

MGT 482-582 Winter Interim 2020 Course Activities and Assignments

All assignments are due by midnight, January 7, 2020. This deadline is strictly enforced. Please pay close attention to instructions both for completing and submitting assignments. All course emails go to NVDBAMA@gmail.com. Rubrics for each assignment are available [here](#).

You are referred to different pages on the course website for overviews and insights into the topics we cover in this course. In some cases there are instructions for some assignments that are NOT part of this compressed Winter Interim session. If an assignment is not specifically listed here in this document, then you are not required to do it.

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What's your idea? (15 points)

Pitch your idea for an entrepreneurial opportunity. Follow the pitching guidelines on this website for the one-minute format, tell your audience what the big pain is your constituency group is having, describe your brilliant solution, state how your solution is different from what your constituency group is currently using to solve the problem, tell us why *you're* the person who should be pursuing this opportunity, and give us a call to action. This can be simply "join my team," "visit my website," or "help fund me to make this idea a reality."

Record your one-minute pitch to video, upload the video to YouTube as an UNLISTED video, and share the video link with me by email with the subject line **MGT 482-582 Winter Interim 2020 Pitching Video**.

Explore the attributes of your entrepreneurial opportunity. (5 points)

Using the framework I present in slides and my video mini-lecture, explain how your opportunity is attractive, timely, durable, and grounded in a product or service that provides value to a customer group. You will provide evidence supporting how your opportunity is attractive, timely, durable, and grounded in a product or service that provides value to a customer. Create four bullet points (attractive, timely, durable, grounded) and write your points of evidence for each bullet; write this assignment in the body of an email you send to me with the subject line **MGT 482-582 Winter Interim 2020 Opportunity Attributes**.

Customer persona. (7 points)

Now that you've pitched your idea and understand the attributes of your opportunity, create a customer persona of an "ideal first customer" who has the problem you're trying to solve and identify demographics, behaviors, and goals and needs of this customer. This should be drawn on an 8 ½" by 11" sheet of paper. Send me by email a high-quality digital image of your customer persona with the subject **MGT 482-582 Winter Interim 2020 Customer Persona**.

Value proposition statement. (3 points)

This is a single, hard-working sentence that incorporates the value you create for whom under what circumstances and in what ways that are different from other possible choices available to that customer. You'll follow a script-building approach that is found in [this set of google slides](#). Send your value proposition statement in the text of an email with the subject **MGT 482-582 Winter Interim 2020 Value Proposition Statement**.

Map Activity. (20 points)

The map activity borrows from the first day of the Google Ventures Design Sprint, and we adapt the map here to help you better define your *optimistic outcome*, your *key characters*, and the *different steps in the process* that need to occur in order for your key character to become aware of your value proposition, evaluate it, purchase it, and use it to solve the problems he is having. In this activity you'll write your thoughts on dozens of sticky notes and post them on a large whiteboard, wall, or sheet of a flipchart; fluency in ideas is your goal, as well as the comprehensiveness of the attributes of your characters, process steps, and optimistic outcome. You'll need to generate at least five sticky note thoughts each for your characters, process steps, and optimistic outcome. This will likely need to be an iterative process in which you take a first attempt at creating the map (e.g., for a half-hour to an hour) and then return for a second take for about the same time. Once you're satisfied with the map, list at least ten things that could possibly go wrong with any one of the sticky-note assertions or assumptions you've made. For example, you might prescribe that a customer will log into an account. An event that could

go wrong in this situation would be that the person might forget her password. Once you've completed the map and identified at least ten issues that could come up, take a high-quality digital image of your map and send it to me by email. **List your ten or more potential issues in the body of the email as text.** Send the digital image and the list of potential issues in a single email with the subject line ***MGT 482-582 Winter Interim 2020 Map Activity.***

Solution sketches. (10 points)

Now that you've identified the characteristics, processes, and optimistic outcomes toward identifying and delivering your value proposition to customers, draw at least three sketches of your solution. Take an 8 ½" by 11" sheet of paper and fold it into thirds so that there are three panels. Draw one sketch of your possible solution in each panel. Once you've completed these sketches, draw a more complete solution sketch that focuses on the solution sketch you think is most promising. In the more complete solution sketch you'll draw your customer in the situation he is in when he is experiencing the problem, draw how he finds out about your solution, and draw how his condition has improved as a result of using your solution. There are several examples on the course website. Take a high-quality digital image of both your draft solution sketches and your final solution sketch and send them by email to me with the subject line ***MGT 482-582 Winter Interim 2020 Solution Sketches.***

Build your solution (20 points)

You will build a low-resolution minimum viable product that reflects your proposed solution. The MVP must possess the minimum set of features you believe are necessary to deliver the value proposition. The ideal MVP will have attributes that allow it to be tested with a group of very early potential customers. ***The rubric notes that your solution must provide a way to answer one of the key questions or assumptions you have about your customer, product, or market (ten points) and includes a listing of those core features you expect to test on customers (ten points).*** Send by email a video link, prototype images, or other materials that comprise your solution to NVDBAMA@gmail.com with the subject line ***MGT 482-582 Winter Interim 2020 Solution***

Reflect on your experience (20 points)

You will write an end-of-process reflection essay in which you discuss your experiences in the completion of each of the above steps AND you will complete a learning style survey. Instructions and questions for your reflection essay are available at [this link](#). Send a Word or google doc as an attachment in an email to NVDBAMA@gmail.com with the subject line ***MGT 482-582 Winter Interim 2020 Reflection Essay.*** Your learning style survey will come directly to me so you do not need to send it any other way.