**CS7CS2 - Innovation - Phase 3 individual assignment – Group I**

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1. **Reflection on your Role in the Project [100 words max]:**
   1. **Summaries your role in the project, including the hypothesis testing you were involved in, any group management/support roles you undertook and any MVP prototyping activities.**

Acted as an active member of the group to contribute ideas for a value proposition. Involved in key management activities like organizing meetings, also played a role in conducting interviews for hypothesis testing. Designed the customer workflow for the business model.

* 1. **What problems or challenges did you face in executing the assignments and how did you attempt to overcome them?**

The main challenge was coming up with ideas that could fit our business model. We conducted several brainstorming sessions which provided enough knowledge for the project.

* 1. **What skills did you gain or improve during the course? Offer evidence or examples where possible.**

Team management and conducting interviews where I feel the most important skills I learned in this module. An example would be while conducting survey had to interview for insights.

* 1. **How you think any know-how and skills gained in the course might benefit your career in future?**

The skills for working with the team would defiantly help me in my professional life.

1. **Reflection on the Performance of Your Group [100 words max]:**
   1. **How well did your team perform as a group?**

According to me, the group performed excellent as a team, everyone took active participation and was involved in every phase of the assignment.

* 1. **Was there a clear allocation of responsibilities in the team and how might this have been improved?**

The tasks were clearly divided amongst each team members and each team member took individual responsibility to complete the task.

One suggestion I feel would improve team performance is appointing a team leader amongst the members would have given a much-focused scope to the team.

* 1. **What problems did the group encounter and how did the team attempt to overcome them?**

There were minor bumps when conducting interviews and surveys with landlords due to their busy schedules. This was addressed by pre-booking the appointments OR by taking online interviews.

1. **An Individual Plan for Advancing your Group’s Business Model [100 words max]:**

* 1. **What is your assessment of commercial viability of the business model finally submitted by the group, i.e. how close is it to a money generating business proposition?**

The business model for FlatCat seems viable from a revenue generation point of view. Since there was a pivot to include landlords as one of the customer segments, the revenue stream would be consistent over the period as defined in the business model.

* 1. **What next steps would you take to advance the business model by yourself?**

Forming a concrete business model, outlining clear ideas and goals would be the first step. Further developing a good customer base would be a major task before approaching the investors.

* 1. **What pivots would you make at this point and why?**

One possible pivot would be to consider listing hostels as one of the stays on the platform.

* 1. **What further hypotheses you would test and how to advance the model?**

Would like to test the hypothesis for interests of hostel business across Dublin in such platform.