PRESENTATION OF THE TEN PROJECT

TEN

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Fernando L. F. Almeida

falmeida@ispgaya.pt

http://paginas.ispgaya.pt/~falmeida

Projeto TEN

Rules

1. *Define and develop a new startup IT company. Write the business plan and develop a prototype using a programming language*

2. *The presentation has the duration of **10 minutes.** Only the prototype is presented but all team needs to be in the classroom*

3. *The date of presentation is established by the calendar of ESCT*

4. *The presentation is performed by one or two students. All members need to be available.*

5. *The deliver of the business plan document must be done 3 days before the presentation date.*

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Business plan

Template

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Executive Summary

- Identify and present the key elements of the executive summary

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Business idea

- Descrive the business idea

- Identifiy the need on the market that addresses the business idea

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Business definition

- Mission

- Vision

- Value proposition

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Marketing plan

- PEST analysis
- Market segmentation
- Potential market
- SWOT analysis
- Competitors analysis
- Strategic positioning
- Marketing mix

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Operational plan

- Identify potential suppliers

- List of equipments

- Action plan

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Financial plan

- Financial target

- Cash flow estimations

- NPV, Payback, IRR and profitability ratios

- Scenario analysis

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Prototype

Template

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Goals

- Present, specify and describe the functional and non-funtional requirements of the project

- Adoption of UML language

- Identify 2 or 3 scenarios that could demonstrate the quality and implemented functionalities

- Prototype presentation in real-time using a programming language

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Evaluation

TEN Project

Evaluation Criteria

❖ Technical quality and scientific rigor

❖ Data validation

❖ Innovation level

❖ Technical quality of the prototype

❖ Usability and design offered by the prototype

❖ Presentation quality of the project

❖ Individual performance of the students

❖ Ability to work in a team