VX425: Technology Entrepreneurship
Fall, 2019

Group Project Deliverables and Marking Guide

1   Introduction

The Group Project involves the development of an entrepreneurship idea based on a technology-oriented business.

The details of what is required in the Project are set out below.

The project is worth 50% of your overall assessment.

The project is to be undertaken in groups of 4 or 5. Each assignment will be awarded a mark and that mark will be applied to each member of the group.

2   Key Dates and Deliverables

Following are the key dates that you need to note for this assignment:

What	When & Where
Project Specification Available	Week 4
Assignment announced	Week 1
Assignment Groups Finalised	Week 2
Group Project Iteration 1	Week 8
Project Final Presentation Due	Week 12 saturday
Peer Assessments Due	Week 12

3   Group Membership

The membership of assignment groups is at your discretion, but your group must have 4 or 5 members to be enrolled through Canvas Menu.

Proper academic standards

All assignments are subject to the JI guidelines regarding academic misconduct and, as such, plagiarism is as unacceptable in this group assignment as it is in other assignment. See JI Honor Code for details.

If your group suspects that one of your group members work contain plagiarism then you should raise this with the group member concerned and have the problem rectified. All instances of at plagiarism are considered poor behaviour.

4   The Project

4.1   Scenario

Your group has been asked to develop a Technology Entrepreneurship Idea and Business Plan.

4.2   Required

The assignment involves the development of this mobile application in three stages as detailed later:

- You are required to construct a Project Plan (plan document) including the scope, resource allocation and schedule for the Technology Entrepreneurship project that will deliver a system that has the required functionality by week 12 at a minimal cost

- Implementation and demonstration of prototype using a development environment of your choice and submit a user guide (Implementation details+ user guide)

All your assumptions must be clearly stated in the beginning of each relevant document. This project will be executed in two iterations. Each group will update the project design based on inputs from lecturer, and or CFE Consultant.

5 Assignment Deliverables and Marking Criteria

Project deliverables are given below. Marks are allocated against each part as follows.

- **Business Model Presentation (week 8)**   **10 marks**
    - Business idea of the Project (1)
    - Customer Analysis (2)
    - Understanding of chosen Technology (2)
    - Why the chosen technology is important and illustrate with Product-Market Fit (3)
    - Real Customer Interviews (2)
- **Final Presentation Marks (Week 12)**   **30 Marks**
    - Validation of the Business Idea using Business Model Canvas (7)
    - MVP Design and Implementation (8)
    - Customer Development including interview results (8)
    - Business Plan (5)
    - Overall Quality of Presentation (2)

The project deliverable should include powerpoint slides to explain above and a business plan. Feel free to include any other items you consider appropriate to include in the documents.

5.1 Due Date & Lodgement:

To be submitted at the start of your Week 12 Saturday class.

- Assignments are to be bound.
- The hardcopy must be signed by all the group members.

5.2 Length:

The total length must not exceed 40 pages (including coversheet, references and all appendices).

5.3 Format:

You can format the deliverable however you wish (either as a report or as powerpoint slides with notes)

- You should use headings, sub-headings, bullet points, diagrams and tables as needed.

5.4 Coversheet:

The Group Assignment coversheet must be used (available on the course website).

The coversheet must be signed and dated by ALL group members.

5.5 Referencing & Bibliography

You are not expected to provide references in this assignment, however you can if you wish and if you do they must be in accordance with University standards.

Please note that failure to cite references used to write the assignment is considered plagiarism as mentioned in the JI Honor Code.

A bibliography is not required unless you have cited references in your assignment.

5.6 Late Lodgement & Extensions:

A penalty of 2 marks per day of lateness will be deducted from the mark the assignment is awarded (for example if your group submits the assignment 1 day late and the assignment is awarded a mark of 20/25, then the final mark for the assignment will be 18/25)

Extensions are only granted in exceptional circumstances and documentation is required where an extension is sought on medical grounds. You should note that extensions are not usually granted for computer-related problems or heavy workloads (at either your job or JI).

All applications for extension should be made to Pradeep Ray (either in person or by email).

5.7 Penalties:

Penalties will apply in the following circumstances:

- The two iterations are not followed (weeks 8 and 12)
- The assignment is submitted late.
- Lecture material is repeated
- The assignment contains material not cited in accordance with JI policy
- You should also note that plagiarism or other academic misconduct will not be tolerated and all instances found will be pursued.

5.8 Retention of hard copy and softcopy of assignment documents:

Each member of the group must retain both a hardcopy and softcopy of all documents / files related to the project.

6 Recording and Evaluating Work Undertaken

An important part of any project is recording the project team's progress and evaluating their performance. Most real world projects will require team members to keep a diary or a timesheet on which they record what they did each day on the project. This assignment requires that you keep a personal diary of what you did and that the group keeps a diary of what the group did.

Peer Assessment

A confidential peer assessment will be available for you to evaluate the contribution of each group member (including yourself) to the assignment.

- Where no peer assessment is received it will be assumed that you have no concerns about quality of the contribution of your fellow group members.

Please note that the peer assessments are not compulsory.

7 Getting help with the Assignment

Pradeep Ray will post clarifications time to time at the course announcement page which should be your first port of call if you have any questions about the assignment. If not, email Pradeep (pradeep.ray@sjtu.edu.cn).