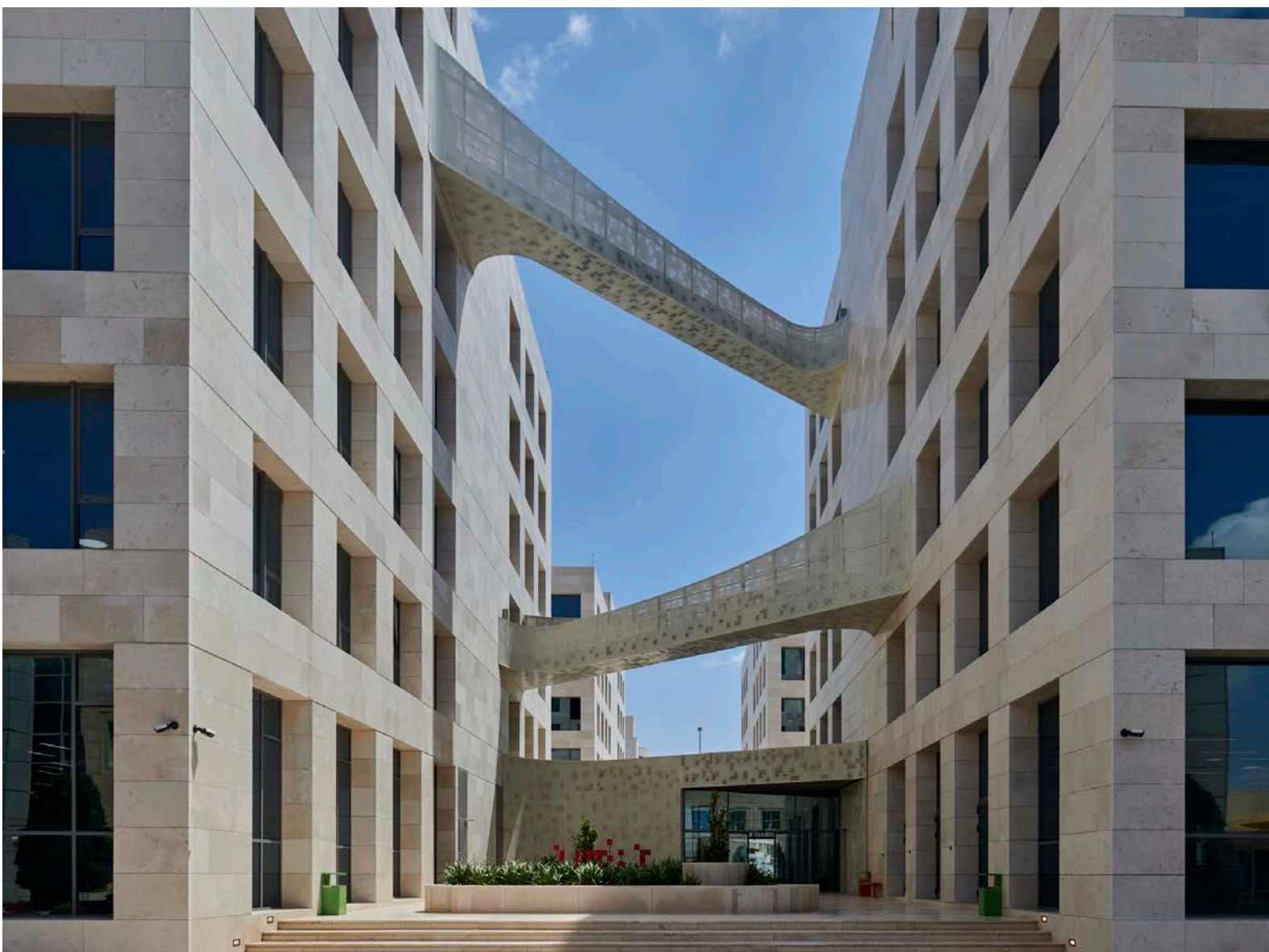


ASSIGNMENT BRIEF

<b>HTU Course No:</b>	<b>BTEC Unit No: -</b>
<b>HTU Course Name:</b> Entrepreneurship Boot Camp	<b>BTEC Unit Name: -</b>

Assignment Brief Number:

Version: 1



## Assessment Brief

Student Name/ID Number/Section	
HTU Course Number and Title	
BTEC Course Number and Title	
Academic Year	Spring Semester 2024
Assignment Author	HTU - Social and Basic Sciences Department
Unit Tutor	Ms. Wedad Al Saad Ms. Asmaa Al Kayalli Mr. Mohammad Khawaja Ms. Hala Abu Rbeiha Ms. Goretti Arnaste Ms. Gina Salameh
Assignment Title	A Journey of an Entrepreneur
Assignment Ref No.	
Issue Date	17/03/2024
Formative Assessment Dates:	17/03/2024 – 05/06/2024
Submission Date	05/06/2024
IV Name & Date	Ms. Noura Al Nashef

### Submission Format

This assignment consists of four parts that must be completed and submitted according to the following guidelines:

#### Guidelines

1. Only soft-copy submissions are allowed. You are required to upload your submission files to Microsoft Teams and to university's eLearning system at <https://elearning.htu.edu.jo/>.
2. The submission should be a completed individual portfolio folder including the tasks outlined in the assignment brief. This assignment involves group work, but each student should submit an individual portfolio folder.
3. Please check for viruses before uploading your files.
4. Email and late submissions will not be accepted.
5. HTU policies and regulations will be applied to any kind of plagiarism.
6. The in-class oral assessment will consist of one-on-one oral discussion between you and your instructors.
7. Attending the oral assessment is mandatory on the date and time set by your instructor.
8. All tasks covered in the submissions will be evaluated through an oral assessment. Therefore, failing to answer any question in the oral assessment that pertains to specific criteria will result in a failure of that criteria, even if it was covered in the report.
9. You must sign the declaration form attached to this assignment and submit it as a separate Word Document. Failure to submit the declaration form will result in your assignment not being accepted.
10. Failure to follow these guidelines may result in an 'unclassified' grade.

### Unit Learning Outcomes

**LO1** Demonstrate a range of entrepreneurial skills and utilize business-related tools necessary to launch and manage a successful start-up.

**LO2** Apply design thinking principles to propose an innovative business idea and create a prototype depending on market research findings.

**LO3** Apply marketing principles to develop and execute a targeted marketing campaign.

**LO4** Apply knowledge of financial issues and accounting processes to manage start-up financial health.

**LO5** Demonstrate the essential skills needed to craft a business model canvas and effectively pitch the business idea to potential investors.

### Assignment Brief and Guidance

Scenario: A Journey of an Entrepreneur

You are an entrepreneur gearing up to introduce a groundbreaking business idea to a panel of potential investors. The core challenge lies in crafting a compelling pitch that not only highlights the innovation and potential profitability of your idea but also persuades the investors of its viability and scalability. You will need to meticulously analyze your target market, identify the unique selling proposition (USP) of your product or service, and develop a robust business model that demonstrates clear pathways to revenue and growth. This requires a blend of creativity, strategic planning, and persuasive communication skills, as you'll be tasked with convincing the investors why your business idea stands out in a competitive landscape and how it can achieve long-term success. Prepare to embark on a journey that simulates the real-world process of securing funding and support, a crucial step for any entrepreneur looking to turn a visionary idea into reality.

### Assignment Part One: Entrepreneurial Skills and Business-Related Tools

Working in Groups:

As a team of entrepreneurs your task is to prepare and present a presentation that includes a proposed potential enterprise opportunity within the context of the Jordanian landscape.

Make sure your presentation includes the following:

- A brief introduction that highlights the opportunity and describe the sector it lies within.
- Explanation of the benefits of this opportunity and consideration of its viability.
- Explanation of the challenges you expect to face while pursuing this opportunity.
- A clear and explained PEST, SWOT, and Porter's 5 forces analysis.
- Evaluation of the effectiveness of PEST, SWOT, and Porter's 5 forces analysis as tools to analyze the opportunity highlighted.
- Evaluation of the different entrepreneurial skills that you as an entrepreneur need to pursue this opportunity and overcome challenges successfully.

### Assignment Part Two: Innovation and Design Thinking Principles

Working in Groups:

As a team of entrepreneurs your task is to present your crafted challenge statement, proposed solution and business idea and prototype to a panel of experts.

Make sure your presentation includes the following:

- Explanation of the market research principles you employed to come up with a clear challenge statement.
- The final refined version of the challenge statement, explaining the refinement process.
- Description of your business idea.
- Explanation of the innovation and design thinking principles employed to propose the innovative business idea.
- The Minimum Viable Product (MVP) and final prototype.
- Evaluation of the different iteration versions of the prototype based on the testing process outcomes and documented user feedback.
- Explanation of how you have gathered feedback on your prototype from potential users to validate your solution.
- Explanation of the main features, useability, and possibility of future scalability of the prototype.

### Assignment Part Three: Marketing Principles

Working in Groups:

As a team of entrepreneurs your task is to produce a report that includes your marketing strategy and campaign and present your findings to a panel of marketing experts.

Make sure your report and presentation include the following:

- The Total Addressable Market (TAM) / Serviceable Addressable Market (SAM) / Serviceable Obtainable Market (SOM).
- Description of your market segment and target audience.
- Representation of the target audience using a clear user persona.
- Competitor's analysis covering direct and indirect competitors.
- Product positioning against competitors.
- Explanation of the different marketing principles used to define your target audience's and analyze competitors.
- An explained and clear value proposition.
- Description and explanation of the marketing mix (product, price, place, promotion).
- A brief marketing strategy.
- The marketing campaign SMART objectives.
- Well-designed marketing campaign.
- Evaluation of the channels, timing, frequency, and budget allocated for the marketing campaign.

### Assignment Part Four: Finance and Accounting Principles

Working in Groups:

As a team of entrepreneurs your task is to produce a report that includes your financial projections and analysis and present your findings to a panel financial expert.

Make sure your report and presentation include the following:

- A detailed budget using realistic assumptions.
- Description of expected business costs and revenue.
- The start-up expected revenue model.
- A break-even analysis using graphical and calculation methods.
- 3 years forecasted cash-flow statement.
- Calculation of the working capital.
- A clear 3 years projected income statement.
- A comparison between the terms profitability and liquidity and their importance to a start-up.
- Explanation of the benefits of the income statement analysis and how it can be used to evaluate profitability.
- Evaluation of the financial health of your start-up using financial data and appropriate financial ratio.

### Assignment Part Five: Pitching the Business Idea to Potential Investors

Working in Groups:

As a team of entrepreneurs your task is to produce a pitch pack and brief report that includes a comprehensive business model canvas and persuasive presentation to present your business idea to potential investors.

Make sure your pitch pack include the following:

- A completed business model canvas.
- Explanation of the components of the business canvas.
- Explanation of all the assets crucial for your start-up success.
- Evaluation of the different components of the business model canvas and suggestions for improvement of business feasibility, desirability, and viability.
- A clear pitch presentation proposing your business idea and its viability clearly to potential investors.
- Evaluation of the effectiveness of your pitching presentation and suggestions for future improvement.

### Submission Format

#### Part One:

**Hand-in Date:** 31/03/2024

- Presentation with presenter notes.
- Playbook (Journal) to include evidence of on-going group work and data collection.
- Suggested word limit in the presenter notes 500-750 words.
- Suggested number of slides 10-12 excluding cover.
- Font to be used Times Roman, size 12.
- Support work with research and proper referencing, use Harvard referencing style.
- Use headings, paragraphs, and subsections as appropriate.

#### Part Two:

**Hand-in Date:** 21/04/2024

- Presentation with presenter notes.



- Playbook (Journal) to include evidence of on-going group work and data collection.
- Prototype.
- Suggested word limit in the presenter notes 750-1000 words.
- Suggested number of slides 12-15 excluding cover.
- Support work with research and proper referencing, use Harvard referencing style.
- Include pictures of MVPs showing development.
- Use headings, paragraphs, and subsections as appropriate.

**Part Three:**

**Hand-in Date:** 08/05/2024

- Presentation with presenter notes.
- Playbook (Journal) to include evidence of on-going group work and data collection.
- Marketing Report.
- Suggested word limit for report: 1,000-1,500 words.
- Suggested word limit in the presenter notes 500-750 words.
- Suggested number of slides 12-15 excluding cover.
- Support work with research and proper referencing, use Harvard referencing style.
- Use headings, paragraphs, and subsections as appropriate.

**Part Four:**

**Hand-in Date:** 22/05/2024

- Presentation with presenter notes.
- Playbook (Journal) to include evidence of on-going group work and data collection.
- Financial Report.
- Suggested word limit for report: 1,000-1,500 words.
- Include financial forecasted statements in report.
- Suggested word limit in the presenter notes 500-750 words.
- Suggested number of slides 12-15 excluding cover.
- Support work with research and proper referencing, use Harvard referencing style.
- Use headings, paragraphs, and subsections as appropriate.

**Part Five:**

**Hand-in Date:** 03/06/2024

- Complete Business canvas.
- Complete Business report.
- Pitch presentation.
- Suggested word limit for report: 1,500-2,000 words
- Suggested number of slides 12-15 excluding cover
- Support work with research and proper referencing, use Harvard referencing style.
- Use headings, paragraphs, and subsections as appropriate.

Pass	Merit	Distinction
<b>LO1</b> Demonstrate a range of entrepreneurial skills and utilize business-related tools necessary to launch and manage a successful start-up.		
<p><b>P1</b> Demonstrate the application of different business-related tools to highlight different enterprise opportunities and threats within the Jordanian ecosystem.</p> <p><b>P2</b> Demonstrate, using different entrepreneurial skills that you can propose a potential enterprise opportunity in Jordan.</p>	<p><b>M1</b> Design a professional presentation to propose a potential enterprise opportunity in various sectors, including the challenges that you may encounter while exploring the opportunity.</p>	<p><b>D1</b> Evaluate the effectiveness and application of entrepreneurial skills and business-related tools during exploring potential enterprise opportunities in Jordan.</p>
<b>LO2</b> Apply design thinking principles to propose an innovative business idea and create a prototype depending on market research findings.		
<p><b>P3</b> Demonstrate using different market research principles that you can come up with a clear challenge statement.</p> <p><b>P4</b> Demonstrate that you have used effective design thinking principles to propose an innovative business idea.</p> <p><b>P5</b> Demonstrate that you have gathered feedback on your prototype from potential users to validate your solution.</p>	<p><b>M2</b> Design and develop a detailed version of a product prototype with a focus on user experience, quality, and efficiency.</p>	<p><b>D2</b> Evaluate one or more prototypes based on user feedback and insights gained from the testing process that are quick, cost-effective, and functional.</p>
<b>LO3</b> Apply marketing principles to develop and execute a targeted marketing campaign.		

<p><b>P6</b> Demonstrate, using different marketing principles that you can define your target audience's and analyze competitors.</p> <p><b>P7</b> Develop a clear and compelling value proposition that addresses the needs and wants of target audience.</p> <p><b>P8</b> Demonstrate using different marketing principles that you can decide on the marketing mix and set SMART objectives for the marketing campaign.</p>	<p><b>M3</b> Create the content and designs to support the development of a marketing mix and campaign.</p>	<p><b>D3</b> Evaluate the effectiveness and application of channels, timing, frequency, and budget conceptualize and launch the marketing campaign.</p>
<p><b>LO4</b> Apply knowledge of financial issues and accounting processes to manage start-up financial health.</p>		
<p><b>P9</b> Develop a comprehensive financial plan that includes detailed budgeting using realistic assumptions.</p> <p><b>P10</b> Demonstrate using knowledge of financial issues that you can conduct a break-even analysis using graphical and calculation methods.</p> <p><b>P11</b> Demonstrate using knowledge of financial issues that you can implement strategies to manage cash flow efficiently.</p>	<p><b>M4</b> Create and analyze financial reports to improve profitability.</p>	<p><b>D4</b> Evaluate the financial health of your start-up using financial data and appropriate ratio.</p>
<p><b>LO5</b> Demonstrate the essential skills needed to craft a comprehensive business canvas and effectively pitch the business idea to potential investors.</p>		
<p><b>P12</b> Demonstrate the essential skills needed to craft a business model canvas.</p> <p><b>P13</b> Organize content for a pitch deck, emphasizing the importance of a clear and engaging presentation.</p>	<p><b>M5</b> Analyze your comprehensive business model explaining the assets crucial for business success.</p> <p><b>M6</b> Pitch your proposed business idea clearly to potential investors.</p>	<p><b>D5</b> Evaluate the different components of your start-up business model canvas and suggest future improvements.</p> <p><b>D6</b> Evaluate the effectiveness of your pitching presentation suggesting methods for future improvement.</p>



### **Grading Policy:**

There are 25 criteria distributed as follows: 13 Pass criteria, 6 Merit criteria, and 6 Distinct criteria.

To earn a 'P' grade: a student must satisfy 13/13 Pass criteria or at least 10/13 Pass criteria and satisfy at least 13/25 of all criteria.

To earn an 'M' grade: a student must satisfy at least 10/13 Pass criteria, at least 4/6 Merit criteria and satisfy at least 17/25 of all criteria.

To earn a 'D' grade: a student must satisfy at least 10/13 Pass criteria, at least 4/6 Merit criteria, at least 5/6 Distinct criteria, and satisfy at least 21/25 of all criteria.

