

Group Assignment -Pitch Presentation

Assessment 1 a: Business Pitch Presentation	
Assignment type	Group Assignment (min 3 and max 5 students in a group)
Weighting	20%
Word count / length	15 mins per group
SILOs	1,2,3
Due date	Slides due 23:59 Sunday, April 7, 2024 (Melbourne time*), Presentation will be delivered during your workshop time in week 6.

Pitch presentation

This presentation is about the business idea that you are working on. You can choose any topic (or problem) if it involves an IT (information technology) solution.

Your presentation must contain the following.

1. An overview of the ‘problem’ you have identified, and the customer segment most impacted by the problem and keenest to see a solution developed.
2. Introduction of your IT-related solution, demonstrating links to the problem and earlyvangelist customer segment(s).
3. Overview of the system, using tools such as a use-case diagram or system outline.
4. Completed wireframe.
5. At least a single page view of your product demo (prototype).
6. Clear value proposition must be identified.
7. Evidence of engagement with your customer segment(s) and how these insights informed your solution.

Submission guidelines

- Your presentation should be **no more than 15 minutes long**.
- Presentation slides must be submitted on the LMS by 23:59 Sunday, April 7, 2024.

Only one person from each team needs to submit the slides.

- Group presentations to be **held during workshops in Week 6.**
- **ALL group members must be present in the workshop and participate** in the presentation.
- Avoid reading directly from slides or prompt cards.
- Avoid using too many presentation slides.
- You can only use the presentation slides submitted to the LMS

The assessment will be assessed on your:

- identification of the problem
- identification of the customer segment(s) who are most likely to be impacted by the problem
- demonstrated understanding of the customer; that is, evidence of engagement with your customer segment(s)
- value proposition of your business idea/product for your customers
- demonstrated linkages between the problem and opportunity and the solution and customer requirements through use-case diagrams, value proposition canvas, wireframes and prototyping
- overall storytelling, including oral and visual presentation skills
- responses to questions from tutor and/or classmates.

Assessment Rubric (30 marks; 20% of overall subject grade)

Criteria	Strongly meets requirement	Soundly meets requirement	Meets limited requirement	Does not meet requirement
Identification of problem, business solution, and use of tools (10 marks)	An excellent assessment of the problem and opportunity demonstrated. All components of 'soundly meets criteria' are met in addition to an excellent application of use case diagrams, wire frames and prototyping tools	Problem and potential solution are introduced in a clear manner. Use case diagrams, wire frames and prototype used in a way to support storytelling and business opportunity. Evolution of business concept evident. A good understanding, awareness and knowledge of the business opportunity has been demonstrated.	Some challenges with problem definition. Some application of visual tools used to demonstrate how the solution will work. Some understanding, awareness and knowledge of the business opportunity has been demonstrated.	Business idea is not linked to the identification of a problem. Tools have not been used or applied in a way that contributes to the business idea. Limited understanding, awareness and knowledge of the topic has been demonstrated.
Demonstrated understanding of customer needs/value proposition (5 marks)	The presentation excellently demonstrates an understanding of the customer/s and demonstrates how the value proposition and solution/s meets their needs.	Clear identification of customer segments and earlyvangelists, including a clear understanding of customer needs and how they connect to the value proposition and solution/s identified.	A connection is made between the solution and the identification of customer needs.	The solution identified is not connected to customer needs.
Presentation skills and storytelling (5 marks)	Team followed all items listed in soundly meets criteria. Outstanding overall storytelling, effectively linking elements together. Exceptional use of visual tools and visual communication techniques.	Maintained proper body language and posture throughout presentation. Practiced good presentation skills by using ppt as a guide. Slide progression conveys a compelling story around the business opportunity identified.	Most members in the team paid attention to items listed in soundly meets criteria. Some challenges in linking presentation elements together through storytelling techniques.	Few to no members followed the items listed in soundly meets criteria.
Collaboration and teamwork (5 marks)	Most items listed in 'soundly meets requirements' achieved in addition to demonstrating an extensive collaboration.	Peer collaboration evident in presentation with team presenting cohesively rather than in isolation.	Peer collaboration sometimes evident in presentation with most team members involved.	Peer collaboration not evident in presentation with little to no evidence of team member contributions.
Q&A, Grammar (5 marks)	Most items listed in 'soundly meets criteria' are achieved in addition to an exemplary use of business language.	Team members were able to answer the questions raised by the tutor and peers Presentation is free from spelling and grammatical errors.	Members of the team able to answer few or some of the questions. Spelling and grammatical errors present.	Team members unable to answer questions. Spelling and grammatical errors impact communication of work.