

ISOM2010 Project Report Instructions

Structure of the Project Report

A. Overview about the idea

- What does it do? Who does it serve (i.e., target market)? What are its main purposes?
- Providing screenshots, mockups, etc. would be helpful.

B. Application of IS concepts in the idea

- Discuss, in detail, key ISOM2010 concepts in your ideas. Examples:
 - o If your idea is an online platform, you can talk about the inter- and intra-network effect on your platform, the pricing strategy that your platform can adopt, and the activities that you can do to kickstart your platform.
 - o If you are dealing with digital content, you can describe the cost characteristics and relate these to specific strategies.
- Your report should apply and discuss 4 to 6 key ISOM2010 concepts in detail.

Even though you may talk about your pricing strategy or revenue model, it is not necessary to include any financial projections.

Report Specifications

1. Page limit (including any references, figures, tables, appendices, poems, group selfie, etc.): 8 pages (A4 paper, 1-inch margin on all sides, double-spaced, 11pt, Times New Roman). That is, **your whole report must not be more than 8 pages**. Do not ask me whether X is counted in the page limit.
2. Provide your Section-Group information in the document header. For example, if you are Group A in section L1, write L1-A in the document header and save the file as L1-A.pdf.
3. To minimise wastage of papers and/or storage space, Do NOT provide a cover page and DO NOT write any students' name/student ID/etc. in the document.

Failure to adhere to the above specifications will lead to grading penalty.