

Business Case & Draft Plan submission

[Start Assignment](#)

- Due 28 Mar by 23:59
- Points 100
- Submitting a file upload
- File types pdf

Following the Pitch presentation, **each group** should complete and submit a pdf document that includes

- Business case (written version of pitch content)
- Plan for first milestone

as per posted description.

Please, replace Gantt Graph with the Milestone template page discussed in week 3.

If you want to put both Gantt Graph and Milestone template, you have an additional page for the page limit

BusinessCase + Plan Rubric

Criteria	Ratings						Pts	
What A good description of what the project is about	20 Pts Excellent The project scope is clear and concise	15 Pts Good The project aims are explained in some detail, with room to improve/clarify		10 Pts Basic The project aims and core concepts are listed		5 Pts Poor It is hard to follow the project description	0 Pts No marks	20 pts
Why Project is well motivated	10 Pts Full marks Motivation is provided and benefits of the project are clearly explained			5 Pts Basic Motivation is provided in dot point		0 Pts No marks	10 pts	
Context The context of the project and their beneficiaries are provided	10 Pts Full marks Context is clearly presented		5 Pts Basic Context is briefly presented and/or implicit		0 Pts No marks Lack of context, implicit or ambiguous		10 pts	
Milestone 1 plan Milestone 1 description and planning	15 Pts Full marks Milestone 1 is well chosen and clearly decomposed in list of activities		10 Pts Good Milestone is reasonable and list of activities is clear		5 Pts 5 Effort to chose a milestone but generic/poor description of its activities		0 Pts No marks	15 pts
Team description Description of Team organization, roles, risk etc	10 Pts Excellent Good planning and description of team dynamics (role, meetings, risk etc)		8 Pts Good Team planning is described in some detail		4 Pts Basic Some basic steps towards team organization		0 Pts No marks	10 pts
Document organization How well the document is organised in section, has a good tittle, authors etc	15 Pts Excellent Clear title and use of headers. Formatting is simple and effective		10 Pts Good Document has a title and authors. Majort sections for each part, and good used of headers/format		7 Pts Basic Title and header may be generic, lack of formatting or too many formats that distract from the content.		0 Pts No marks	15 pts
Readability	20 Pts Excellent	14 Pts Good	10 Pts Basic			5 Pts 7	0 Pts	20 pts

20/03/2024, 22:14

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Clarity, spelling and flow	Document is easy to read, with adequate punctuation and spelling and flow	Correct use of language, but need some effort in term of content flow	Document requires some effort to read, due to long sentences and does not link sections together. Minor spelling/grammatical errors	A document that us hard to read due to repeated mistakes and lack of flow.	No marks	
Total points: 100						