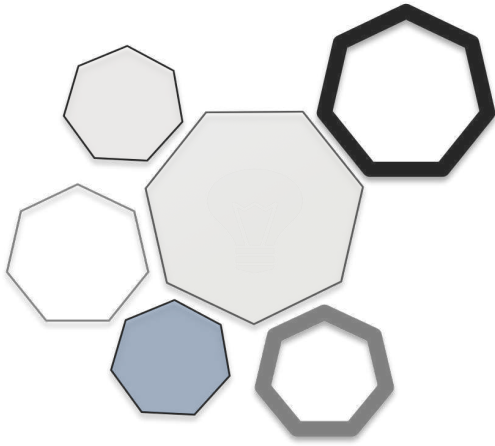




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## **Assignment # 5 – Synthesis Portfolio or Business Model Canvas**

### **Option A: Synthesis Portfolio – Connections & Reflections**

#### **Assignment Overview:**

This assignment is designed to be a very personal and tangible outcome of your ENT 100 experience. You will create a portfolio that reflects your learning throughout the term as applied to understanding entrepreneurship and your journey to becoming an entrepreneur (or deciding it's not for you). For this assignment, you will synthesize all of the course content (lecture material, readings, assignments, panel discussions, workshops, and exercises) into a very personalized portfolio of your connections to the material and reflections on what it means to you moving forward with your personal, university, and career/work-related goals. This is your opportunity to bring the course content from the general to the specific: how has it changed your thinking; your view of what's possible; your venture idea(s); your expert entrepreneurship script; your understanding of the context of business, entrepreneurship, or innovation; your understanding of yourself, and other insights? In Assignment #1 you sought the insights from a current entrepreneur. Assignment #5 is your opportunity to create your own summary insights on the startup process and the entrepreneurial mindset.

#### **Assignment Details:**

There is no single “right answer” for this assignment. The value of the work you will undertake to complete this assignment is in making it personal to your experience, your situation, your interests, your connections, and your goals. You are encouraged to draw connections between: ideas, people, experiences, course material, assignments, entrepreneurs' stories and advice, readings, and other resources. You should address the evolution of your thought processes over the term, and how you

see yourself and the world around you. Additionally, you should consider answering, “I am an entrepreneur because....?”

This assignment is not intended to be a summary of the course, we were on the journey together so we know what we did. Rather, you are asked to move beyond a mere week-by-week content summary and apply critical thinking skills to uncover personal overarching themes and insights that lead you to a greater understanding of the whole. Synthesis is the key! Note that the Oxford dictionary defines *synthesis* as “the combination of components or elements to form a connected whole”.

To reflect the personal nature of this assignment and the variety of student backgrounds in this course, the portfolio may be presented in one of the following formats: written (10 pages MAX), video (20 minutes MAX), visual display, slides, blog post or website (see Claudia to get pre-approval for the latter options). If you have an alternative portfolio presentation idea, please discuss it with Claudia to get approval prior to starting work on the project.

#### Standard Written Format

Length: 10 pages **maximum**

Size: standard 8 1/2” x 11” paper size and margins

Font: 12pt

Sources: in APA style and extra to the 10 page limit

#### **Sources:**

There is no final exam in this course that requires you to show mastery of course readings. However, the reading materials posted for this course can offer you valuable information to advance your thinking and frame your analysis about being innovative and starting a venture: what from the readings has shaped your thinking, how and why? Linking your synthesis portfolio to this material and/or other entrepreneurship and innovation readings will strengthen the quality of your submission. You are strongly encouraged to add insights from a wide variety of readings to your portfolio analysis. These readings should be an integral part of your synthesis process. As such, please be careful to cite materials that you are using and to reference them at the end of the portfolio. The reference list is not included in the 10-page limit.

#### **Due Date:**

Your hard copy connections & reflections portfolio is due at the beginning of the last day of class, Thursday, **August 1, 2019**. Please be sure to make a copy of your portfolio for safekeeping. The original will only be returned if requested in advance. If you are submitting something other than a hard copy portfolio, please ensure that it is delivered (confirmed delivered) to Claudia before the start of our last class.

## Evaluation Criteria:

Your synthesis portfolio will be graded based on the following criteria:

Breadth of material synthesized	10 points
Depth of analysis of material	10 points
Quality of analysis/synthesis	10 points
Link to course material	10 points
Link to course experiences	10 points
Link to readings	50 points
Demonstration of learning	10 points
Integration of all material into key insights	10 points
Quality of the summary insights	10 points
Quality of the personal reflection	10 points
Innovativeness of the portfolio presentation	10 points
Professionalism of the portfolio presentation	<u>10 points</u>
Total	160 points

Course percentage: 40%

**OR**

## Option B: Business Model Canvas

### Assignment Overview:

If ENT 100 has helped you find a venture opportunity (or honed one that you had previously) and you are SERIOUS about pursuing it even further then this assignment option is for you! Instead of discussing the course as a personal journey in the form of the synthesis portfolio, you are encouraged to spend your energies further developing your product/service concept by completing your own Business Model Canvas. The time and effort you spend on this assignment should help bring your venture a significant step closer to reality (or pivot, which is also valuable).

### Assignment Details:

If you have a product concept that you intend to pursue (continue to pursue), you are invited to complete the Business Model Canvas for your venture idea. The deliverables for this assignment are the completed 1 page Business Model Canvas (all nine sections) and nine pages ([maximum](#)) of supporting materials (rationales for the decisions you have made on the canvas), plus supporting appendices such as budget estimates. Since the value proposition is the core aspect of your startup that the reader needs to understand, start your write-up with this element and then move to the customer segments, customer relationships, channel, revenue streams, cost structures, key partnerships, key activities, and key resources, in that order. We

will NOT have time to discuss all of the Business Model Canvas elements in detail in this course. To successfully complete your BMC, you will need to access additional material and learn how to apply it to your venture idea – this is additional work so you need to be startup-motivated to take this on! Lots of information is available online or through the Business Model Canvas books (reserve early if you are looking for a library copy). Remember to integrate some readings too – they are there to help you!

If you think that you will pursue Option 2, set up a meeting time with Claudia to discuss the specifics of your idea. To help ensure that the work on your Business Model Canvas will get you “venture ready”, you are invited to submit to Claudia on or before July 16, 2019 an early written draft of your 1 page Business Model Canvas for feedback (but not marks).

### **Sources:**

There is no final exam in this course that requires you to feed back details from the course readings. However, the reading materials posted for this course can offer you valuable information to complete the Business Model Canvas and the supporting rationales. Linking your model analysis to this material is very important and will strengthen the quality of your submission. As such, please be careful to cite material that you are using and to reference it at the end of your submission (reference list not included in the 1 + nine page limit).

### **Due Date:**

Your hard copy Business Model Canvas assignment is due at the beginning of the last day of class, Thursday, **August 1, 2019**. Please take a copy as the original will not be returned.

### **Evaluation Criteria:**

This assignment will be graded based on how comprehensive and strategically aligned are the completed canvas elements and supporting materials. Your BMC needs to convey that you have a strategically aligned and viable product concept and business. The extent to which the plan demonstrates the key learning outcomes for the course will also be assessed. Your Business Model Canvas assignment will be graded based on the following criteria:

Completeness of key decisions – <i>value proposition, customer segments, revenue streams and cost structures</i>	4 x 10 points
Completeness of key decisions – <i>other BMC elements</i>	5 x 5 points
Rationale for strategic decisions – <i>value proposition, customer segments, revenue streams and cost structures</i>	4 x 10 points
Rationale for strategic decisions – <i>other BMC elements</i>	5 x 5 points

Analysis/support of assumptions for key decisions – <i>value proposition, customer segments, revenue streams and cost structures</i>	4 x 10 points
Analysis/support of assumptions for key decisions – <i>other BMC elements</i>	5 x 5 points
Link to course material and readings	65 points
Professionalism of the submission	<u>40 points</u>
Total	300 points

Course percentage: 40%



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