

ITE325 IT ELECTIVE 4 – TECHNOPRENEURSHIP (LAB)
MIDTERM EXAMINATION
2ND SEMESTER, ACADEMIC YEAR 2024 – 2025

Name: **HANIBA, JOHN MEL C**
Program/Year/Block: **BSIT3D**

Date:
Score:

IT Elective 4 – Technopreneurship
Start Up Business Booth Opening and Ribbon Cutting

Objectives:

- I. **Booth Design:** Visual appeal and functionality are critical. Ensure that the design aligns with your brand identity and draws attention.

The **DigiPin** booth will be designed for **visual appeal, functionality, and interactive engagement**. It will serve as a welcoming space where visitors can explore **DigiPin's** products, participate in activities, and make purchases.

1. Layout and Theme

The booth will have a **modern and organized** setup with clearly defined sections to ensure smooth interaction between staff and visitors. Branding elements will be prominently displayed to enhance brand recognition.

2. Key Booth Elements

Backdrop and Branding

- A large banner displaying the **DigiPin logo, tagline, and key products** to establish strong brand identity.
- QR codes linking to DigiPin's **official store and social media pages** for easy access.

Product Display and Demonstration

- **Laptops for Product Display:** Laptops will showcase **digital planners, templates, and available button pin designs** to allow customers to browse easily.
- **Live Pin Customization Booth:** Visitors can request personalized designs for button pins.
- **Digital Planner Demonstration:** A dedicated area where staff will guide visitors on using digital planners effectively.

Interactive Code-Solving Engagement

- **Coding Challenge Activity:** A small section where visitors can participate in a short **code-solving challenge**.
- **Reward System:** Visitors who successfully solve the challenge will receive **exclusive DigiPin products** as rewards, encouraging engagement.

Sales and Transaction Counter

- A designated **sales counter** for processing purchases, with **printed receipts and order forms** readily available.
- Business cards and flyers will be distributed to potential customers.

Marketing and Customer Engagement

- **Photo Spot:** A small branded section where customers can take pictures with their purchased items.
- **Freebies and Giveaways:** Stickers or keychains as incentives for visitors who interact with the booth



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- II. **Target Audience:** Understand the demographic attending the event to tailor the booth layout, design, and promotional materials.

DigiPin's target audience at the event includes:

- Students & Young Professionals – Looking for creative and functional digital planners for organization.
- Artists & Creatives – Interested in unique button pins to express their style.
- Small Business Owners & Entrepreneurs – Seeking custom branding solutions through personalized pins and digital prints.
- Collectors & Hobbyists – Enthusiasts who enjoy pop culture and themed collectibles.

- III. **Product/Service:** Identify key products or services to showcase that will attract attention and spark curiosity.

To attract attention and engage visitors, DigiPin will highlight:

- Custom Button Pins – Featuring trendy designs, pop culture references, and motivational quotes.
- Digital Planners & Templates – Ready-to-download planners, journals, and printable organizers.
- Exclusive Event-Only Bundles – Limited-edition pin and printable packs at special discounts.
- Live Demonstration Booth – Showcasing how digital planners work and how customers can personalize button pins.

- I. **Booth Materials and Equipment**

List all the materials and equipment needed for setting up the booth.

Setup & Display:

- Table, chairs, table cover **Promotional Materials:**
- Flyers, business cards, posters, and a QR code for digital access. **Product & Sales Materials:**
- Button pins, tablet/laptop for digital products, demo screens, POS system, receipts, and order forms.

Miscellaneous:

- Extension cords, notebook, and cleaning supplies.

- II. **Marketing Materials**

1. Brochure Design
2. Poster





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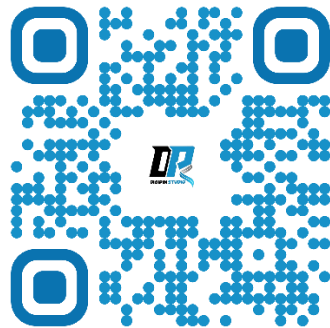
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3. Business Card



4. QR Code for Facebook Page



5. Flyers



6. Promotional Items



7. Others: _____

III. Product or Service

Products to Sell:

- Custom Button Pins – Featuring trendy designs, pop culture references, and motivational quotes.
- Digital Planners & Templates – Ready-to-download planners, journals, and printable organizers.
- Exclusive Event-Only Bundles – Limited-edition pin and printable packs at special discounts.

Services Offered to the Public:

- **Live Customization** – Customers can personalize button pins on the spot.
- **Digital Planner Demonstration** – Showcasing how digital planners work and how customers can maximize their use.
- **Branding Consultation** – Assisting small business owners in selecting designs for personalized pins and prints.
- **On-the-Spot Printing** – Printing services for event-exclusive designs and custom orders.

IV. Startup Business Founder Coordination

- **Team Members & Responsibilities:**
 - **Leader: Knowell Lucky Versoza** – Oversees the overall booth operations and ensures smooth coordination.
 - **Ainjell Manuel** – Manages product sales and handles customer transactions.
 - **John Mel Haniba** – Responsible for live customization and product demonstrations.
 - **Allen Jake Lavina** – Handles marketing and promotional activities, including distributing flyers and engaging visitors.
 - **Ynnyannah Cruz** – Assists in customer interactions, organizing booth materials, and documentation.
- **Shift Management:** Organize staff shifts to ensure efficient booth operation.
- **Role Assignment:** Clearly define responsibilities to streamline workflow.
- **Logistics Coordination:** Ensure materials and equipment are prepared.
- **Customer Engagement:** Create an interactive and welcoming environment for visitors.

V. Others

- Bring orange ribbon for ribbon cutting.
- Print attendance form or sheet using your letterhead for listing audience/visitors’ information.
- All booth activity should be properly documented.

VI. Accomplishment Report

Submit an accomplishment report day after booth opening schedule.