**CS449 Professional Issues in IT, Spring 2020 (Sections D, E and F)**

**Project 1**

Proposal/Abstract submission (PDF): Mar 13, 2020

Project Report & Slides submission (**in PDF only**) on SLATE: Mar 25, 2020

Presentations (PDF): April 06, 2020 onwards

1. This is a team project with teams comprising 3-4 students of the same section.

2. In this project, you are required to:

1. Explore a new business idea, or develop and advance the one you have already worked on
2. 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
3. Explore at least 3 different funding sources and propose a plan for initial capital.
4. Pitch your idea at an incubation centre *or* visit and study an incubation centre. UPDATE 20/03/2020: This part is excluded from the scope of this assignment (both report and presentation)
5. 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 in the class 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 (Update : NOT needed to visit Incubation Center).

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 skills 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 (Update : Excluded from scope)

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

**Submission Instructions:** 1. Upload soft copies to SLATE. **Make sure ALL group member Names, Roll Numbers are mentioned in both the report document and the presentation**. Place the files (**pdfs ONLY**) in a folder named after your Project Name. **Zip the folder**. Attach the zipped folder to submit on SLATE. Only one group member to submit the docs, on behalf of the group.

  2. It is your responsibility to ensure on-time submission. As per course policy, deduction of marks will be applicable for late submissions.

3. DO NOT wait for the last hour to submit your assignment, you may run into network issues. SLATE generates an automated email if your operation (upload file) is successful. Keep “Successful assignment Submission/Confirmation Email” from SLATE, in your Inbox, until ALL course assignments are marked. In case of issues, the email will be required by Instructor/TA to be seen in your Mail Inbox.

4. If you are not able to upload assignments to SLATE, due to system issues, contact SLATE administrator ([slatelhr@nu.edu.pk](mailto:slatelhr@nu.edu.pk)) FIRST. In case SLATE having issues close to deadline, you should email (at least 2 hours before the deadline) TA/Instructor detailing issue with evidence (SLATE screenshot, email). An alternative can be provided for uploading assignment, which will be informed to the respective student(s) by TA/Instructor.