

# Project Schedule and Deliverables

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

**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?

**[dirk.riehle@fau.de](mailto:dirk.riehle@fau.de) – <http://oss.cs.fau.de>**

**[dirk@riehle.org](mailto:dirk@riehle.org) – <http://dirkriehle.com> – [@dirkriehle](#)**

# Credits and License

- Original version
  - © 2012-2019 Dirk Riehle, all rights reserved
- Contributions
  - ...

# Project Schedule and Deliverables

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

**PROD-PROJ A02**

It is Friedrich-Alexander University Erlangen-Nürnberg – FAU, in short.  
Corporate identity wants us to say “Friedrich-Alexander University”.

## 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 Gründungsgeschichte~~
    - ~~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?

**[dirk.riehle@fau.de](mailto:dirk.riehle@fau.de) – <http://oss.cs.fau.de>**

**[dirk@riehle.org](mailto:dirk@riehle.org) – <http://dirkriehle.com> – [@dirkriehle](#)**

DR

## Credits and License

- Original version
  - © 2012-2019 Dirk Riehle, all rights reserved
- Contributions
  - ...