**Stage 2 Business Innovation Assessment Type 1: Business Skills**

**Task 4: Transforming Business: Building the Financials**

**Purpose**

This task builds on the analysis that you have conducted in Task 3 – Consultancy Report and is designed to provide the Financial Information for your proposed business transformation.

In this task, you are required to synthesise, evaluate and communicate information from a range of data sources to explore and develop viable revenue models and cost structures that support the recommendations of your consultancy report.

**Task Description**

Based on the recommendations made in your consultancy report prepare a financial overview or presentation that addresses the following areas:

* Market Analysis
* Revenue Model
* Pricing Strategy

In preparing the report you should investigate the following:

* + Market Analysis:
* Market Size for proposed transformation
* Demographics including income and capacity to pay
* Competitor Analysis
  + Proposed Revenue Model:
* Identify your proposed [revenue model](https://www.cmu.edu/swartz-center-for-entrepreneurship/assets/revenue-models.march-2015.pdf) and the assumptions that underpin it.
* Test your proposed revenue model with your stakeholders, pivoting when required.
  + Proposed Pricing Strategy:
* Identify your proposed [Pricing Strategy](https://www.business.gov.au/info/run/goods-and-services/pricing/select-pricing-strategy) and the assumptions that underpin it.
* Test your proposed pricing strategy with your stakeholders, pivoting when required.

**Assessment Conditions**

**Format:**  Financial Report / Presentation

**Word Count:** to a maximum of 750 words if written or the equivalent in multimodal format.

**Assessment Design Criteria**

FSP2 Generate viable solutions to problems and/or needs using customer-focused approaches

CA1 Contextual application of decision-making and project management tools and strategies

CA2 Create and apply business intelligence to iteratively develop business models and plans

CA3 Contextual application of communication and/or collaborative skills.

| - | **Finding and Solving Problems** | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using customer-focused approaches  Highly creative generation of innovative and viable solutions to problems and/or needs using customer-focused approaches | Perceptive and highly effective contextual application of decision-making and project management tools and strategies  Astute and highly strategic creation and application of business intelligence to iteratively develop business models and plans  Astute and perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans  Critical analysis and perceptive evaluation of opportunities and challenges for business in the digital age  Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using customer-focused approaches  Creative generation of viable solutions with some innovation to problems and/or needs using customer-focused approaches | Well-considered and mostly effective contextual application of decision-making, project management and change management tools and strategies  Strategic creation and application of business intelligence to iteratively develop business models and plans  Mostly perceptive contextual application of communication and/or collaborative skills. | Mostly discerning evaluation of business models and plans  Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age  Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using customer-focused approaches  Mostly creative generation of viable solutions to problems and/or needs using customer-focused approaches | Considered contextual application of decision-making, project management and change management tools and strategies  Competent creation and application of business intelligence to iteratively develop business models and plans  Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans  Some critical analysis and evaluation of opportunities and challenges for business in the digital age  Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using customer-focused approaches  Some generation of solutions to problems and/or needs using customer-focused approaches | Some application of decision-making, project management and change management tools and strategies  Some creation and application of business intelligence to iteratively develop business models and plans  Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans  Some analysis and description of opportunities and challenges for business in the digital age  Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using customer-focused approaches  Attempted generation of solutions to problems and/or needs using customer-focused approaches | Attempted application of decision-making, project management and change management tools and strategies  Attempted creation and application of business intelligence to iteratively develop business models and plans  Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans  Description of opportunities and challenges for business in the digital age  Description of social, economic, environmental, and/or ethical impacts of global and local business. |