

COMP2121 E-Business

Individual Assignment 2

Due Date: 09:00 am, Monday, 23 Nov 2020

Backgrounds and Objectives

Assumed that your team is planning to open a start-up, which the business nature is merely on the basis of your personal assumptions. **Your start-up team has the excellent abilities to produce some profitable products which you believe that your team must earn a lot from the e-market.** However, your start-up team does not have sufficient funds to start the potentially profitable business.

Your team is planning to launch a campaign to raise funds from a crowdfunding platform. However, none of your team members has actual experience to launch a crowdfunding campaign. **You are assigned to learn and research how to launch and run a crowdfunding campaign successfully, and share your plan with your start-up team.**

General Guidelines

This is an individual assignment. In your report, you should

- define the extra assumptions for your start-up business;
- **explore and select the crowdfunding platform** to fit for your business purposes;
- explore various cases to define **key success factors** for the crowdfunding projects related to your business;
- explore various cases to define **key failure factors** for the crowdfunding projects related to your business;
- establish the **strategy and roadmap** for your fund raising in the crowdfunding platform;

General Marking Criteria

- Main content (90%)
- Format, briefness, clearness and conciseness of your report. (10%)

General Format

Your report should

- include everything needed such as text, figures, tables, and references in your report for marking purpose.
- be **no more than 6 pages**, excluding cover page. If your report has more than 6 pages, only the first 6 pages will be marked, and the rest pages will not be read and marked. You may put extra supporting information in the Appendix section (up to 4 pages for appendix), if it is needed. The Appendix section is only for reference, and will not be marked.
- be used with the font size 12 in the A4 page size.
- include all references related to your report. Otherwise, it may be treated as the plagiarism.

Submission Requirements

- Submit your soft copy of the word document to the Assignment page in the Blackboard.
- Your file name should be named as *studentID_A2.docx*, for example, *19123456d_A2.docx*.

Late Submission Penalty

For any late submissions, your marks will be deducted as below.

- Within 1 day (25% Less)
- Within 2 days (50% Less)
- More than 2 days (100% Less)

Consequences of plagiarism

If the submissions have at least 50% similarity, they may be treated as the plagiarism cases. The Departmental Learning and Teaching Committee may investigate these cases. All the students involved in these cases may receive 0% for this assignment. In addition, please refer to the student handbook for the policies of plagiarism.