ISYS90039 Innovation & Entrepreneurship in IT
Semester 1, 2023
Assignment 2 Specification

Overview

Team Working Agreement Due: Monday 24th April @ 11:59pm (_Not assessed_)
Presentations Due: Week 11, 12 (in scheduled timeslot)
Report Due: Friday 9th June @ 11:59 pm

Presentation Duration: 5 + 3 minutes Q&A
Report Length: 4,500 words Maximum (i.e., this is a hard upper-bound)

Details: The report is a team report to which all members should contribute. The presentation component is a team effort to be presented by _at least_ two team members but _can_ include all members if the team wishes.

Total Weight: 50% (Presentation: 10% & Report: 40%)

Note: This assessment is a **hurdle requirement**. To pass the subject, students must obtain: at least 25/50 across both parts of this Assignment collectively (i.e., 50% across Part 1 and Part 2 combined)

Instructions

General assignment details:

- Assignment 2 addresses Intended Learning Outcomes (ILOs) 1 to 5.
- Late submissions will be penalised by 10% of the total mark for each day past the due date the Assignment is late.
- Normally, for a team assignment, it is unlikely that an extension will be granted (unless the whole team is impacted).
- Requests for extensions must be sent to Kameron at least 24 hours <u>before</u> the due date (i.e., if the Assignment is due on 5th January at 1 pm, you must request an extension before 4th January at 1 pm).
- Please submit your files using the following naming conventions:
  - Presentation Slide Deck: **ISYS90039_Team Name_Presentation**
  - Report: **ISYS90039_Team Name_Report.docx** OR **.pdf**
- Only one person from each team will need to submit the files in Canvas.
- Any plagiarism identified by Turnitin that has not been appropriately acknowledged and cited will be dealt with accordingly per the University of Melbourne's <u>Academic Integrity Policy</u>.

Background:

Having learnt all the models, frameworks and theories required to _identify, develop_ and _launch_ an innovation to market, you and your Innovation Project Team will put these skills to the test in this Assignment. Effectively, YOU are the _entrepreneur,_ and it is time to demonstrate you have the commercial acumen required in the real world.

To complete this Assignment successfully, your Innovation Project Team must develop an innovation. Your Innovation could be a product, service, process, or business model innovation. However, you must also consider your start-up business and how you will develop this Innovation.

Of course, you need funding. In Weeks 11-12, the Teaching Team will host an _Investor's Pitch_. Your pitch is an opportunity for your start-up to source this funding and forms the Presentation requirement for this Assignment. Hence, you will need to _sell_ your Innovation to the Teaching Team and answer some questions they may have about your Innovation. Supporting your pitch will be the submission of your proposal later on.

Essentially, the overall intent of this Assignment is to demonstrate all your learnings-to-date to become THE next entrepreneur.

Part 1: Written Proposal

The purpose of this proposal/report is to seek investor funding for your start-up. Hence, the main deliverables for this part of the Assignment are to:

1. **Describe your Innovation and the nature of it** (product, process, or business model innovation or combination)
2. **Propose a start-up to support and develop your Innovation.**

To support the above deliverables, your report should:

- **Include a brief background behind your start-up** as well as the name of your start-up, vision, company structure etc.
- **Introduce the roles of each member in your start-up** i.e., who will be the CEO, Chief Technology Officer (CTO), Chief Marketing Officer (CMO), etc.
- **Describe how you intend to fund your start-up in the initial stages** (i.e., during Seed Funding, Series A and Series B) and how you will use apply these funds or leverage it.
- **Present your team's current market valuation of the start-up** based on its value proposition against similar competitors, i.e., the Innovation that your start-up is proposing.
- **Demonstrate a rigorous market-sizing analysis** of your start-up's Innovation to demonstrate there is a valid market (i.e., addressing an issue or exploiting an opportunity).
- **Illustrate how you will market test** your innovation against key adoption criteria.
- **Provide a comprehensive strategic analysis** of the start-up's capabilities that positions it for entrepreneurial success. If there are gaps, how do you intend to resolve this?
- **Effectively use the models and frameworks** as presented in the lectures.
- **And any other critical points of information** that your team believes will enhance the attractiveness of your Innovation.

While your team is encouraged to be as innovative as they can be, you need to be able to support your ideas with logical research and justification to ensure your Innovation is **commercially viable**. Innovations that do not meet this requirement will lose marks for not considering the practical implications of your ideas.

Your proposal / report should:

- Be well-written and organised.
- Contain evidence of original thinking and critical analysis.
- Contain well-developed explanations reinforced with high-quality research.
- Logically build your argument/views based on the case scenario's context.
- Effectively utilise images/tables/figures etc., where appropriate.
- Include any relevant assumptions as explicit statements (if any).

Your writing should:

- Focus on the intended audience.
- Be concise and coherent, with effective use of the word count.
- Be well structured, in a logical order, and with well-flowing content.
- Be proofread and spell-checked. You should leverage sentence structure, grammar, and spelling to give your writing a professional look and feel.
- Use appropriate citation and referencing in **APA format**.

Note on Structure:

- There is no specified template for this report.
- The maximum length is 4,500 words in total, NOT counting references, citations, tables, or headings.
- A table of contents, cover page and a reference list, are essential requirements.
- Please ensure you have your Innovation Project Team Number in a header and number each page in the footer.
- Failure to adhere to these presentation requirements will lose marks under 'Report Structure'.

Part 2: Team Presentation

The presentation is essentially a 'pitch' of your Innovation.

Pitching is vital in the start-up world - and in large corporates - since executives prefer to hear about new ideas in a compelling yet succinct manner.

Teams will be asked to deliver **a 5-minute presentation** of their work to their colleagues, followed by **3 minutes of open Q&A**. Think of this as a lively introduction that your team report will then elaborate on.

In general, your pitch needs to address the following questions:

- Does the pitch explain your Innovation?
  - How does it address the problem or market opportunity?
  - Is your Innovation well thought through?
  - Is it supported with the right team?
- Is the 5-min pitch convincingly presented with easy-to-follow slides?
  - Does the team address the obvious questions investors will likely ask?
- Can your Innovation make money?
  - What is the market size?
  - What could this Innovation's market share be?
- Is there any additional insightful material that supports the pitch?
  - E.g. Any OMG factor? Or perhaps a great rethink of something already commonly used?

Your presentation should:

- Be well-planned, structured and rehearsed.
- Be interesting and aimed at the right audience (investors and buyers – 'Shark Tank' or 'Dragon's Den' on YouTube will give you some ideas).
- Be Concise and to the point.
- Use appropriate citation and referencing (if applicable).
- Use a pitch slide deck for your presentation (PowerPoint or other presentation software).
  - Your pitch deck must be submitted on **Sunday** before your presentation slot on **Monday**.
- Have at least **two presenters** – either as in-person attendees or online (with **cameras on**)
  - Not everyone in the team needs to present! Actively consider having the **best** presenters be the face of the start-up!

Note: The timing is strict, and you will be asked to stop your presentation at the 5-minute mark with a warning at 4 minutes.

Presentation Schedule

In Week 8, we will open sign-ups for Presentations. You will have about 1-week to sign up for your desired presentation timeslot. These will be allocated on a first-in-best-dressed basis. In the following week, we will announce the schedule, and your project team will be expected to present in the week you are selected.

Given the slight difference in timing (between Weeks 11 and 12), the expectation is that teams presenting in later weeks will be more polished than those presenting in earlier weeks.

Feedback

Following your presentation, you will receive feedback and your presentation mark within 1-week. This feedback will be helpful and is intended for you to enhance your report.

The feedback is not intended to be construed as a criticism of your presentation (given it is only a 5-minute pitch) but rather some details that we would like to see potentially covered in your final report.

Your pitch will be assessed on whether you were able to *intrigue, interest* and *deliver* important information in a succinct and captivating manner, as well as being able to answer questions from the Teaching Team and/or your fellow peers.

Part 3: Team Working Agreement

To ensure the team works well together, you are expected to produce a Team Working Agreement to create a layer of governance. This agreement is to ensure all team members are accountable to their team.

You need to answer the following questions and agree on how the team will function. It should cover these three key areas, but you can add additional questions if you need to:

- The process for how work will be completed.
- How you will prioritise what gets done.
- How you will verify that the work completed is acceptable for submission (or approval).

Your goal should be to agree on a set of guidelines that everyone can follow and can be used to settle disagreements. Think of your own experience in other group work situations and use that as a baseline for how you would like to manage your team this time.

If there is a dispute within the team, this will be resolved per the team working agreement. All appeals will need to be supported by clear evidence and a majority of members within the team. However, if the submitted agreement is vague or unclear, we will ask you to produce a clarified agreement instead. Hence, ensuring that this team working agreement is comprehensive and complete is in your best interest. Please email Kameron Chan at the earliest opportunity rather than at the last minute.

This team working agreement will need to be submitted by Week 8. You may use the below as a template.

Process

Meetings

- When will you meet? How long will the meeting last?
- Where will the meeting happen? If online, which platform?
- Will you have an agenda, and if so, what will it contain?

Contribution

- How will you divide the Assignment into equal parts for each team member?
- How will you ensure that each member has an equal input into the ideas being considered?
- How can someone request a change to an idea in the Assignment that has already been agreed to?

Information management

- How will you manage the writing of drafts?
- Where will you store the drafts of the report?
- How will you keep track of progress to ensure the deadline will be met?

Priority

- If two or more members have competing ideas for inclusion in the report, how will you decide which one to include?
- If work on assignments from other subjects increases, how will you reallocate work?
- If someone can't make a meeting, what will happen?

Approval

- How will you decide that the report is ready for submission?