

## **Assignment Instructions and Guidelines**

### **Assignment 3: Video Pitch of Entrepreneurial Idea**

For this assignment you will be conducting a pitch of your collective/group entrepreneurial idea to take forward, on a video format. This pitch will consist of seven parts that you will integrate into a video lasting a minimum of four and a maximum of five minutes.

1. Problem statement
2. Solution: What do you offer (product and/or service)?
3. Target users (and customers, if distinct): Who do you serve?
4. Benefits for users (and customers, if distinct)
5. Distinctive Competence: How are you different / better?
6. Business Model: How do you operate?
7. Feasibility (market, technical or operational, financial)

The evaluation of these sections will be based on the criteria described on the Evaluation Criteria document below.

### **Guidelines**

- Submit your assignment on time (by the deadline). Remember: it may take several minutes to upload your file so leave yourself plenty of time. Late assignments will be penalised.
- The video length for this assessment is 4 to 5 minutes (+10%). Submissions that exceed this limit will be penalised.
- Your assignment must be in any common video format (e.g. mp4, avi)

### **Grading**

This collective/group assignment is worth 50% of your total grade for this module. For information on how your grade will be calculated, please review the Evaluation Criteria document.