

CS449 Professional Issues in IT, Fall 2019

Project 1

Proposal/Abstract: Oct 7, 2019

Project Report & Presentation: Oct 18, 2019

Presentations: Week of Oct 21 onward

1. This is a team project with teams comprising 3-4 people.
2. In this project, you are required to:
 - a. Explore a new business idea, or develop and advance the one you have already worked on
 - b. Develop a detailed business plan for your idea, comprising following sections as per discussion in the class
 1. Executive Summary
 2. Opportunity
 3. Execution
 4. Team and Company
 5. Financial 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. 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.
4. 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.
5. 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 center apart from completing the rest of the project.
6. 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".

Proposal must be one page (PDF) with following included:

Group member names and roll numbers

Abstract of the project (1 or 2 paragraphs)

Report (PDF) must include:

In addition to the requirements already mentioned above, the report must include following:

Major financial statements (assume that your team has been working for 1 or 2 quarters)

Provide financial plan (forecast etc.) for next 3 years including expected number of customers and revenue and margin on yearly basis

Feedback of the incubation center on your idea must be included in the report

1. Comments about Feasibility of the idea
2. Changes/improvements suggested to the idea
3. Good aspects appreciated about the idea
4. Any other advice about the business plan and execution
5. Email of the person providing feedback

Presentation (PDF) to be submitted as instructed

5 to 8 minutes presentation.

Every student must present.

At the end of the presentation, the instructor will ask questions from individual students about any part of the project