

NOTICE NO. 1 _ CHECKPOINT 1

PROJECT TEAM_EXE101_MS. PHAN HÀ

15Jan2026

Checkpoint 1: Team Introduction & One Idea

1. Deadline for Checkpoint 1:

- Submit file : 23h59 on 22Jan2026 (Thứ năm)
- Email to : hapt2@fpt.edu.vn (LƯU Ý TÊN MIỀN)
- Format file : pdf
- File name format : TeamName_CP1_EXE101

2. Presentation:

- Slides in English, must include Performance Rate of team members
- Defense in English or Vietnamese at FAP class within 10-12 minutes. Schedule will inform later.
- The required content is as follows (Part A + Part B)

A) Team Introduction

Team slide must answer 3 questions: Who are you? Why you? How will you work?

Required content:

- Team name + project name (temporary is fine)
- Members + roles (4–6 people recommended)
 - Example roles: Team Lead/PM, Product/UX, Market/Customer, Business/Finance, Pitch/Content
- Relevant strengths (1 line per person, evidence-based)
 - Domain knowledge, technical skill, design, sales, research, network, execution
- Team operating rule (1 line)
 - Example “Meet 2x/week, decisions by majority vote, PM final call, Trello tracking”

Formatting rules:

- *Max 6 bullets total*
- *No long paragraphs*
- *Show role clarity and accountability*

B) Ideation Mini-Deck Outline (~8 slides)

1) Core Concept (One-liner)

Goal: explain the business in 1 sentence. Include (1–2 lines max):

- “We help [ICP] solve [pain] by [approach], so they achieve [measurable outcome].”
Quality bar: specific ICP + measurable outcome (not “better / faster”).

2) Problem (Evidence-based, quantified)

Goal: prove the pain is real and costly. Include:

- Top 3 pain points (ranked)
- 1–2 numbers (time, money, frequency, error rate, drop-off, etc.)
- Customer evidence: “n=__ interviews / survey __ responses”
Quality bar: avoid generic statements (“inefficient”, “inconvenient”).

3) Why Now?

Goal: show timing advantage. Include (pick 2–3):

- Behavior shift (e.g., mobile-first, remote, gen trend)
- Tech shift (APIs, AI cost down, automation)
- Regulation / policy change
- Cost pressure / supply shock
Quality bar: link trend → why your solution is newly feasible/urgent.

4) Target Customer (ICP + early adopters)

Goal: define who you win first. Include:

- ICP definition (who/where/job/context)
- Early adopter traits (who feels pain most + tries new tools)
- Beachhead segment (narrow, reachable)
Quality bar: “everyone” = fail; must be narrow enough to contact this week.

5) Solution Concept (simple, non-technical)

Goal: show the “how” without feature overload. Include:

- 1-sentence concept
- 3-step user flow (Before → During → After)
- “Magic moment” (the instant value appears)
Quality bar: no tech jargon unless it directly explains value.

6) Revenue Model (basic unit economics)

Goal: show you understand how money works. Include:

- Pricing hypothesis (per seat / per transaction / subscription / usage)
- Value metric (what customers happily pay for)

- Basic economics: CAC assumption + LTV assumption (ranges OK)
Quality bar: state assumptions clearly; don't pretend you "know" CAC/LTV yet.

7) Competitive Landscape

Goal: position against alternatives. Include:

- 2–4 competitors + the "do nothing/manual" option
- 1 differentiation line: "They win on X, we win on Y"
- Simple 2x2 is optional (only if clear)
Quality bar: honest comparisons (no "no competitors").

8) Key Assumptions & Tests (validation plan)

Goal: prove you know what must be true next. Include (3–5 bullets):

- Assumption → Test → Success metric → Timeline (1–2 weeks)
Example:
- "Problem is painful" → 10 interviews → 7/10 confirm pain weekly
- "Users will try" → prototype test → 5 agree to pilot
Quality bar: measurable tests, not vague "we will research".

Recommended slide hygiene (for students)

- Max 6 bullets/slide
- Numbers beat adjectives
- Every claim should have: who said it / how many / where it came from

Example for One-liner:

We help first-year students control weekly spending by a goal-based reminder tool, reducing overspending by 20% in 30 days.

ICP: First-year university students living in dorms, monthly allowance-based budget

- Pain points: (1) impulse spending, (2) no simple tracking habit, (3) end-of-month shortage
- Concept: set weekly target → auto reminders → simple "green/yellow/red" spending status
- KPI: % users who stay within weekly budget after 2 weeks

The end!