**Business Model and Evaluation**

**Due date: *Term 3, week 4 (Monday)***

**Task Style/presentation: Evaluation**

**Tim Limit:**  **2,000 words or 12 minutes if multimodal**

**Task:**

**Part 1 – The Business Model (Folio of evidence not directly assessed)**

Using a BMC, design a business model for either the business idea you have been working on since the start of the year, or develop a new business model to either design, sustain or transform a business.

In the development of the business model, you need to keep a portfolio of evidence which shows your decision making, collaboration with others and your own contribution to the business model development. The portfolio of evidence will include:

* Application of decision making and project management tools and strategies
* The different iterations of the business model
* Collaboration, including peer assessment and self-assessment
* The business ‘intelligence’ that you have developed and how it has helped develop the business model E.g. surveys, interviews, product tests and prototypes, other tools you’ve used etc…

**Part 2 – The Evaluation**

Present an evaluation of your business model. This evaluation should incorporate evidence of the development of the business model, such as photographs, movie clips, and reflective podcasts, and provide commentary on:

* the effectiveness of the decision-making and project management tools and strategies used to develop the business model
* risks and opportunities, including those posed by digital technologies, and recommendations to improve the business model
* How you personally contributed to the development of your business model
* How you created business intelligence
* how you applied business intelligence to inform the development of the business model through each pivot or iteration.

| - | 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. |