**Stage 1 Business Innovation**

**Context: Start-up**

**Assessment Type: Enterprise**

**Task 1: Generation of ideas, customer problems**

**and possible solutions.**

**Description of Assessment**

**Part A**:

Working collaboratively or on your own, use a customer-focused approach to explore a social, ethical or environmental issue, problem or potential opportunity within the school or local community. Generate possible solutions, creating a value proposition canvas for each viable opportunity you identify.

Each Value Proposition Canvas should identify:

* Customer jobs - actions the customer takes
* Customer pains - problems the customer has
* Customer gains - benefits the customer gets
* The product or service that provides a solution to the customer problem
* Gain creators - how the product/service creates customer gains
* Pain relievers - how the product/service relieves customer pains.

As a group, present your findings and proposed solutions to stakeholders (the class) in the form of a stand-up. Seek feedback from this to validate your idea and see where you may need to pivot.

**Part B**

Working individually, select one solution proposed by the group and reflect on the feedback from the presentation. Evaluate how successful the solution was in addressing the problem and propose refinements or improvements to the solution:

* What is it?
* How did you use this information?
* Examples and Evidence
* Give recommendations

**Assessment Conditions**

**Part A**: Value Proposition Canvas and Group presentation – 2 minutes if oral or the equivalent if in

multimodal format.

**Part B:** Individual evaluation – to a maximum of 500 words

**Assessment Design Criteria**

**FSP1:** Explore problems or needs using a customer focused approach

**FSP2:** Generate possible solutions to problems or needs using a customer-focused approach.

**CA1:** Contextual application of financial awareness and decision-making skills

**CA3**: Contextual application or communication and/or collaborative skills

**AE1:** Analyse responsibilities and impact of business models on local and global communities

**AE3:** Evaluate the effectiveness of business models.

**Stage 1 Business Innovation: Performance Standards for Task 1**

|  | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Purposeful and sustained exploration of problems or needs using a customer-focused approach  Creative generation of possible solutions to problems or needs using a customer-focused approach | Highly-effective contextual application of financial awareness and decision-making skills  ~~Highly strategic application of business and financial information to develop and communicate business models~~  Perceptive contextual application of communication and/or collaboration skills | Critical analysis of responsibilities and impact of business models on local and global communities  ~~Insightful exploration and analysis of opportunities presented by digital and emerging technologies~~  Insightful evaluation of the effectiveness of business models |
| B | Purposeful exploration of problems or needs using a customer-focused approach  Mostly creative generation of possible solutions to problems or needs using a customer-focused approach | Effective contextual application of financial awareness and decision-making skills  ~~Strategic application of business and financial information to develop and communicate business models~~  Well-considered contextual application of communication and/or collaboration skills | Mostly critical analysis of responsibilities and impact of business models on local and global communities  ~~Well-considered exploration and analysis of opportunities presented by digital and emerging technologies~~  Well-considered evaluation of the effectiveness of business models |
| C | Considered exploration of problems or needs using a customer-focused approach  Some creativity in generation of possible solutions to problems or needs using a customer-focused approach | Some effectiveness in application of financial awareness and decision-making skills  ~~Competent application of business and financial information to develop and communicate business models~~  Considered contextual application of communication and/or collaboration skills | Competent analysis of responsibilities and impact of business models on local and global communities  ~~Considered exploration and analysis of opportunities presented by digital and emerging technologies~~  Competent evaluation of the effectiveness of business models |
| D | Superficial exploration of problems or needs using a customer-focused approach  Some generation of possible solutions to problems or needs using a customer-focused approach | Developing financial awareness and decision-making skills  ~~Some application of business and financial information to develop and communicate business models~~  Contextual application of communication and/or collaboration skills | Description with some analysis of responsibilities and impact of business models on local and global communities  ~~Some exploration and analysis of opportunities presented by digital and emerging technologies~~  Some description of and reflection on the effectiveness of business models |
| E | Limited exploration of problems or needs using a customer-focused approach  Attempted generation of possible solutions to problems or needs using a customer-focused approach | Emerging financial awareness and decision-making skills  ~~Attempted application of business and financial information to develop and communicate business models~~  Limited application of communication and/or collaboration skills | Description of responsibilities and impact of business models on local and global communities  ~~Attempted exploration and analysis of opportunities presented by digital and emerging technologies~~  Description of the effectiveness of business models |