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<i>your Business</i>				
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Assignment Description:

Startups vs Small Businesses

Lesson Name	Lesson 03. Startups vs Small Businesses	Project description	For this assignment, your primary goal is to determine whether a given company operates as a startup or a small business. You are to utilize Google to gather information about your selected companies. Utilize the comparison table that focuses on six key criteria: Initial Team Size, Business Model, Growth Rate, Risk, Main Goal, and Future Plan. It's imperative to substantiate each criterion with concrete evidence or proofs derived from your research. By undertaking this exercise, you will not only enhance your ability to discern between startups and small businesses, but you'll also refine your research and analytical skills.
Assignment Type	Project 1		
Max Score	4		
Link to instruction	-		

Project 1: Startups vs Small Businesses Evaluation

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Differentiate between startup and small business	All criteria (Description, Initial Team Size, Business Model, Risk), each backed by 2+ relevant proofs	Criteria mostly (3 out of 4) accurately evaluated, some with one solid proof	Some criteria (2 out of 4) evaluated but proofs may be weak or not entirely fitting	Criteria mentioned without clear evaluation or proof

Project 2: Problem Evaluation

Lesson Name	Lesson 07. Ideas Evaluation	Project description	For this assignment, your primary goal is to evaluate a real-world problem. By completing this exercise, you will not only enhance your ability to
Assignment Type	Project 1		

Max Score	4		evaluate problems, but also develop your ability to communicate and advocate for ideas collaboratively.
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Conduct problems evaluation & prioritization	Include reasoning how their problem covers the criteria such as being common, growing, urgent, hard to solve, and necessary . Understands the criteria deeply and the selected problem aligns with all these criteria.	Include reasoning how their problem aligns with 3-4 out of 5 criteria. Displays understanding of the criteria.	Some criteria (2 out of 5) might be weakly represented or the explanation lacks depth.	Struggles to align the problem with more than 3 criteria or lacks a clear explanation.

Project 3: Pitch Presentation

Lesson Name	Lesson 11. Pitch Presentation	Project description	For this assignment, your primary goal is to pitch your startup idea. You are to pitch a problem you've identified, its corresponding solution, info about your team and your mission. Ensure that your presentation clearly articulates the criteria for presentation and pitch quality. By completing this exercise, you will improve your skills in preparing strong presentations by structuring your thoughts and supporting them with visuals and presenting ideas persuasively to others. When it's time, you will present your findings directly to the class. Remember, this is a group task, so ensure that every member of your team addresses at least one logical component of the presentation. After your pitch, your teacher will evaluate your work and provide feedback within a workweek.
Assignment Type	Project 3		
Max Score	16		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
Problem & Solution A. Outline the problem, present a distinct solution, and justify your selection	Problem: Deeply researched, supported by 5+ relevant facts, data points, or statistics. Solution: Comprehensive description; image perfectly encapsulates the idea.	Problem: Clearly stated, supported by 3-4 relevant facts, data points, or statistics. Solution: Detailed description; image aligns well but might lack some depth or precision.	Problem: Vaguely described, backed by 1-2 facts, data points, or statistics. Personal concerns may be generic. Solution: Provides a basic description; the image might be somewhat related but not entirely fitting.	Problem: Inadequately described without substantial data or statistical support. Solution: Offers a vague or generic description; the image may be off-topic or missing.
Presentation Quality T5. Visual Presentation Skills (structure information effectively using visual aids and design elements)	Follows the prescribed structure of the presentation, including catchy title, team mission, problem statement, solution with image, conclusion. Also, integrates visuals and personal style seamlessly.	Follows most of the prescribed structure (5-6 out of 7 elements) with adequate visuals and some personal style.	Follows some of the structure (3-4 out of 7 elements). Might lack in visuals or personal style.	Struggles with following the structure (less than 3 elements). Lacks effective visuals or personal style.
Pitch Quality T1. Oral communication (communicate effectively with others using oral skills)	Fully adheres to all 6 rules of pitch quality: 1. Remains calm and confident throughout the pitch. 2. Utilizes effective body language and gestures. 3. Completely avoids distractors (e.g., gum, smartphone). 4. Speaks in a clear and audible manner. 5. Actively engages and captivates the audience. 6. Maintains a consistently positive and enthusiastic attitude.	Meets 5 of the 6 rules of pitch quality.	Meets 3-4 of the 6 rules of pitch quality.	Meets 1-2 of the 6 rules of pitch quality.
Q&A T4. Persuasion and Influencing Skills (convince others to believe in your ideas or solutions)	Uses persuasion and influencing skills effectively. Elicits a strong emotional or logical response and convinces others of their ideas or solutions.	Convinces most of the time, displays a good grasp of persuasion and influencing skills.	Occasionally convincing, might struggle with maintaining consistent persuasion.	Rarely convinces; struggles significantly with persuasion and influencing skills.

Project 4: Hypothesis Formulation & Research Insights

Lesson Name	Lesson 14. Market Research for Your Business	Project description	For this assignment, your primary task is to formulate hypotheses for your startup and conduct market research. Formulate a hypothesis, then research trending topics using Google Trends, and investigate consumer preferences on Reddit or Google Search. Your hypothesis should meet four criteria: it should be specific, clear, testable, relevant, and simple. Completing this exercise will enhance your understanding of primary and secondary data, market research techniques, and hypothesis formulation. In class, this assignment will be split into two phases: individual and group work. Your teacher will grade the individual portion.
Assignment Type	Project 4		
Max Score	8		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
Formulate hypothesis K. The key components necessary for crafting a valid hypothesis	Hypothesis is concise, directly related to the business idea, and is unmistakably clear. Fully meets all the stated requirements: specific, testable, relevant, and simple.	Hypothesis is related to the business idea and mostly clear. Meets 3 out of 4 stated requirements.	Hypothesis is vaguely related to the business idea and lacks clarity. Meets 2 out of 4 stated requirements.	Hypothesis lacks direct relation to the business idea and is ambiguous. Barely meets one of the stated requirements.
Document research insights A. Extract relevant data from sources, document insights in an organized manner	Thorough research on both Google Trends and Reddit/Google Search, capturing deep and relevant insights. Data and insights are presented in an organized, coherent manner, and are directly relevant to the	Good research on both platforms with some valuable insights. Data is mostly organized, but there might be minor areas of confusion or less relevancy.	Some effort shown in research, but missed key points or only researched on one platform. Data presentation lacks structure or contains several areas of irrelevancy.	Minimal effort in research with very few insights or only generic points highlighted. Data presentation is disorganized or mostly irrelevant to the task.

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Project 5: Create a customer profile

Lesson Name	Lesson 16. Target Market for Your Business	Project description	For this assignment, your task is to delineate an ideal customer profile, using insights derived from pain points and preferences gathered during market research, and then construct a comprehensive buyer persona complemented by product implementation ideas. Start by revisiting the pain points and preferences you identified in your prior market research. Use this data to shape a detailed customer profile, capturing demographics, geographics, psychographics, and behavioral patterns. Your buyer persona should authentically mirror your envisioned ideal customer, marrying real-world data with imaginative insights. Following that, craft a buyer persona, an in-depth portrayal of your optimal customer, and brainstorm three innovative ideas for your product that directly cater to the needs or aspirations of this target demographic. Successfully completing this assignment will enrich your skills in market-informed product conceptualization, comprehending customer preferences, and drafting actionable buyer personas.
Assignment Type	Project 5		
Max Score	8		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Synthesize consumer feedback and derive relevant customer characteristics	Directly connected to pain points & preferences from the market research lesson. All four criteria (demographic, geographic, psychographic, behavioral) correctly filled.	Connected to at least 3 out of 4 criteria correctly, but not directly tied to pains & preferences.	Filled 2 out of 4 criteria correctly.	Filled only 1 out of 4 criteria correctly.

K. The key components of a comprehensive buyer persona	All fields for buyer persona are filled correctly (8-9 out of 9). Three innovative and directly relevant ideas based on the persona crafted.	6-7 fields for the buyer persona are filled in correctly. Two relevant ideas are listed.	4-5 fields filled correctly or only one relevant idea listed.	Minimal effort in buyer persona (0-3 fields) and no or just one idea listed.
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Project 6: Create a value proposition for your business

Lesson Name	Lesson 20. Value proposition for Your Business	Project description	For this assignment, your task is to create a value proposition canvas and statement for your startup. Complete each section of the Value Proposition Canvas step by step. Successfully completing this assignment will enhance your skills in value proposition design and collaborative brainstorming. Expect feedback from your teacher within a week of submission.
Assignment Type	Project 6		
Max Score	8		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Develop value proposition canvas	All fields (3 Customer Jobs, 3 Customer Pains, 3 Customer Gains) thoroughly completed with accurate and relevant information directly tied to the market research lesson.	4-5 fields thoroughly completed, mostly aligned with the market research lesson. Minor details might be missing or slightly off-target.	2-3 fields completed. Some details might be lacking in depth or not directly related to the research.	1 field completed or multiple fields with very superficial information.
A. Develop value proposition canvas	All fields (3 Pain Relievers, 3 Gain Creators, 3 Products/Services) thoroughly completed with accurate and relevant connections to the customer profile.	4-5 fields thoroughly completed, mostly aligned with the customer profile. Some connections might be weak or slightly off-target.	2-3 fields completed. Connections to the customer profile may be vague or missing.	1 field completed or multiple fields with very superficial connections.

Project 7: Minimum Viable Product for Your Business

Lesson Name	Lesson 22. Minimum Viable Product for Your Business	Project description	For this assignment, you are tasked with creating an MVP of your product in the form of a landing page. The objective is to gauge initial customer interest. Please design your landing page using Canva and create a form on Typeform to collect contact details from potential customers. Completing this assignment will bolster your skills in MVP landing page design and time management. Remember: done is better than perfect.
Assignment Type	Project 7		
Max Score	8		
Assignment submission type (if required)	Link in the chat		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Create a Minimum Viable Product (elements of product/market fit hypothesis, performance/quality criteria)	Clearly identifies the problem being addressed, demonstrates how the solution effectively resolves it, and includes a form to collect contact details.	Identifies the problem and provides a solution that mostly resolves it. Includes a form to collect contact details, but it might lack some essential fields.	Somewhat identifies the problem, but provides a solution that only partially addresses it. The contact form is present but might be rudimentary.	Vaguely identifies the problem, and the solution is unclear or insufficient. The contact form, if present, is very basic and may not be functional.
T8. Time-management skills and productivity (prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and	Tasks are effectively prioritized, and the schedule is strictly followed, ensuring timely completion of the MVP.	Most tasks are effectively prioritized, the schedule is mostly followed, with minor deviations.	Some tasks are prioritized, but there are noticeable issues with following the schedule, causing some delays.	Prioritization is unclear, and schedules are not effectively followed, causing significant delay.

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Project 8: Business Models

Lesson Name	Lesson 25. Business Models	Project description	For this assignment, your task is to select a business model and create a compelling sales pitch that highlights the strengths of your chosen model. Your pitch will be presented to a classmate, who will assess your persuasion and influencing skills on a scale of 1 to 5. Additionally, your teacher will evaluate the written component of your assignment. Completing this task will enhance your ability to persuade and influence others, convincing them of your ideas and solutions, as well as your skill in identifying and internalizing the essential elements of various business models.
Assignment Type	Project 8		
Max Score	8		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Identify and internalize the key elements of various business models	Clearly lists two business models with all pros and cons. Justification covers product/service nature, audience, and revenue goals comprehensively.	Lists two business models with most pros and cons. Justification is solid but may miss minor details in product/service nature, audience, or revenue goals.	Lists two business models but with some pros and cons missing. Justification is basic, missing significant elements of product/service nature, audience, or revenue goals.	Lists business models but with unclear or incorrect pros and cons. Justification is weak or incorrect, showing limited understanding of product/service nature, audience, and revenue goals.
T4. Persuasion and Influencing Skills (convince others to believe in your ideas or solutions)	The written pitch is articulate and compelling, clearly and concisely linking the business model to product/service benefits	The pitch is clear and reasonably persuasive, establishing a good connection	The pitch is somewhat clear but lacks persuasiveness, with basic	The pitch is poorly structured, fails to persuasively link the business model with product/service

	with persuasive language.	between the business model and benefits, but may lack some elements of engaging language or concise argumentation.	connections between the business model and benefits and limited use of persuasive language.	benefits, and lacks clarity and persuasive language.
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Project 9: Marketing campaign for your Business

Lesson Name	Lesson 27: Marketing Campaign	Project description	For this assignment, your task is to use the Google Slides template to fill in the five components of your own marketing campaigns suitable for your startup. In this task, you will demonstrate your ability to define and articulate the following: 1) The goal for your business's campaign; 2) Target Audience; 3) Where to market for your business; 4) The "It" Factor; 5) Timing. By completing this task, you will not only showcase your ability to develop effective marketing strategies for your startup but also gain valuable insights into your target audience needs, and overall marketing positioning.
Assignment Type	Project 9		
Max Score	8		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Develop aspects of marketing processes (go to market strategy, marketing platform choice, marketing	The five components of a marketing campaign are correctly defined: 1) The goal of the campaign is directly linked to your product's	The four components of a marketing campaign are accurately defined, OR there may be minor misconceptions regarding 1-2 of the	The three components of a marketing campaign are accurately defined, OR	Most components of a marketing campaign (4-5) are not properly defined, or there are significant

plan development, marketing methods choice, target audience needs, marketing positioning)	key feature. 2) The target audience reflects a narrow segment. 3) The channels are suitable for the target audience. 4) The message stands out and resonates with your audience. 5) The timing fits the campaign's needs.	components.	there may be minor misconceptions regarding 3 of the components	misconceptions in their definitions.
T5. Visual Presentation Skills (structure information effectively using visual aids and design elements)	The information about all five components of the marketing campaign is accurately recorded in the template. The template has been submitted as a Google Slides link with open access.	The information about four components is accurately recorded in the template, one is missing. The template has been submitted as a Google Slides link with open access.	The information about 2-3 components is accurately recorded in the template, 2-3 are missing. The template has been submitted as a Google Slides link with open access.	The information about 1 component is accurately recorded in the template, 4 are missing / OR The template has not been submitted as a Google Slides link with open access.

Project 10: Practicing Pitch Presentations

Lesson Name	Lesson 35: Practicing Pitch Presentations	Project description	For this assignment, your task is to practice pitching your presentation, which should comprehensively cover five key parts: the problem, solution, competitive positioning, accelerator results, team, and contacts. Additionally, it is imperative to follow six rules for effective presentation: remain calm and confident, utilize proper body language and gestures, avoid distractors, ensure your speech is clear and loud, engage your audience, and exude a positive attitude.
Assignment Type	Project 10		
Max Score	8		
Link to instruction	-		

			By completing this task, you will develop crucial skills in structured communication and persuasive presentation. This exercise will not only enhance your ability to convey complex ideas succinctly and effectively but also bolster your confidence in public speaking and audience engagement, preparing you for real-world scenarios where such skills are essential.
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	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Develop a pitch deck	Includes all 5 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts) with exceptional logical flow and pacing	Includes 4-5 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts) with good logical flow and pacing	Includes 3-4 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts) , and lacks in some aspects of logical flow and pacing	Includes less than 3 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts), with poor logical flow and pacing.
T4. Persuasion and Influencing Skills (convince others to believe in your ideas or solutions)	Includes all 6 rules (calm and confident, proper body language and gestures, avoids distractors, clear and loud speech, audience engagement, positive attitude) effectively throughout the presentation.	Includes 4-5 rules effectively, with minor lapses in one or two areas.	Includes 3-4 rules, with noticeable lapses in two or more areas.	Includes only 1-2 rules, with significant lapses in several areas.

Final project: Final Presentation

Lesson Name	Lesson 39: Final Presentation	Project description	For this assignment, your task is to pitch your presentation, which should
Assignment	Project 11		

Type			comprehensively cover six key parts: the problem, solution, competitive positioning, accelerator results, team, and contacts. Additionally, it is imperative to follow six rules for effective presentation: remain calm and confident, utilize proper body language and gestures, avoid distractors, ensure your speech is clear and loud, engage your audience, and exude a positive attitude. By completing this task, you will develop crucial skills in structured communication and persuasive presentation. This exercise will not only enhance your ability to convey complex ideas succinctly and effectively but also bolster your confidence in public speaking and audience engagement, preparing you for real-world scenarios where such skills are essential.
Max Score	12		
Link to instruction	-		

	Outstanding	Proficient	Developing	Emerging
	4	3	2	1
A. Develop a pitch deck	Includes all 5 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts) with exceptional logical flow and pacing	Includes 4-5 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts) with good logical flow and pacing	Includes 3-4 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts) , and lacks in some aspects of logical flow and pacing	Includes less than 3 parts (Problem, Solution, Competitive Positioning, Accelerator Results, Team and Contacts), with poor logical flow and pacing.
T4. Persuasion and Influencing Skills (convince others to believe in your ideas	Includes all 6 rules (calm and confident, proper body language and gestures, avoids distractors, clear and loud speech, audience engagement, positive attitude) effectively throughout the presentation.	Includes 4-5 rules effectively, with minor lapses in one or two areas.	Includes 3-4 rules, with noticeable lapses in two or more areas.	Includes only 1-2 rules, with significant lapses in several areas.

or solutions)				
Q&A session	Demonstrates a deep understanding, clear communication, strong critical thinking, active audience engagement, professionalism, and responsive to feedback	Displays good knowledge, generally clear communication, some critical thinking, engagement with the audience, professionalism with occasional lapses, and openness to feedback	Shows limited knowledge, often unclear communication, limited critical thinking, lack of engagement, unprofessional behavior, and resistance to feedback	Lacks understanding, consistently unclear communication, no critical thinking, disengagement from the audience, unprofessional behavior, and complete disregard for feedback