Southern New Hampshire University

OL 320: Opportunity Analysis Plan Guidelines and Grading Guide

Overview

The final project for this course is the creation of an Opportunity Analysis Plan. The main purpose of this project is to thoroughly evaluate a business idea at the early stages of development, which is often where many of the challenges exist. This assignment will give students an opportunity to thoroughly analyze a business venture and develop critical thinking patterns to avoid mistakes or pitfalls in business opportunity development.

The final product represents an authentic demonstration of competency because it provides students with the critical thinking skills needed to evaluate either their own business idea or the ideas of others. It also encourages students to ask key questions before dedicating resources to ideas that may not be successful. The project is divided into **four milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two, Three, Five, and Seven.** The final product will be submitted in **Module Seven.**

Main Elements

In the Opportunity Analysis Plan you will document the viability of an idea, state its competitive advantage, and outline a business path. Students should deliver a concise report of findings and two video presentations.

- Title page: <Your Business Idea/Name> Opportunity Analysis Plan
- Report includes the following sections:
    - Section 1: Description of Idea
        - Provide general overview of idea
        - Explain how it solves a problem, meets a need, and so on
        - Describe the basic business concept (textbook worksheet, Chapter 2)
        - Discuss/evaluate the competitive advantage
    - Section 2: Market Analysis
        - Include the short paper from Milestone One
    - Section 3: Assessment of the Entrepreneur and the Team
        - Where are the knowledge gaps and how are they covered?
        - How is the team structured?

- Section 4: Business Phasing
  - This is a discussion of the logical progression for growing a business, which starts from the initial idea and grows into a viable business venture.
  - The phasing approach should explain how the development phases minimize risk, aid learning/analysis at the earliest possible stages, and create a proper progression of the business venture.
  - The goal of developing phases is to show how much risk is required for each phase compared to the expected outcome or return on the investment; phasing allows for learning during each step and creates a decision point prior to moving on to the next phase on whether to proceed, modify the business, or exit (with potentially a smaller overall loss).
  - Potential planning and development stages/phases:
    - Idea stage
    - Concept stage
    - Test marketing stage
    - Product/service development stage
    - Commercialization
  - Include anticipated resource requirements for each stage of development.

Format

Milestone One: *Market Research*

In **Task 2-4**, you will submit details on the market research for a business idea. You should study the market or industry you want to pursue for your business idea. The assignment should include four sections: brief introduction, industry/economic sector, target market, and company. **The format should be a research paper and will be graded separately using the Market Research Rubric document. Feedback should be applied to the Final Project.**

Milestone Two: *Presentation #1 – Idea Generation*

In **Task 3-3**, you will submit a PowerPoint with voice-over narration (or alternative) presentation to the professor. PowerPoint voice-over narration (or alternative software) will be used to create a voice recording that corresponds to your PowerPoint slides. There is no requirement to show video during this presentation, but audio is required. The presentation should include 3–5 PowerPoint slides documenting the idea, its value and uniqueness, and what problem it solves or need it meets. The presentation should be less than 5 minutes in length. There should be an audio recording that goes along with the PowerPoint presentation. **This assignment will be graded using the Presentation Rubric. Feedback should be applied to the Final Project.**

Milestone Three: *Rough Draft of Final Opportunity Analysis Plan*

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In **Task 5-3**, you will submit a draft Opportunity Analysis Plan. The format should match the requirement for the final Opportunity Analysis Plan. However, only the first three sections of the outline described above are due for this milestone. Section 4, Business Phasing, is not required to be turned in as part of this milestone. Please note that full points will be awarded if the assignment is submitted; 0 points will be awarded if the assignment is not submitted. Feedback will be provided using the Final Project Rubric. **This assignment will be graded using the Milestone Three Rubric.**

Milestone Four: *Presentation #2 — Idea Funding Pitch*

In **Task 7-2**, you will submit a PowerPoint with voice-over narration (or alternative) presentation to the professor. The recorded presentation you create should be 3–5 minutes in length, and there are no specifications on how many PowerPoint slides to use. You may also choose to show various websites or other resources. The purpose of this presentation is to create a venture capital pitch wherein you are asking for resources. The "pitch" should include the details you think are important for a potential investor to understand so they are able to make a decision about investing in your company/idea or not. There should be an audio recording that goes along with the PowerPoint presentation. **This assignment will be graded using the Presentation Rubric.**

Final Submission: *Opportunity Analysis Plan*

In **Task 7-3**, you will submit the final Opportunity Analysis Plan. It should be a complete, polished artifact containing **all** of the main elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded using the Final Project Rubric.**

Deliverable Milestones

Milestone	Deliverables	Module Due	Grading
1	Market Research	Two	Graded separately using the Market Research Rubric document
2	Presentation #1 – Idea Generation	Three	Graded separately using the Presentation Rubric; will also be posted to the week 4 discussion topic for additional feedback
3	Rough Draft of Final Opportunity Analysis Plan	Five	Graded separately using the Milestone Three Rubric document
4	Presentation #2 — Idea Funding Pitch	Seven	Graded separately using Presentation Rubric; will also be posted to the discussion topic for additional feedback
	Final Submission: Opportunity Analysis Plan	Seven	Graded separately; Final Project Rubric

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Rubric

Requirements of submission: Written components of projects must follow these formatting guidelines when applicable: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. The number of pages required is 8–12, not including cover page.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Opportunity Analysis Plan	Includes all of the main elements: description of ideas, market analysis, assessment of entrepreneur, and business phasing in the form of an Opportunity Analysis Plan and presentations. The project cites multiple examples to illustrate each element	Includes most of the main elements: description of ideas, market analysis, assessment of entrepreneur, and business phasing in the form of an Opportunity Analysis Plan and Presentations, and cites many examples to illustrate each element	Includes some of the main elements: description of ideas, market analysis, assessment of entrepreneur, and business phasing in the form of an Opportunity Analysis Plan and Presentations	Does not include any of the main elements and requirements	20
Inquiry and Analysis	Explores multiple issues through extensive collection and in-depth analysis of evidence to make informed conclusions	Explores some issues through collection and in-depth analysis of evidence to make informed conclusions	Explores minimal issues through collection and analysis of evidence to make informed conclusions	Does not explore issues through collection and analysis of evidence and does not make informed conclusions	20
Integration and Application	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	20
Critical Thinking	Demonstrates comprehensive exploration of issues and ideas before accepting or forming an opinion or conclusion	Demonstrates moderate exploration of issues and ideas before accepting or forming an opinion or conclusion	Demonstrates minimal exploration of issues and ideas before accepting or forming an opinion or conclusion	Does not demonstrate exploration of issues and ideas before accepting or forming an opinion or conclusion	20
Research	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	10
Writing (Mechanics/Citations)	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
				Total	**100%**