

CPSC 499.01 (Fall 2017) Software Entrepreneurship

Opportunity Selection Report (Group 10%)

The purpose of the Opportunity Selection Report is to document your group's systematic process for evaluating your top three ideas and then selecting one of these as the opportunity you will focus on for the remainder of this course. The report should document the key assumptions you made regarding the ideas and provide evidence of any validation upon which you based your decision on. This evidence can be the secondary data regarding trends, demographics, psychographics and/or primary data from key advisors, industry experts or potential customers.

Include the following in your report:

- Description of the business idea
- A short profile (a sentence per team member) of each member outlining their main strengths that they could contribute to this project
- Provide a description of why you think this is a good business idea for your team with specific reference to the Talent Triangle (p. 59).
- Description of the expected division of responsibilities among team members (complete the Team Contract Template to be submitted with your report)
- A list of key assumptions and how you anticipate validating those assumptions. Use Figure 3.13 Opportunity Checklist to guide your analysis and decision making.

The Opportunity Selection Report is to be a maximum of five pages single spaced in 12pt Times New Roman, with no more than 1" margins.

Please submit this via the D2L dropbox (Opportunity Selection Report) before class on Oct. 5, 2017.

Marking rubric:

Criteria	1 point	0.5 point	0 point
Business idea	A high-level description is fine very similar to an elevator pitch in content.	The business idea is difficult to understand.	Missing business idea
Team profile	A short profile (a sentence per team member) of each member outlining their main strengths that could contribute to this project.	Incomplete team profile.	This part is missing.
Idea vs. team	Provide a description of why you think this is a good business idea for your team with specific reference to the Talent Triangle (p. 59). At this point you should have some indication of what you are each contributing and any gaps you feel you have in your team.	No reference to the Talent Triangle.	Lacking analysis of the business idea and the fit of the team.
Team member responsibilities	Description of the expected division of responsibilities among team members.	Ambiguity in division of responsibility.	Missing description of responsibilities.
Individual contributions and gaps	At this point you should have some indication of what you are each contributing and any gaps you feel you have in your team	Lack of insight on the contributions and gaps of team members.	Missing this analysis.

Team Contract	Complete and submit the team contract	Missing team contract	Missing team contract
Key assumptions	A list of key assumptions and how you anticipate validating those assumptions	Little validation of the assumptions	Missing assumptions
Market	Opportunity checklist: Market trends, size, and growth	Missing some items in the checklist.	Missing all items.
Price, distribution, Competition, & key success factor	Opportunity checklist: Price/frequency/value, distribution, competition and key success factor	Missing some items in the checklist.	Missing all items.
Environments	Opportunity checklist: Vendors, government, global environment	Missing some items in the checklist.	Missing all items.