Group Presentation and Business Model Report
Assignment Guidelines

Description and due dates from the Syllabus:

Group Presentation and Business Model Report (55%)
The final project for the term is a collaboratively-created business model that will encourage creators/performers/supporters; respect radicalizing technology and intellectual property contexts; and establish viable and sustainable distribution models. The model should be approximately 5,500-6,250 words, and will be developed in groups of 3-4 students. Besides turning in the written report, students will also present the model (in groups). Groups will incorporate feedback from their presentations into their written reports. The 55% mark is comprised of 25% for the presentation (including slides) and 30% for the written report.

Professor Olivier St-Cyr will attend the presentations on December 3, 2021 to provide feedback, and will mark the user-experience components of the assignment.

Due dates:
- Presentation & discussion in class on December 3, 2021.
- Written materials due in Quercus on December 17, 2021.

Timing, Format, and Purpose of the Presentations (oral component):
Technical preparation note: In case the person in the group sharing a screen or leading the presentation has trouble with their internet connection, please have your presentation materials available to all members of your group so that any of them can share their screen.

Each group has a 25-minute slot, including set-up time:

3:10-3:35 pm	presentation
3:35-4:00	presentation
BREAK 4:00-4:10	
4:10-4:35	presentation
4:35-5:00	presentation
BREAK 5:00-5:10	
5:10-5:35	presentation
5:35-6:00	presentation

Please use no more than 15 minutes to present; then there will be 10 minutes for Q&A. Take notes of feedback you receive.

Focus on presenting the model in a concise way that demonstrates its value, defines its audience, demonstrates the user experience, and appeals to partners and investors. Cover only content areas 1-8 (see below). Prepare a concise slide deck -- no more than 14 slides. Be sure that your business model is completely clear, and explains exactly what need your model fills. Multi-year financial projections aiming to show a profitability time-frame are not required. Instead, focus on specifics of costs (expenses), prices (what customers will pay), and user experience.

Purposes of the presentations include:
- To provide feedback for the business models.
- To learn from other groups about the ways they describe their business model and the supporting research they have done.
- To provide practice in presenting clear and concise business model ideas and in answering questions about them.

Content and Format of the Business Model Report (written component):
Building on the **Status Update on Group Business Model** assignment, and on feedback from the Instructor, other students, and guest speakers, cover all these areas.

1. Demonstrate the market need/problem that the model solves, and give the model a name which is used regularly throughout the Business Model Report and the presentation slides. The business model can be either a business enterprise or a business initiative. The first is a standalone enterprise; the second an initiative within an existing company.
2. Identify the target audience, revenue sources, and principal costs.
3. Explicit identify the business model -- using the "Business Model Construction, Identification, and Assessment" Week 3 class (slide 11). Clearly identify the digital media assets that are distributed through the business model, and aim to have at least two types of media as part of the model (eg., not just audio or just animation or just images or just video). a. How do goods or services get from the producer to the user? b. Who makes money along the way [i.e., as the goods/services move through the model]? c. How are costs incurred along the way [i.e., as the goods/services move through the model]?
4. Expand on 3b. with details of prices for all the goods and/or services the model will provide. Explain how you decided on the price of the goods and/or services that the model will provide. For instance, identify comparable or competitor goods and services, precedents from other industries, etc.
5. Use persona(s), scenario(s), and storytelling (representing the voice of the users) to demonstrate the user experience of your solution. Explain how your persona(s) and scenario(s) are based on results from your target audience research.

6. Identify at least two existing business models that will compete either directly or indirectly with this business model.

7. Identify at least two potential partners and explain why the business model will appeal to them.

8. Identify at least two potential investors and explain why the business model will appeal to them.

9. Provide brief details of your sales strategy. Each question below seems easy at first. However, you'll find that examining each question in detail involves honest discussion of consumer behaviour and psychology -- leading to an effective sales strategy.
   • How do people first hear of your idea?
   • What do they hear, and how will it "connect" with them?
   • What will they do first to "explore" the idea a bit further?
   • What will that experience be?
   • How will that move them towards being a customer?
   • How does a one-time customer become a customer for life?
   • Do happy customers have an effect on the first question above? 'How do people first hear of your idea?'

10. Include at least 12 specific and relevant sources of information. Identify them when used through the Assignment (using footnotes, endnotes, or in-text citations), and also in a bibliography at the end.

The purpose of any bibliography is so that someone reading your work (including you!) can easily scan to see what sources were used. For the citations and bibliography, any style guide (MLA, Chicago, APA, etc.) is fine. Please be sure to include a "date accessed" for all online sources, even if the style guide you use doesn't require it.

11. Explain how the model explicitly meets the "encourage", "respect", and "establish" goals listed in the Syllabus description above:
   • Encourage creators/ performers/supporters.
   • Respect radicalizing technology and intellectual property contexts.
   • Establish viable and sustainable distribution models.

Using Feedback: You are not required to change your model to fit every piece of feedback you have received during the term -- some feedback might be the opposite of other feedback -- but do take feedback into account.

Collective Expertise in Each Student Group: Each student group has a mix of expertise at its disposal. Each UXD -- User-Experience Design -- student (2nd-year) is trained in the design thinking process and knows how to integrate phases of UXD into a complete project. Each MT&DM -- Music Technology & Digital Media -- student (2nd-year) is trained in doing a business model canvas and in communicating the value of an enterprise. All other students

bring specialized knowledge in a variety of fields, contributing different perspectives, skills, questions, and ideas.

Criteria for Marking:

The 55% mark is comprised of 25% for the presentation (including slides) and 30% for the written report. As noted above, the UXD components are marked by Professor Olivier St-Cyr. The marks weighting is:

Presentation

24	Clarity and completeness of the presentation (not including the UXD component)
8	Clarity and completeness of the UXD component
30	Design and legibility of the slides
8	Timing, discussion management, grammar, spelling, and organization

70 points

Written Report

30	Thoroughness and completeness of the report (not including the UXD component)
10	Thoroughness and completeness of the UXD component
20	Feasibility of and support for the business model
10	Length, grammar, spelling, organization, and coherence

70 points

Timeline, Writing Style, and How to Submit:

Work on this project has spanned the academic term. The first part of the work was done Weeks 2 & 3, with a review of the Assignment Guidelines, presentation about research, and in-class group work. On October 22, the **Status Update on Group Business Model Report** was presented for discussion during class and submitted (on October 25) as a written assignment. Groups received feedback in writing around November 11 and received comments about contracts in class on November 19.

Regarding the writing style, note that in this type of business-style academic writing, it's important to include headings that match up to the areas in the Assignment Guidelines. This is a hybrid style of writing: there are both specific and pre-set topic headings and also citations + bibliography. It's important to be concise, and a certain amount of material can be presented in table form or lists (e.g., pricing, target audience, sales strategy).

Although it looks tidy to reduce the length of URLs or hide them under a word such as "here", be sure to include full URLs in this Assignment. The reason for this is that when sent via e-mail or entered into a document, shortened URLs can get corrupted and don't open.

Submit written materials as two separate documents (report and slidedeck) via Quercus, in the "Assignments" section. One student in each group will submit the documents into Quercus on behalf of the group. All members of each group receive the same mark.