**Assignment: Lessons from Successful IT Startups**

**Objective**

To analyze and learn from successful IT startups, drawing key lessons that can be applied to the design and strategy of a proposed startup in a similar field.

**Assignment Overview**

Identify a successful IT startup, analyze its journey, and identify the strategies, decisions, and practices that led to its success. Then, create a startup proposal incorporating these insights and adapting them to your unique idea.

**Assignment Steps**

1. **Research and Select a Successful Startup (20%)**
   * Choose an IT startup founded within the last 10 years that has achieved significant success.
   * Research the startup’s founding story, challenges, growth strategies, and key turning points.
   * Summarize the background and mission of the chosen startup, highlighting what sets it apart in the industry.
2. **Analyze Success Factors (30%)**
   * Identify specific factors that contributed to the startup’s success (e.g., market research, unique value proposition, technology choices, customer acquisition strategies, funding approach).
   * Provide examples of how these factors were implemented and any challenges faced.
   * Reflect on how these success factors align with or differ from common startup strategies in the tech industry.
3. **Propose Your Startup Concept (20%)**
   * Briefly outline your startup idea, including the problem it addresses, the target market, and the proposed solution.
   * Describe the unique selling points of your startup and the value it will bring to users.
4. **Apply Lessons Learned (30%)**
   * Using lessons from the chosen successful startup, propose strategies and practices you would implement in your own startup to drive growth and manage challenges.
   * Explain why these strategies are relevant to your startup and how you might modify them to fit your specific goals, market, and resources.
   * Discuss any anticipated challenges in applying these lessons and propose ways to address them.

**Deliverables**

1. **Report**: A 3-4 page report with detailed sections as outlined above.
2. **Presentation**: A brief presentation (5-10 slides) summarizing the key findings and proposed strategies.