

CS449 Professional Issues in IT, Spring 2018

Project I

Due dates:

Proposal/Abstract: Mar 3, 2018

Project Report: Mar 10, 2018

Presentation: Week of Mar 10-17, 2018

1. This is a team project with teams comprising 2-4 people.
2. In this project, you are required to:
 - a. Explore a new business idea, or develop and advance one you have already worked on
 - b. Develop a detailed business plan for your idea, comprising:
 - i. Vision statement and your profile
 - ii. The people
 - iii. Economic and cash flow assessment
 - iv. Marketing and expansion plan
 - v. Damage control plan
 - c. Explore at least 3 different funding sources and propose a plan for initial capital
 - d. Pitch your idea at an incubation centre *or* visit and study an incubation centre
 - e. Describe a sample project and client you would potentially work with, design your team structure and plan the project with key deliverables and milestones
3. **Proposal:** Title, group members and one paragraph description of the project's idea. There is no need of emphasis on making a case about the idea's usefulness, the abstract should just contain the idea and its elaboration if needed. There is no minimum word or line count for abstract but please do not submit an abstract longer than 10 lines.
4. **Report:** Each team will submit a document detailing 2(a)-(e) and pitch the idea before instructors in a presentation of 5-8 minutes. Dull and routine presentations don't make

any impact in 5-8 minutes so you might have to come up with unique presentation ideas to draw attention.

5. Projects should be related to IT/software, or at least have a component/module related to IT. Project may not have something already presented as part of other course work.
6. Students who do not wish to start their own business may partner with other students with business ideas of their own. Such students are, at the very least, expected to visit one incubation centre (out of the ones discussed in class) apart from completing the rest of the project.
7. Students with no prior experience of working on a business proposal are strongly encouraged to develop the best business idea/project they have. Part of the purpose of this exercise is to help students develop the initiative and skillset required to undertake such experience in real life. In the words of Thomas Friedman, “Everything that can be done will be done. The question is, whether it will be done by you or *to* you”.