



FEU INSTITUTE OF TECHNOLOGY

COLLEGE OF COMPUTER STUDIES

CCS0103 TECHNOPRENEURSHIP

SUMMATIVE 1

Business Idea

Student Name / Group Name:			
Members (if Group):	Name	Role	
Section:			
Professor:			

I. INSTRUCTION

For this project, each group will be presenting their business idea which compose of identified problem, target customers and concept for solution they would like to provide. Students will be creating a presentation for 5 minutes explaining the Business Idea Concept

CONTENT TO BE CREATED:

- **Problem** – Brief explanation of the existing problem.
- **Target Customer** – Who are affected with the problem.
- **Product/Service (Solution)** – Solution that they would provide to the consumer.

GUIDELINES

1. The Business Plan should be aligned with their course, skills and expertise.
2. Product or Services should have integration of technology whether through mobile app or website.
3. The Business Plan Presentation should be formal as if presenting to investors.
4. The Business Plan should be feasible and viable for an actual business.
5. Groups will do an actual presentation for 5 mins with their business proposal.

II. Business Project Criteria (RUBRIC)

	Poor 1-7	Fair 8 - 14	Good 15 - 19	Excellent 20 - 25	Score
Product's Quality	Product do not satisfy customer's taste and preferences, not beneficial to the customers, similar products are already existing.	Products do not satisfy customer's taste and preferences, not beneficial to the customers, and newly introduced product to the customers.	Products satisfy customer's taste and preferences, not beneficial to the customers, and newly introduced product to the customers.	Products satisfy customer's taste and preferences, beneficial to the customers, and newly introduced product to the customers.	
Organization	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because student jumps around.	Presents information in logical sequence which audience can follow.	Presents information in logical, interesting sequence which audience can follow.	
Knowledge	Student does not have grasp of information; student cannot answer questions about subject.	Student is uncomfortable with information and is able to answer only rudimentary questions.	Student is at ease with expected answers to all questions, but fails to elaborate.	Student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration	
Presentation tools	Illustration (Graphic, art, or text) quality is superfluous or not present at all. Presentation has four or more spelling errors and/or grammatical errors.	Illustration (Graphic, art, or text) quality minimally supports presentation. Presentation has three misspellings and/or grammatical errors.	Illustration (Graphic, art, or text) relate to text and presentation and appeal to the audience and match the task. Presentation has no more than two misspellings and/or grammatical errors.	Illustration (Graphic, art, or text) explain and enhance sales appeal. Presentation has no misspellings or grammatical errors.	
Total: 100 points					

