

“Doing Good” Business Plan

Doing Good in Communities, W18

Assignment 2

Due Date: March 11, 2018

Assignment Instructions - This assignment will be graded out of 150 points and is worth 15% of your final grade. The purpose of this assignment is to help you develop your script for your final elevator pitch and reflect on why/how your plan does good. This assignment has two parts – Business Plan and Doing good reflection.

Guidelines:

1. Answer questions 1 to 16 as a team in class
2. Reflect on your answers
3. Answer questions 17-20 individually (in class or on your own)
4. Clearly indicate how each member contributed to this assignment. (See table in page 2)
5. Submit this entire document
6. Grading rubric is on the last page

Name	Nature of contributions	Quality of contributions Poor Balanced Excellent

Take a holistic view of contributions to the team effort. Everything from thoughtful comments, feedback, sending emails of behalf of team, organizing events, taking notes, presenting ideas, writing up the document, etc count as contributions, from your first day as a team till the date of submission.

However, if a member of your team is consistently physically and mentally absent from the team efforts, please indicate their contributions as "Poor". If a member of your team has gone above and beyond what is expected of them, please credit them with "Excellent".

(Questions start next page)

Questions:

1. What is your team name? (0 points)
2. What is the problem you are trying to solve? (5 points)
3. How did you learn about this problem? (5 points)
4. Why is this a problem? Why does this problem matter to you? (5 points)
5. Who are you hoping to pitch this idea to? Who is the target audience for your business pitch? (5 points)
6. Who are your investors? Why does the problem matter to your investors? (5 points)
7. What are you doing to solve it? What is your unique value proposition? (5 points)
8. How do you know that your solution works? (5 points)
9. Who is the community that will benefit from your solution? What is your TAM, SAM, SOM? (5 points)
10. How are you reaching out to them? Why would they care about your solution? How are they currently dealing with the problem? (5 points)
11. Do they care about your solution? What evidence do you have? (5 points)
12. Who else is out there trying to solve the same problem? Who is your competition? (5 points)
13. Why is your solution different and better? How do you know this? (5 points)
14. Who are your key partners? What key resources do they bring to your project? What are you doing to reach out to them? (5 points)

15. What is your BIG ASK today? What do you need from your investors / audience to make your solution work today? (5 points)

16. What are your activities over the next few years? How will you take your solution from your SOM to SAM? (5 points)

17. What is your definition of “Doing Good“ ? In your opinion, how does this project “Do Good”? (200-400 words for 25 points)

18. Your project provides a solution to a problem that exists. Are there ways in which this problem could have been mitigated / avoided altogether in the first place? (200-400 words for 25 points)

19. You are a college student now and you are approaching this problem as a “social enterprise” or a business. If you could approach this problem as a different person with a different job/career/role/leadership quality/stage of life, what person would you be? Describe how your approach would be different. (200-400 words for 25 points)

Grading Rubric

Criteria	Superior (80% or above)	Sufficient (50% or above)	Minimal (up to 50%)
Clarity	Presents a clear overview of what the business plan is, fully outlines the project and describes main points	Satisfactory overview of what the “doing good” plan is, fully outlines the project and describes main points	Poor overview of what the “doing good” plan is, fully outlines the project and describes main points
Structure	Writing is clear, concise, and well organized with excellent sentence/paragraph construction. Thoughts are expressed in a coherent and logical manner. There are no more than three spelling, grammar, or syntax errors per page of writing.	Writing is mostly clear, concise, and well organized with good sentence/paragraph construction. Thoughts are expressed in a coherent and logical manner. There are no more than five spelling, grammar, or syntax errors per page of writing.	Writing is unclear and/or disorganized. Thoughts are not expressed in a logical manner. There are more than five spelling, grammar, or syntax errors per page of writing.
Connections with Course	Response shows strong evidence of synthesis of ideas presented and insights gained throughout the entire course.	Response shows reasonable of synthesis of ideas presented and insights gained throughout the entire course.	Response shows limited evidence of synthesis of ideas presented and insights gained throughout the entire course.