

Midterm Project

**Your job is to present
the existing startup.**

**Goal: extending the funding
of your organization.**

Grading criteria

- 40%** Theoretical Knowledge
- 40%** Entrepreneurship Skills
- 10%** Presentation & Communication
- 10%** Collaboration & Teamwork

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40% Theoretical Knowledge

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Conceptual Understanding (10%)

- Demonstrates a clear understanding of digital business concepts.
- Accurately applies theories and models relevant to the topic.

Research Depth (10%)

- Uses a variety of high-quality, relevant sources.
- Demonstrates a thorough understanding of the current digital business landscape.

Innovation and Creativity (10%)

- Presents new insights or a unique perspective on the topic.
- Demonstrates original thinking in the application of theoretical knowledge.

Critical Analysis (10%)

- Evaluates the strengths and weaknesses of digital business strategies.
- Provides well-reasoned arguments and supports claims with evidence.

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Business Model (10%)

- Clearly outlines the value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
- Demonstrates feasibility and sustainability of the model.

Market Analysis (10%)

- Identifies target market and customer personas
- Analyzes market trends, competition, and potential risks.

Financial Planning (10%)

- Provides a clear financial forecast including revenue projections, break-even analysis, and startup costs.
- Demonstrates understanding of funding requirements and potential sources.

Implementation Strategy (10%)

- Outlines a clear go-to-market strategy.
- Details a timeline for product/service launch and scaling.

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Clarity and Organization (5%)

- Information is presented in a logical, coherent manner.
- Uses appropriate visuals, charts, and graphs to enhance understanding.

Engagement and Delivery (5%)

- Engages the audience effectively.
- Demonstrates confidence and mastery of the topic.

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Contribution and Participation (5%)

- All team members actively contribute to the project.
- Demonstrates effective delegation of tasks and responsibilities.

Conflict Resolution and Cohesiveness (5%)

- Team demonstrates the ability to resolve disagreements constructively.
- Presents a unified front and supports each other during the presentation.