

**ITCS335: Introduction to eBusiness**  
*Faculty of Information and Communication Technology*

**Project Phase 1 of Semester 2/2021**

**Score: 25 points**

**COVID-19 Version**

**Due of Report: Saturday **12 Feb 2022** before 8pm Thailand Time via MyCourses**

**Due of Presentation: Day of Presentation before 8pm Thailand Time via MyCourses**

**Project Description:**

This project requires the students to come up with new Tech Startup companies in any domains that must be different from existing competitors, can compete in the competitive environment of this era, and can generate the sustainable business idea.

**Team members:** 5-6 persons

**Description:**

- 1) The students will be paired to come up with the new idea of Tech Startup companies and each pair will pitch to get the funding from both their friends and the judges. The idea of the selected pairs will be implemented, and the pair will become the co-founders of the company.

Note: Each group will need to continue to do the 2<sup>nd</sup> phase of the project with these chosen ideas.

- 2) The students whose ideas are not selected need to apply to the co-founders and continue working on the project.
- 3) The project presentation will be on the day of week #7 and #8 in the normal class schedule.

**Expected Topics:**

This project should produce the following deliverables: -

**1) Detailed explanation of your business**

- Pain / Need that your company wants to solve
- Target customers or/and target consumers (Please use Persona)
- Solution that you propose which are your products / services. Explain why you think that this business will be successful.
- The features of your products and services
- Revenue Model

- Others – any other topics that you think it is necessary for your business

**Please note that:**

You should find the evidence (pictures, clips, reports) to support your claim such as statistics, customer interview, Survey (in the form of Questionnaire), observation. You need to put the references you use as well.

For the interview, you can talk to your target groups in either Thai/Chinese/English but if you ask them in other languages rather English you need to have the English subtitle for that. In case that you would like to have the formal letters for the interview, please contact us to issue the letters and give us 5 working days. However, due to the COVID-19 situation, the time could be delayed, and the letters will be an electronic version. Also, due to the COVID-19 situation, you can also do the online interview.

- 2) **Competitors of your business** – You must select at least 5 competitors to analyze and compare them with your own business. You must give the overview regarding each competitor, and you then compare them with yours into the comparison map at least. You may explain the difference in any other way too such as a written summary of the comparison.

- 3) **SWOT Analysis of your business**

**Guideline for the customer interview**

- Customer's pain/need should be clearly identified.
- You should confirm whether your proposed solution would help them.
- As your interviewees may not be the real target customers, you may suggest them to imagine if they are those target customers, what their opinions / comments / suggestions are.

- 4) **Business Model Canvas** of your business with the explanation of each canvas element and their relationship.

**What you MUST present in the class (in any order):**

- 1) The given topics above
- 2) Other info as needed

**Presentation Criteria:**

- 1) Creativity in presentation is preferable.
- 2) The length of the presentation **cannot exceed 15 minutes**.

- 3) The **Q&A session is 7 minutes**.
- 4) Upload your slide to the Microsoft Teams chat before the presentation starts.
- 5) For the diagram, you can have a separated file and upload to the chat as well.
- 6) You also need to present other necessary parts to make your presentation understandable and complete.
- 7) During the Q&A session, the audience must compete to ask questions to receive the participation scores.
- 8) All members must be present for the presentation and each member must present.
- 9) Each group must come on time, if your group cannot present for your presentation slot, the score will be deducted by 20% of the whole project.
- 10) The presentation score part will be marked based on the Public Speaking criteria and Aj. Robert McEvoy will help us mark this part.

**What you MUST submit: **\*\*Please name all your files in English\*\*****

### **First Submission**

- 1) **Report** (strictly to only *doc* and *docx*): This is the report file of the topics given above with the use of the given cover template. You need to name your file as “secX\_GroupName\_BusinessName\_P1\_Report” and use the given cover page.
- 2) **Report in the PDF format**: This is the PDF version of your report file.
- 3) **Interview Clips** (strictly to only *avi* and *mp4*): **In case that you have the interview**, please name it as “secX\_GroupName\_BusinessName\_P1\_InterviewClip”.
- 4) **Other Video Clips** (strictly to only *avi* and *mp4*): **If your group has video files besides the interview clip that support your analysis, you can include them in the submission.**
- 5) If you think there are other files you need to submit, you can do so.
- 6) Put all your files into one folder then name your folder as “secX\_GroupName\_BusinessName\_P1\_Report”. After that, you need to compress this folder in the *zip*, *rar*, *7zip* formats and then upload it to your shared drive. Please make sure that you give us the permission to download and **DO NOT** delete this file from your shared location until you receive the grade of this subject. Please note that there is the limitation of MyCourses to just 50MB, so we have to ask you to put the submission on your own shared drive. **\* DO NOT upload your zipped file directly to MyCourses. \***

- 7) Lastly, submit the URL of the zipped file for us to download via the project phase 1 submission page on MyCourses. Please use the following format when submitting the URL  
“secX\_GroupName\_BusinessName\_P1\_Report: <URL>”.

## **Second Submission**

- 1) **Presentation Slide and its PDF file**
  - a. This is the presentation file that you need in the presentation session.
  - b. The file must be in either *ppt* or *pptx* format.
  - c. You need to submit both *PowerPoint* and *pdf* files.
  - d. You need to name your file as “secX\_GroupName\_BusinessName\_P1\_Slide”.
- 2) **You are not allowed to submit any other files with this submission.**
- 3) Put all your files into one folder then name your folder as “secX\_GroupName\_BusinessName\_P1\_Presentation”. After that, you need to compress this folder in the zip, rar, 7zip formats and then upload it to your shared drive. Please make sure that you give us the permission to download and DO NOT delete this file from your shared location until you receive the grade of this subject.
- 4) Lastly, submit the URL of the zipped file for us to download via the project phase 1 presentation submission page on MyCourses. Please use the following format when submitting the URL  
“secX\_GroupName\_BusinessName\_P1\_Presentation: <URL>”.

All submission will be checked for the plagiarism using TurnItIn. **If your similarity index is more than 25%, your score will be deducted by 80% of what you have received.** You can validate your similarity index before the submission using the university system. If there are any problems regarding it, you can contact Mahidol University Library and Knowledge Center. Here is the information that you need for checking.

Website:

Thai: <https://www.li.mahidol.ac.th/account-turnitin/>

English:

[https://www.li.mahidol.ac.th/eng/account-turnitin/?fbclid=IwAR0GskKX4hC\\_d\\_KXQqjSI9jHNXVvAxkJduntoCueVkjOeqEx1xSqcuyycSik](https://www.li.mahidol.ac.th/eng/account-turnitin/?fbclid=IwAR0GskKX4hC_d_KXQqjSI9jHNXVvAxkJduntoCueVkjOeqEx1xSqcuyycSik)

ClassID: 32941237

EnrollmentKey: ICTEBiz2021

Please use the following setting for your TurnItIn check:

- Exclude bibliographic materials from Similarity Index for all papers in this assignment - *Yes*
- Exclude quoted materials from Similarity Index for all papers in this assignment - *No*
- Exclude small sources - *No*

**Marking guideline and criteria:** 100% of 25 points consists of:

Business Description (Desc, Revenue Model, Supporting Evidence)	5 %
Target customers and consumers	5 %
Pain	5%
Solution and Features	10%
Competitor analysis	15 %
SWOT	20 %
Business Model Canvas	25 %
Q & A	15 %
Bonus	about 10%
Participation (Presentation)	2% out of 100 points of the subject

Impact factors of your score are:

- Completeness and correctness (e.g. all required items are submitted, all components in each item are submitted.)
- Relationship among related components (e.g. Target customers and SWOT analysis must be corresponded with the business model canvas)
- The bonus scores will be given to the following outstanding performance: Presentation, Excellent Analysis, Report (1 point each out of 25 points of the project).
- Participation (Presentation): Your presentation will be recorded and the clip will be forwarded to Aj. Robert to mark it based on your Public Speaking class.

Penalty Scores:

- 1) **Late Submission or No Submission of any part of your work – get the score of ZERO**
- 2) **Plagiarism 80%** (Group)
- 3) Wrong Format of Submission 5% (Group)
- 4) Cannot finish the presentation in time 10% (Group)
- 5) Late for your own presentation 20% (Individual/Group)

- 6) Not show up for your presentation at all 30% (Individual/Group)

**Please have a BIG note on these: -**

- All given topics must be done for your work to be graded. You cannot select to do just some topics. If that is the case, your project phase #1 score will be ZERO.
- We will not deal with any issues/errors regarding the submission. There will be no investigation regarding issues/errors. ZERO will be given if we do not receive any complete submission by the deadline.

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**Any issues/problems that happens outside the rules stated above will be considered by all lecturers. The decision and the penalty from all lecturers are final.**

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