

Criterion D - Evaluating

D1 - Testing Methods

Success Criteria Pitch

| # | Indicator | Explanation of importance | Evidencing |
|----|-------------------------------------|---|---|
| 01 | Clear presentation (slides) | Having a clear presentation is important because it needs to tell the audience information about the topic that is being presented, and | <div></div> <p>These are examples from our slideshow. We used large fonts and direct words that explain our product and plan which helps the audience and judges to understand our product and plan easier.</p> |
| 02 | Eye contact with the judges | Eye contact is important to achieve success criteria. Making eye contact with the judges while speaking can show confidence in our speech and product. | <div></div> <p>In this photo which is part of our video while we were presenting, we were speaking while making eye contact with the judges.</p> |
| 03 | Clear voice | This is important because if the speaker is for example mumbling, and the voice isn't clear, the judges will have a hard time understanding what is being said, and will be hard to give information. | <p>When our group was presenting, we all spoke in a clear and loud voice and the judges understood everything that we were giving information about.</p> |
| 04 | Relevant content | Communicating relevant content is important because the judges are only there to judge the enterprise and so without any disruption of the main idea, to get straight to the point. | <p>When presenting, our scripts were all straight to the point and basic about the information we were trying to give.</p> |
| 05 | Having a visible product(prototype) | Having a prototype can help the judges and audience understand how our plans came together and created our product without visualizing the product by themselves. | <div></div> <p>This is the prototype of our card game we took on the stage to give to the judges what our product is designed like and how it will be when it is actually sold.</p> |

Success Criteria Team Work

| # | Indicator | Explanation of importance | Evidencing |
|----|---|---|---|
| 01 | Always inform the group of the work being done | Informing the group of the work that is being done or that is done is important because then we as a team all know what is happening in our group work. | We can check our past document's comment history to see that we have put comments on what needs to be done and resolved these comments once the work is done. |
| 02 | Making sure that everyone has opportunities to express their opinions | This is important so that everyone can interact and speak up if they disagree with something. | We can check the team surveys that we filled out for each other and see that our team members expressed that they could share their ideas. |

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|--|---|---|-----------------------|-------------------|-------------------|---|----------------|--|-----------------------|--|---------|---|-----------|--|---------------|--|----------------------------|--|-------|---|
| 03 | Express your ideas | Expressing our ideas is important because it ensures that more than one person is doing all the work and that we are collaborating. | We can check the document histories which will show that everyone will have the work divided evenly between people in our group. | | | | | | | | | | | | | | | | | | |
| 04 | Listen to other’s opinions | This is important in a team project because we can add to other people's ideas, or look at a new perspective that we had not thought of before. | We can check the team surveys that we filled out for each other and see that our team members expressed that people would listen to their ideas. | | | | | | | | | | | | | | | | | | |
| 05 | Completing the task together | This is important because by doing the task together as a team everyone has an idea of what is going on and participates. | <div><div>Executive Summary</div><table><tr><td>Project Working Title</td><td>Make Learning Fun</td></tr><tr><td>Mission Statement</td><td>Provide fun games to help Vietnamese students to learn English.</td></tr><tr><td>Key Activities</td><td>Our enterprise will make fun and easy board games and lend those to elementary students in UNIS.</td></tr><tr><td>Project Beneficiaries</td><td>Beneficiaries of this project would be kindergarten and elementary students in UNIS, who are getting provided with these products that our team is going to create, and the organization our group is going to partner with.</td></tr><tr><td>We need</td><td><ul style="list-style-type: none">- The people we need to produce the product are Ms Hatami, who will help us in the planning and give us feedback on our ideas, and Mr Gubbels who will help us during the production procedure.</td></tr><tr><td>Marketing</td><td><ul style="list-style-type: none">- Emailing teachers who could use this product for their classes- Posting photos and information about our product on (the school's) social media</td></tr><tr><td>Revenue Model</td><td>The enterprise allows us to keep making the same product by selling the product. Our enterprise produces products and sells them to customers at a price that is high enough to cover production and earn a profit. The generated profit enables the enterprise to manufacture more of the same product.</td></tr><tr><td>Unique Selling Proposition</td><td>By using this method, money would be sustainable, and would be able to keep making the product when the product is sold.</td></tr><tr><td>Coach</td><td>Ms Parastou Hatami - Dispute resolution specialist - parastouhatami@hotmail.com</td></tr></table></div> <p>This is part of our A (Inquiring and Analyzing). After researching and gathering all the ideas, we shared our ideas and organized it to this table together.</p> | Project Working Title | Make Learning Fun | Mission Statement | Provide fun games to help Vietnamese students to learn English. | Key Activities | Our enterprise will make fun and easy board games and lend those to elementary students in UNIS. | Project Beneficiaries | Beneficiaries of this project would be kindergarten and elementary students in UNIS, who are getting provided with these products that our team is going to create, and the organization our group is going to partner with. | We need | <ul style="list-style-type: none">- The people we need to produce the product are Ms Hatami, who will help us in the planning and give us feedback on our ideas, and Mr Gubbels who will help us during the production procedure. | Marketing | <ul style="list-style-type: none">- Emailing teachers who could use this product for their classes- Posting photos and information about our product on (the school's) social media | Revenue Model | The enterprise allows us to keep making the same product by selling the product. Our enterprise produces products and sells them to customers at a price that is high enough to cover production and earn a profit. The generated profit enables the enterprise to manufacture more of the same product. | Unique Selling Proposition | By using this method, money would be sustainable, and would be able to keep making the product when the product is sold. | Coach | Ms Parastou Hatami - Dispute resolution specialist - parastouhatami@hotmail.com |
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| Coach | Ms Parastou Hatami - Dispute resolution specialist - parastouhatami@hotmail.com | | | | | | | | | | | | | | | | | | | | |

Criterion D - Evaluating

D2 - Success of the Solution

Social Enterprise


The following [success criteria](#) were strengths of our social enterprise proposal


| # | Indicator | Jury rating | Why this is a strength |
|----|----------------------------------|-------------|--|
| XX | [technically feasible] | ★★★★s | This is a strength because this product was an easy job to do to create the cards requiring low skill levels. The materials were easy to handle with, and there are no complicated steps required. |
| XX | It appeals to our UNIS Community | ★★★★s | This is a marketing strength of our pitch because our main target audience was people in the UNIS Community. This is also a strength because the judges said that |
| XX | [Growth Potential] | ...★★★★s | This is a strength because our team has researched about how many EAL students are there in G1~2. We have a specific target that can consume our product and if our game gets sold to most of the target audiences we are going to expand to other international schools in Hanoi which leads to the growth potential of our business. |
| XX | [Innovation strength] | ...★★★★s | This is a strength because our team has a specific selling proposition which is selling the product at reasonable price and use some parts of the income to produce more and more product in the future. |

The following [success criteria](#) were not as strong and might need further work










| # | Indicator | Jury rating | Why this needs work |
|----|--|-------------|---|
| XX | [High impact resolving needed] | ★★★s | The scope of this project was really limited to the UNIS community. Also, this product only bring more convenience to the customers, but no changes to the SDG. |
| XX | It has an effective marketing strategy | ★★★s | Our marketing strategy was not as effective as it could have been because we planned to only sell it at school events and not anywhere else. We should have taken into consideration that once you have a card game, it is unlikely that you will need another one so when people buy our card games they would likely only buy once and this is not an effective marketing strategy. |
| XX | [Financially sustainable overtime] | ...★★★s | Our target audience is only UNIS Hanoi EAL which is limited. This could be a limited target for future business. |
| XX | [innovatin weakness] | ...★★★s | Our product only affects the target which is UNIS EAL students’ parents and teachers. In fact, it doesn’t have huge impact on the SDG targets overall. |

Success Pitch

| # | Indicator | Rating | Explanation and Evidence |
|----|-------------------------------------|--------|---|
| 01 | Clear presentation (slides) | ★★★★☆ | Our presentation slides are clear and thorough which engages the judges. We used large fonts and contrasting colours to make the words stand out. |
| 02 | Eye contact with the judges | ★★★★☆ | We made sure to make eye contact with the judges, even though we had notecards. To do this, we looked at our notecards briefly and then looked up at the judges and repeated this for the rest of the pitch. |
| 03 | Clear voice | ★★★★☆ | We used clear voices in our pitch. How we did this was by enunciating and articulating words clearly, emphasising some words and pausing after certain phrases to make an impact to the judges. |
| 04 | Relevant content | ★★★★☆ | We included data that is the background static for our target audience and mission. We also included photos and pictures to help the judges and audiences understand the presentation easily. <div></div> |
| 05 | Having a visible product(prototype) | ★★★★★ | We took a prototype of our card game on stage to help the judges to understand better about our ideas and how it will work when it is sold to the target audiences. |

| | | | |
|--|--|--|--|
| | | |  <p>↳ This is a photo of our prototype we used</p> |
|--|--|--|--|

Success Team Work

| # | Indicator | Rating | Explanation and Evidence | | | | | | | | | | | | |
|---|--|---|--|---|--|---|---|---|--|---|--|---|--|--|---|
| 01 | Always inform the group of the work being done | ★★★★☆ | Our team discussed about the changed we are making in our product when we were working together and everyone had an idea of what we were making and what changes we made during class. | | | | | | | | | | | | |
| 02 | Making sure that everyone has opportunities to express their opinions | ★★★★☆ | Our team made sure to ask each other if we had any ideas or opposing perspectives in each step of the process. This screenshot of one of the documents we worked on this project, shows that we equally worked on the doc. and contributed our ideas. <div><div>March 6, 11:25 AM</div><div><div>Sungmin Lim</div><div>WooJin Chang</div><div>Sufi Crishna Chaudhuri</div></div><div>February</div><div><div>February 29, 2:07 PM</div><div><div>Sungmin Lim</div><div>Sufi Crishna Chaudhuri</div><div>WooJin Chang</div></div></div><div><div>February 27, 9:43 AM</div><div><div>Sungmin Lim</div></div></div><div><div>February 21, 11:19 AM</div><div><div>WooJin Chang</div></div></div></div> | | | | | | | | | | | | |
| 03 | Express your ideas | ★★★★☆ | Our team was very open to all opinions, considering them and think about possible solutions and products we could make based on the ideas we come up with. <div><table><tr><td></td><td>Specific problems<ul style="list-style-type: none">There are large amounts of unsustainable (plastic) products being made.Large amounts of plastic products are being used, which leads to large amounts continuously being made.</td><td>Affected local communities<ul style="list-style-type: none">Communities near landfills.Communities near large plastic manufacturing factories.</td><td>Possible actions<ul style="list-style-type: none">Reducing amounts of plastic usage and producing plastic.Recycling already-made plastic products.</td></tr><tr><td></td><td>Specific problems<ul style="list-style-type: none">People do not have access to clean drinkable water.</td><td>Affected local communities<ul style="list-style-type: none">Rural households, ethnic minorities, and mountainous, coastal, island, and water-deficient areas.</td><td>Possible actions<ul style="list-style-type: none">Assist people in access to clean water technologies like water filter. Also, investing in water supply systems, and water-saving technology. For example, wells and fountains.</td></tr><tr><td></td><td>Specific problems<ul style="list-style-type: none">Some students don't have access to a good environment to learn new things at home and school.</td><td>Affected local communities<ul style="list-style-type: none">Students in places that have not been developed well, surrounded by mountains, lack electricity.</td><td>Possible actions<ul style="list-style-type: none">We can make supplies that help students learn and write more things even if they don't have good access to lights or electricity.</td></tr></table></div> ↳ As shown here, we had a lot of different ieas to choose from. |  | Specific problems <ul style="list-style-type: none">There are large amounts of unsustainable (plastic) products being made.Large amounts of plastic products are being used, which leads to large amounts continuously being made. | Affected local communities <ul style="list-style-type: none">Communities near landfills.Communities near large plastic manufacturing factories. | Possible actions <ul style="list-style-type: none">Reducing amounts of plastic usage and producing plastic.Recycling already-made plastic products. |  | Specific problems <ul style="list-style-type: none">People do not have access to clean drinkable water. | Affected local communities <ul style="list-style-type: none">Rural households, ethnic minorities, and mountainous, coastal, island, and water-deficient areas. | Possible actions <ul style="list-style-type: none">Assist people in access to clean water technologies like water filter. Also, investing in water supply systems, and water-saving technology. For example, wells and fountains. |  | Specific problems <ul style="list-style-type: none">Some students don't have access to a good environment to learn new things at home and school. | Affected local communities <ul style="list-style-type: none">Students in places that have not been developed well, surrounded by mountains, lack electricity. | Possible actions <ul style="list-style-type: none">We can make supplies that help students learn and write more things even if they don't have good access to lights or electricity. |
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| 04 | Listen to other's opinions | ★★★★☆ | As expressing, we also listend to each other considering a variety of different ideas as also shown in the photo above. | | | | | | | | | | | | |
| 05 | Completing the task together | ★★★★☆ | During the process, everyone participated in their role and worked to plan out our business. This is a screenshot of our history. This shows that everyone in our group worked together on the documents during the process. <div><div>March 6, 11:25 AM</div><div><div>Sungmin Lim</div><div>WooJin Chang</div><div>Sufi Crishna Chaudhuri</div></div><div>February</div><div><div>February 29, 2:07 PM</div><div><div>Sungmin Lim</div><div>Sufi Crishna Chaudhuri</div><div>WooJin Chang</div></div></div><div><div>February 27, 9:43 AM</div><div><div>Sungmin Lim</div></div></div><div><div>February 21, 11:19 AM</div><div><div>WooJin Chang</div></div></div></div> | | | | | | | | | | | | |

Criterion D - Evaluating

D3 - Improvements

Social Enterprise

Our advice to future teams participating in Phoenix Nest is to be thorough and detailed in the whole process, especially the research so that it will make the social enterprise successful.

Pitch

Our advice to future teams participating in Phoenix Nest is to use the time to practice wisely so that on stage your group will look professional and your pitch will be well rehearsed.

Teamwork

Our advice to future teams participating in Phoenix Nest is to make clear norms for the group and stick to them the whole unit so that the group can work well together and complete work more efficiently as a team.


Criterion D - Evaluating

D4 - Impact

Our team pitching on stage



Our teams logo



Our team photo



Social Enterprise

| Team member | On Developing Impactful Social Enterprises... |
|------------------------|--|
| Sufi Crishna Chaudhuri | You need to make sure to make everything as detailed as possible so that the next steps of the process will be easier. |
| Woojin Chang | You need to identify your target audience and really know what is going on to them. Then decide what you are going to make |
| Sungmin Lim | You should add more detailed information about the research you have done and write more for some parts of analyzation. |

Pitch

| Team member | On developing an effective pitch ... |
|------------------------|---|
| Sufi Crishna Chaudhuri | Make sure to practice as much as you can so when you go on stage, you look prepared and professional. |
| Woojin Chang | Prepare what you are going to say, and also prepare for questions the judges might ask. |
| Sungmin Lim | Prepare for some questions judges might ask about our business and ideas. |

Teamwork

| Team member | On teamwork ... |
|------------------------|--|
| Sufi Crishna Chaudhuri | Make sure to set group reminders and let everyone know what is going on so that you can work together as a team. |
| Woojin Chang | |
| Sungmin Lim | Try to finish the documents given for that class and |

Approaches to Learning Skills

| Team member | On growth as a learner ... |
|------------------------|--|
| Sufi Crishna Chaudhuri | Make sure to have good self/time management for you and your group so that you can get your work done on time. |
| Woojin Chang | |
| Sungmin Lim | |