



2015 Course Pack Version 1.0

onlineventurechallenge.com



1. History
2. Overview
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5. Learning Outcomes



1. Signing up

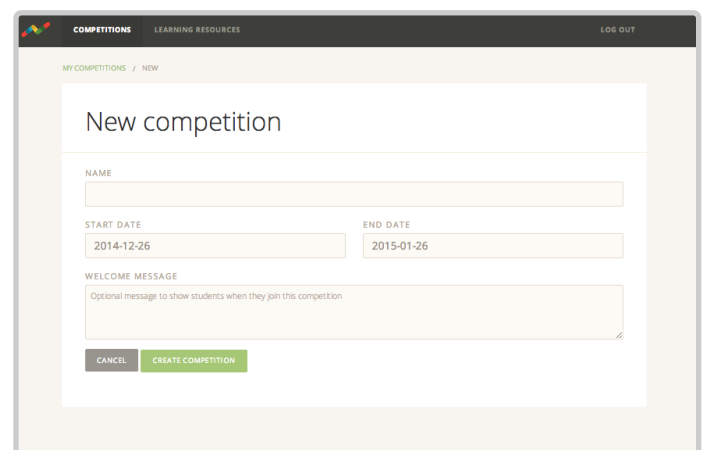
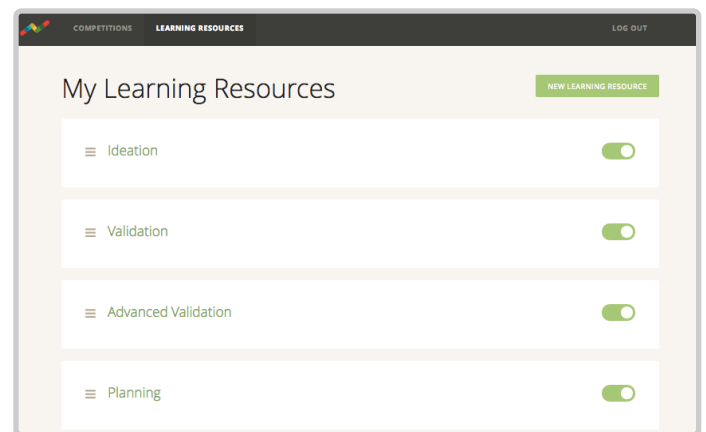
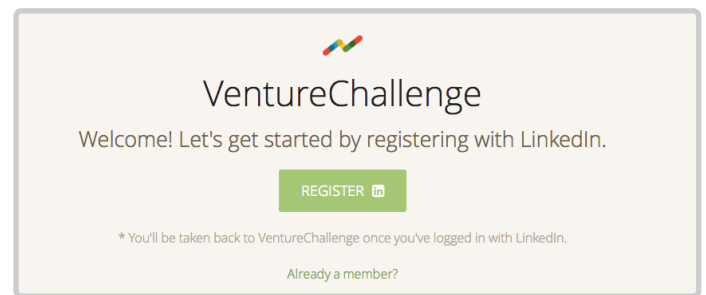
To get started, sign in with LinkedIn at <http://admin.onlineventurechallenge.com/login>

2. Set Learning Resources

First you'll want to check out the learning resources. You can not adjust the learning resources of a pre-existing competition, so select which learning resources you want to use and make any changes to the content as you see fit. Use the sliders to turn resources on and off. You can also create custom learning resources. To edit a learning resource, simply click on it and use the text editor to change the content. You can delete and add new tasks and questions. To add a Youtube video, input the video link found under the share option, it should look similar to this : <http://youtu.be/QoAOzMTLP5s>

3. Create a new Competition

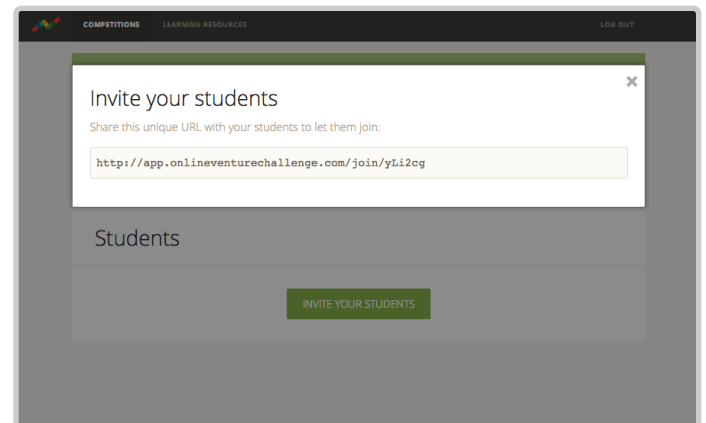
With the Learning Resources set, you can create a new competition under the competitions tab. Choose a name and set the dates you want the live competition to run. (Typically you'll want to leave at least 2 weeks for students to ideate, validate, plan, and launch their store before the competition goes live)





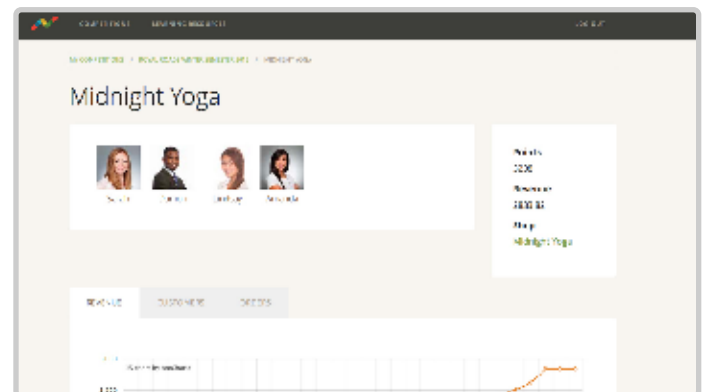
4. Invite your Students to the Competition

Next, you'll need to invite your students to the competition. Open your competition and use the "invite students" tab. The app will provide you a link to share with your students, which they can easily use to sign up for the competition.



5. Creating Teams in the Competition

Creating teams is self serve for the students, as they can create and join teams once signed in. However, you'll want to provide some instruction for the teams. Team requirements are as followed. Must collectively be able to seed the business \$200 dollars (ecommerce store, marketing, venture challenge subscription) This money will be reimbursed from revenue. They will need a CFO, who will need to be able to process the initial costs on a credit card, as well as use their bank account to handle the finances. There is detailed instructions for the students regarding the CFO in the learning resources.



6. Running the Competition

Once the competition is underway, the app will guide the students along the startup process. You can be as hands on or off as you wish. (It's recommended to approve business ideas) If you plan to grade on website design and functionality, it will be important to do while the competition is live.



7. Grading the Competition

Grading the competition can be easy or as complex as you would like to make it. The different components are as followed. The Game engine (tasks completed, badges earned, revenue) Based ScoreAdvanced Metrics (CPA, Net Profit, Unique Vistors ect.) RecommendedBusiness Model Canvas, Competition & Industry analysis. RecommendedSite Design & Function. Recommended You can download our mastergrade sheet from your dashboard.

The Game Engine

The game engine score is automated and can be weighted however you choose. It reward students for completing tasks, reaching milestones, and revenue. A full detailed game sheet can be found here.

Advanced Metrics

We've built customizable grading formulas for the metrics, that can be easily used by plugging in students data. Students will submit their pre calculated advance metrics in the learning resources, that will be exported to you in CSV. From there you can plug them into the provided excel grading sheet.

The Business Model

You will receive a copy of your students final business model canvas, and Competition & Industry analysis, and you can grade it however you see fit. We've provided example grading criteria in the master grading sheet.

Site Design & Function

If you plan to grade on website design and functionality, it will be important to so while the competition is live.



1. Forming teams

Form teams the size your professor requests.

2. Choose a CFO

When forming teams keep in mind you will need to choose one member of your group to handle the Finances. They will be responsible for processing initial costs, (for which they will be reimbursed) and syncing their bank account with Shopify to receive revenue from your Shopify store, as well as sending your teams profits to the Charity of your choice.

The person selected to be CFO will require the following. A Credit Card or Paypal account with up to \$200 for initial investment. A bank account, of which you can provide Transit #, Institution #, and Account #.

These can found on a cheque, by visiting your bank branch, or by calling your Bank. This information will allow you to sync your bank account with Shopify to receive the earned from your store.

Finally, you will require your Social Insurance Number to complete your bank account sync with Shopify.

2. Signing up

Use the link provided by your professor and sign in with LinkedIn, (Create a LinkedIn page if you don't have one) and find your team.

If you're the first team member to login, you'll need to create your team.

3. Learning Resources

Once your team is set, you'll want to collaboratively work through the learning resources.

4. Live Competition

Once the live competition begins, implement your business strategy and begin to sell. You'll be competing for sales and badges.

Support & Resources:

help.onlineventurechallenge.com

[http://docs.shopify.com/support](https://docs.shopify.com/support)

[http://ecommerce.shopify.com/guides](https://ecommerce.shopify.com/guides)

Learning Outcomes	Criteria
1.0 Communicate Effectively	
<p>1.1 Writing skills</p> <p>1.2 Computer and Internet communication skills</p> <p>1.3 Questioning skills</p>	<p>Writing is clear and concise. Correct use of spelling, punctuation, sentence structure, citations and references. Correct use of format and style as per school style guide. Logical flow and presentation of ideas in group settings. Questions asked of instructor and other learners are appropriate, clear and on topic.</p>
2.0 Think Critically	
<p>2.1 Make judgments and draw logical conclusions</p> <p>2.2 Use a broad range of research methods and conceptual models</p>	<p>Engineer a promising mission-driven business model. Determine the "discount rate" or risk adjusted return for a particular venture. Identify the effects that exit strategy has on the structure of a deal.</p>
3.0 Solve Problems	
<p>3.1 Ability to identify sound potential solutions, goals, and actions</p> <p>3.2 Use a range of models, processes, and approaches</p> <p>3.3 Ability to use quantitative and qualitative tools and techniques to make deductions.</p>	<p>Build a mission-driven e-commerce website. Calculate the estimated value of a new venture using 2 standard methods. Solve the problem(s) of an entrepreneur(s) featured in a case study by applying the concepts from this unit.</p>

4.0 Work With Others

- 4.1 Ability to work as a member of a team
- 4.2 Leadership and followership
- 4.3 Consideration of the needs and expectations of stakeholders
- 4.4 Recognition of cultural diversity

Discuss a case study as a team about an entrepreneur and come to a consensus on the key issues and strategies to overcome the entrepreneurial challenge. Generate and refine new business ideas. Assemble a powerful live presentation

2.0 Thinking Globally

- 5.1 Multicultural sensitivity and adaptability
- 5.2 Awareness of global issues and opportunities.
- 5.3 Awareness of sustainability

Demonstrate the ability to create Entrepreneurial solutions appropriate to their cultural context. Demonstrate an awareness of different cultures and an understanding of Entrepreneurship in a global context. Recognize challenges and opportunities of Entrepreneurship through the lens of sustainability

Grading Rubric can be downloaded here:

https://docs.google.com/spreadsheets/d/1mM8ggXh7cagKRcMsbNBAOImlurR_xpiTInjjn4ZMR78/edit?usp=sharing