University of the West Indies – Cave Hill Campus, Barbados
COMP1170 – Entrepreneurship for Computer Scientists
Semester I: October 12, 2022
Technological Startup - Group Project
Presentation Submission Date & Time: November 6, 2022 <u>before 7PM</u>
Final Report Submission Date & Time: November 21, 2022 <u>before 7PM</u>

IMPORTANT SUBMISSION INSTRUCTIONS - SUMMARY

- Everyone in the group should submit a copy of the project; however, the copy of the project that is submitted by the group leader is the one that will be assessed.
- The project document must be written using Microsoft Word and named **Group-Project_*groupid*** where *groupid* is a number that will be assigned to the group. The document must be written using 1.15 line-spaced, 11-pt Verdana font and contain the names of all members of the project.
- Peer-review reports must be a Word document named **PeerReview-*uwi_id*** where *uwi_id* is your UWI student id. Your peer review report must be submitted to the E-Learning System using the Submit Peer Review link as **<u>one</u> Microsoft Word document.**
- **Submit your group presentation, project and peer review reports early and submit any improvements you have made often.** No excuses for the server being down or your computer crashing or the Martians attacked… will be accepted.
- **Your group project report must be submitted to the E-Learning System using the *Submit Group Project* link in <u>one zip file</u> called group_project_*xx*.zip** where *xx* stands for the version number. Use the version number to help you and your group keep track of which submission has been made.
- **Your group presentation must be submitted to the E-Learning System using the *Submit Group Presentation* link in <u>one zip file</u> called group_presentation_*xx*.zip** where *xx* stands for the version number. Use the version number to help you and your group keep track of which submission has been made.
- If you are going to be uploading multiple versions of your project, please note that **only the file with the most recent date will be marked regardless of version number**.
- **DO NOT EMAIL YOUR REPORTS** to either the instructor or the teaching assistant. <u>They will not be considered as submitted</u> if you do and you will receive zero for the project if it is not submitted to the E-Learning System by the deadline.

PLAGIARISM

- **Students are reminded that plagiarism is a serious offence. Students must submit a signed copy of the plagiarism declaration with their reports or receive <u>zero</u> for the project**.
- **WARNING:** This project CANNOT be a business for which you have already created a webpage. In addition copying work from a previous offering of any course is unacceptable and will be categorized as plagiarism.
- Simply cutting and pasting text found on the web, attributing it to the author and then submitting it as a completed assignment will not benefit you. It must be your idea. **Do yourself a favour... do your own work!**

LATE SUBMISSIONS
No late reports accepted. No exceptions.

You and your peers have chosen the businesses that appear to be the most viable, interesting and novel. You are now part of a start-up team that will set to work on refining the proposal, building a demo website for the businesses and preparing a presentation to a group of investors.

The Business Proposal [35 marks]
This mark will be the same for each team member regardless of contribution to the project or level of participation in the team.

Meet and review the proposal for the team's chosen idea with all of the members of the team. In addition to any feedback received, work together to create the proposal by meeting the following requirements:

1. Completely describe the product/service you are offering. Explain why it is an opportunity as opposed to an idea by addressing any trends (economic, social or technological), problems, or gaps in the market place your product/service addresses.

2. Provide a *complete* feasibility analysis of your opportunity. Make sure you fully address all the components of a feasibility analysis. Use the First Screen template and its resources to help complete your analysis.

3. Develop a detailed business model using the Barringer/Ireland template to make sure the team addresses all key issues.

4. Provide a *complete* industry **and** competitor analysis that relates to your business. Clearly articulate the industry type the business will operate in, i.e. Emerging, Fragmented etc. Explain why the team has chosen the industry type. Address how each force in the five forces model will impact the business and the plans that will be in place to counteract these forces. Provide a **detailed** evaluation of at least two of your anticipated main competitors. Use the Competitive Analysis Grid done for the proposal but provide greater detail on two of the competitors listed to justify their score in the grid.

5. Justify the makeup of the founding team of the business. Explain how your team mitigates the "liability of newness" and the number and role of the founders. Provide a short skills profile that identifies the skills required for the immediate hires and the type of hires needed.

6. Ethical & legal issues. Briefly describe the code of conduct that will be implemented in the business. Provide a draft of the founder's agreement and justify the ownership structure that will be used by the business. Finally, explain what licensing may be required for the business.

7. Describe the funding/financing strategy or strategies that your team will use to finance the business. Justify why the chosen strategy or strategies is/are appropriate and would be viable.

8. Discuss the marketing issues your business will face and the marketing strategy that will be employed to effectively market your business. Clearly justify your approach by showing how your business will address the 4Ps of marketing.

The Web Page Mockup [30 marks]
This mark will be the same for each team member regardless of contribution to the project or level of participation in the team. Work together to achieve the following.

1. Your Web site must use HTML5 and CSS and incorporate an appropriate selection of fonts, images, background colour/images, etc. that could act as a prototype for your business' home page. It must reflect the branding and positioning decisions your team made.
2. It must display consistently on both Firefox **and** Chrome.
3. Your webpage must be visually appealing and creative. You **must** use intermediate to advanced CSS to create a compelling visually-appealing web page that is easy to read and navigate (if you have more than one page). DO NOT USE ANY JAVASCRIPT OR JAVASCRIPT FRAMEWORKS LIKE jQuery, React, Angular etc. nor any CSS frameworks like Bootstrap, Bulma, Tachyons, etc.

4. It **must** show a mockup of your product/service. For example, if your business is going to compete in the video streaming business, then your web page should show what your clients would see if they were to log into the online video streaming service.
5. Your team's site will serve as a presentation of your business to your investors. So it must include an About Us page that shows the venture team and at least one page that shows the **4Ps marketing strategy**.

The Presentation [25 marks]
This mark will be the same for each team member. A poor presentation by one group member will negatively affect all; similarly a strong presentation by one group member will positively affect all.

<u>**ALL GROUPS MUST SUBMIT THEIR PRESENTATIONS TO E-LEARNING ON OR BEFORE SUNDAY NOVEMBER 6 AT 7:00PM**</u>. Your team will present your business and your new webpage in a face-to-face presentation **starting the week of November 7 and ending on November 14**. Each presentation will be 15-minutes long (10 minutes group members speak, 5 minutes questions from peers) and **each team member must participate** in the presentation. *You will be penalized 6 marks for each member that does not participate*. Each presenter will be marked on:

1. Clarity
2. Confidence
3. Professionalism
4. Content that succinctly and clearly addresses the eight requirements identified for the business proposal.

The Peer Review [10 marks]
This mark will be different for each team member according to their peer review

Complete the Peer Review Form in the handout section of eLearning. Each team member will write a **two-page evaluation** of the colleagues in their team and rate them between 1 to 10 on the following criteria:

1. Active Participation
2. Constructive Contribution
3. Supported Group Process
4. Communication/Cooperation with the Team
5. Commitment and Effort