**Stage 1 Business Innovation**

**Context: Start-up**

**Assessment Type: Business Skills**

**Task 1: Identifying customer problems and generating possible solutions**

**Description of Assessment**

Part A: Working collaboratively, use a customer-focused approach to explore a social, ethical or environmental issue, problem or potential opportunity within the school or local community. Generate possible solutions, creating a value proposition canvas for each viable opportunity you identify.

Each Value Proposition Canvas should identify:

* Customer jobs - actions the customer takes
* Customer pains - problems the customer has
* Customer gains - benefits the customer gets
* The product or service that provides a solution to the customer problem
* Gain creators - how the product/service creates customer gains
* Pain relievers - how the product/service relieves customer pains.

As a group, present your findings and proposed solutions to stakeholders and seek feedback.

Part B: Working individually, select one solution proposed by the group and reflect on the feedback from the presentation. Evaluate how successful the solution was in addressing the problem and propose refinements or improvements to the solution.

**Assessment Conditions**

Part A: Group presentation – 2 minutes if oral or the equivalent if in multimodal format.

Part B: Individual evaluation – to a maximum of 500 words

**Assessment Design Criteria**

FSP1 Explore problems or needs using a customer focused approach

FSP2 Generate possible solutions to problems or needs using a customer-focused approach.

CA1 Contextual application of financial awareness and decision-making skills

CA3 Contextual application or communication and/or collaborative skills

AE1 Analyse responsibilities and impact of business models on local and global communities

AE3 Evaluate the effectiveness of business models.

**Performance Standards — Stage 1 Business Innovation**

| - | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Purposeful and sustained exploration of problems or needs using a customer-focused approachCreative generation of possible solutions to problems or needs using a customer-focused approach | Highly-effective contextual application of financial awareness and decision-making skillsHighly strategic application of business and financial information to develop and communicate business modelsPerceptive contextual application of communication and/or collaboration skills | Critical analysis of responsibilities and impact of business models on local and global communitiesInsightful exploration and analysis of opportunities presented by digital and emerging technologies Insightful evaluation of the effectiveness of business models |
| B | Purposeful exploration of problems or needs using a customer-focused approachMostly creative generation of possible solutions to problems or needs using a customer-focused approach | Effective contextual application of financial awareness and decision-making skillsStrategic application of business and financial information to develop and communicate business modelsWell-considered contextual application of communication and/or collaboration skills | Mostly critical analysis of responsibilities and impact of business models on local and global communitiesWell-considered exploration and analysis of opportunities presented by digital and emerging technologies Well-considered evaluation of the effectiveness of business models |
| C | Considered exploration of problems or needs using a customer-focused approachSome creativity in generation of possible solutions to problems or needs using a customer-focused approach | Some effectiveness in application of financial awareness and decision-making skillsCompetent application of business and financial information to develop and communicate business modelsConsidered contextual application of communication and/or collaboration skills | Competent analysis of responsibilities and impact of business models on local and global communitiesConsidered exploration and analysis of opportunities presented by digital and emerging technologies Competent evaluation of the effectiveness of business models |
| D | Superficial exploration of problems or needs using a customer-focused approachSome generation of possible solutions to problems or needs using a customer-focused approach | Developing financial awareness and decision-making skillsSome application of business and financial information to develop and communicate business modelsContextual application of communication and/or collaboration skills | Description with some analysis of responsibilities and impact of business models on local and global communitiesSome exploration and analysis of opportunities presented by digital and emerging technologies Some description of and reflection on the effectiveness of business models |
| E | Limited exploration of problems or needs using a customer-focused approachAttempted generation of possible solutions to problems or needs using a customer-focused approach | Emerging financial awareness and decision-making skillsAttempted application of business and financial information to develop and communicate business modelsLimited application of communication and/or collaboration skills | Description of responsibilities and impact of business models on local and global communitiesAttempted exploration and analysis of opportunities presented by digital and emerging technologies Description of the effectiveness of business models |