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 road-map
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

- 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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DR

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- Contributions
  - ...