Start-up Activity Guidelines

Introduction: Technopreneurship is a critical skill for IT students looking to transform their innovative ideas into successful tech startups. This startup activity is designed to provide IT students with a practical framework to develop, launch, and pitch their tech-based business ideas. Through this course, students will gain hands-on experience in the world of entrepreneurship while leveraging their technical skills.

Objective: The primary objective of this startup activity is to guide IT students through the process of creating and presenting a tech startup business plan. Students will learn to identify opportunities, conduct market research, develop a viable business model, and pitch their ideas to potential investors or stakeholders.

Guidelines:

1. Team Formation:
   o Students should form teams of 2-4 members. Encourage diversity in skills and expertise within each team.
2. Idea Generation:
   o Each team should brainstorm and select a tech-based business idea. It can be a new product, service, or innovative application of existing technology.
   o The chosen idea should address a specific problem or need in the market.
3. Market Research:
   o Conduct thorough market research to validate the demand for your product or service.
   o Analyze competitors and identify your unique value proposition.
4. Business Model Canvas:
   o Create a Business Model Canvas that outlines key elements of your startup, including customer segments, revenue streams, and cost structure.
5. MVP (Minimum Viable Product):
   o Develop a Minimum Viable Product (MVP) to test your idea in the real market.
   o Focus on creating a basic version of your product or service to gather feedback and make improvements.
6. Financial Planning:
   o Create a financial plan that includes projected income statements, cash flow projections, and break-even analysis.
7. Pitch Preparation:
   o Prepare a compelling pitch deck that highlights your startup's vision, problem-solving capabilities, and financial projections.
   o Practice delivering the pitch effectively.
8. Pitch Presentation:
   o Each team should present their startup idea to a panel of judges or the class.
   o Use visual aids and be prepared to answer questions from the audience or judges.

9. Feedback and Iteration:
   - After the pitch presentation, receive feedback from the judges or peers.
   - Use the feedback to refine your startup idea and business plan.
10. Final Presentation:
    - Based on the feedback received, make necessary improvements to your business plan and pitch.
    - Deliver a final presentation showcasing your refined startup concept.
11. Awards and Recognition:
    - Consider awarding prizes or certificates to the most promising startup concepts.
    - Recognize the efforts of all participants and provide constructive feedback for improvement.
12. Networking:
    - Encourage students to network with industry professionals, mentors, and potential investors throughout the course.

Assessment: Assessment should be based on the quality of the business idea, market research, MVP development, financial planning, pitch presentation, and overall innovation demonstrated by the teams.

Rubrics / Grading System

The following rubrics provide a structured way to assess and grade the Technopreneurship startup activity. These rubrics cover various aspects of the startup development process, including idea generation, market research, MVP development, financial planning, pitch presentation, and overall innovation.

Team Collaboration (10 points):
- 0-2 points: Limited collaboration within the team.
- 3-5 points: Some collaboration, but communication and teamwork could be improved.
- 6-8 points: Good collaboration, effective communication, and teamwork.
- 9-10 points: Exceptional collaboration, seamless communication, and strong teamwork.

Idea Generation (15 points):
- 0-3 points: Unclear or unrealistic business idea.
- 4-6 points: A vague idea with limited potential.
- 7-10 points: A well-defined and feasible business idea.
- 11-15 points: An innovative and highly viable business idea.

Market Research (15 points):
- 0-3 points: Inadequate or no market research conducted.
- 4-6 points: Limited research with minimal understanding of the market.
- 7-10 points: Comprehensive market research demonstrating a clear understanding of the target market, competitors, and customer needs.
- 11-15 points: Exceptional market research with thorough analysis and actionable insights.

MVP Development (15 points):
- 0-3 points: No MVP developed or a non-functional MVP.
- 4-6 points: A basic MVP with limited functionality.
- 7-10 points: A functional MVP that effectively addresses the identified problem.
- 11-15 points: An outstanding MVP with advanced functionality and user-centric design.

Financial Planning (15 points):
- 0-3 points: Incomplete or unrealistic financial plan.
- 4-6 points: Basic financial plan with significant gaps.
- 7-10 points: A well-structured financial plan with reasonable projections.
- 11-15 points: A comprehensive financial plan with accurate projections and clear break-even analysis.

Pitch Presentation (20 points):
- 0-5 points: Poorly structured, unclear, or unengaging pitch.
- 6-10 points: A passable pitch with room for improvement.
- 11-15 points: A well-structured, engaging pitch with effective visuals.
- 16-20 points: An exceptional pitch with clear delivery, compelling visuals, and effective communication.

Innovation and Creativity (10 points):
- 0-2 points: Lack of innovation or creativity in the startup concept.
- 3-5 points: Some innovative elements, but not groundbreaking.
- 6-8 points: Innovative and creative approach demonstrated in the startup concept.
- 9-10 points: Highly innovative and creative, pushing the boundaries of conventional thinking.

Overall Assessment (10 points):
- 0-2 points: Overall effort and quality of work are inadequate.
- 3-5 points: Below-average performance with significant areas of improvement.
- 6-8 points: Good performance with room for improvement.
- 9-10 points: Exceptional overall performance, demonstrating a deep understanding of technopreneurship concepts and a highly promising startup concept.

Total Points: 100

Note: Complete documentation must be provided per area and must be submitted before the pitch presentation during the final term.