

Data Science and Technology Entrepreneurship

Computer Science 6998-4, Business School – B8848-1

Spring 2013

Assignment 4

Due: May 5, 2013, Sunday (6pm)

Part 1. Final Report (8-10 pages)

- a. Please write a final report based on your entrepreneurship journey this semester. Your report should address some of the points mentioned below. You may use your previous assignments and business model canvases to answer some of the questions.
 - i. What idea did you start with? Did customer validation process validate your idea/opportunity?
 - ii. What were your assumptions and hypotheses? Did your hypotheses turn out to be true?
 - iii. What did you learn from the customers?
 - iv. What is your value proposition? Has it changed from the beginning of the semester?
 - v. Did you pivot?
 - vi. Did you add or remove functionalities of your product based on customer feedback?
 - vii. Do you believe you have found a problem and solution that has a large market?
 - viii. Do you believe you have found a repeatable and scalable revenue model?
 - ix. What were some of the most difficult things you had to address during the business development process?
 - x. How many customers did you talk to?
 - xi. What is your competitive advantage?
 - xii. Do you believe timing for your business is right? Why or Why Not?
 - xiii. What is your projected cash flow analysis? When do you believe you will break even?
 - xiv. What did you learn from the process of trying to start a company from scratch?
 - xv. What are the next steps for your team to improve the chances of success of your startup?
 - xvi. **(Important)** – Please provide the final business model canvas.
 - xvii. **(Important)** – Write a paragraph on individual role and contribution of each team member to the business.

Part 2. Final Technical Report (2-3 pages)

- b. Please write a short technical overview of the system.
- c. Please provide a system architecture diagram of your system.
- d. Describe why you made certain choices for the main modules of your system.

Part 3. Next iteration of MVP

- a. Please complete the next iteration of your MVP.
- b. Describe the functionalities added or removed to your MVP based on the feedback provided by your customer validation.
- c. Do you believe new MVP is better than the previous version. If yes, describe why or why not?
- d. Please complete the second version of your marketing website that describes your product.
 - I. If your product is a web application then completing 3.a completes this part as well, e.g. You do not need to make a different marketing website for the product.
 - II. If your product is hardware or mobile application or other type of business, please complete an informative website that one can browse to learn about your product. Think of this as an informative marketing website that you will send it to your friends, family and prospective customers.
- e. Please upload 3.a or 3.b to a webserver and send us a web address.

Part 4. Field Assignment for MVP Testing

- a. Show your beta product to at least 5 different prospective customers and get their feedback.
 - I. Your interviews must be based on MVP that you have built.

- II. Write a few sentences describing the feedback from the customer. You may also want to ask them quantifiable questions besides qualitative questions.

Submission Process:

Use your team Google account to share the document link.

Remember to add the following in your email subject line

DSTE - Assignment 4 - TeamName