**Stage 1 Business Innovation**

**CONTEXT: Existing Business**

**ASSESSMENT TYPE 1: Business Skills**

**Task 2: Business Communication**

**Description of Assessment:**

Working individually, select *one* problem identified in Task 1 Business Case Study and use a **value proposition canvas** to develop a solution hypothesis.

Identify a range of digital platforms that you would employ to effectively to promote your solution to customers. Prepare a presentation outlining the proposed strategies for marketing of the solution. Provide an explanation justifying your decisions.

**Assessment Conditions:**

Annotated story board or multimodal presentation to a maximum of 800 words if written or the equivalent in multimodal format.

**2 minutes to present your Value Proposition Canvas – make sure you indicate how it was built!**

**500 word written component – Detail your customer profile, hypothesis, value proposition, and how you will digitally market your solution.**

**Assessment Design Criteria:**

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

CA3 – Contextual application of **communication** and/or collaboration skills

AE2 – Explore and analyse **opportunities presented by digital and emerging technologies**