**Check Point 1 - Group Presentation on Startup Idea**

**Objective:**

This Check point is designed to encourage collaboration across different disciplines, stimulate entrepreneurial thinking, and enhance your understanding of how startups are structured and managed. By working in teams, students from various majors will merge their expertise to create a comprehensive startup idea and pitch.

**Assignment Instructions:**

1. **Group Formation:**
   * The class will be divided into groups of **4-6 students**. Each group **must consist of members from at least two different majors** (e.g., Business & Computer Science, Marketing & Engineering). This cross-disciplinary collaboration is essential to the development of well-rounded startup ideas.
2. **Team Roles:**
   * Within each group, students will assign roles that mirror the leadership positions within a startup. For example:
     + **CEO (Chief Executive Officer):** Responsible for overall leadership and guiding the team’s direction.
     + **CTO (Chief Technology Officer):** In charge of technical aspects and innovation.
     + **CMO (Chief Marketing Officer):** Focuses on market strategy, branding, and promotion.
     + **CFO (Chief Financial Officer):** Handles financial planning and budgeting.
     + **COO (Chief Operating Officer):** Manages daily operations and ensures the project timeline is followed.
     + Other positions such as Chief Product Officer (CPO), HR Head, or other relevant roles depending on your startup idea.
   * Ensure that each member has a defined role that leverages their area of study, skills, and strengths.
3. **Task:**
   * **Startup Idea Generation:**
     + Each group will brainstorm and come up with an innovative startup idea that aligns with current market trends and needs. The idea should be feasible, addressing a real-world problem or gap in the market.
     + The startup can target any industry, but consider incorporating technology or sustainability to align with modern startup ecosystems.
   * **Naming the Group:**
     + The group should come up with a creative and meaningful name for their startup that reflects the mission or vision of their business.
   * **Business Area of Focus:**
     + Clearly define the **business area** of the startup (e.g., AI-based education platform, green tech for urban farming, health & wellness app, etc.). The business area should be clearly outlined in your presentation to explain what product or service your startup will offer.
4. **Presentation Guidelines:**
   * Each group will present their startup idea to the class in a **15-20 minute presentation**.
   * Your presentation should include the below items but not limited:
     + **Introduction of Team Members and Roles:** Briefly explain each member’s role in the startup.
     + **Company Overview:** Provide the startup’s name, mission, and vision.
     + **Problem Statement:** Describe the issue your startup aims to solve and why it's important.
     + **Solution/Product Offering:** Explain your startup’s product or service and how it addresses the problem.
     + **Target Market:** Identify the target customers and market segments.
     + **Revenue Model:** Provide a brief outline of how your startup plans to make money (subscriptions, ads, product sales, etc.).
     + **Marketing Strategy:** Discuss how you will promote your startup and attract customers.
     + **Technology/Innovation:** Highlight any key technologies or innovations that your startup will leverage.
     + **Sustainability/Impact (optional):** If applicable, explain how your startup aligns with Sustainable Development Goals (SDGs) or addresses environmental or social challenges.
5. **Assessment Criteria:**
   * **Creativity and Innovation:** The originality and feasibility of the startup idea.
   * **Teamwork and Role Distribution:** How well the team collaborates and how effectively roles are defined and executed.
   * **Presentation Quality:** The clarity, structure, and engagement of the presentation.
   * **Understanding of Business Concepts:** How well the group demonstrates knowledge of key business areas like market analysis, revenue models, and marketing strategies.
6. **Submission:**
   * After the presentation, each group will submit your file to Edunext.

This assignment encourages you to think creatively, work collaboratively, and apply your knowledge from multiple disciplines. It’s a valuable opportunity to practice leadership, innovation, and entrepreneurship skills in a simulated real-world environment.