

## PROTOTYPE DEVELOPMENT II SESSION I

# INTRODUCTION TO PROTOTYPE DEVELOPMENT II

# Learning Objectives

**LO 1 :** Design physical / visual representation and constructive breakthrough of business ideas

- Prototyping Development II Overview

# Prototyping Development II

## Overview



## Seeding

### Pre - Entrepreneurship Course

#### Learning :

1. 5 category Industry 4.0
2. 1 category based on interest

#### Methods :

1. Video Based Learning
2. Seminar

#### Result :

1. Class based on Industry 4.0 category interest

### Entrepreneurship – Ideation

#### Learning :

1. Team work
2. Identification
3. Ideation

#### Methods :

1. Video Based Learning
2. Coaching
3. Feedback by Expert
4. Idea testing

#### Result :

1. Analysed Idea
2. Final Report



## Cultivating

### Entrepreneurship - Prototyping

#### Learning :

1. Identification
2. Ideation
3. Prototyping

#### Methods :

1. Video Based Learning
2. Coaching
3. Feedback by Expert
4. FGD

#### Result :

1. Prototype
2. infographic

### Entrepreneurship - Market Validation

#### Learning :

1. Ideation
2. Prototyping
3. Marketization

#### Methods :

1. Video Based Learning
2. Coaching
3. Feedback by Expert
4. Exhibition & BISANARA

#### Result :

1. Market Validation
2. Market Validation Result



## Starting-Up

### Enrichment 1<sup>st</sup> Semester

#### Learning :

1. Prototyping
2. Marketization
3. Product or service Launching

#### Methods :

1. Coaching
2. Feedback by expert
3. Demo day with VC

#### Result :

1. Product / Service available for the customers

### Enrichment 2<sup>nd</sup> Semester

#### Learning :

1. Marketization
2. Product or service Launching
3. How to get revenue

#### Methods :

1. Coaching by expert
2. Business matching
3. Technology Licencing

#### Result :

1. Business Funding (PPBT)
2. Technology Licence



3 F2F Sessions +  
13 Weeks Discussion  
Forums



Prototype Development 1

Week 1  
Introduction  
and Roleplay



Week 13  
Report



Week 7  
Product /  
Service  
prototype



Prototype Development 2

Week 1  
Introduction



Week 13  
Infographic



Week 7  
Product /  
Service  
prototype



## Scoring

- Assignment – 25% of final score
  - Assignment I: 30%
  - Assignment II: 30%
  - Assignment III: 40%

## Scoring

Assignment	Submission	Description	Assignment Scoring	Final Score
Assignment I	Week 7	Prototype Judgement	30%	25
Assignment II	Week 9	Business Video Submission	30%	
Assignment III	Week 13	Infographic Submission	40%	
Total			100%	



## Assignment I

- Students create a 3-minute video that explains their prototype
- Students test the prototype to minimum 3 classmates and 2 lecturers
- Students create feedback grid and the analysis based on the testing results
- Students submit the link to the video, feedback grid and the analysis to Binusmaya
- Prototype score will be **30% of the assignment score**

## Assignment II

- Create a 5-minute video that explains the business concept
- Video's link will be submitted to Binusmaya
- Video should contain:
  - Problems to solve
  - Products / services as the solution
  - Features and functions of products / services
  - Key resources & raw materials of the products/services
  - Prototype explanation
- The business video score will be **30% of the assignment score**

## Assignment III

- Students submit an Infographic poster in A3 size max. 1 week after week 13 to Binusmaya
- Business infographic contents:
  - Value Proposition Canvas
  - Problem and Solutions
  - Products / Services
  - Products / Services Function
  - Products / Services Features
  - Key Resources
  - Cost Structure
  - Competitive advantages compared to competitors
  - Key Partnership
- The Infographic score will be **40% of the assignment score**

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# **Student Activities**

## Student Activities

- Choose the head prefect
- Create teams consisting of 3-5 members
- Review team's business idea and prepare to develop the prototype

# Session 3 Preparation

## Session 3 Preparation

- Learn Design Thinking Documentation
- Prepare documentation for the team's business idea

## References

Osann, I., Mayer, L., & Wiele, I. (2020). The Design Thinking Quick Start Guide: A 6-step Process for Generating and Implementing Creative Solutions. John Wiley & Sons.