

## Assignment: Innovation and Economy

This will contribute to your overall individual mark for this course. You should expect to spend 5 hours per week on average on this assignment.

You will need to be in a group of a minimum of 3 people, and a maximum of 6.

### Part 1: Work-log

#### Assignment

Create an activity log of the ACTUAL steps you have taken to make your business real. This should be a simple logbook of the steps you have taken to make your business “real”. Examples of things you may want to include:

- Meetings with external partners
- Meetings with suppliers
- Patent searches
- Design protection claims
- A customer log (people you sold stuff to)
- Data from feedback sessions with customers
- Screenshots of your website
- Google analytics data
- Google adwords campaign results
- Screen shots of customer reviews
- Pictures of your prototype
- Invoice for materials purchased

The online logbook must show things you have actually done (not things you plan to do, or want to do). Fabrication (i.e. saying you have done things you have not) of steps taken will be considered plagiarism, and will result in the entire group receiving a fail, and will be referred to the administration for further handling of the matter. Steps will be taken to verify the accuracy of information provided. For each entry you create, state the date, the amount of time used on it, and which members of the team participated in it. Not every member needs to be involved in every step; it is ok to split up work, to delegate and/or work on individual tasks. Create the worklog in google docs, and share it immediately with [studentbedrifthiof@gmail.com](mailto:studentbedrifthiof@gmail.com) and should be updated at least weekly. The final version of the log will still need to be submitted to Canvas.

#### Grading

You will be graded on two things: Quantity of steps taken, and the quality of those steps.

Remember to include the time spent on each item, the date it was carried out, and the team members involved in the action.

## Part 2: Business Plan

Deliver a business plan. The business plan should be orientated towards seeking investors or financing.

It should not exceed 12 pages (excluding appendix) – single spaced, 12pt text.

The content of the business plan will be covered in class – although you might want to see the examples uploaded, as well as the suggested layout for the business plan.

The financials section should include the following:

Forretningsplanen utfylles med økonomiske vurderinger og analyser som potensielle investorer og finansieringskilder har behov for.

Investorer og långivere vil forvente å få en god oversikt over den forventede lønnsomheten, likviditeten og soliditeten i selskapet.

Begrunnelse for selskapsform

Årsbudsjett

Startbalanse

Likviditetsbudsjett

Kalkyle/ prisbegrunnelse

Dekningspunkt

Ev cash flow.

Example:

### Part 1: Group section – example of log entry

12 September; 6 hours total; Ben (2hrs), James (3hrs), Joe (1hrs)

Launched first version of the website, it took about 6 hours to build once we finally got started. We had some false starts which were frustrating as we used the wrong programmes and tried to pay a developer, once we figured it out ourself it went much quicker. Here is a pic of our landing page:



14 September; 1 ½ hours total; Ben (0.5hrs), James (0.5hrs), Joe (0.5hrs)

Landed our first customer today. Which is nerve wracking, as the business is not fully set up yet. We have not finished the vans! We emailed the customer to confirm collection date.

Norwagon Campervans matt@norwagon.com via google.com  
to me

02/07/2014

	<b>Beatrice - booked Airbnb</b> <a href="#">View on Google Calendar</a> When Mon 14 Jul – Fri 18 Jul 2014 (CEST) Who Norwagon Campervans* <input type="button" value="Yes"/> <input type="button" value="Maybe"/> <input type="button" value="No"/>	<b>Agenda</b> Mon 14 Jul 2014 <i>No earlier events</i> All day Beatrice - booked Airbnb <i>No later events</i>
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