# Universiti Tunku Abdul Rahman

**UECS3393 Software Entrepreneurship**

**Summary of Talk**

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**Summary of Talk**

This is a group assignment. In this assignment, your group is going to listen to a talk presented by an invited speaker, and then produce a report by ***summarizing*** the talk according to the following requirements/sections:

1. **Company Background (10%)**

* Describe the company background.

Max Capital Management (MCM) is a Global Investment Holding specialized in project management’s ranging from project conception to project implementation and even involves customer relationship management and event management. MCM seems to have a proven track record of managing over 30 projects with its total combined value of over 10 Billion USD in over 10 different countries in which the project differs from property development, e-commerce, e-learning platforms, hospitality, and healthcare sectors.

As a member of the MCM CSR initiative, MCM has launched a Global Investment Community (GIC) on 15th March 2016 and has over 5,000 members globally with an experienced and dedicated team to manage and handle a knowledge-based platform regarding investing and opportunities worldwide. The education knowledge varies from due diligence to identification, analysis, evaluation, and other core features in the investment cycle. The company believes in People before Profit with trust and integrity as the core of its main values.

1. **Technology(ies) Discussed (20%)**

* Describe the technology(ies) involved (or used) in the entrepreneurship in detail.

1. **Successful Business Model / Business Idea Description adopted by Speaker (20%)**

* Describe the successful business used in the entrepreneurship in detail.

-value -speed -salesperson -play role well good synergy – plan B -review – pitch idea – logical thinking – property lifecycle -

1. **Challenges, Problems and/or Issues faced by Entrepreneur? (10%)**

* Describe the challenges or problems faced by the entrepreneur.

-Self-confidence

-talk to successful people

-start business with strangers

Maximum 500 words for each section.

**------- END OF ASSIGNMENT -------**

**Marking Rubrics**

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| --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 | 5 |
| 1 | No company background is provided | Company background described is hard to understand or misses out significant information | Overly long, or a disjointed company background which is not by itself sufficient to understand the main business idea. | Company background summarizes well that enables readers to understand the main points. | Clearly written company background which can both stand alone and provide insight into the company involved. | Impressive, thorough and clearly composed company background which raises no questions from a reader |
| 2 | No technology is provided | Description of the technology is hard to understand or misses out significant information | Overly long, or a disjointed description of technology which is not by itself sufficient to describe the project | Describe the technology involved well that enables to understand the project | Clearly written description of technology which can both stand alone and provide insight into how the technology is used in the business | Impressive, thorough and clearly composed description of technology which raises no questions from a reader |
| 3 | No business model is provided | Description of the business models are hard to understand or misses out significant information | Description of the business models are short but provide basic understanding about the models. | Description of the business models provide sufficient understanding about the business. | Clearly written description of the business models provide insight into the business. | Well written description of the business models provide insight into the significant aspects of the business. |
| 4 | No challenges or problems is provided. | The description of challenges or problems is hard to understand or misses out significant information | The description of challenges or problems is very brief and not sufficient. | The challenges or problems is adequately described | The description of challenges or problems is good and enables readers to understand the business. | The description of challenges or problems is excellent which raises no questions from a reader |
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