

Grading Scheme

ASSIGNMENTS	WEEKS	GRADE
(1) Team Canvas & kick-off challenge research Objectives: <ul style="list-style-type: none"> Kick-off your work as a team. Align the team vision, manage course expectations, align previous experiences, and roles in your team. Research the challenge problem. Learn hands-on intercultural and international collaboration skills. Learn how to work effectively in remote teams. Increase your employability in a modern, global, digital work environment. 	1	5% (50 points)
(2) Problem Statement Objectives: <ul style="list-style-type: none"> Research the challenge problem. Write a concise statement of your understanding of the problem. The problem statement is a feedback to the challenge giver and shows the understanding of the challenge. The problem statement is the starting point of ideation. 	2	2% (20 points)
(3) Ideation Objectives: <ul style="list-style-type: none"> Develop an innovative contribution to the proposed challenge. Agree in your team what to work on. Learn about innovation processes and entrepreneurial thinking. Increase your employability in a modern, global, digital work environment. 	3	8% (80 points)
(4) Sprint 1 Objectives: <ul style="list-style-type: none"> Work on your idea. Demonstrate scenarios for your idea. Learn how to prototype using digital technologies. Learn processes and agile organizational skills used in digital projects.	5 & 6	10% (100 points)
(5) Business Model Canvas Objectives: <ul style="list-style-type: none"> "Light-weight" proof of business case of your idea. 	4-7	10% (100 points)
(6) Sprint 2 Objectives: <ul style="list-style-type: none"> Refine your idea. Test your idea and collect feedback. Learn how to prototype using digital technologies. Learn processes and agile organizational skills used in digital projects. 	7 & 8	10% (100 points)
(7) Final Presentation Objectives: <ul style="list-style-type: none"> Present your challenge contribution to the challenge givers. Make effective presentations and pitches. Increase your employability in a modern, global, digital work environment. 	9	20% (200 points)
(8) Final Report & Prototype Objective: <ul style="list-style-type: none"> Provide a valuable output for the given challenge. 	9	20% (200 points)
TOTAL		100% (1000 points)
BONUS: Individual bonus points for outstanding contribution/participation	0-9	5% (50 points)

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%		

Grading Assessment TEAM 11

Assignment 1: Grade 5%: max. 50 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, poorly filled out <i>6 points</i>	team canvas in wiki, team alignment and kick-off well documented <i>8 points</i>	team canvas in wiki, team alignment and kick-off very well documented <i>10 points</i>
Research	no research page in wiki <i>0 points</i>	incomplete research page in wiki <i>6 points</i>	good research, well documented <i>8 points</i>	great and informative research page in wiki, very well suited to present your research to the challenge sponsor <i>10 points</i>
Interviews with stakeholders	no interviews with stakeholders documented <i>0 points</i>	no meaningful interviews documented <i>6 points</i>	well done <i>8 points</i>	great insights from interviews with stakeholders <i>10 points</i>
Open Questions	no open questions section on research page in wiki <i>0 points</i>	few (almost trivial) open questions on research page in wiki <i>6 points</i>	good open questions, well suited to get more information from the challenge sponsor <i>8 points</i>	excellent <i>10 points</i>

Total Points	44
Comments	The team started really well on the challenge. Nevertheless, the research focused on desk research and the interview with Dr. Triebswetter only. There is no documentation of primary data collection with other stakeholders. This is an important next step to get their perspective.

Assignment 2: Grade 2%: max. 20 points

Research the problem	no new research found <i>0 points</i>	research documented <i>6 points</i>	the problem was well researched <i>8 points</i>	Your wiki page shows excellent research in the problem domain. You were able to identify key sources and structure the information that you have obtained very well. <i>10 points</i>
Problem statement	no problem statement <i>0 points</i>	problem statement is available <i>6 points</i>	Your problem statement is understandable and documents your insight. <i>8 points</i>	Excellent problem statement <i>10 points</i>

Total Points	16
Comments	The problem is well researched based on desk research and interview with Dr. Triebswetter. It is important you try to understand the perspective of companies / their employees. The challenge is to make them care about climate protection in times of crises.

Assignment 3: Grade 8%: max. 80 points

Empathy map	no empathy map 0 points	an empathy map is available 6 points	Your empathy map shows a good picture of your stakeholders' gain and pain points. 8 points	Excellent visualization of your challenge opportunities. 10 points
Ideation	ideation not documented 0 points	ideation was documented 6 points	well done 8 points	great, the ideation process is very well documented 10 points
Storyboard	no storyboard 0 points	A storyboard is available in your wiki. 6 points	Your storyboard shows a good scenario benefiting from your idea. 7 points	excellent 10 points
Feedback to storyboard	no feedback to storyboard documented 0 points	You have documented feedback collected using your storyboard. 6 points	You have collected feedback for your storyboard and you have refined your storyboard. 8 points	excellent 10 points
Press Release	no press release 0 points	An imaginary press release is available. 12 points	Your imaginary press release is well written using the guidelines provided in the workshop. 16 points	excellent 20 points
FAQs	no FAQs 0 points	Your wiki shows a short list of FAQs. 12 points	good list of FAQs 16 points	comprehensive list of FAQs, all relevant questions are answered 20 points

Total Points	62 (out of 80)
Comments	<p>The primary research data collection is not documented under research. Who did you talk to to build the empathy map? We may not assess if the empathy map reflects the stakeholders opinions if we cannot read the data input. Also, who gave you feedback on the storyboard?</p> <p>We recommend you document all primary data collection with the target audience and possible end-users (prototyping testing) separately in a wiki and point out to who did you talk to and summarize results to provide evidence to the deliverables produced.</p> <p>On the FAQ you mention the app is tailored to commercial areas – is this a niche? Overall, you need to clarify the target audience, especially if you will target a specific industry, segment of type of business: present the rational to it.</p> <p>The Press release has a necessary structure, starting with explaining the problem. What is the problem? Why did the companies part of the ecoprofit needed something like your app ? How does the app support the ecoprofit to retain companies in the program and acquire more participants?</p> <p>Did you manage to conduct any interview with actual companies that are taking part or have in the past taken part of the ecoprofit program? This would</p>

	<p>be key to understand their problems and how a visualization and chat app could support them.</p> <p>What about the possibility to use it for marketing purposes? On the storyboard you mentioned the companies using the app could be rated as “green businesses” in Munich. Is it binary? Green/not green or could it be a scale of green?</p>
--	--

TOTAL TEAM POINTS	122 TOTAL POINTS (from 150 points awarded)
-------------------	---