

Grading Assessment

TEAM Pacemakers (21)

Assignment 1: Grade 8%: max. 80 points

Github Repository created, all team members have access	no repository <i>0 points</i>	repository created and max. 2 team members have access <i>6 points</i>	repository created and all but one team member have access <i>8 points</i>	repository created and all team members have access <i>10 points</i>
Team Canvas & Team name	no team canvas in wiki <i>0 points</i>	team canvas in wiki, incomplete information <i>12 points</i>	team canvas in wiki, team alignment and kick-off documented and clear to follow, all team members are considered <i>16 points</i>	team canvas and team name in wiki, team alignment and kick-off very well explained, all team members are considered <i>20 points</i>
Research	no research page in wiki <i>0 points</i>	incomplete research page in wiki, only few sources are explored <i>12 points</i>	good research, different sources (interviews, internet, others) are explored, information is verified, documented and explained <i>16 points</i>	great and informative research page in wiki, a variety of sources are explored, information is verified, well suited to present your research to the challenge giver <i>20 points</i>
Interviews with stakeholders	no interviews with stakeholders documented <i>0 points</i>	no meaningful interviews documented <i>12 points</i>	informative and relevant interviews are conducted and documented <i>16 points</i>	relevant insights drawn from interviews with stakeholders, clearly documented <i>20 points</i>
Open Questions	no open questions section on research page in wiki <i>0 points</i>	incomplete or unclear open questions on research page in wiki <i>6 points</i>	relevant open questions, well suited to get more information from the challenge giver <i>8 points</i>	well thought out questions, clearly stated, relevant and meaningful <i>10 points</i>

Total Points	80
Comments	<p>You have a well-structured wiki in your repository. Your team canvas shows a good initial team alignment.</p> <p>You have started really well on the challenge delivering well-thought and researched outputs. The page is well structured and you have included good quality references. Great job in having interviewed 22 individuals.</p> <p>All team members have access to the GitHub Repository, and you are making good use of GitHub issues.</p> <p>Great job and keep up the good work!</p>

Assignment 2: Grade 4%: max. 40 points

Empathy map	no empathy map 0 points	an empathy map is available 12 points	your empathy map shows a good understanding of your stakeholders' gain and pain points 16 points	clear, concise, and relevant visualization of your challenge opportunities 20 points
Problem Statement	no problem statement 0 points	problem statement is documented 12 points	your problem statement is understandable, applies the HMW canvas, and documents your insight 16 points	clear, well-thought-out and relevant problem statement, well documented on the HMW canvas 20 points

Total Points	36
Comments	Great way of synthesizing your research. Both your empathy map and your HMW statement are very well done. For the overall documentation, I would advise to write a paragraph to motivate and summarize what is visually present on your two screenshots of your virtual boards.

Assignment 3: Grade 3%: max. 30 points

Storyboard	No storyboard 0 points	A storyboard is available in your wiki 12 points	Your storyboard shows a good scenario benefiting from your idea 16 points	Your storyboard is easy to follow, meaningful and clearly demonstrate its use for your idea 20 points
Feedback to Storyboard	No feedback to storyboard documented 0 points	You have documented some feedback collected using your storyboard 6 points	You have collected feedback for your storyboard and you have refined your storyboard 8 points	You have collected feedback for your storyboard, refined it and there is evidence of improvement 10 points

Total Points	30
Comments	The final version of the storyboard is meaningful. Your idea is clear and easy to follow through the storyboard. You have documented in detail the feedback received and is clear how these insights helped you improve your storyboard. Great work! Keep up the great work when collecting feedback for the prototype.

Assignment 4: Grade 10%: max. 100 points

Digital Prototype	none 0 points	barely working 12 points	good release 16 points	excellent, prototype works smoothly 20 points
Key Features	none 0 points	incomplete 6 points	almost complete 8 points	working very well 10 points
Look and Feel	no prototype or very poor user interface 0 points	difficult to understand 6 points	well done 8 points	very well done 10 points
Wording and communication with the user	hard to understand 0 points	not very professional 6 points	easy to follow and to understand, good user experience 8 points	consistent and clear wording, great user experience 10 points

Purpose of digital prototype	unclear 0 points	difficult to see the benefit of the digital prototype 6 points	good use of prototyping. You have communicated the idea of the challenge contribution well. 8 points	you are making excellent use of digital prototyping. You use it very well to bring your ideas across. 10 points
Team work & workflow	hard to tell from issues, project board and wiki 0 points	incomplete 6 points	all team members are involved 8 points	great team work, the entire team is involved, workload seems well balanced, involvement plays to individual strength 10 points
Documentation in GitHub Issues	none identified 0 points	incomplete or unclear 6 points	issues are documented 8 points	very thorough and concise documentation 10 points
Wiki page	none 0 points	incomplete or unclear 12 points	good for showing to the challenge giver 16 points	clear, easy to understand, relevant 20 points

Total Points	98
Comments	Great 1 st sprint. You have done a great initial development of your idea. You are using digital prototyping in a great way to communicate your idea. Teamwork looks great. You are using GitHub issues very well. Good job in using labels. Please be more active and verbose in commenting issues and describing issues. Keep up the good work.

Assignment 5: Grade 10%: max. 100 points

Business Model Canvas	no business model canvas found in wiki 0 points	business model canvas is incomplete 6 points	business model canvas gives a good overview of the business case of our team's idea 8 points	all sections are complete, clear, concise, and relevant, it demonstrates a good understanding of the business case 10 points
Customer Segments	none identified 0 points	incomplete or unclear 6 points	customer segments are identified 8 points	customer segments are identified and relevant 10 points
Value Propositions	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
Channels	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
Customer Relationships	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
Revenue Streams	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points
Key Resources	none identified 0 points	incomplete or unclear 6 points	identified and relevant 8 points	identified, relevant and concise 10 points

Key Activities	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>
Key Partnerships	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>
Cost Structure	none identified <i>0 points</i>	incomplete or unclear <i>6 points</i>	identified and relevant <i>8 points</i>	identified, relevant and concise <i>10 points</i>

Total Points	90
Comments	<p>Good job on the first version. You have an overall concise big-picture of your business model, and you have identified many relevant aspects around your business. There some aspects that leave room for improvement. We suggest you address these to improve your BM and get full points for it on the final deliverable. Take into consideration the following:</p> <p>The block customer segment you can make more concise by clearly dividing it into B2C and B2B. On the B2B side you have not only the sports clubs, but also the organizers of large professional sport events, who could acquire your service to have their event on the app, as e.g. European Championships Munich2022.</p> <p>On the block resources, you have unfortunately missed the point. Here as a startup, you should describe the human, physical and financial resources necessary to implement your idea and run your startup. These resources must be aligned with the activities and the costs. I.e. You need to list the resources necessary to run the activities (think broader activities: you need to acquire partners, you need to market it to get users, you need a community manager, you need a developer to update/maintain/further develop and fix bugs, etc) and ideally, you would estimate (at least roughly) their fixed/variable costs. You seem to consider your team as the startup founders, but you are not being paid for your work – You need to say your roles (which activities each is responsible for) and estimate your salary or explicitly say you won't take salary for an 'X' period of time. It's a good strategy to bootstrap for at the beginning.</p> <p>Extra mile for the final deliverable. Can you answer based on your business model if this is a viable business to start? Consider your revenue model and the updated estimated costs?</p>

TOTAL TEAM POINTS	334 TOTAL POINTS (from 350 awarded)
--------------------------	--

Please note these assignments account for 85% of your individual grade. The remaining 15% comes from the individual quizzes. Bonus points of up to 50 points (5%) are awarded on instructors' discretion based on students' individual contribution. The final notes and transcript of records will be available at the end of HM's summer semester (July 2021).

Final Grade Cutoffs (German grades and American letter grades in parenthesis)									
1,0 (A)	93%	1,7 (B+)	87%	2,7 (C+)	77%	3,7 (D+)	67%	5,0 (F)	<60%
		2,0 (B)	83%	3,0 (C)	73%				
1,3 (A-)	90%	2,3 (B-)	80%	3,3 (C-)	70%	4,0 (D)	60%		