

# Jakarta International University

Odd Semester 2022/2023

## Entrepreneurship

### **Final Project of Business Model Canvas Guideline**

This project assigns and challenges students to find the unique business idea, then develop the business model canvas of their business ideas. They need to make a group. They also need to present it well and provide the explanation about the way of their business ideas can be made into realistic ideas with doing comprehensive research. On the day of the final project presentation, each group bring 1 printed copy of their presentation slides plus a one executive summary for review by the assessor (Jonathan Lampatar Siregar).

Presenters are expected to use the following criteria to do so:

- Formally introduce and provide a brief overview of how your product/service creates value.
- Provide a research-based overview of your industry, your target customer, and your competition.
- Detail how you will market, operate, and manage your business for success.
- Present a feasibility study.

**Students will be given maximum 10 minutes to present, followed by question-and-answer period of up to 10 minutes. Attached the presentation schedule.**

<b><u>Group Name</u></b>	<b><u>Business Idea</u></b>	<b><u>Time</u></b>
<b>Culture Snacks</b>	Food and Beverage	<b>15:20</b>
<b>Creamblitz</b>	Food and Beverage; Bread	<b>15:40</b>
<b>Tiny's</b>	Stationery Store	<b>16:00</b>
<b>Poocie Beads</b>	Bead Accessories; Bracelet Art and Crafts	<b>16:20</b>
<b>Semoga Sukses Selalu</b>	Warehousing Service (Valhalla)	<b>16:40</b>

## **Business Model Canvas Final Project Rubric**

**Group Name:**

**Assessor:** Jonathan Lampatar Siregar

	<b>Score</b>	<b>1-3 (Below Expectations)</b>	<b>4-7 (Meets Minimal Expectations)</b>	<b>8-10 (Above Expectations)</b>
<b>Innovation:</b> (35%) The uniqueness of idea; novelty of business solution.				
<b>Clarity:</b> (10%) Present the overall of business model canvas concisely, clearly, correctly, and well-organized.				
<b>Comprehensiveness:</b> (10%) Demonstrate the business idea with the supporting data, good knowledge, doing the research market, and complete information regarding the market & how to do the business.				
<b>Feasibility:</b> (5%) Logical measurement, financial, non-financial aspects, and sustainable business.				
<b>Professionalism:</b> (15%) Deliver the content of presentation well, clear points, formal language, time management, and proper wearing clothes.				
<b>Journey of Creating Business &amp; Responsiveness:</b> (25%) - Evaluation of your process to create the business model canvas; discussion, elevator pitch during the class. - Answer the question concisely.				
<b>Total Score</b>				

### **References:**

1. Scoring rubric of Clarion University of Pennsylvania.
2. Scoring rubric of The University of Vermont.