**Stage 1 Business Innovation**

**Context: Start-up**

**Assessment Task 1: Business Skills**

**Task 2: Business 30-day plan**

**Description of Assessment**

Select one solution generated in AT1: Business Skills Task 1 and develop a 30 day plan for the business documenting the strategies and actions you would take to execute the solution.

At each stage of the plan identify any possible challenges and potential opportunities the business may face along the way and the strategies you will use to manage risks or take advantage of opportunities.

Your plan should explore and analyse the opportunities presented by emerging technologies for the production, distribution and marketing of the solution.

**Assessment Conditions**

Annotated timeline or storyboard to a maximum of 700 words if written or equivalent in multimodal format.

**Assessment Design Criteria**

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

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

AE2 – Explore and analyse opportunities presented by digital and emerging technologies

**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 approach  Creative generation of possible solutions to problems or needs using a customer-focused approach | Highly-effective contextual application of financial awareness and decision-making skills  Highly strategic application of business and financial information to develop and communicate business models  Perceptive contextual application of communication and/or collaboration skills | Critical analysis of responsibilities and impact of business models on local and global communities  Insightful 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 approach  Mostly creative generation of possible solutions to problems or needs using a customer-focused approach | Effective contextual application of financial awareness and decision-making skills  Strategic application of business and financial information to develop and communicate business models  Well-considered contextual application of communication and/or collaboration skills | Mostly critical analysis of responsibilities and impact of business models on local and global communities  Well-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 approach  Some 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 skills  Competent application of business and financial information to develop and communicate business models  Considered contextual application of communication and/or collaboration skills | Competent analysis of responsibilities and impact of business models on local and global communities  Considered 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 approach  Some generation of possible solutions to problems or needs using a customer-focused approach | Developing financial awareness and decision-making skills  Some application of business and financial information to develop and communicate business models  Contextual application of communication and/or collaboration skills | Description with some analysis of responsibilities and impact of business models on local and global communities  Some 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 approach  Attempted generation of possible solutions to problems or needs using a customer-focused approach | Emerging financial awareness and decision-making skills  Attempted application of business and financial information to develop and communicate business models  Limited application of communication and/or collaboration skills | Description of responsibilities and impact of business models on local and global communities  Attempted exploration and analysis of opportunities presented by digital and emerging technologies  Description of the effectiveness of business models |