

New Era University  
College of Computer Studies  
Technopreneurship Group Activity 3 Feasibility *Analysis*

Student No. \_\_\_\_\_

Name (LN , FN, MI): \_\_\_\_\_ Date: \_\_\_\_\_

Class Schedule: \_\_\_\_\_ Program of Study: BS\_\_\_\_\_ Prof. \_\_\_\_\_

**1. Create a Business Concept (page 83) with your groupmates.**

A **concept test** involves showing a preliminary description of a product or service idea, called a **concept statement**, to industry experts and prospective customers to solicit their feedback. It is a one-page document that normally includes the following:

- \_ A description of the product or service. This section details the features of the product or service; many include a sketch of it as well.
- \_ The intended target markets. This section lists the consumers or businesses who are expected to buy the product or service.
- \_ The benefits of the product or service. This section describes the benefits of the product or service and includes an account of how the product or service adds value and/or solves a problem.
- \_ A description of how the product or service will be positioned relative to competitors. A company's position describes how its product or service is situated relative to its rivals.
- \_ A brief description of the company's management team.

2. Using Appendix 3.1 (page 106) that contains a tool called First Screen, which is a template for completing a feasibility analysis. Print and individually conduct a feasibility analysis.

3. Briefly summarize your justification for your overall assessment.

# Deliver-E Tracker

## Description of Service

We develop a mobile application that tracks the real-time location of delivery boy from start point to end point. This application can give the estimated arrival time of their product to its destination. It is connected on google map and because of this it's need an internet connection. The transaction ends once upon the customers receive the product that verify by its signature. Customer can also give a review in the end of transaction.

## Target Markets

This can serve company, store, and etc. that has a delivery service. This can help them to inform its customers about the status of the delivery. In this case, the customer can benefit because they can estimate the arrival of its product and also the company for customer reviews.

The following are the main example target markets:

- E-Commerce
- Fast-food Restaurants
- Courier Companies

## Special Feature – A Real-time delivery tracker

Compare on the old process, customers don't know what is the exact delivery status of their products and the company. This express the real-time expected time arrival and the exact location of the delivery boy.

## Company Management Team

### 1. Agile Development Team

- Project Manager – Responsible for the development of the system.
- Analyst – Responsible for
- Developer
  - Front-end Developer– Responsible for user interface design.
  - Back-end Developer – Responsible for the functions of the system.
- Tester – Responsible for the quality assurance of the system.

### 2. Marketing Team

- Responsible for the sales and how to market this system into industry.

**Technopreneurship  
Journal Entry**

Student No: \_\_\_\_\_

Module no: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Class Schedule & Section: \_\_\_\_\_ Instructor: \_\_\_\_\_

Today in our online class we

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Something new I learned today (cognitive or understanding and applying) was:

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Today I felt:

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How did I interact (affective or cooperation and responsibility domain) with classmates/teacher today?

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How do I rate my performance?

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My goals for the next module are:

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Teacher response:

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## APPENDIX 3.1 FIRST SCREEN

### Part 1: Strength of Business Idea

For each item, circle the most appropriate answer and make note of the (−1), (0), or (+1) score.

	<b>Low Potential (−1)</b>	<b>Moderate Potential (0)</b>	<b>High Potential (+1)</b>
1. Extent to which the idea: <ul style="list-style-type: none"><li>• Takes advantage of an environmental trend</li><li>• Solves a problem</li><li>• Addresses an unfilled gap in the marketplace</li></ul>	Weak	Moderate	Strong
2. Timeliness of entry to market	Not timely	Moderately timely	Very timely
3. Extent to which the idea “adds value” for its buyer or end user	Low	Medium	High
4. Extent to which the customer is satisfied by competing products that are already available	Very satisfied	Moderately satisfied	Not very satisfied or ambivalent
5. Degree to which the idea requires customers to change their basic practices or behaviors	Substantial changes required	Moderate changes required	Small to no changes required

### Part 2: Industry-Related Issues

	<b>Low Potential (−1)</b>	<b>Moderate Potential (0)</b>	<b>High Potential (+1)</b>
1. Number of competitors	Many	Few	None
2. Stage of industry life cycle	Maturity phase or decline phase	Growth phase	Emergence phase
3. Growth rate of industry	Little or no growth	Moderate growth	Strong growth
4. Importance of industry’s products and/or services to customers	“Ambivalent”	“Would like to have”	“Must have”
5. Industry operating margins	Low	Moderate	High

### Part 3: Target Market and Customer-Related Issues

	Low Potential (−1)	Moderate Potential (0)	High Potential (+1)
1. Identification of target market for the proposed new venture	Difficult to identify	May be able to identify	Identified
2. Ability to create “barriers to entry” for potential competitors	Unable to create	May or may not be able to create	Can create
3. Purchasing power of customers	Low	Moderate	High
4. Ease of making customers aware of the new product or service	Low	Moderate	High
5. Growth potential of target market	Low	Moderate	High

### Part 4: Founder- (or Founders-) Related Issues

	Low Potential (−1)	Moderate Potential (0)	High Potential (+1)
1. Founder’s or founders’ experience in the industry	No experience	Moderate experience	Experienced
2. Founder’s or founders’ skills as they relate to the proposed new venture’s product or service	No skills	Moderate skills	Skilled
3. Extent of the founder’s or founders’ professional and social networks in the relevant industry	None	Moderate	Extensive
4. Extent to which the proposed new venture meets the founder’s or founders’ personal goals and aspirations	Weak	Moderate	Strong
5. Likelihood that a team can be put together to launch and grow the new venture	Unlikely	Moderately likely	Very likely

## Part 5: Financial Issues

	Low Potential (–1)	Moderate Potential (0)	High Potential (+1)
1. Initial capital investment	High	Moderate	Low
2. Number of revenue drivers (ways in which the company makes money)	One	Two to three	More than three
3. Time to break even	More than two years	One to two years	Less than one year
4. Financial performance of similar businesses	Weak	Modest	Strong
5. Ability to fund initial product (or service) development and/or initial start-up expenses from personal funds or via bootstrapping	Low	Moderate	High

### Overall Potential

Each part has five items. Scores will range from –5 to +5 for each part. The score is a guide—there is no established rule of thumb for the numerical score that equates to high potential, moderate potential, or low potential for each part. The ranking is a judgment call.

Score (–5 to +1)	Overall Potential of the Business Idea Based on Each Part	Suggestions for Improving the Potential
Part 1: Strength of Business Idea	High potential Moderate potential Low potential	
Part 2: Industry-Related Issues	High potential Moderate potential Low potential	
Part 3: Target Market and Customer- Related Issues	High potential Moderate potential Low potential	