

**1. START UP a business - The final report of the project case (group work)  
(80% of the final grade)**

**2. THE Final Pitch (20% of the final grade)**

Structure; Audio/visual Support; Presenting Skills

Grading Criteria for the START UP REPORT are the following:

What	Relative Value of the grade
<p>Part 1:</p> <ul style="list-style-type: none"> <li>a. Introduction of the team with individual strengths/weaknesses and team strengths/weaknesses</li> <li>b. The idea</li> <li>c. Why now?</li> <li>d. Mission</li> <li>e. Vision</li> </ul> <p style="text-align: center;">Link</p>	10%
<p>Part 2:</p> <p>Market analysis, consisting of;</p> <ul style="list-style-type: none"> <li>a. DESTEP related to the idea      Link</li> <li>b. Market attractiveness (Porter's 5-forces)</li> <li>c. Competitor analysis              Link</li> <li>d. Target group description (including persona's)</li> <li>e. Customer journey map          Link</li> <li>f. SWOT analysis</li> <li>g. Confrontation Matrix</li> </ul>	20%
<p>Part 3:</p> <p>Marketing plan, including;</p> <ul style="list-style-type: none"> <li>a. Segmentation/targeting</li> <li>b. Positioning</li> <li>c. Marketingmix</li> </ul>	10%
<p>Part 4:</p> <p>Value proposition design:</p> <ul style="list-style-type: none"> <li>- Pains</li> <li>- Gains</li> <li>- FIT</li> <li>- Value proposition sentence</li> </ul>	10%
<p>Part 5:</p>	10%

<p>Prototype Designing and testing</p> <ul style="list-style-type: none"> <li>- What kind of prototype</li> <li>- What kind of testing</li> <li>- Improving plan based on users feedback</li> </ul>	
<p>Part 6: Proof of concept</p> <ul style="list-style-type: none"> <li>- Research results</li> <li>- Visual Presentation</li> </ul>	<p>10%</p>
<p>Implementation: Planning and financials</p> <ul style="list-style-type: none"> <li>- How are you going to make sure there is traction?</li> <li>- How are you going to brand your idea?</li> <li>- What about marketing-communication?</li> <li>- Design logo and corporate branding</li> </ul> <p>Financial Projections!</p> <ul style="list-style-type: none"> <li>- The capital needed</li> <li>- The value of the holding</li> <li>- Equity and terms</li> </ul> <p>Financial Plan</p> <ul style="list-style-type: none"> <li>- Capital Budget</li> <li>- Finance Budget</li> <li>- Operating budget</li> <li>- Liquidity Budget</li> <li>- Personal Budget</li> </ul>	<p>20%%</p>
<p>Reporting based on the guidelines!</p>	<p>10%</p>