Venture Project 1 (Venture Teams)

✅ Published   ✎ **Edit**   ⋮

PROMPT:

Create a game that seeks to that generate belonging, inclusion and cooperation in the community.

> Teams have the option to submit their venture to the Community Food Coop's Pitchfest with an award of $1,000. Details **here** **(https://communityfood.coop/pitchfest-2019-application/)** .

ASSIGNMENT:

You will create a presentation pitching your idea and explaining how much you learned from evidence based work. Pitch the presentation in class, develop the elements in a shared Google folder (Evidence Locker), and submit a link to the blog via Canvas.

In this assignment, students will use models learned this week including:

- The BIG Idea Canvas
- Design Thinking
- Prototyping
- Teaming
- Empathy development
- Ideation
- The pitch experience

Prepare During Class

- Everyone will divide into teams.
- One person per team will create a blog account and be responsible for posting **Venture Project 1** to the blog.
  NOTE: Every team member will submit the link of the blog as the submission to this assignment in Canvas.
- Share contact information with team members.
- Set up a plan of action for the next week.
- Establish an Evidence Locker in Google Docs.
- Get familiar with WordPress: **Guided Tour of WordPress for Western**

Develop the Project

- Decide on pitch point.

- Collect evidence.
- Develop a series of prototypes.
- Put together a big idea canvas.
- Prepare the pitch.
- Present the pitch to the class. This will be recorded and shared in Evidence Locker.
- As a team, prepare a reflective a Learning Journey video and post to the Evidence Locker.

Submit Work

A. Present Pitch - by Wednesday

During class, each team presents their 5-minute pitch. You will have someone else in the class record your pitch so you can post it to the Evidence Locker.

B. Post to the Evidence Locker - by Sunday

1. **Pitch** - recording to be posted after presentation
2. **Learning Journey Video** - demonstrates the story of your learning
3. **Model and Structure BIC/BMC**
4. **Evidence** - interviews, surveys, etc.
5. **Prototype** - includes photos; bring working prototype to class and describe in Evidence Locker

C. Develop your blog post - by Sunday

1. **Image** - upload a compelling image relevant to your pitch (See: **How to add an image to WordPress** **(https://en.support.wordpress.com/images/adding-images-to-posts-or-pages/)**)
2. **Project Summary** - approximately 100 words
3. **Link to Evidence Locker** - working URL that anyone can see (See **How to share a link to a Google Folder** **(https://support.google.com/drive/answer/7166529?co=GENIE.Platform%3DDesktop&hl=en)**)

Grade

Reviewers will evaluate the blog posts based on the rubric below.

Points	150
Submitting	a website url

Due	For	Available from	Until
Oct 6 at 11:59am	E4	-	-

Due	For	Available from	Until
Oct 6	E2	-	-
Oct 6	E1	-	-
Oct 6	E6	-	-

Venture Project One (2)

Criteria	Ratings				Pts
Pitch	**25.0 pts** **Strong hook. Pitch is at 5 minutes. Team responds competently in Q&A...Even with an anticipated questions/evidence slide. All team members are represented equally. Pitch flows fluidly and engagingly.**	**20.0 pts** **Pitch is at or near 5 minutes. All team members have at least one slide, some are clearly. ore prepared than others. Generally, pitch is engaging.**	**15.0 pts** **Pitch is not clearly articulated. Lose us in the intention and the clarity of the offering.**	**10.0 pts** **Pitch slides are included as required. Team members are all present. Pitch may run over or fall short.**	25.0 pts
Learning Journey Video	**20.0 pts** **The video includes exceptionally graphically interesting, informative, useful, and interesting information. Whiteboard or better used to demonstrate the story of your learning. All team members present and equally contributing. Leaves viewers with a sense of clarity and wow.**	**16.0 pts** **The video includes informative, useful, and interesting information. Viewers get a sense of your learning process and team dynamic. All team members are present and participating.**	**12.0 pts** **The video includes some engaging content about learning journey. At times would benefit from being edited down or expanding content to better illuminate learning and team dynamic**	**8.0 pts** **The video is somewhat lacking in informative, useful, and interesting information.**	20.0 pts
Model and Structure (BIC/BMC)	**25.0 pts** **Categories of BIC/BMC are clearly understood and articulated. Communication about changes in BIC/BMC models is clearly identified and illustrated. Includes at least 3 versions of the BIC, may also add in one BMC if available based on evidence.**	**20.0 pts** **Includes at least two BIC versions, clearly identified and defined. Viewer can understand the premises of value proposition and customer need. Changes between BIC models are less monumental and more incremental.**	**15.0 pts** **BIC/BMC is not clearly laid out or fully completed. Customer Pain and Gain are not clearly defined. Viewer can not clearly identify how offering is meeting a customer need.**	**5.0 pts** **BIC/BMC incomplete**	25.0 pts

Criteria	Ratings					Pts
Evidence	**25.0 pts** **Team clearly articulates evidence to support customer pain and gain. Team shows evidence of their interviews, empathy development and research (primary and secondary). Team conveys due diligence, competency and coordination of efforts.**	**25.0 pts** **Team shows evidence of interviews and empathy development. Shows some evidence of research and macro-environment discovery.**	**15.0 pts** **Team shows limited evidence. Weak evidence of empathy-research. Examples of evidence delivered here include; limited online surveys or limited in person interviews.**	**10.0 pts** **Evidence is lacking. Some information, but inadequate to validate argument.**		25.0 pts
Prototype	**25.0 pts** **Prototype with multiple iterations.** Meaningfully presented at time of pitch and afterwards in evidence locker and learning journey video. Prototype(s) show multiple iterations with explained responses based on evidence learned. Prototype progresses in learnings with increased clarity.	**20.0 pts** **Prototype created with sketch**	**15.0 pts** **Rough prototype generated.**	**10.0 pts** **Sketch Prototype**	**0.0 pts** **No Marks**	25.0 pts
Reviewer Choice	**15.0 pts** **Above and Beyond** Wowed	**6.0 pts** **Goes beyond**	**4.0 pts** **Bonus**	**0.0 pts** **No Marks**		15.0 pts
Blog Post	**15.0 pts** **Includes Image, Project Summary, Working Link**			**0.0 pts** **No Marks**		15.0 pts
					Total Points: 150.0	