**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 approachesHighly 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 strategiesAstute and highly strategic creation and application of business intelligence to iteratively develop business models and plansAstute and perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plansCritical analysis and perceptive evaluation of opportunities and challenges for business in the digital ageInsightful 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 approachesCreative 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 strategiesStrategic creation and application of business intelligence to iteratively develop business models and plansMostly perceptive contextual application of communication and/or collaborative skills. | Mostly discerning evaluation of business models and plansMostly critical analysis and evaluation of opportunities and challenges for business in the digital ageWell-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 approachesMostly 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 strategiesCompetent 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 plansSome critical analysis and evaluation of opportunities and challenges for business in the digital ageConsidered 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 approachesSome generation of solutions to problems and/or needs using customer-focused approaches | Some application of decision-making, project management and change management tools and strategiesSome creation and application of business intelligence to iteratively develop business models and plansSome contextual application of communication and/or collaborative skills.  | Some analysis and description of business models and plansSome analysis and description of opportunities and challenges for business in the digital ageSome 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 approachesAttempted generation of solutions to problems and/or needs using customer-focused approaches | Attempted application of decision-making, project management and change management tools and strategiesAttempted creation and application of business intelligence to iteratively develop business models and plansAttempted application of communication and/or collaborative skills. | Attempted description of business models and plansDescription of opportunities and challenges for business in the digital ageDescription of social, economic, environmental, and/or ethical impacts of global and local business.  |