

INFORMATICS ENTREPRENEURSHIP

Assessment Overview

I. Case Study Analysis Write-up No. 3: (30%)

500 word minimum

1000 word maximum

Individual work

Due Date: Weds, October 27th, by 2:00 p.m.

II. Case Study Analysis Write-up No. 2 (30%)

500 word minimum

1000 word maximum

Individual work

Due Date: Weds, November 10th by 2:00 p.m.

III. Business Plan / Feasibility Study (40%)

1500 word minimum

2000 word maximum

plus:

a 10-15 slide presentation using PowerPoint or similar software

Individual work

-Due Date for slide presentation: November 17th by 2:00 p.m.

-Due Date for optional Rough Draft of Write-up: November 17th by 2:00 p.m.

-Due Date for Final Draft of Write-up: December 1st by 2:00 p.m.

Total: 100%

Explanation:

There are a total of seven case studies that may be formally analyzed for your assessment. You can choose any two of the following case studies, all of which are included in your course packs, some of which we will discuss in-class as well. Michael Clouser will provide handouts with questions on the cases which you intend to write-up.

1. My SQL (Stanford GSB)
2. Veritas (Stanford GSB)
3. Chrysalis (LBS)
4. Cochlear and Its Global Marketing Challenges (Stanford GSB)
5. VisioCheck Systems Ltd. (Hunter Center)
6. Entrepreneurship in a Harsh Business Climate: Reform-Era Vietnam (Stanford GSB)
7. Graham Weaver (Stanford GSB)

Choose any two of the above seven case studies. Turn in your first case write-up by 2:00 p.m. on Weds, October 27th, and your second case write-up by 2:00 p.m. on Wednesday, November 10th by 2:00 p.m..

Business Plan and Feasibility Study:

The FINAL write-up of 2000 words should be completed individually and turned in no later than 2:00 p.m. on December 1st. If you would like brief feedback on your rough draft, please turn in the document by 2:00 p.m. on November 17th. Also, a 10-15 page slide presentation should be turned in by 2:00 p.m. on November 17th. This slide presentation will be used by you and/or your team to present your business plan to a panel of venture capitalists. While the presentation itself will not be assessed, the slides themselves will be. The business plan and feasibility study will focus on the concept, market, market research, feasibility and marketing strategy. A one page document that further details our expectations will be handed out and emailed as well.