

Innovation and Business in ICT
Assignment 3: Video Pitch of Entrepreneurial Idea

Dimension	Weight	Distinction	Merit	Pass	Unsatisfactory
1. Problem Articulation of the problem (e.g. needs and insights).	10%	You perform tasks comprehensively in relation to the specific dimension and demonstrate deep understanding of the related issues. You choose appropriate concepts and frameworks to conduct each task and apply them competently to structure your arguments. You illustrate each task, issue and/or associated arguments effectively through carefully selected facts.	You perform tasks well in relation to the specific dimension and demonstrate good understanding of the issues involved. You choose appropriate concepts and frameworks to conduct each task, albeit with some gaps in how you apply those to structure your arguments. Your use of facts to conduct each task and illustrate associated arguments is not always clear or relevant.	You perform tasks satisfactorily in relation to the specific dimension and demonstrate reasonable understanding of the issues involved. Where you do use appropriate concepts and frameworks, there are major gaps in how you apply those to structure your arguments. Your use of facts to conduct each task and illustrate associated arguments is limited. The connections between the different dimensions are limited.	You perform task unsatisfactorily in relation to the specific dimension and/or demonstrate limited understanding of the issues involved. You do not provide substantive effort to connect to and use concepts and frameworks introduced in the module. There is little or no attempt to use facts to conduct each task and illustrate associated arguments. There is a disconnect between the different dimensions. Little clarity, scant details, and overall incoherence.
2. Solution Articulation of the solution. What will you offer (product and/or service)?	10%				
3. Users Identification of target users and customers (if different). Who will you serve?	10%				
4. Benefits Identification of the benefits for users and customers (if different).	10%				
5. Distinctive competence Articulation of distinctive competence(s). How are you different / better from existing competing alternatives?	10%				



6. Business model Brief, dynamic presentation of the business model. How will your business operate?	10%				
7. Feasibility Evaluation of feasibility (market, technical or operational, and financial), including critical points where idea could fail.	10%				
8. Structure and style Clarity of expression (verbal and visual), structural coherence, flow of ideas, aesthetics, video quality.	30%	Your ideas are presented in a logical and coherent manner. Your narrative is concise and well crafted. Excellent aesthetics and video quality.	The viewer can follow the structure of your argument and discern your meaning with little effort. Good aesthetics and video quality.	The viewer cannot always follow the structure of your argument or discern your meaning. Satisfactory aesthetics or video quality.	The viewer cannot follow the structure of your argument or discern your meaning. Poor aesthetics or video quality.

