**Project Description: Minimum Viable Product (MVP) and Minimum Viable Business Plan (MVBP) Development**

**Overview:**

In this project, you will work in groups to develop a minimum viable product (MVP) and a minimum viable business plan (MVBP) for a software solution that solves a real-world problem. You will follow the scrum framework to manage your project, and you will create various artefacts, such as a product backlog, sprint backlog, and increment, throughout the development process.

**Iterations:**

The project will be divided into four iterations, each with a specific focus:

* Market Segmentation & Customer Exploration
* Business Model Canvas & Product Brochure
* Minimum Viable Product (MVP) Testing & Sprint Retrospectives
* Minimum Viable Business Product (MVBP) & Pitch Deck Preparation

**Deliverables:**

1. Market Segmentation & Customer Exploration (Week 4)

* Market segmentation analysis (20%)
* Customer persona documentation (20%)
* Customer interview summary (30%)
* Market opportunity analysis (30%)

1. Business Model Canvas & Product Brochure (Week 7)

* Business Model Canvas (40%)
* Product brochure (40%)
* Sales forecast (20%)

1. MVP Testing & Sprint Retrospective (Week 10)

* MVP testing plan (30%)
* MVP test results (40%)
* Sprint retrospective (30%)

1. MVBP & Pitch Deck Preparation (Week 13)

* MVBP (40%)
* Pitch deck (40%)
* Financial template (20%)

**Peer Evaluation:**

You will evaluate your team members' contributions to the project based on their involvement, commitment, and delivery of their assigned tasks. The peer evaluation will account for 10% of the total project grade.

**Final Project Presentation:**

You will present your MVP and MVBP to the class and a panel of judges. The presentation should be no longer than 10 minutes, followed by a 5-minute Q&A session. The final project presentation will account for 15% of the total project grade.

Grading Criteria:

The project will be graded based on the following criteria:

* Market segmentation and customer exploration (15%)
* Business Model Canvas and product brochure (20%)
* MVP testing and sprint retrospective 2 (20%)
* MVBP and pitch deck preparation (20%)
* Peer evaluation (10%)
* Final project presentation (15%)

**Project Timeline:**

The project will run for 15 weeks, with each iteration lasting approximately 3-4 weeks. The following is a tentative timeline:

* Week 1-2: Project ideation and team formation
* Week 3: Market segmentation and customer exploration
* Week 4-5: Business Model Canvas and product brochure
* Week 6-9: MVP testing and sprint retrospective
* Week 10-11: MVBP and pitch deck preparation
* Week 12-13: Final project presentation preparation
* Week 14: Final project presentation