

SI 360 – W19 Challenge One  
'Boom or Bust' Instructions

1. The entire section will be randomly-assigned to one of eighteen (18) groups through Canvas prior to Tuesday, February 5<sup>th</sup>.
2. Decide whether to select a Group Leader for this Challenge, and if so, agree on a person.
  - a. The selection of a group leader is optional.
  - b. If selected, however, they will receive a twenty percent (20.0%) bonus, and accordingly, are expected to contribute something more to the group effort.
  - c. **Submit the name of the person to Canvas via the designated assignment in 'Challenges' (or in Modules – Module One) – 'Challenge One – Leadership Multiplier' no later than 5:20 PM on Tuesday, February 12<sup>th</sup>.**
3. Select and analyze an Ann Arbor-based startup consistent with Guy Kawasaki's philosophy as discussed in Chapter 1 of 'Art of the Start 2.0'.
  - a. The first group communicating their selection to the instructor via the UM SI 360 #challengeone channel in Slack will be entitled to that selection, and any group subsequently selecting the same startup will have to select another available startup.
4. Develop a compelling case for your selected startup to be viewed as a 'Boom' – NOT a 'Bust'.
5. Prepare a PowerPoint presentation making your case to the entire section, and a one-page written summary detailing your position.
6. **Upload both to Canvas via the designated assignment in 'Challenges' – 'Challenge One: Startup Battlefield' - no later than 11:59 PM on Tuesday, February 12<sup>th</sup>.**
7. Make a maximum 3:00 minute timed group presentation to the section on Thursday, February 14<sup>th</sup>.
8. The presentation order will be randomly determined through the Random.org generator.
9. After all of the presentations, each group leader (or one group member) will have an opportunity to make a final ten (10) second stand-up 'Boom' pitch for their group prior to locking the voting.
10. **The 'Risk Quotient' can be selected through Canvas until 4:00 PM on Thursday, February 14<sup>th</sup>.**
11. Using a slider in Poll Everywhere (PE), the entire section will rank the presentations from 1 to 16 – or from 'Boom to Bust'.
12. Multipliers will be awarded as follows:
  - a. 1<sup>st</sup> Place: 1.3x (130%)
  - b. 2<sup>nd</sup> Place: 1.2x (120%)
  - c. 3<sup>rd</sup> Place: 1.1x (110%)
13. An instructor will score all submissions in Canvas, and multipliers, if any, will be applied to the instructor-determined base score. Please note that multipliers are cumulative.
14. **Finally, you MUST complete and submit the 'Feedback Loop' in Canvas no later than 5:59 AM on Monday, February 18<sup>th</sup> to receive points for the Challenge.**
  - a. **FAILURE TO DO SUCH WILL RESULT IN ZERO POINTS FOR THE CHALLENGE!**