #13 Deliverables Due

- Work package 6 (WP6), contains
 - Agile business plan draft with sections
 - Distribution strategy
 - Communication strategy
 - Product road-map
 - Revised as necessary
 - ~~EXIST business plan draft with sections~~
 - ~~3. Markt / Wettbewerb~~
 - ~~4. Unternehmensplanung~~
 - ~~4.2 Unternehmensorganisation~~
 - ~~Revised as necessary~~
 - Additional interview transcriptions / notes (if any)

CW #14 Deliverables Due

- Final complete business plan (WP7)
 - Includes management summary
 - Everything reviewed, formatted, cleaned-up
- Supplemental materials
 - Forms from the agile business plan
 - Spreadsheets with calculations
 - Interview transcriptions / notes

CW #15 Deliverables Due

- Final presentation (pitch to investors)
 - Matches the stage of the idea resp. startup (typically pre-seed)
 - Problem, Solution, Product
 - Market size and potential
 - Financial projections
 - Any backup slides you may need (after closing)
 - Max. duration of presentation is 15min + 5min Q&A

Thank you! Questions?

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Credits and License

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- Contributions
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