MSc in Computer Science, Trinity College Dublin

Module : CS7CS6 Research and Innovation Methods. Academic year 2022/23

1. You will be allocated into groups to work on the group aspects of this module.

2. Each group will be assigned a dissertation report from a previous year. As a group, use the ideas and concepts from the dissertation, in conjunction with the innovation related course material, as the seed for an **innovative technology-based business model**.

3. Develop your business model using the customer development methodology and capturing a summary in a business model canvas. We encourage you to use your blackboard team blog to exchange and documents your ideas. This won't be graded, but this gives us a bit more insight into how the team is progressing.

4. Prepare and submit to blackboard a well written **group innovation report** which contains the following. It should be no more than 3,000 words excluding figures and charts:
   a. A description of your innovation idea and how it relates to your assigned dissertation.
   b. A business model canvas (BMC) with supporting information, covering the value proposition, customer segment, channels, customer relationships and revenue stream components.
   c. The supporting text should be used to elaborate on the content included in your BMC including the value proposition, customer segments (including personas), channel, customer relationships
   d. A summary of the hypotheses you are testing, how you are planning to test these hypotheses (though interviews etc) and any evidence obtained and resulting pivots to date.
   e. An ethics canvas for your group's business model
   f. A short summary of how you have organised your work as a team

5. Contribute to a group final presentation on your business model development summarising submitted as a 10 min max video, covering
   a. A summary of the final iteration of your business model, clearly explaining the customer segments, the pains/gains the value proposition addresses, as well as the likely channels, customer relations and revenue streams that contribute to the economic model for the business.
   b. A summary of the hypotheses you tested in reaching this final iteration, how you tested those, the evidence you gathered and the pivots that resulted (including those from the ethics canvas analysis).
   c. Based on the evidence gathered, comment on the viability of your current business model and any future experimentation you would suggest to further test the model.
   d. In your video, you should aim to be:
      o Clear in the messaging, including on the testing of hypotheses
      o Convincing and direct in the presentation of evidence gathered and the persevere/pivot decisions made.
      o Realistic in your assessment of the viability of your current business model.

6. As a group and using feedback form templates provided contribute to

   a. A critique of the dissertation assigned to your group. Based on lecture notes, learning from the group assignment processes and marking scheme for your dissertation complete the critique feedback form to capture you views on the dissertation and justification for these views.
   b. A critique of another group's final presentation. View the final presentation. Then as group discuss the work and complete the critique feedback form to capture your views on the presentation, justification of your views and reflection on your own group's presentation. Reflection should include:
      i. Based on your own experiences and understanding of the customer development and business model canvas, how could the team you reviewed have improved their business modelling and hypothesis testing.
      ii. On reflection after seeing the video, how your team might have improved its business modelling and testing approach.

7. Individually, submit a research plan related to your MSc research project and captured in a set of 6 slides providing the following information
   a. research canvas (as per template given in class) supported by relevant references from your reference list.
   b. motivation statement (approx. 150 words)
   c. list of at least 7 references which support your research idea, method and motivation
   d. research project Gantt chart to capture the timeline for your project.
   e. an explanation of whether or not you require to get ethical approval for your research.
   f. list technical and research skills you have or hope to develop to carry out your research project.

Deadlines and Mark Breakdown:

Submission	Type	Deadline	% of Marks
Innovation Report	Group	Friday 21st October 2022	20%
Innovation Presentation	Group	Friday 20th November 2022	40%
Dissertation Critique	Group	Friday 2nd December 2022	10%
Innovation Critique	Group	Friday 2nd December 2022	5%
Research Plan	Individual	Friday 16th December 2022	25%

Innovation Report	Group	Friday 21st October 2022	20%