What was the biggest entrepreneurial challenge you faced?

Individual Assignment

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THIS IS AN INDIVIDUAL ASSIGNMENT

Overview: I am again asking you to create a tool that could be valuable for entrepreneurs. This time I want you to consider the biggest challenge that you faced during the semester. For example, this might be working with a team, finding a problem, developing a marketing strategy, or anything else. The goal is to create a tool, based on your experience, as well as additional research, that can benefit real entrepreneurs. This may take any number of forms, including a video, a guidebook, or a process that can be put into practice, etc.

Research: To research you can use the assigned readings and videos from class, as well as the optional readings and videos. You may also choose to consider additional articles, examples, podcasts, or presentations. To build on what you learn, you may want to collect your own data. Additional data may be in the form of interviews with real entrepreneurs, surveys, observations, or archival data.

Deliverables:

There are three deliverables for this assignment:

* Process document
* Executive summary
* Entrepreneurial tool

The *process document* documents what you did to create your entrepreneurial tool. This document will have bullet points with the main steps that you went through in completing this assignment, followed by documentation of each step. For example, on the first page of the process document you might have bullet points saying things like:

* Brainstorming session
* Picked top 3 ideas
* Interviewed 4 entrepreneurs about ideas

On the following pages you would provide documentation of each bullet point, such as a picture of a whiteboard where you wrote your ideas, notes from your interviews, etc. Please keep in mind that a key component of any entrepreneurial process is getting feedback! So it is very important that your process includes seeking feedback from others regarding what you are building, and then making changes based on that feedback!

Second, you should write an *executive summary* that does not exceed 250 words. The executive summary should describe your entrepreneurial tool, what it accomplishes, and why it is useful.

Finally, you will turn in your *entrepreneurial tool.* This may any form you like, such as a video, a framework, a guidebook, a process, etc. The tool should be elegant, insightful, and useful.

Grading: In grading this assignment, I will consider both the process as well as the deliverable. I have three primary criteria that I will consider, as outlined below:

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| RESEARCH | APPLICATION | UTILITY | GRADE |
| Work is based on your personal opinion; no clear research involved | Little or no application or analysis of knowledge acquired through research | Not useful for entrepreneurs | F |
| Research consists only of basic information covered in class (reflected in process document) | Minimal analysis and/or application of knowledge acquired through research | Tool that is developed is marginally useful | C, D |
| Engaged in significant and meaningful research | Careful analysis and application of knowledge acquired through research; this knowledge is integrated into entrepreneurial tool | Tool is useful for entrepreneurs (as demonstrated by careful testing) | B-, B, B+, A- |
| Engaged in significant and meaningful research; generation of insightful and novel syntheses of knowledge | Careful analysis and application; integration involves not only application of existing knowledge but also the creation of new insights | Tool is highly useful for entrepreneurs as demonstrated through careful testing and multiple iterations | A |