Report (30 pages maximum)

Introduction

* Concepts of the business, Market research, Potential clients, partnership, competitors and how we beat them?

Business Opportunity

* Market problems? How we come up with the idea of developing the business? Data related to that, Give detailed analysis

Business Model and Plan

* Implemented technology? Resources? Risk analysis and how to tackle these occurrences? Organization structure (leadership style and development strategy)

Conclusion

* Summary of Business Solutions & Recommendations to implement successful & limitations.

**Introduction**

* Description of your technology business, including (but not limiting to) the information below:
  + Your business name
  + Industry and specialisation
  + Clients, business partners, competitors
  + Size and information about the targeted market(s)

**Business Opportunity**

Descriptions of the existing market problems and your technology business opportunities

* You may use narrative, flow chart, table, hypothetical statistics etc. to describe the current market problems
* Current global events can be taken into consideration to further highlight the problems and potential improvements
* Explain the importance/impacts of the problems that need to be addressed; and
* What are your business solutions and how they can effectively address the identified problems

**Business Model and Plan**

* A detailed description of the proposed business model, including:
  + Description of the technologies to be implemented, e.g., their functionalities, how can they be acquired, are they completely new/need to be built and integrated into existing systems or are they add-ons etc.
  + Description of organisational resources (e.g., budget, manpower, relationships); how the proposed solutions are compatible with and complement the current products and services in the market, how to appropriately utilise the resources to acquire and implement the proposed solutions.
* A detailed description of the business plan to implement the business model:
  + Identify the potential issues during the implementation and how to address them, e.g., how to organise and manage implementation team, which stakeholders should be involved–how much involvement and in which stages
  + The implementation strategy, e.g.,
    - Should the solutions be implemented by following a waterfall model or an agile approach
    - What leadership styles should be employed to achieve which purposes (e.g., selecting the improvements to be implemented, persuading end-user adoption of the improvements etc.)
  + An estimated time frame for the implementation
  + How to measure the successful implementation and its effectiveness?
  + What are the changes in the current business model and business processes after the improvements have been implemented?

**Conclusion**

* Summarise your business solution and provide some key recommendations for successfully implement the plan
* Discuss any limitations/caveats of the business model.

**Member Contributions**

* Provide a table that contains the following information:
  + Group member names and student IDs
  + Tasks, i.e., which parts of the presentation that were prepared by which members
  + Contribution of the member to the presentation (in percentage)
    - For example, if a group has 4 members and each contributes 25% to the presentation, then all members will receive the same grade

**References**

* Follow IEEE referencing style