

Group Assignment: Lean Canvas Development

Assessment 1 Part b : Lean Canvas Development	
Assignment type	Group Assignment(min 3 and max 5 students in a group)
Weighting	25%
Word count / length	1500 - 2000 words (+/-10%; the reference list is not included in the word count but in-text citations are)
SILOs	1,2,3
Due date	23:59 Sunday 21 st April 2024 (Melbourne time*)

Project Objective

To create a written business case study analysis (using the lean canvas approach) that supports the business concept your group has developed, building on the feedback received from the business pitch assignment.

Submission guidelines

- The assignment centers on the lean canvas sections and tools introduced through this subject.
- The document must be between 1500 and 2000 words (equivalent to 500 words per student).
- You should personalize the document to suit your business concept.
- As a formal business document, include a table of contents and page number. Appropriate referencing protocols should be applied. References are not included in the word count.
- Please apply professional standards when developing your document.

The business case study analysis document should include (but not limited to) the following elements

1. Executive Summary
2. Introductory statement identifying the 'problem' you have focused on
3. Use case diagrams and wireframes
4. Lean Canvas sections including:
 - a. Problem
 - b. Customer segment/s
 - c. Solution
 - d. Unique value proposition
 - e. Channels
 - f. Unfair advantage
 - g. Revenue stream/s
 - h. Key metrics
 - i. Cost structure

Additional materials developed through the semester may be submitted as an appendix but will not be included in the word count as part of the assessment.

Deliverables:

- Written Business case study analysis document must be submitted on the LMS by 23:59 Sunday 21st April 2024
- Only one person from each team needs to submit the document.

Assessment

Feedback will be provided within 3 weeks of submission.

Penalties will be applied to late assignments (5% of total possible marks for that task deducted per day, up to 5 days after the due date only). Assignments submitted more than five working days after the due date will not be accepted.

This assignment is worth 25% of your subject grade.

The assignment will be assessed on:

- Demonstrated understanding of the problem as it relates to key customer segment/s (earlyvangelists)
- Demonstrated understanding of each component of the lean canvas, tailored to your business concept and market
- Demonstrated progression of solution concept as it relates to the problem for key customer segment/s
- Overall business presentation, including layout, writing style, spelling, and grammar.

POLICIES, PROCEDURES AND GUIDELINES

The University has a comprehensive policy framework to which both staff and students must adhere. You should familiarise yourself with those policies, procedures and guidelines likely to affect you, especially the following:

- [Academic Progress Review Policy](#)
- Assessment Policy
- [Health and Safety](#) (OHS)
- Privacy
- [Student Academic Misconduct Policy](#)

ADJUSTMENTS TO ASSESSMENT

You may be affected by a range of adverse circumstances while you are preparing for or undertaking an assessment task. There are avenues for adjustments to your assessment depending on the circumstances you face including opportunities to apply for extensions to submission dates, Special Consideration and Alternative Assessment Schedules. For more detailed information refer to the [Assessment Procedure – Adjustments](#).

REQUEST AN EXTENSION OF TIME TO SUBMIT AN ASSIGNMENT TASK

Where you know in advance that you will not be able to submit an assessment task by the due date due to adverse circumstances that have affected you during the preparation of the task, you will need to [request an extension of time to submit](#). **This must be done at least three days prior to the due date.** Penalties normally apply if you submit an assessment after the due date. **Poor time management is not an acceptable reason for an extension.**

To apply, go to <https://www.latrobe.edu.au/students/admin/forms/request-an-extension/request>

SPECIAL CONSIDERATION

If you have experienced serious short term, adverse and unforeseen circumstances that substantially affect your ability to complete an assessment task to the best of your potential, you may be eligible to apply for **Special Consideration**. To do this or find more information, go to <http://www.latrobe.edu.au/special-consideration>

ACADEMIC INTEGRITY

Academic integrity means being honest in academic work and taking responsibility for learning the conventions of scholarship. Academic integrity education is integral to the learning experience at La Trobe University. The University requires its academic staff and students to observe the highest ethical standards in all aspects of academic work, and it demonstrates its commitment to these values by awarding due credit for honestly conducted scholarly work, and by penalising academic misconduct and all forms of cheating.

The penalty for submitting an assignment under your name that is the work of a third party may be severe, even leading to exclusion from the University without readmission. Refer to the **Academic Integrity - Schedule of Penalties and Actions** within the [Student Academic Misconduct Policy](#).

You should understand and be able to practice integrity in all your academic work, be familiar with the [Academic Integrity website](#) and complete the **Academic Integrity Module (AIM)** found in your LMS.

If you have any specific questions about **academic integrity** and your assessment, your Subject or Course Coordinator will be able to assist.

Assessment Rubric (40 marks; 25% of overall subject grade)

Criteria	Strongly meets requirement	Soundly meets requirement	Meets limited requirement	Does not meet requirement
Identification of problem and customer segments (10 marks)	Team has engaged and identified specific customer segment/s, clearly articulated their needs and connection to problem.	Clear identification of a problem for a well-defined and narrow customer segment/s. Demonstrated understanding of the specific needs of 'earlyvangelists' including use of customer profiling tools.	Some challenges with the identification of the problem and connection to specific customer segment/s.	Problem is not clearly identified or connected to a specific customer segment/s. Limited understanding of customer segment/s needs.
Demonstrated understanding of the lean canvas, tailored to business concept and market (20 marks)	Team followed all items listed in soundly meets criteria. Outstanding application of the lean canvas and components, tailored to the business concept.	Demonstrated understanding and application of lean canvas components. A good understanding of the importance of business planning in progressing a new business concept. The plan is adapted to meet specific business concept requirements.	Most elements of the lean canvas are completed. Some challenges in linking elements of the lean canvas to the business concept.	Understanding of lean canvas and its application not demonstrated. Poor linkages between lean canvas and business concept.
Development of solution that meets key customer requirements (5 marks)	An excellent assessment of the business opportunity and potential market is demonstrated.	A good understanding of the business opportunity and potential market has been demonstrated,	Some understanding, awareness and knowledge of the potential customer and business opportunity has been demonstrated.	Business idea is not well connected to the problem. Lack of engagement and demonstrated understanding of customer needs. Limited understanding and knowledge of the topic.
Overall business presentation. (5 marks)	Most items listed in 'soundly meets criteria' are achieved in addition to an exemplary use of business language.	Document written in a business style, is easy to read and flows in logical manner. Appropriate referencing used. Sound application of appropriate grammar and spelling.	Some challenges with logical flow, readability, and application of business style. Some spelling and grammatical errors present.	Document is poorly structured with elements from assessment criteria missing. Spelling and grammatical errors impacting work.