



Assignment Project Sketch

1 Context

You are a member of a start-up and you deem to develop a software-product. You need investors to be able to realize your plan. Therefore, you write a first draft of a business plan (project sketch), to convince potential investors. If you succeed, they will provide you with some initial financing to develop a pilot project as proof of concept and as a basis for further investments.

2 Content of a Project Sketch

2.1 Purpose

A project sketch entails all the necessary information in a concise form, aiming to convince investors. The most pertinent Elements are the following:

- Idea/Purpose/Aim: Description of the aim of your software product. Readers without specific knowledge must be able to understand the purpose of the product and hence, it has to be described in sufficient detail.
- Customer Benefit/Stakeholder Analysis: Which problem of which customers does your software solve?
- Competition Analysis: What other solutions do already exist and why is yours better than those?
- Phase Planning and Resources: Describe your solution and the resources you want to realize it with.
- Risks: List the most pertinent risks with respect to the current situation in the world.

2.2 Components of the Sketch

2.2.1 Starting Point / Initial Situation

Describe the current situation in a few concise sentences.

2.2.2 Idea

In a few concise sentences you will outline the basic idea with a focus on the problem to be solved by the software-product and the customer benefit regarding the problem.

2.2.3 Benefits of the Client

In this chapter you will describe the customer benefits in detail. Why is a potential customer going to buy the product to be developed? Will it allow them to be more efficient or does it open up new possibilities?

2.2.4 State of the Art / Competition Analysis

Describe existing solutions and describe, how the new product is going to stand out. All your statements must be referenced to trustworthy sources corresponding to IEEE standards.

2.2.5 Context Scenario

Outline the functioning software's main application case in a few sentences in written language prose. The author will write from the perspective of a neutral observer and describes step by



step the interaction of user and software to realize the result aimed at. The description must be neutral with respect to the solution.

2.2.6 Additional Requirements

List further important functions and all non-functional requirements, such as minimal synchronisation periods or special safety aspects. In the end you should also list a few aspects regarding the direction in which the product might further be developed.

2.2.7 Resources

Describe in a general way the necessary resources such as the skills of the team-members, possibly referring to the recruited ones. Do not forget to point out the necessary external knowhow to be gained, if the product is going to be developed after the current pilot phase. A rough estimate of the total expenses must also be included in this chapter.

2.2.8 Risks

Do list the risks which are beyond the customary level such as yet unknown technologies or missing knowhow. Listing these risks transparently is a prerequisite to gain the trust of your investors.

2.2.9 Planning

In a pilot phase with a first version functional requirements have to be listed with use cases. Furthermore, a rough phase planning with the given iterations and milestones must be written. Do not forget to specify the objectives of each iteration.

3 Language Requirements

The project sketch must be formulated in a comprehensible yet **formal language**. The text will be structured according to the above listed requirements with expressive subtitles, in an appealing layout, with a cover page, list of contents and references. The text must be coherently formulated and illustrations must be referenced to. All statements are based on trustworthy sources. All assumptions are outlined in a transparent way and all conclusions will be comprehensively explained. The text passages must be orthographically, grammatically and content-wise correct and adapted in style to the addressees.

3.1 Assignment (10%)

- The structure corresponds to the above list.
- All content is relevant and all statements are based on trustworthy sources.
- The style is concise and formal.
- Sentences and paragraphs are logically linked.
- Text-image references are explicit and explicative.
- The text is formally correct (grammar, spelling, semantics).
- Illustration and literature references are consistent.

3.2 Supporting Documents (on Moodle)

- «Guideline formales und wissenschaftliches Schreiben»
- Folder «Bibliotheksrecherche»



For an example, please consult the German version