Term Project – Bachelor's Studies in Informatics – Specialized English – Groups C & D

Start-up Project

For the purpose of completing this course, one of the requirements is to create your own personal term project. The topic of this term project will be related to start-up ideas. You will have to create your own plan for creating a start-up, which should serve as a prerequisite to attract potential stakeholders and turn your idea into a whole business and company.

The project should be made into a presentation on MS PowerPoint (or anything else similar) and if you want, you can include accompanying materials as well, such as logos, headers, product images etc. – be as creative as you would like to be. You will need to present everything in person with your teammates – in English.

! The project is not an individual task, you will have to form groups of minimum two people. In order to sign your group please fill in this spreadsheet:
https://docs.google.com/spreadsheets/d/1gtxgaRAuuqHer6OlmAGDWwItIR8X6d4C5GZW539g5R4/edit?usp=sharing

Start of Presentations: 31.03.2023
Deadline: 28.04.2023

Key aspects to keep in mind while developing your idea:
- why is this start-up necessary?
- what benefits will there be for potential stakeholders?
- why should this idea be even taken into account?
- what makes you different from other competitors?
- what forms of budgeting will you have – where will the resources for establishing this start-up come from?
- how many employees would you need?
- what sites could you use in order to look for employees?

- what kind of technologies will you be using in order to enhance the work process? think programming languages, AI, libraries, platforms etc.;
- what are the long-term goals of this start-up?
These questions will serve as a guide to you as you think of an original business outline.

Sites that might be useful for your plan and bring you some sort of inspiration:
1. 6 Reasons Startups Fail
2. A Winning 3-Minute Startup Pitch
3. How to Write a Startup Business Plan
4. 10 Lessons To Do Your Startup Right from Guy Kawasaki
5. Find an exciting startup

Glossary of IT terms

Videos that you might find useful:
1. Should You Open Source Your Startup?
2. How to Create a Company: Elon Musk's 5 Rules
3. Guy Kawasaki (Apple) on Top 10 Mistakes Entrepreneurs Make (1:40 -)
4. The art of innovation | Guy Kawasaki | TEDxBerkeley
5. How to be Remarkable: Unseen, Unexpected, and Unexpected Practices | Guy Kawasaki | TEDxHarkerSchool