

Innovation Opportunity & Business Model Report Template

COVER PAGE

Course: CSS3632 Digital Innovation & Entrepreneurship

Assignment: Innovation Opportunity & Business Model Report

Group Name:

Project Title:

Group Members:

Name | Student ID | Role

1. Introduction (1 page)

Briefly introduce the problem domain.

Example:

"Urban university students struggle with managing multiple deadlines and tasks.

Many students rely on manual planning methods, leading to stress and missed deadlines."

2. Problem Discovery (2-3 pages)

This is the most important section.

A. Empathy Map

Target segment example:

- University students balancing classes, part-time work, and activities.

Include:

- **Says, Thinks, Does, Feels**
- At least 8–10 insights

B. Customer Journey Map

Stages example:

1. Receiving assignment
2. Planning

3. Doing task
4. Submission
5. Post-submission reflection

Identify “pain points” and “opportunities”.

C. Interview Findings

- Interview **5–8 users**
- Present:
 - Key insights
 - Quotes
 - Themes

Example insights:

- “I forget deadlines because notifications are scattered across different apps.”
- “I want a simple dashboard to see everything at once.”

3. Solution Ideation (2 pages)

Present **several solution ideas**, not just one.

Example Ideas:

1. **Smart Calendar App** with AI reminders
2. **Gamified Task Manager** that gives reward points
3. **AI-driven Dashboard** that pulls deadlines from LMS automatically

Selection with justification:

Explain why your group chose the final solution (market fit, feasibility, uniqueness).

4. Value Proposition Canvas (1-2 pages)

Fill in **Customer Jobs, Pains, Gains** and match with **Pain Relievers** and **Gain Creators**.

Example:

- *Pain*: Forgetting deadlines
- *Pain Reliever*: Automated deadline extraction from LMS

5. Initial Business Model Canvas – Initial Draft (1–1.5 pages)

Include:

- Key partners
- Value propositions
- Channels
- Customer segments
- Revenue streams
- Cost structure
- Key activities
- Key resources

6. Conclusion (0.5 page)

Summarise the opportunity and business potential.

7. AI Usage Declaration (USE THIS TEMPLATE AND SIGNED BY ALL TEAM MEMBERS)

We declare that AI tools were used ONLY for:

- Brainstorming ideas
- Drafting interview questions
- Grammar improvement

AI WAS NOT USED to generate final report text, diagrams, analysis, or visuals.

Signed by Group Members:

1. FULL NAME, STUDENT ID
2. FULL NAME, STUDENT ID
3. FULL NAME, STUDENT ID

Appendices:

- A. Interview transcripts
- B. Visuals
- C. Survey results
- D. Prototype sketches