

What startup you would like to build?

Explain your choice. Present the concept of business in the form of a presentation

Final Project – Groups of 2 persons

The project has three parts, described below in detail.

1. Analysis of your entrepreneurial preparedness (introspection).

Take a look at yourself, assess your skills and capabilities, identify your strengths and weaknesses, your motivations, aspirations and work style. Answer the question what can be your personal foundation to create and develop a successful startup business.

2. Creation/identification of five venture opportunities and choosing one which is the most appropriate to be transformed into a new startup business.

Identify five (5) business ideas/business opportunities. From the identified five business opportunities select one which you would like to transform into your new venture, that will be presented in detail in Part 3 of the assignment, and briefly justify your choice. For evaluation of the business opportunities use the decision matrix with assigned evaluation criteria and their weights.

3. Presentation of the selected concept of business in the form of a presentation to potential investors and business partners.

You should present the problem, which is the basis for your startup venture, the business model of the venture using Business Model Canvas. You can also present additional information about the venture that you consider important and valuable.

The project should be prepared in the form of electronic presentation. The presentation will be delivered as a speech (investor/business pitch), with accompanying Q & A session.

The duration of the pitch should be 6-10 minutes.

The electronic version of the presentation in pdf format should be delivered to the lecturer before the oral presentation.

Oral presentations will be held during the last two classes.

Basics principles for evaluation of the project:

1. Quality of your electronic presentation.
2. Quality of your oral presentation.
3. Quality of your interaction in the question and answer session.
4. The content of your presentation and proper use of business expressions.