**CONCEPT FEASIBILITY**

**Due date: *Friday, Term 2, week 10***

**Task Style/presentation: Business Report or Multi-modal**

**Time Limit:**  **1,200 words or 6 minutes multimodal**

**Task:**

You are an entrepreneur presenting a business report to a group of investors. This report should contain market analysis, marketing plan and financial model for your business idea generated in Task 2.

This task requires you address the following:

* Market Analysis
	+ Market research including market size, segmentation and demographics including capacity to pay
	+ Competitor Analysis
	+ PESTLE and/or SWOT analysis
* Proposed Revenue Model
	+ Identify your proposed revenue model and the assumptions that underpin it
	+ Justify your proposed revenue model against your stakeholders explored in the market analysis
* Proposed Pricing Strategy
	+ Identify your proposed pricing strategy and the assumptions that underpin it
	+ Justify your proposed pricing strategy against your stakeholders and the business model explored earlier
	+ Provide a Break-even analysis, projected cash flow statement and income statement
* Proposed Marketing strategies
	+ Including the 7 P’s, get-keep-grow, promotional strategies etc…

| - | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using a customer-focused approach.Highly creative generation of innovative and viable solutions to problems and/or needs using a customer-focused approach. | Perceptive and highly effective contextual application of decision-making and project management tools and strategies.Astute creation and application of business intelligence to iteratively develop business models and plans.Perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans.Critical analysis and evaluation of opportunities and challenges for business in the digital age.Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using a customer-focused approach.Creative generation of viable solutions with some innovation to problems and/or needs using a customer-focused approach. | Well-considered and effective contextual application of decision-making and project management tools and strategies.Purposeful creation and application of business intelligence to iteratively develop business models and plans.Mostly perceptive contextual application of communication and/or collaborative skills. | Well-considered evaluation of business models and plans.Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age.Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using a customer-focused approach.Mostly creative generation of viable solutions to problems and/or needs using a customer-focused approach. | Considered contextual application of decision-making and project management tools and strategies.Competent creation and application of business intelligence to iteratively develop business models and plans.Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans.Some critical analysis and evaluation of opportunities and challenges for business in the digital age.Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using a customer-focused approach.Some generation of solutions to problems and/or needs using a customer-focused approach. | Some application of decision-making and project management tools and strategies.Some creation and application of business intelligence to iteratively develop business models and plans.Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans.Some analysis and description of opportunities and challenges for business in the digital age.Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using a customer-focused approach.Attempted generation of solutions to problems and/or needs using a customer-focused approach. | Attempted application of decision-making and project management tools and strategies.Attempted creation and application of business intelligence to iteratively develop business models and plans.Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans.Description of opportunities and challenges for business in the digital age.Description of social, economic, environmental, and/or ethical impacts of global and local business. |