

15390 Milestone 5

Abdulaziz Al-Harqan

TOTAL POINTS

62.5 / 100

QUESTION 1

Executive Summary 10 pts

1.1 Was the problem briefly defined? 1 / 2

✓ - 1 pts Correct

- What are these logistical issues? You may want to provide at least one example.

1.2 Was the problem motivated (e.g., verified and corroborated with research findings)? 0.5 / 3

✓ - 2.5 pts Correct

- No brief, yet solid evidence was provided that the problem does exist, let alone how big is it of a problem.

1.3 Was the solution briefly and clearly presented? 0.5 / 2

✓ - 1.5 pts Correct

- Not clear what will your e-commerce platform provide to your target customers. Also, it is not clear of why you would need an automatic price recommendation system. Is setting prices (and for what) a problem? You have not mentioned that. Consequently, a solution is proposed for a problem that is not defined.

1.4 Overall, did the summary convey the gist of the project crisply and intriguingly, without getting into too much details? 1.5 / 3

✓ - 1.5 pts Correct

QUESTION 2

Background 10 pts

2.1 Problem definition 2 / 2

✓ - 0 pts Correct

2.2 Primary market research findings 4 / 4

✓ - 0 pts Correct

2.3 Secondary market research findings 0 / 4

✓ - 4 pts Correct

- What are the results of your effective secondary market research?

QUESTION 3

Proposed Solution 15 pts

3.1 Product-Market Fit (PMF) 7 / 7

✓ - 0 pts Correct

3.2 Type and suitability of the proposed solution 2 / 2

✓ - 0 pts Correct

3.3 Uniqueness/Novelty of the proposed solution 2 / 2

✓ - 0 pts Correct

3.4 Discussion on competition 4 / 4

✓ - 0 pts Correct

QUESTION 4

Implementation Strategy 8 pts

4.1 Team 2 / 2

✓ - 0 pts Correct

4.2 Discussion on the prototype 4 / 4

✓ - 0 pts Correct

4.3 Discussion on evolving the prototype to become a viable product for starting a business (strategy) 0 / 2

✓ - 2 pts Correct

- How will you test your product and verify your value and growth hypotheses? Which metrics will you use? How will you evolve towards converting your prototype into a viable product? Is the lean approach suitable for your case?

QUESTION 5

Business Model 12 pts

5.1 Definition 4 / 4

✓ - 0 pts Correct

5.2 Revenue Streams 5 / 5

✓ - 0 pts Correct

5.3 Discussion on the "why" 3 / 3

✓ - 0 pts Correct

QUESTION 6

Beachhead Market 10 pts

6.1 Target customers 3 / 3

✓ - 0 pts Correct

- How many of the 5000 students in EC live in dorms?

6.2 Justified selection of the beachhead market 2 / 4

✓ - 2 pts Correct

- You need to justify why your choice is valid from a business perspective (similar to the discussion we had in lecture 8 on how to select a beachhead market)?

6.3 TAM calculation 2.5 / 3

✓ - 0.5 pts Correct

- The calculation is not fully accurate.

QUESTION 7

Financials 25 pts

7.1 Revenue projections 5 / 5

✓ - 0 pts Correct

7.2 Sensitivity Studies 0 / 3

✓ - 3 pts Correct

- Not provided.

7.3 COCA 0 / 6

✓ - 6 pts Correct

- Not provided.

7.4 LTV 0 / 9

✓ - 9 pts Correct

- Not provided.

7.5 Identified path for profitability 0 / 2

✓ - 2 pts Correct

- Not provided.

QUESTION 8

Marketing Plan 5 pts

8.1 How to reach target customers? 2 / 2

✓ - 0 pts Correct

8.2 How to convert potentials to customers? 3 / 3

✓ - 0 pts Correct

QUESTION 9

9 Concluding Remarks 2.5 / 5

✓ - 2.5 pts Correct



Not a sufficient summary. Also, does not provide concrete concluding remarks of why that will be the case.

1.1 Was the problem briefly defined? 1 / 2

✓ - 1 pts Correct

What are these logistical issues? You may want to provide at least one example.

1.2 Was the problem motivated (e.g., verified and corroborated with research findings)?

0.5 / 3

✓ - 2.5 pts Correct

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1.3 Was the solution briefly and clearly presented? 0.5 / 2

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- Not clear what will your e-commerce platform provide to your target customers. Also, it is not clear of why you would need an automatic price recommendation system. Is setting prices (and for what) a problem? You have not mentioned that. Consequently, a solution is proposed for a problem that is not defined.

1.4 Overall, did the summary convey the gist of the project crisply and intriguingly, without getting into too much details? 1.5 / 3

✓ - 1.5 pts Correct

2.1 Problem definition 2 / 2

✓ - 0 pts Correct

2.2 Primary market research findings 4 / 4

✓ - 0 pts Correct

2.3 Secondary market research findings 0 / 4

✓ - 4 pts Correct

What are the results of your effective secondary market research?

3.1 Product-Market Fit (PMF) 7 / 7

✓ - 0 pts Correct

3.2 Type and suitability of the proposed solution 2 / 2

✓ - 0 pts Correct

3.3 Uniqueness/Novelty of the proposed solution 2 / 2

✓ - 0 pts Correct

3.4 Discussion on competition 4 / 4

✓ - 0 pts Correct

4.1 Team 2 / 2

✓ - 0 pts Correct

4.2 Discussion on the prototype 4 / 4

✓ - 0 pts Correct

4.3 Discussion on evolving the prototype to become a viable product for starting a business (strategy) 0 / 2

✓ - 2 pts Correct

- How will you test your product and verify your value and growth hypotheses? Which metrics will you use?
How will you evolve towards converting your prototype into a viable product? Is the lean approach suitable for your case?

5.1 Definition 4 / 4

✓ - 0 pts Correct

5.2 Revenue Streams 5 / 5

✓ - 0 pts Correct

5.3 Discussion on the "why" 3 / 3

✓ - 0 pts Correct

6.1 Target customers 3 / 3

✓ - 0 pts Correct

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💬 The calculation is not fully accurate.

7.1 Revenue projections 5 / 5

✓ - 0 pts Correct

7.2 Sensitivity Studies 0 / 3

✓ - 3 pts Correct

Not provided.

7.3 COCA 0 / 6

✓ - 6 pts Correct

Not provided.

7.4 LTV 0 / 9

✓ - 9 pts Correct

Not provided.

7.5 Identified path for profitability 0 / 2

✓ - 2 pts Correct

Not provided.

8.1 How to reach target customers? 2 / 2

✓ - 0 pts Correct

8.2 How to convert potentials to customers? 3 / 3

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