

Stanford University

Technology Entrepreneurship Part 2

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Due by Sunday

May 10

at 8:00pm

Marketing Page and Sales Experiments Analysis

Total Scores

Your total scores will be calculated based on 100.0% of the average of peer evaluations

A. Marketing experimentation**B.** Please evaluate their sales experimentation

	Peer Average	Weighted Sum	Maximum Possible
A.	1.6	1.6	2
B.	1.6	1.6	2
Total	3.2	3.2	4

Received Feedback

This is a team assignment
Any team member may submit.

- ☒ Review Market analysis, marketing, and sales
- ☒ Read the assignment description
- ☐ Read the evaluation criteria and rubrics
- ☐ Work with your teammates by May 10th
- ☒ Submit your assignment by May 10th at 8:00pm

After May 10th

- ☐ View all submissions after May 10th
- ☒ Evaluate 5 submissions before May 17th at 8:00pm
- ☒ View received evaluations after May 17th

Please review the feedback you have received from other classmates and mark thoughtful feedback as helpful.

☐ Evaluate the contributions of your teammates by May 17th

[simon Laing](#)

[Adrian Tymes](#)

[Satya Neerupudi](#)

[Carol Hargreaves](#)

[AMIT GIRDHAR](#)

Feedback grid submitted by [Carol Hargreaves](#) , 8 days ago

A lovely video was developed for your marketing material.



Need to compare your marketing channels with key metrics such as number of customers, amount of revenue, cost of customer acquisition, etc



It is unclear who your target customer is.



For your marketing material, consider highlighting the benefits of your app for the customer, early so that there is something for them to hang on to and to listen to you further or read on further..



Was this feedback helpful? [Yes](#) [No](#)

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