

# Week 1 Tutorial (w/c 26 September 2016)

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## Logbook Exercise 1: Teaming up & brainstorming on your Business Start-up

*A significant part (60%) of your final assessment for this course is based on your development of a **Team Proposal for a Business Start-up**. This will have to be developed and fully documented in the form of a Business Plan, and submitted by the end of term.*

Your task for today is as follows:

1. Agree who you will form your Team with (**4 members from your tutorial group**). Please be aware that work to develop your plan will have to involve research and development, not only on the technical implementation but also the legal, social, ethical, and any aspects that are relevant to starting up a business and taking an idea from concept to product development. **(5-10 mins)**.
2. Get to know what each member is good at and what role they should assume in the team. Do some background research and bear in mind different aspects of a business proposition (as, for instance, outlined in (1) above). **Do preliminary role-assignments if possible. (15-20 mins)**.
3. In your Team, **do a brainstorm to discuss candidate ideas for your Start-up**. Each member should present at least one idea. The idea should be realistic and possible to implement with reasonable funding (i.e. do not ask for £100k for your startup!) and within a reasonable timeframe (e.g. a 3-year plan is too lengthy for startup funding). **(20 mins)**

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**Required Logbook (Portfolio) entry (entries are individual)**

Present, in 200-300 words, the business idea that **you have individually proposed** in the tutorial session. The text should very briefly cover, **what** the idea is, **why** it could be profitable, **where** it will be implemented (context & target market), **how** it will run and what is the one **major challenge** that you will face when implementing it.

Also, provide references (URLs) for at least three credible Internet sources that you have **yourself (not your group)** found containing useful information on how to write a Business Plan for your idea.

*Please keep a log of all the weekly activities as each of you will be required to upload individually (the first five weekly sessions) as a single PDF document as a submission for Coursework 1 Logbook which is 40% of the assessment weighting.*

(END OF TUTORIAL SPECIFICATION)

**Note:** The team leader is required to email the tutor for the tutorial group, the team member's details after the tutorial.