

Determine what new venture would you like to create based on the results of your scientific research?

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

Final Project – Groups of 3 persons

Groups should be formed in such a way that the subject of the project is of interest to all team members, what can be a challenge as you are from different departments. If this is not possible smaller groups (of two persons) can also be considered.

The project has three parts described below in detail.

4. 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 business.

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

This section should answer the question of what kind of company do you want to create (small, large, technological, family). Pay attention to the factors leading to success, including scalability, innovation, competitive advantage and barriers of entry. Then you need to identify/create concepts for five (5) potential business ventures based on your scientific knowledge and subject of your research (including the determination of market gaps and how to resolve the diagnosed problem).

From the identified five business concepts 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 you can use the decision matrix with assigned parameters and weights).

6. 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 venture, the business model (e.g. using Business Model Canvas), competitive advantage, source of revenue streams of the startup and further development of the company, as well as other information you consider important.

The project should be prepared in the form of electronic presentation, which will be delivered in a form of a speech, with accompanying questions and answers session.

The duration of the presentation should be 5-8 minutes.

The printed version of the presentation must be delivered to the teacher before the start of the oral presentation.

Oral presentations will be held during the last two classes in the semester.

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.
5. Delivery of the printed version of the presentation.