# Entry task / question (before seminar)

1. **What are the 3 main benefits of Mullin’s “customer-driven feasibility study”?**

First benefit is the same reason why you have a professional inspect a house you are interested in buying, you spend a small amount of money with the chance to save a lot. But instead of money, in the case of this study you spend a small amount of time, possibly saving you a lot of time. Researching and preparing this study can help you find out if the opportunity is flawed, and if you then should opt out early in the process.

The second benefit follows the first, if the opportunity looks promising instead of flawed, you have jump-started the business planning process since the study itself can provide a lot of needed information that can drive your business plan. Examples can be the customer-focused vision about why the proposed venture is logical and should be pursued, the identified customer pain and how it will be resolved, and the one or two domains that should make your opportunity stand out.

The last main benefit from going through the study is that you have examined all aspects of the opportunity and therefore understand as well as reduce the risk of entering a fatally flawed venture.

# Tasks at the seminar

1. **In your project group, select an idea for a software-based product or service that you want to develop, see task 1 of the project assignment.**

Trainify! en plattform för idrottsföreningar och klubbar där man samlar funktioner som schemaläggning och all admin (bra exempel på software ekosystem och OSS!). So that the daily operation in sport organisation run smoothly like keeping track of attendance, making training plans, scheduling function etc… I länken nedan finns idrottsförbundets hemsida som är liknande och alla idrotter kan använda i sverige. Den kan vi använda för att jämföra med en konkurrent exempelvis då den har riktigt dåligt användardesign. Bra grej här är att man kan lägga till “integrationer” som finns som en flik. Man kan här lägga till då eget open source från andra eller även inom Trainifys egna ekosystem. Så man kan modda det själv också. <https://support.idrottonline.se/support/solutions/articles/11000034382-integration-med-externa-applikationer?fbclid=IwAR2RTa4rqu-fdYbgGXwUyF8YnkmM1xtCJ_MjV34GRy0aKQEw2_Nc-NA9tlI>

1. **Start on project task 2, specifically** 
   1. **Start defining your business model using Lean Canvas (see How to by Khalimonchuk). Ensure that your solution is software based to fit this assignment.**
   2. **Prepare for MOM test to explore your problem domain.**

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1. **Start on project task 3, specifically** 
   1. **Create a pitch for your idea to include in Section 1 of your project report. Use the review criteria of project task 4 as a help in providing a clear and motivated description of your business idea.**

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* 1. **Perform an initial market analysis of your business model to be included in Section 4 of your project report. Consider the criteria for market aspects from the checklist in project task 4.**

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# Tasks after the seminar

1. **Perform MOM testing to explore and learn more about your problem domain and market.**

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1. **Complete project task 3 and submit draft 1 of the project report containing at least the required parts. See Canvas for submission instructions and deadline.**

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1. **Each student reviews a report from another project group, see project task 4.**

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