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Assignment One: Interviews on Entrepreneurship

I have engaged five different people from my home country and here in Germany including university students, friends, family and business holders in my interview to get their views on entrepreneurship. During these interviews, I have found that the term Entrepreneurship is so known to some and others have some myths about this. But people who have ideas about this, almost everyone preserves a wish to become an entrepreneur someday.

My first interviewee was Mr. Rashed who is pursuing his Masters' in Mathematical Modelling Simulation and Optimization in University of Koblenz-Landau, Germany. According to him, Entrepreneurship is the creation or extraction of economic value, which is observed as change, generally entailing risk beyond what is normally encountered in starting a business, it may include other values than simply economic ones. He states that a company is a permitted article and a successful corporation, which has worker satisfaction, great structure and sufficient revenue to take the organization to the added growth. According to him, on starting a new business one must have a settled plan about the business and its structure as well. Besides, he also gives a big emphasize to the capital management and will to go on in case of a startup and says vision, strategy and execution are the important ones. In the eight minutes interview with Mr. Rashed, I have found that he agrees more with the structural way of Entrepreneurship. Even he has a target of his own startup and he is already planning the further steps.

The second interview was taken of Mrs. Shikha who is a public job holder, in Bangladesh and wants to start her own business. According to her entrepreneurship is the search for something that is repeatable and scalable someone is looking for something that one could do without special magic stuffs, it's kind of making the dream come true. She has a plan to start her own business and currently studying that. She thinks successful companies are made by proper leadership and structured organization with proper purpose and will to do things no matter what. She thinks family support is important for a woman to start something new and social, mental, economic challenges can be in the way of success. As per her opinion, entrepreneurs are made, though they have huge impact of their surroundings. She is more concerned with the risk reduction factors like technology risks, team risks, capital risks.

My third interviewee Ms. Rahnuma who defines Entrepreneurship as originating a business alone or with cofounders. From her talking I would conclude that she does not have quite a clear idea about Entrepreneurship, she thinks that ideas are generated suddenly and one has to born with talents, but she is passionate about the ideas on her own startup. As per her a successful company depends on a perfect leader only. Also, duties of business man is to keep the profit going. She also emphasized on the problems faced by a new entrepreneur like financial.

Then about Mr. Rezwan, being a business owner sees Entrepreneurship from a different aspect. According to him, Entrepreneurship is rather a perspective or lifestyle for some individuals. It is to invent new things, try doing things ahead of times, seeing things from a distance. He also approves for a capitalist to do market research as well as making a good network to attract more customers. Along with other requisites he highlighted that having a good name is also a primary concern to be successful as it describes the business scenario to people. He has a lot of experience in business and still working on it to have solid ground knowledge before his own startup. He thinks researching the market, founding a structure of organization and having a good network are the prime duties of a businessman. Besides, he

emphasizes having a good team and purpose as important as an appropriate idea in case of getting successful as a company.

My last candidate was Ms. Mumu, who is a former data scientist and now pursuing masters, who sees Entrepreneurship as a job opportunity for a number of people which can be new and creative. At some sense she is right. As per her, duties of a businessman are to Plan, make strategy and work on that properly. She thinks companies are created with goal, structure, knowledge on what's going on. She highlights that one must need a unique idea to begin a business and entrepreneurs don't have personal life and they have to invest all of their time to improve the business, which is not true in all sense. For getting successful in her opinion means to set a goal and being able to reach it, which is absolutely right. So, she had a mixed idea about entrepreneurship. Though she finds here risks more than gain, she is that much interested in taking risks in spite of all odds.

According to Mr. Rashed, I think he agrees with the second framework of Byers, Dorf and Nelson which is Vision, Strategy and Execution as he gives more light on making a well-suited strategy for a vision before executing it. On the other hand, Ms. Rahnuma wants to begin a startup with a very minor investment and has greater plans for the future according to the situation and choices comes in the way to finalize the vision. This slogan ties with the last framework "Effectuation" which is opposite to the second framework. Again, Mrs. Nahar is concerned about risk managements, which relates the risk reduction frameworks with technology, team, capital, market risks etc. Later, being a person from business background and having the existing shared business experience Mr. Rezwan could provide a clear scenario on Entrepreneurship. According to his representations, I think he also believes in the third framework 'Sahlman's Concept of Fit' that says to make a business plan succeeded People, Deal, Opportunity and Resources must fit together. Lastly Ms Mumu believes in grabbing the opportunity and making that workable, so her thought process matches with the first framework which includes opportunity recognition and pursuit of that.

My interviews were conducted in some mixed ways, face to face or via phone calls or WhatsApp calls. The **first** one was with Mr. Rashed, he is my roommate, so this was a face to face interview having a time duration of not more than seventeen minutes. The **second** interview was with Mrs. Shikha, from Bangladesh, which was conducted via WhatsApp platform and the duration is almost eleven minutes in total. The **third** interview was of less than ten minutes with Ms. Rahnuma via phone call. The **fourth** interviewee was Mr. Rezwan with whom I had a discussion of almost fifteen minutes via Whatsapp platform. **Lastly**, with Ms Mumu the interview was of almost thirteen minuets and it was face to face conversation when she came to visit me in my city. All the people are my friends or family from Germany and my home country Bangladesh. The transcript of interview as key points are added as reference with the report.

Reference:

1. https://www.youtube.com/watch?v=Rf3xSqgpFHE&feature=youtu.be

Transcript of Interviews:

1. Mr. Rashed, Male, 26, Masters' student in Mathematical Modelling Simulation and Optimization in University of Koblenz-Landau, Germany.
   - Heard the term Entrepreneurship first time in college, had well idea about the word entrepreneurship.
   - Had knowledge in general terms mentioned in the interview guidance (stated briefly in the report)
   - Wants to start own business someday

2. Mrs. Shikha, Female, 40, Public Job Holder, wants to start her own business, Bangladesh.
   - Heard the term Entrepreneurship first time from her brother who was an entrepreneur back then, had idea about the word entrepreneurship.
   - Had good knowledge in general terms mentioned in the interview guidance (stated briefly in the report)
   - Wants to start own business someday

3. Ms Rahnuma, Female, 28, Masters' in Chemical Engineering in University of Berlin, Germany.
   - Heard the term Entrepreneurship first time in university, had some idea about the word entrepreneurship.
   - Had some knowledge in general terms mentioned in the interview guidance (stated briefly in the report)
   - Wants to start own business someday

4. Mr. Rezwan, Male, 37, Former Banker and successful businessman, Bangladesh.
   - Heard the term Entrepreneurship first time in university, had really good idea about the word entrepreneurship.
   - Had knowledge in general terms mentioned in the interview guidance (stated briefly in the report)
   - Already has his own business

5. Ms Mumu, Female, 27, Masters' student in Data Science, Dortmund university, Germany.
   - Heard the term Entrepreneurship first time from her friend who wanted to raise her own business, Mumu has little idea about the word entrepreneurship.
   - Had little knowledge in general terms mentioned in the interview guidance (stated briefly in the report)
   - Wants to start own business someday though she is confused about the risks

Assignment Two: Describe a Successful Startup

For this task I communicated with Mr. Rezwan Karim. He's an entrepreneur, which is a person who starts a business. His startup is named "Kishan Bangladesh Ltd" which is located mainly in Bangladesh, business spread all over the country. The objectives of Kishan Bangladesh Limited are mainly improving food security, introducing innovative farming practices, minimizing post-harvest losses & adding value and creating wealth. Kishan Bangladesh Limited consists of 3 (three) individual units, as such: Kishan Agro Complex which is a place to produce agro products in unprocessed condition. Kishan Food Park which is a place to processing the product of Kishan Agro Complex and Kishan Traders, a unit to deal with the contract farmers & other users. At first it was only agro complex and website-based e-commerce site. Gradually it spread over time and hard work of the founder. All the customers of agro food or producers of agro food around the country are the target customers of this farm as there is not much organization (both online and offline) like this in the country. As they import best quality products from all over the country, they are able to deliver a quality product with an outstanding service.

Mr. Rezwan Karim was graduated from college with a Bachelors' degree in Business Studies from Asian University and Masters' degree from East West University, both in Dhaka, Bangladesh and has built an idea that he believes will make him a small fortune. So, instead of working nine to five for a banking company in Dhaka, Bangladesh, he decided to begin his own. He was a former Banker. He desired to challenge himself and worked the way he wanted to without answering to a boss. He started this fully around **mid-2017** and had to see lots of ups and downs, now this can be called a successful one. As this was a family-oriented business, he started this without any co-founders, after the business has spread, he includes his friends and family as team, but not as partners. He has used a small inheritance to fund the start-up and also some family help. As an entrepreneur, he has not only started a business, but has taken risk to his personal wealth to establish it. During this journey, he had to face lots of mental, social and financial difficulties. He is also trying to convince some friends from college and previous works to form an entrepreneurial team with him. An entrepreneurial squad is a group of people which help spread out the risk of the new venture and also carry in various talents and skill sets to it. Mr. Rezwan Karim has a friend who majored in accounting and another brother who majored in marketing. He's hoping they may come along with him and convey their skills and some capital. If he can build the right team, he can produce a cooperation, where the group can accomplish more together than they can apart.

Starting a business and making it profitable needs time, commitment, and sometimes a lot more capital than one expected. Five specific reasons why in my opinion this start-up is successful, are:

1. Knowledge has great value since it is fundamentally unique to one organization. It figures and drives the business activity, the ability to sell or do more, and stand apart from the competitors. Having an academic knowledge on business and economics, they could operate his idea through the appropriate strategy.

2. One product, one service, one main client, and all the records stored on one computer hard drive without regular off-site backups is a recipe for failure. If one only has one product or service, he is missing out on the chance to profit by selling more things to people who already know and trust him. I think he took the advice and spread his business in various fields and proved his products quality so well.

3. Most new businesses either overlook about marketing, fulfillment, overhead costs, income taxes and self-employment or greatly underestimate them. But I think Mr. Rezwan Karim handles these

things pretty well, that's why his business is running smoothly. He could find the market gap accurately and made instant move accepting the risks.

4. Mindset is very important to achieve success in startups. After he has invested a lot of time, effort, and money in building the business and building the team that keeps it going and growing, it is important to have a goal or purpose. He had a unique idea, urge to keep that running no matter what, mental strength to overcome all odds and hard work of him and his entire team that makes the success possible.

5. If the difference between the cost and selling prices is too low, one will have difficulty growing the business. When profit margins are too low, he won't have enough money to hire employees, pay for rent (when one needs to move the business out of the house), advertise more, and do other things needed to expand. Mr. Rezwan Karim knew that and handled those so carefully, as his business is based on agriculture-based products, which is one of the main reasons of his success.

As per record, there are almost 10000+ sub companies, farmers, people who wants their agro products processed in market with fare value, who are regular customers in Kishan Bangladesh Ltd and every month 10-15 individuals are including to get product service. Each year the net profit stays around 10-15 million BDT. Mr. Rezwan Karim is the only proprietor currently and this is a family business, there is no share. Starting with a small investment of 1 lakh BDT, I think this business is quite successful at present with a good amount of customer satisfaction.

References:

1. https://www.facebook.com/KishanBD/?ref=page_internal
2. https://www.youtube.com/watch?v=teslFlzEc44

Assignment Three: Venture Ideas

Mr. Rezwan Karim is an entrepreneur. Around mid-2017, he made up their minds to be entrepreneurs and founded "Kishan Bangladesh Ltd" which is located mainly in Bangladesh, the business is spread all over the country. As this was a family-oriented business, he started this without any co-founders, after the business has spread, he includes his friends and family as team, but not as partners.

The objectives of Kishan Bangladesh Limited are mainly improving food security, introducing innovative farming practices, minimizing post-harvest losses & adding value and creating wealth. Kishan Bangladesh Limited consists of 3 (three) individual units, as such: Kishan Agro Complex which is a place to produce agro products in unprocessed condition. Kishan Food Park which is a place to processing the product of Kishan Agro Complex and Kishan Traders, a unit to deal with the contract farmers & other users. At first it was only agro complex and website-based e-commerce site. Gradually it spread over time and hard work of the founder. All the customers of agro food or producers of agro food around the country are the target customers of this farm as there is not much organization (both online and offline) like this in the country. As they import best quality products from all over the country, they are able to deliver a quality product with an outstanding service.

Mr. Rezwan Karim was graduated from college with a Bachelors' degree in Business Studies from Asian University and Masters' degree from East West University, both in Dhaka, Bangladesh and has built an idea that he believes will make him a small fortune. He was a former Banker. So, instead of working nine to five for a banking company in Dhaka, Bangladesh, he decided to begin his own which he is passionate about.

He was always passionate about the agro based business as some of his relatives are involved in such premises. He always observed those relatives and always loved their works, then he came up with a plan to put his passion into profession and talked to some of those relatives about the idea. They happily agreed to help him with advices as they are already pro in this area. They shared their experiences, about the startup. Without wasting much time, he started to collect the necessary resources such as, a perfect place for the starting, an experienced and willing to do team and so on and founded a primary office at home at first. As the business grows, he changed the structure of business and started to invest more money and capital to make it bigger by the span of time. Being a student of Business background also added extra benefit in his path by providing the necessary academic knowledge on business and economy. He then established the factory in Noakhali district, where he had some family land to use. Now he has a big team with so many people expert in different fields to manage the business.

He desired to challenge himself and worked the way he wanted to without answering to a boss. He started this fully around mid-2017 and had to see lots of ups and downs, now this can be called a successful one. He has used a small inheritance to fund the start-up and also some family help. As an entrepreneur, he has not only started a business, but has taken risk to his personal wealth to establish it. During this journey, he had to face lots of mental, social and financial difficulties. He is also trying to convince some friends from college and previous works to form an entrepreneurial team with him. An entrepreneurial squad is a group of people which help spread out the risk of the new venture and also carry in various talents and skill sets to it. Mr. Rezwan Karim has a friend who majored in accounting and another brother who majored in marketing. He's hoping they may come along with him and convey their skills and some capital. If he can build the right team, he can produce a cooperation, where the group can accomplish more together than they can apart. Now people know the "Kishan Bangladesh

Ltd" so well and it is a place to trust for the local farmers and local people. At first it was fully website based, but now that has changed and they are providing services more in offline modes. On the early days, when things were only online based, it was not going well but when he mixed it with in person mode, it just runs. The main reason is the main customer category in our country are farmers or people engaged in farming, honestly they are not so much advanced in technology based ideas, that's why the business structure needed to be changed.

Change is the rule of nature. No business can survive without the updating of plans when needed. The first reason to change the idea of online I think is to increase the profit and customer satisfaction. Only online based business wasn't fulfilling Mr. Rezwan's passion, so he had to spread the idea and structure as per customer need. Furthermore, day by day the organizer got better understanding with the customers and could recognize their needs. He began to find links accordingly to get his business to a succeeding level. Self-confidence is another reason to be said here as he had to face lots of difficulties, he had to give up his safe zone, his own job and had to head towards uncertainty with lots of risks. To change or update the plan means taking newer risks, only self-self-assured person who has the ability to manage the added risks can afford to make a change for advancement. Mindset is very important to achieve success in startups. After he has invested a lot of time, effort, and money in building the business and building the team that keeps it going and growing, it is important to have a goal or purpose. He had a unique idea, urge to keep that running no matter what, mental strength to overcome all odds and hard work of him and his entire team that makes the success possible.

References:

1. https://www.facebook.com/KishanBD/?ref=page_internal

2. https://www.youtube.com/watch?v=teslFlzEc44

Assignment Four: Ideation: Business Idea

Use of Effectuation Approach:
Effectuation approach is the discovery of own-self and the things that interest me the most. It is basically to identify the next, best step by evaluating the resources accessible in order to achieve the goals, while nonstop balancing these goals with available possessions and situation. After spending a good amount of time, I realized that one thing I enjoy from the core of my heart is coding. As a student of Computer science field, I always enjoy programming languages, practicing and thinking deeply about various problems in coding language. Learning and teaching programming languages will be a dream come true profession for me. After completing my BSc degree, back in my home country, I worked for several companies as software developer. Also, personally I used to teach my students how to code in different languages like C, Java, Python, C++ etc. There while teaching I could find myself surprisingly as a totally amiable personality.

Problems Identification, frustrations and opportunities for probable business ideas:
Computer programming is a desirable skill because so much of our world is now computerized online. As a computer programmer, one will write and test code to create websites and software programs or to keep programs running and functioning well. Main goal is to innovate and continuously improve upon existing processes. Computer programmers are often curious people, a curiosity about how things work behind the scenes often sparks them to a career in programming. I think by practicing this skill, will definitely improve one's personal qualification.

I live in a country where it is being digital day by day, and it is needed in almost every professional sector of activities as they are launching projects based on online or virtual activities. However, people of my country are not good enough in this field sadly because of the academic teaching structure. They find it difficult as they have fear regarding this. They cannot take it as fun, they often take it as burden, as a result student can hardly think in positive way about coding. Because technology doesn't tend to be slowing down any time soon, knowledge of programming also has the ability to increase ones earning potential. Over time, one could get a raise, explore other career opportunities, or start his/her own side hustle, for instance. [1]

Coding skills can improve how business is doing. This is important to potential employers. For instance, there are a huge number of on growing e-commerce business or organizations in my country, also all over the world. An e-commerce business proprietor not only requires a website, but they need people to gather data about user interaction with a page and modification of page elements consequently, leading to enlarged sales down the road. Even if one is in a non-coding role, knowing how to write code can be of use. For instance, one may have a degree in biology and work with a research lab. Knowing how to code could allow him/her to participate in application and software development for the company as well as other private and government agencies. Likewise, a psychologist who knows how to code may be able to create a mobile app to help people monitor their depression and anxiety symptoms. As the world is being digitalized, they all can contribute from their own sector in this digitalization wave. [1]

Feasibility and Description of My original Business Idea:
My plan is to generate such an environment where people or students will come in their own will to learn coding in a way which will make them fascinated about the programming languages. In this present situation, while I'm also a master's student in Germany, I have a plan to start online and then book a place

to start at a full speed. In my hometown Chandpur in Bangladesh, there is no such place where people can go to learn coding as a way of living. My dream is to fill this gap by stuffing my own thirst of instructing people to learn and use coding in the same was as they do their other daily jobs. There are so many online resources, but those are not fully attainable for the people of my home town, may be due to lack of resource or knowledge or guidance, so I want to help them. I want to create an open Coding Room where people of all ages can come and learn in whichever language they want. There will be some online as well as offline basic courses along with so many practical classes, there will also be free classes to attract people as I am quite sure that by doing one or two free classes people will be involved to this new way of learning that they are being afraid of for so long. I know for this I may need many computers for practice, I will be in need of advertising customers. For now, I have some friends who are willing to help, obviously as advertiser customers when things will go offline. But I always will encourage students to work on their own PC as they need one while practicing at home.

Problem Solving Description:
My target is to enlighten the people of my country, specially my home town, in programming language so that they can keep pace with the digital world more easily to manifest their talent. At first my target customers are students who are mainly in need of learning this. I am optimistic that, along with our guidance and a little effort of themselves my customers will be able have a better performance over coding and they will be able to use it without any hesitation as before and can change the world. Thus, my idea will solve their problem as now they are facing while keeping pace with the digital world.

Relation to Experience and Effectuation:
I want to run this business both online and offline. My first benefit is the experience of having a BSC degree and ongoing master's degree in this computer science field. I already have learned 10+ languages like C, C++, Java, Python, HTML, CSS, Python, PHP, C#, JavaScript, MATLAB, Scala etc. and still learning.
I also worked in one local and one multinational company after completing my bachelors as software developer and analyst. I have personal experiences to teach students coding back to my home country.

Unfair Advantage:
The advantage which I am going to get in this field of business is my IT career and studies. My plan is to run this coding room club in my country Bangladesh staying at Germany through online at first where all the students will locate in the center at Chandpur. There are a lot of Bangladeshi students' study abroad but none of them has ever thought of running a business in the way I am planning to do it. Being a student of Computer Science background, I will be able to use my knowledge to create up to date learning tools through which I will participate in instructing even staying far away. I'll also share my current knowledge and way of study with them. My addition in this idea is to make this language comfortable to people in an advanced as well as irrational way. However, in my town Chandpur where I am making arrangement to place the room, there is no such opening to practice coding in a guided way, in a proper environment which is another advantage for me to capture the whole market without any true competitor.

References:
1. https://flatironschool.com/blog/reasons-why-you-should-learn-computer-programming/#:~:text=Learning%20to%20code%20not%20only,languages%20to%20apply%20your%20knowledge.

Assignment Five: Customer Development

1. Value Proposition:

Brief Summary of the Problem and My Solution:

Computer programming is a desirable skill because so much of our world is now computerized online. I live in a country where it is being digital day by day, and it's needed in almost every professional sector of activities as they are launching projects based on online or virtual activities. However, people of my country are not good enough in this field sadly because of the academic teaching structure. They find it difficult as they have fear regarding this. Because technology doesn't tend to be slowing down any time soon, knowledge of programming has the ability to increase ones earning potential. Coding skills is important to potential employers. Like, there are a huge number of growing e-commerce business in my country, also all-over the world. An e-commerce business proprietor not only requires a website, but they need people to gather data about user-interaction and modification of page elements consequently, leading to enlarged sales down the road. Even if one is in a non-coding role, knowing how to write code can be of use. As the world is being digitalized, they all can contribute from their own sector in this digitalization wave. My plan is to generate such an environment where people or students will come in their own will to learn coding in a way which will make them fascinated about the programming languages. In this present situation, while I'm also a master's student in Germany, I have a plan to start online and then book a place to start at a full speed. In my hometown Chandpur in Bangladesh, there is no such place where people can go to learn coding as a way of living. I want to create an open Coding Room where people of all ages can come and learn in whichever language they want.

Describing the Six Edges of the idea:

Customer Jobs: This includes the major problems they are trying to solve in their daily life. In case of my target customers, they are as follows-

• to overcome the fear of coding/ programming language and find interest

• be able to think freely and enjoy coding

• get a well-suited environment to learn and sharpen their skills

• a place to get proper idea and guidance on Programming Language according to their choices as each person is different and needs individual guidance as per their mind

Pains: Things that annoy my customers before during or after doing their jobs or daily activities are the pains. The pains of my target customers that I have seen are-

• hesitation to start coding and finding no interest as they have lots of fear about that

• lack of required knowledge in various coding language basics

• not having any reliable place or person to learn in the relevant way who can also motivate them

• not getting appropriate environment

Gains: The outcomes and benefits the customers desire or would be surprised by are the gains, such as

• An appropriate performance in coding languages

• A satisfiable environment to better their performances

• As the world is being digitalized, they all can contribute from their own sector in this digitalization wave

Products and Services: This refers to the bundle of products and services that I am offering to my customers which in my case includes-

• A promising environment to learn programming languages

• Different levels of courses to meet everyone's need

• A proper guidance to make the whole journey interesting

Pain relievers: How my products will ease my customers' pains are described below-

• A friendly environment to remove fear or stress of learning

• A reliable place to serve with appropriate courses and guidance as they need

• Special guidance and discussion events to lessen their hesitation in the language

Gain Creators: The way through which my products create customer gains are as follows-

• My teaching methods will meet their thirst of gaining appropriate learnings

• The environment of my coding room will satisfy their search

2. Customer Interviews:

Interview Guidelines:

Through the 'mom-test' method and the video regarding how to take interviews I have made the following guideline to take interviews

*no pitching

*no future questions

• Starting with general questions to know the person better. Such as,

➢ How are you?

➢ What are you doing now?

➢ Tell me about your current profession.

• Leading to the point-

➢ What is your career goal?

• Digging in

➢ What is the biggest obstacle in this path?

➢ What do you want to do about it?

➢ Why do you think you have that problem?

➢ Why is your solution not perfect?

➢ What other solutions can you think of?

➢ What will satisfy you in this case?

• Introducing my plan indirectly

➢ If you get a place where you can learn coding and get to know programming language details in a friendly environment along with proper instruction as well as guidelines with how to start or how to improve yourself from where you are now right now, how will you like it?

Summary of the Interviews:

My first interviewee Mr. Sajedul Hasnat, who is a first-year undergraduate student of computer science in a public university Bangladesh. At present he is facing difficulties to prepare himself in keeping pace with his coding curriculum. As he always faces difficulties to catch a topic instantly, he needs guidance who can show him the path from basic. He thinks university curriculum are great, but students like him, needs extra care and guidance. Most of the times, teachers are not willing to help individually due to limited class timing. He has tried some online and offline courses in this regard but none of them could satisfy him. In his opinion, the programming sites or people who want to teach programming should be more friendly and should have a mature understanding on how to instruct others. At last, he liked my idea and adds that he literally needs this type of support badly.

My second interviewee Ms. Afifa Suchi is a final year student in pharmacy. She thinks most of the students of our country are unable to participate in doing something great for the country mostly because lack of guidance and fear to start something. In engineering sector curriculum, students have to have the basic knowledge in every sector of engineering. Specially in computer sectors where coding is really important. Though she is a pharmacy student, she has lots of interest in app development, but never could learn due to fear and lack of proper guidance, she always feels coding is too hard and only geniuses can make it happen. Also, she thinks that we are in the lack of an absolute environment to learn that with interest. Finally, she liked my idea and added that she wants a place just as I am planning to offer.

My third interviewee Lamyeah is an electrical engineer working in a private company. She had basic courses in her bachelors and masters, but while doing her job she is feeling real need of learning programming languages as this is considered as extra special qualification in recent world of digitalization. She needs to learn it not only just because of her interest, but also to understand her project fundamentals, which are mainly collaboration of electrical and computer science. She herself thinks there are lacking of having proper guide when it comes of programming.

My fourth interviewee Ms. Ratri has recently given her board exams and is preparing for the university admission exams. She is very much interested in computer science field. She starts to prepare herself for that, with developing coding skills. She complains that the online resources are good but they are scattered, there are so many options. It would be helpful if she could find any source who will first understand her and then suggest her proper way to start learning. She requires easier methods to have a better performance in learning coding language.

My final interviewee Mr. Saadman is a BBA student. He thinks that the way in which programming is being taught in our universities is not convenient. He may have a degree in BBA and work with a company or start his own company. Knowing how to code could allow him to participate in application and software development for the company as he has enough business skills, so he can have an outstanding outcome. He also thinks my planned coding room club is a need of present time in my country.

Reflections:

Through the interviews of these people, I have been made clear that students are still facing troubles because of their dissatisfying performance and lack of interest in programming language field. Most of them are aware with the problem but they are unable to solve it for the lack of the relevant sources to assist them along the way.

In fact, I have found Mr. Saadman quite passionate about learning programming skills and he is leaving no stone unturned in case of trying. On the other hand, Ms. Ratri is having troubles to even continue with the preparation as she is fully new in this field. Ms. Lamyeah needs to develop her coding skill in order to get promoted or enjoy her project properly. All of these people have agreed to one point that to learn the programming languages thoroughly, there is no alternative of practice, but a friendly as well as well-established environment is the first need and that, in my home town there is not such place until now. This is why I want to initiate a new method of making the programming language easily procurable to the customers where people with all these hassles will meet off to outcome the issue together and enjoy the thing.

Details About the Interviews:

Interview 1:

Interviewee name: Mr. Sajedul Hasnat

Current Profession: Student (CSE)

Duration: 6 minutes 25 seconds

Interview 2:

Interviewee name: Ms. Afifa Suchi

Current Profession: Student (Pharmacy)

Duration: 4 minutes 53 seconds

Interview 3:

Interviewee name: Ms. Lamyeah

Current Profession: Electrical engineer

Duration: 5 minutes 6 seconds

Interview 4:

Interviewee name: Ms. Ratri

Current Profession: High School Student

Duration: 4 minutes 39 seconds

Interview 5:

Interviewee name: Mr. Saadman

Current Profession: Student (BBA)

Duration: 5 minutes 20 seconds

Assignment Six: Minimum Viable Product

1. Prototyping:

Documentation:

MVP stands for the Minimum Viable Product of a business plan where we try to make a summary of our product with the least investment. According to Eric Ries, the basic idea of the Minimum Viable Product is to maximize validated learning with the least amount of effort invested.

For the MVP I have chosen to make a power point presentation to explain my planned Coding Room Club to the customers. As I have a plan to start online at first because of my accommodation issue, I have posted my presentation in some of the public groups of Bangladeshi people of Facebook for people to view. Additionally, I have created a google doc to collect responses. I have a Facebook page for personal community maintaining with friends, I also posted there and got responsive feedbacks.

I have chosen to post my MVP on Facebook because in my country the most used social site is Facebook. Other than making a huge video I have picked to make a presentation as people are not willing to put much time in a total new topic. A presentation is easier to view as well as a google doc is less time consuming than oral interviews. Digital marketing on Facebook (mostly mobile) has grown leaps and bounds over the past few years. When people are on Facebook, they are most likely leisurely scrolling their newsfeed or communicating with friends or family or watching videos or pictures. The advantage here is they are most likely using up some free time. What better way to employ that free time than to contribute in a short survey for a chance to win a reward.

In my presentation there are few slides. In the slides I have pointed out all the services that I am offering. I have described my services in five different sections which are Testing level session, Conversation events, Special basic courses, Regular courses, Courses for kids. I have pictured short description of how the courses will be conducted. Here testing level session and conversation events are non-paid as these are mandatory for all to get to know each other. Then courses will be conducted as per customer preferences on particular language of their choice. If they are at loss about what to learn first, no need to worry as I have a special plan for this type of learners with proper guidance. In every course or session, they will find 100% fearless, interesting and friendly environment to overcome their doubts about coding.

2. Testing:

Testing Method and Audience:

For testing the MVP, I have created a google doc including few questions where people will get the chance to put their opinion regarding my proposed idea and background of the idea. They need to share their name, age, profession in that form, so that I can assume their feedback in proper way. I have shared the doc along with the MVP in some public groups of Facebook for Bangladeshi people. Again, I have used Facebook to share my plan and get the reflection because this is the most widely used social media throughout the country.

Results Summary:

I have got quite a number of responses where most of the people (60%) have voted the whole plan as very good. While learning programming, it requires friendly and fearless environment got 70% vote. Checking programming skill level got 80% vote, so it is clear that people want to check their skill before starting learning. Among the participants there was fifty-fifty percentage of having previous knowledge on programming. Though this is just an initial MVP with very few elaborations, I am pleased to declare that people have either guaranteed or showed possibility to attend the courses, but not a single customer has fully declined it.

Reference:

1. **Google Form Link:**
   https://docs.google.com/forms/d/e/1FAIpQLSf8bOjJqq_AszKDBEI-e5H3WlNPO4BV2B6v7oOxaJAyafmasg/viewform?usp=pp_url

2. **MVP Link:**
   https://docs.google.com/presentation/d/1s2hvAxujGN9p1DCHjkCR89w5h8alka5F/edit?usp=sharing&ouid=101080978615679798231&rtpof=true&sd=true

3. **Survey spreadsheets Link:**
   https://docs.google.com/spreadsheets/d/1P1lTHbOBsOa6zu3kGGL_LviXLfb-EdQ7_WDtbjdT1iE/edit?usp=sharing

Assignment Seven: Create Your Own Business Model

Business Idea Summary:

There are so many online courses in the web to teach coding, some are online courses from real college. But my target people are at first mainly the people of my home town, who has no help regarding this. They are not that much aware of this and really want assistance to overcome their misconception and fear regarding programming. My idea is to develop a physical as well as virtual place to instruct individuals of my country in the programming language in a way that they can be self-satisfied. Coding is not just learning something; they have to enjoy it. It is something to think about, no forced to. In the world of digitalization, it is really important to overcome the fear of computer related topics. They need to think freely, not forcefully. I want to set up a Code room club community in my country Bangladesh where people with need or wish to learn programming in an easier as well as efficient way will come for their own benefits. At first, I want to start virtually with less investment which at this present situation will be more efficient as covid situation is still not normal in my country. I want to attract all those who have a need or interest to learn or use this language for their livelihood or business or academic or even for personal interest. I live in a country where it is being digital day by day, and it is needed in almost every professional sector of activities as they are launching projects based on online or virtual activities. However, people of my country are not good enough in this field sadly because of the academic teaching structure. They find it difficult as they have fear regarding this. Because technology doesn't tend to be slowing down any time soon, knowledge of programming also has the ability to increase ones earning potential. My plan is to generate such an environment where people or students will come in their own will to learn coding in a way which will make them fascinated about the programming languages. In this present situation, I have a plan to start online and then book a place to start at a full speed. In my hometown Chandpur in Bangladesh, there is no such place where people can go to learn coding as a way of living. My dream is to fill this gap by stuffing my own thirst of instructing people to learn and use coding in the same was as they do their other daily jobs. There are so many online resources, but those are not fully attainable for the people of my home town, may be due to lack of resource or knowledge or guidance, so I want to help them. I want to create an open Coding Room where people of all ages can come and learn in whichever language they want. There will be some online as well as offline basic courses along with so many practical classes, there will also be free classes to attract people as I am quite sure that by doing one or two free classes people will be involved to this new way of learning that they are being afraid of for so long. I know for this I may need many computers for practice, I will be in need of advertising customers. For now, I have some friends who are willing to help, obviously as advertiser customers when things will go offline. But I always will encourage students to work on their own PC as they need one while practicing at home. For starting a new business, a business model canvas is indispensable. I am presenting my first attempt of a business model canvas which is certainly not the final one as modifications should be done so many times before finalizing the business model.

Business Model Canvas Explanation:

1. **Customer Segments:**
   The target customer of my business is all the people who have an urge or wish to learn the programming language which includes school and college students, people who are interested in this field, job holders, even new tech entrepreneurs, multi-national company job holders, businessmen and even house-wives with having a dream to keep pace with new digital world

smartly. I want to attract the attention of my customers through the way of operating the classes mostly. However, at first, I will do some advertisements online and I will start taking free classes online which will make my customers understand that this coding room club is for their own benefits.

2. **Value Proposition:**
This is the most important part of any business model canvas. Value proposition defines the value my product is creating to the customers. In my developing country of Bangladesh, everyone wants to dream big. Which now has increased the demand of app development or web development. It is now current hot cake topic. For solving this prime need, I want to present an opportunity where people will be able to learn programming language in the shortest possible time with less effort and more fun. The services that I want to offer includes –
√ **Testing level session which helps them to decide their need of learning**
√ **Conversation events to overcome the fear and think freely**
√ **Special basic courses on various languages**
√ **Regular courses and contest programming on different programming languages**
 √ **Special courses for kids**

3. **Customer Relationships:**
The customers of my business are mainly the students and people interested in being app or web developer, who will come to better in programming language skills. I do not have any plan to be their boss or teacher, I along with all the other instructors would rather have a friendly relation to the customers so that they feel free to discuss their deficiency with us.

4. **Channels**:
My business channels will include online and offline sections. In online, I have a plan to start taking classes for free and if necessary, add paid classes as well. However, after being noticed by a satisfyingly enough number of customers I will start my startup physically in a place in my hometown.

5. **Revenue Streams**:
The pricing of my business will be paid through the customers via cash, bkash or any other online payment methods.

6. **Key Activities:**
As it is focused on teaching, the key activities of my business include to be efficient enough to instruct people in the right way to make them learn their desired programming language ideally. Another need is to attract the customers through proper marketing and communication skills.

7. **Key resources:**
It is not possible to run a business alone; I will surely need other people to join me. I know some people who are good at programming language skills and doing their research or job in this field and just like me they also love to teach other people what they already know well. Besides, I will need a place in Chandpur where I will place the physical office for people to come and get together. Additionally, there is no such place to learn programming language in an efficient way in this city. So, people of my town will be relieved.

8. **Key Partnerships:**

To talk about the partners, at first, I will need a marketing team to make my work reach out to the customers. After that, I will need support to arrange enough pc or laptops for my club. People coming to learn may have pc or laptops, but in case of having no device of their own, I want to be prepared. I will also need a place to setup my business and thus a placeholder in Chandpur town.

9. **Cost Structures**:

When thinking about the cost, the first thing that come into my mind is the payments off the instructors and the maintenance cost of computers, laptop, internet bills stuffs. After that, the rent of the office as well as all the material things that will be needed to run the place smartly. Furthermore, the marketing of my business will also cost me.

In the circumstances stated above, I want to conclude by saying that a business idea is like a dream and making a business model canvas feels like visualizing my own dream. As I am still in the startup level, there must be several faults in my business model canvas however I have the goodwill to work on this until I get an efficient one to work with.

Key partners:	Key Activities:	Value Propositions:	Customer Relationships:	Customer Segments:
1. Source from where to manage the PC/Laptops 2. Marketing team 3. Owner of the office apartment	1. Be able to attract students via instructing skills 2. Be able to create interest on coding	1. Provide programming language guidance as per customer 2. Provide environment to wipe out the hesitation & fear of coding 3. Provide a chance to prove oneself in the field of digitalization	Having a friendly relationship to all the customers so that they can share their concerns freely	1. School and college students, even kids with interest 2. People who are interested in this field 3. Business holders or house wives 4. New start-up holders who wants their project to be digitalized 5. People having a job, but showing interest to become more digitalized
	Key Resources: 1. Efficiently educated instructors 2. Appropriate guidance on how or where to start or improve		**Channels:** 1. Online classes through own YouTube channel and interactive sessions via Facebook group/ live 2. Offline office in Chandpur, Bangladesh	

Cost Structures:
1. Payments of the instructors and PC/Laptop stuffs
2. Bills of office and internet
3. Marketing costs

Revenue Streams:
Prices will be taken via cash or cards or any other online payment methods

Elevator Pitch

My pitch is represented here:

Why do you fear to code? Is it because you're afraid to mess up or break something? is it because of so many overwhelming concepts in programming? Whatever your answer is, Programming is a great thinking aid. I am Saborni, a student of web and data science and I love coding.

To steal a famous tag line, 'Just do it'. We are here for you. You know what, everyone who is now a good programmer was, at one point? "Bad programmers". It's the simple truth. But you know what good programmers didn't do? "Give up".

We ensure a better Programming language skill along with better development of thinking capacity by providing the appropriate environment to learn different programming languages for all ages who have a trouble and fear of programming in their daily prerequisites and helping them keep learning, keep wanting to become better, to understand more, to solve harder problems, to make others life easier through their code is our main aim.

Description and Use of Framework

Among the six elevator pitches I have tracked the fourth one, that is 'Questions'. Other than just describing, asking questions is a good purpose or way as I can involve people while speaking through this. Questions are active and statements are passive. In addition, when I am asking something, people are rational about the answers in their minds as well. If a question is asked, one inevitably has to respond. They start thinking about it and they begin to articulate their own reasons for agreeing with. It's important to focus on what I do, not what I am.

I have also focused on the basic framework of a pitch which is,

"For (customers) that have [problem x], we (what we provide)"

Link

Google drive Link:

https://drive.google.com/file/d/18y8qfcJjq2PwFdstxY-ZKWNyalh_U33A/view?usp=sharing

Drop Box Link:

https://www.dropbox.com/s/bn6tvpulk63cx14/FWLI0087.MOV?dl=0

Assignment Nine: Final Presentation

Part 1:

Video Presentation Link:

Dropbox:

https://www.dropbox.com/s/8d8n2h111bgt4bv/Video%20Presentation.MOV?dl=0

Google Drive:

https://drive.google.com/file/d/1ZIXfVOU7dcTMIkoiCpGn0mYEAY91FyXj/view?usp=sharing

PowerPoint Slides Link:

https://docs.google.com/presentation/d/1_FWkzcvJ81tiu6cE2zXgyGdiuaEf9mFU/edit?usp=sharing&ouid=101080978615679798231&rtpof=true&sd=true

Part 2:

Detailed PowerPoint Slides Link:

https://docs.google.com/presentation/d/1_4MzbhC86lvX0LbWix_Ejwvg1F2jALq-/edit?usp=sharing&ouid=101080978615679798231&rtpof=true&sd=true

CODING ROOM CLUB

Our LOGO

Owner

Saborni Shernaj Binte Elahi

- B.Sc. Engineer in Computer Science and Engineering

- Ongoing M.Sc. in Web and Data Science At the University of Koblenz-Landau

- Have coding knowledge and teaching experience with a positive review

- Passionate about teaching different computer programming language and love to code

Myths and fears of coding!

Target group

Students   Professionals   General

Problems customers are facing

Business Review

We ensure a better Programming language skill along with better development of thinking capacity by providing the appropriate environment to learn different programming languages for all ages who have a trouble and fear of programming in their daily prerequisites and helping them keep learning, keep wanting to become better, to understand more, to solve harder problems, to make others life easier through their code is our main aim.

Business Review (Contd.)

- The Coding Room Club is a place where people will come to obtain advancement in the different programming language through proper guidance at the relevant environment

- There will be several courses for kids, students and adults of different levels and demands of their own

- I also have a plan to add online courses along with the offline ones to provide extra services

Gains

Business Management Team and Experience

- Getting the best – I will look for the people who best fit to my company. For that I will have to consider the following

- Passion – I have to check if they have the same passion as me as well as my company

- Experienced – If they have experience to work in a start-up, are they able to bring success working with me

- Familiar – I will consider those in my team with whom I can combine well and create visionary

- Other – The core values which I will look for to form a team are trust, commitments and goals

Market Analysis

- Total available market: The whole universe(As this is a global need)

- Served available market: At present, all the people of my country

- Target market: People who needs programming language in their necessary task whether in jobs, education, out of curiosity or others

I have targeted this market because there is not much work in my country on this specific set of people, specially my are at first. I eventually have a plan to extend my market to other districts and abroad communities later on.
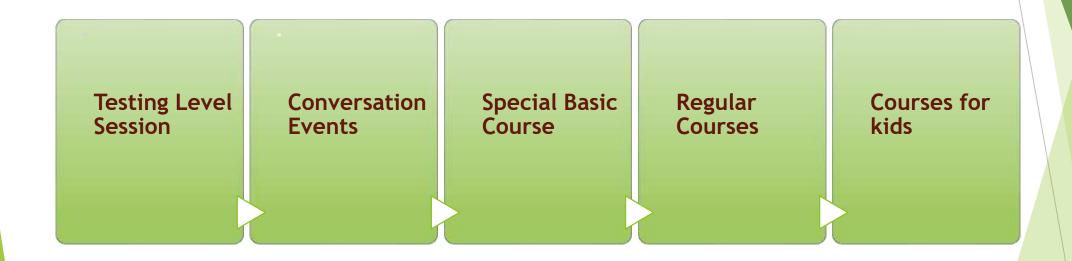
Offered Services

Products and Services

▶ Various Courses and Sessions – Several courses for people of different ages from kids to adults with different needs. There will be several courses for people having different starting level both offline and online.

There will be several discussion classes as well as motivational classes as extra benefits

▶ Environment – The main difference from other centres will be the friendly environment along with the good mentors and necessary guidelines in it

▶ Guidelines – Customers will get proper guidelines to learn different programming language from this Club

Products and Services (Contd.)

Testing Level Session	Conversation Events	Special Basic Course	Regular Courses	Courses for kids

Testing LEVEL SESSION

- ❑ Test the current level of programming skill
- ❑ Find out the best level to start with
- ❑ Find out the language to learn first if there is no preference
- ❑ Can choose particular language

Conversation Events

❑ Try to replace the fear with enthusiasm

❑ Discuss about the ways how not to learn programming

❑ Find out the language of interest

Special Basic courses

❑ Will cover specific programming skill contents

❑ Help how to start and where to start

❑ Regular contest practice

❑ Not just code, have fun

Regular courses

- ❑ Will cover specific programming skill contents
- ❑ Help how to start and where to start
- ❑ Regular contest programming practice
- ❑ Pair programming
- ❑ Stick to one language at time
- ❑ Never judge, only help to think and show the way of basics

Courses for kids

- Introduce programming in a fun way
- Sessions for brain storming
- Find out the language of their interest
- Regular contest practice
- Pair programming
- Welcome predictions, Not just code, have fun
- Never judge, only help to think and show the way of basics

Business Model

▶ Both online and offline

▶ Providing instruction and guidance to learn languages as per need and choice

▶ A friendly and helpful team of mentors

▶ Getting money through paid services

▶ Partnerships with companies or persons for getting necessary PC/Laptops, with a placeholder for the physical office, other parties for marketing

▶ The business model of The Coding Room Club can be easily understood through the business model canvas

Business Model

Key partners:	Key Activities:	Value Propositions:	Customer Relationships:	Customer Segments:
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Cost Structures:
1. Payments of the instructors and PC/Laptop stuffs
2. Bills of office and internet
3. Marketing costs

Revenue Streams:
Prices will be taken via cash or cards or any other online payment methods

Competitors

- In Chandpur city of my country, there is no such centres like the one I am planning to offer

- However, in some other cities of my country such as Dhaka there are one or two places where programming is being taught just to pass the exams or get the project work done etc., where my idea is to establish a place where people will come to sharpen their ability in their preferred programming language to use the skill as their requirements. Additionally, none of them has any online services. Furthermore, my club is a fresh approach in the market of my country without any doubt

Financial Overview

- Year 2022 – 10,000 euro (approximately 1 million in BDT) For the rent of the place where I will put my office, hiring necessary people, cost of marketing, cost of necessary PC/Laptops, Internet connection, 10,000 is my approximate amount to start the business initially

- Year 2023 – 30,000 euro (approximately 3 million in BDT) along with the profits of the last year

To enlarge the place, hire more people, focus on the online part and keep the things smooth all over including the marketing as well as new technological facilities

- Year 2024 – 50,000 euro (approximately 5 million in BDT) along with the profits of the last year

Along with the profits, I will need this amount to take my business further ahead

- Year 2025 – 200,000 euro (approximately 20 million in BDT) along with the profits of the last year

In the year of 2025, I have a plan to stretch my club abroad to the people who need this assistance

THANK YOU