

Lean Startup Write-Up

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Due Apr 19 by 5:45pm **Points** 200 **Submitting** a file upload

Your supporting materials for your Elevator & Pitch Presentation should be submitted to Canvas prior to the class of April 19th. This write-up should include the figures for your financials, hypotheses, and key metrics for your entrepreneurial project.

The write-up will explain the assumptions and how you might test these. This document should be around 5 to 10 pages, without the exhibits. There should be exhibits, and a thoughtful, attractive cover page (not a purchased standard thing).

Lean Startup Write-Up

Criteria	Ratings	Pts
Style <i>Visual impression of the document. Is there a professional cover, with information needed for an investor or potential employee? Does the cover use a graphic which attracts the eye? Are there exhibits which provide both quantitative and qualitative information for the investor or potential employee? Are these exhibits explained in the text, or does the reader wonder why they were included? Does the document suffer from poor grammar, spelling, or poorly developed sentence patterns or structure? Does the document include an executive summary which summarizes--not a "coming attraction"? Does the document include an introduction which states the purpose of the document, and a conclusion which reflects the introduction? Has the document provided references for external sources or support?</i>		30.0 pts
Rigor of Analysis <i>Did the analysis provide both quantitative and qualitative support? Were assumptions listed in the order in which they might be tested? Was support given for leaps of faith?</i>		60.0 pts
Use of Tools <i>Did the analysis demonstrate knowledge of the Lean Startup method? Did the write-up include tools in addition to those discussed in class? Did the write-up include the "bring to class" series of weekly action items--and further develop these?</i>		60.0 pts
Basic Coverage <i>Did the document include the financials, hypotheses, and key metrics for your project? Did it explain how the assumptions will be tested?</i>		50.0 pts
Total Points: 200.0		