**Stage 2 Business Innovation**

**Assessment Type 1: Business Skills**

**Task 2: Designing Business: ‘Stand-up Brief — Value Proposition**

**Purpose**

The next stage of your work in the Designing Business context is to use your understanding of both the problem and customer needs and wants identified in Assessment Type 1: Business Skills, Task 1 to develop, test and refine your solution hypotheses with targeted customer segments. Individual students will take ownership of a particular customer segment and communicate insights from that perspective in order to pivot the group problem, customer and solution hypotheses and develop a completed [Value Proposition Canvas](https://strategyzer.com/canvas/value-proposition-canvas).

Work collaboratively to develop a group ‘stand-up’ brief where each member communicates the value of the group’s proposed solution from the perspective of their customer segment. Your ‘stand-up’ brief will be supported by an individual Value Proposition Canvas of no more than 400 words.

You will work collaboratively to identify the problems that matter and design data collection strategies to develop your problem and customer hypotheses.

**Task Description**

* Work collaboratively using a sorting tool like the [Ease versus Impact Matrix](https://www.youtube.com/watch?v=iSGgk3PwIcY) to select the problems that your group wants to take to the next stage and create smaller teams to focus on each of the identified customer segments.
* Develop the customer side of the Value Proposition Canvas by describing the:
* Customer pains
* Customer gains
* Jobs the customer wants to get done
* Develop [“How Might We”](https://www.youtube.com/watch?v=iSGgk3PwIcY) (IDEO) questions in relation to:
* Customer pains
* Customer gains
* Jobs the customer wants to get done
* Work collaboratively using design thinking ideation strategies such as the ones from the [IDEO Design Kit](http://www.designkit.org/methods#filter) to generate possible solutions to your customer pains, gains and jobs.
* Use the Lean Validation Board to document your solution hypothesis, test your assumptions and pivot when required.
* Complete your Value Proposition Canvas by describing your value proposition in terms of:
* Pain relievers
* Gain creators and
* Products and services.
* Develop a 2-minute ‘stand-up brief’ to present your:
* Refined customer hypothesis
* Refined problem hypothesis
* Refined solution hypothesis
* Key pivots and insights from your product development process
* Proposal for you Minimum Viable Product (MVP)
* Each member of the group is required to present a different customer, problem or solution hypothesis.

**Assessment Conditions**

**Format: Stand-up brief —** Present your stand-up brief as a multimodal presentation of no more than **2 minutes.** This may be a live presentation, pre-recorded video or in another format as negotiated with your teacher. Each member of the group must produce an individual brief.

**Supporting Documents** — An individual Value Proposition Canvas of no more than **400 words** that shows evidence of your customer data collection strategies and pivots in response to invalidated assumptions.

**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. |