



Module 2 Project

Digital Disruption Proposal

Project summary:

In this project you'll work as a group to decide on a disruptive idea and develop a proposal for theoretical investors. Successful Squares understand where trends in their market are headed, and are able to spot opportunities for new business accordingly.

In Module 1, your disruptive idea was limited to a fictional airline. Now it's time for you to think more broadly and tap into your inner creativity. There's plenty of opportunity out there – so what are you waiting for?

How to submit your proposal:

Your proposal will be submitted as a presentation with audio narration. You'll need to upload the final file to an online platform, and then submit a URL to the 'Submit your Module 2 project' tab on the Virtual Campus - for the Squared Online team to access. Your presentation should be a maximum of 15 slides – do not include slide notes. The narration should be a maximum of 5 minutes – your narration must be recorded over every single slide.

Don't forget to include a reference when quoting any external data or statistics. This can be as simple as the date and source, rather than full academic referencing. This is part of our marking criteria and will affect your final grade.

You are welcome to use any software you prefer to create your presentation and record your narration. We've included instructions at the end of this brief on how to record a presentation using YouTube Live. This enables you to save your broadcast as a YouTube video which you can edit using the YouTube video editor.

Please note that you are responsible for ensuring that your final presentation meets the requirements we have outlined for you. You won't be able to make any changes to your presentation once it's been submitted. The URL you upload will be sent for marking so please make sure it links to the final version of your presentation.



Deadline

Check the 'Key Dates' or 'Project' tab on the Virtual Campus for your project and reflection/group feedback deadlines



Suggested time required:

Approx. 15 individual hours



What to include in your proposal / Key assessment criteria:

1. Create a digital disruptive idea
Tips: Drawing from your knowledge of disruption and the digital revolution, outline your digital disruptive idea
2. Explain your target audience and how you'll capture it
Tips: Drawing from your knowledge of the customer journey, describe the personas of your target audiences
3. Develop your unique brand mission and purpose
Tips: Drawing from your knowledge of branding, describe how you'll create and position your brand to achieve your disruptive idea and appeal to your potential customers

Working with your group:

Nominate one member of your group to submit your completed project (proposal) to the Virtual Campus on behalf of all members. Only one member is required to submit your project. Once the nominated member has submitted your project, all other group members will receive the submitted project status.

Think about how to organise yourself as a group during this module:

- What are your team roles?
- Who will be responsible for each element of your project?
- How will you communicate and collaborate?

Your final submission is a collective piece of work, so if you've got a great business idea with real potential, you'll need to consider whether to share it with your group.

Personal Reflection and Group Feedback:

You're also required to complete the personal reflection and group feedback exercises once your project has been submitted. Check the Virtual Campus for your reflection/feedback deadline. This is an opportunity for you to reflect on what you have learned from working in a group online, as well as to provide feedback on your group members.

Personal reflection and group feedback are compulsory activities which are required to pass each module. You should complete this after you have submitted your project.

Milestones:

See rubric on key things to include for each section.



By the end of Week 1

- Discuss and decide on a disruptive idea as a group
- Identify your target audience



By the end of Week 2

- Discuss and decide on your brand mission and purpose
- Use any business framework of your choice to develop your idea



By the end of Week 3

- Discuss and decide on how your idea is mobile-first



By the end of Week 4

- Discuss and decide on how you would engage customers through social



During Week 5 (Study Week)

- Finalise and submit your final proposal with audio narration by the deadline (this should be submitted by your nominated group member)
- See 'How to submit your proposal' and 'Working with your group' sections of this brief for guidance on your submission

4. Use a business framework to develop your idea
Tips: Drawing from your knowledge of business modelling, map your idea across a suitable business model framework, listing key sections of the model i.e. value proposition, revenue model, competitors/partners, sales/marketing channels etc.
5. Describe how your idea is mobile-first
Tips: Drawing from your knowledge of mobile behaviour and mobile strategies, explain how mobile would play a key part in your disruptive business idea
6. Describe how you would engage customers through social
Tips: Drawing from your knowledge of social behaviour and social strategies, discuss and decide upon the social strategy for your disruptive business idea
7. Identify potential options for scaling your idea
Tips: Describe how your idea has the potential to become wide-spread
8. Was the presentation effectively communicated?
Tips: Ensure your proposal meets the specification and effectively communicates all the key points

How you'll be assessed and graded:

We will use the rubric below to assess and grade your submitted project (disruption proposal). The rubric reflects the set of key assessment criteria that is used to mark your submissions. Your feedback will highlight your level of achievement for each category, and you'll also receive additional comments from the marker.

Disclaimer: Squared Online retains the rights to all student output during the course for marketing purposes only, which includes your project submissions. For more information, please check out the Terms and Conditions page, which is located within the support centre.

Rubric:

1. Create a disruptive digital idea					
Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
Your business idea was innovative and highlighted a unique opportunity. You clearly identified a gap in the market and provided supporting evidence. It was clear how your product / service would disrupt the market.	Your business idea was creative and identified a need or problem that is currently not addressed well or at all. You identified a gap in the market and provided supporting evidence. It was clear how your product / service would disrupt the market.	Although not totally original you put an interesting spin on an existing idea. You gave a basic description of how your idea would disrupt the market.	Your idea wasn't evolutionary enough to differentiate itself from existing products or services in the market. It wasn't totally clear how your product / service would disrupt the market.	Your idea was essentially a 'me-too' which replicated pre-existing products or services in the market. It didn't appear to have disruptive potential in the market.	Your idea does not reach a standard described by any of the criteria.

2. Explain your target audience and how you'll capture it					
Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You showed an excellent understanding of who your potential customers might be and also developed a number of convincing personas. Segmenting your market enabled you to understand what aspects of your offer match their requirements. You also identified who your early adopters might be and why they would be valuable advocates of your business.	You showed a good understanding of who your potential customers might be and also developed a number of personas. This provided a great starting point for your marketing and sales campaign.	You showed a basic understanding of who your potential customers might be. However, you needed to develop an effective persona to represent them.	You showed an incomplete understanding of who your customers might be, their current user experience and how your product might fit alongside this. You didn't develop an effective persona.	You did not show any real understanding of who your customers might be and didn't develop an effective persona.	Your understanding of your potential customers does not reach a standard described by any of the criteria.



3. Develop your unique brand mission and purpose

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You developed a unique and comprehensive brand mission and purpose. You gave a compelling narrative of how your brand would build authentic experiences by placing their values at the centre of your brands mission. You also clearly led with the 'why' rather than the 'how' or 'what'.	You developed a unique brand mission and purpose. You included some narrative of how your brand would build authentic experiences. You also mapped your brand's mission across the Why-How-What framework.	You developed a brand mission and purpose from an existing business, however you have put an interesting spin on it. You also mapped your brand's mission across the Why-How-What framework.	Even though you have mapped your brand's mission across the Why-How-What framework, your brand mission and purpose was too similar to an existing business.	You haven't adequately shown how to map a brand mission across the Why-How-What framework. Your outlined brand mission does not demonstrate originality neither have you attempted to include an interesting spin on an existing business.	Your knowledge about brand mission does not reach a standard described by any of the criteria.

4. Use a business framework to develop your idea

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You applied a relevant business model framework to develop your idea. Your strategic business model took into consideration all key features, including - your customers and value proposition, your market positioning and revenue streams, your cost structure, metrics and channels. Especially during the start-up phase.	You applied a relevant business model framework to develop your idea. Your strategic business model took into consideration some key features, including - your value proposition and revenue opportunities.	You applied elements of a business model framework to develop your idea. You covered your value proposition and revenue streams, but it could have been more extensive.	Elements included in your business model needed greater thoughts for the business plan to be convincing and effective.	Elements included in your business model were poorly thought out and unlikely to contribute to a successful business plan.	Elements included in your business model do not reach a standard described by any of the criteria.

5. Describe how you would engage customers through social

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You included a narrative which clearly demonstrated in-depth knowledge of various social platforms and their different uses. You described three or more innovative ways that you would use social to engage your target audiences and drive conversions.	You included a narrative which demonstrated good knowledge of various social platforms and their different uses. You described one or two innovative ways that you would use social to engage your target audiences and drive conversions.	You included some narrative about various social platforms and their different uses. You described at least one way that you would use social to engage your target audiences and drive conversions.	Your narrative required greater thought about the various uses of social platforms. You could also improve on your plan to utilise social for engaging your target audiences and driving conversion.	Your narrative was unclear. Your explanation about social platforms and social use for engaging with your target audience was poorly thought out and unlikely to contribute to a successful proposal.	Your narrative did not reach a standard described by any of the criteria.



6. Describe how your idea is mobile-first

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You included a narrative which clearly demonstrated in-depth knowledge of the value of mobile. You also specified how you would use mobile to enhance your customers' experience. Your narrative clearly identified key mobile features you would consider such as mobile site, mobile apps and user experience principles.	You included a clear narrative describing how you would use mobile to enhance your customers' experience. Your narrative gave enough information about key mobile features you would consider such as mobile site, mobile apps and user experience principles.	You included some narrative describing how you would use mobile to enhance your customers' experience. You identified at least one mobile feature you would consider in your proposal.	Your narrative required greater thought about how you would use mobile to enhance your customers' experience. You have not clearly explained any mobile feature you would consider in your proposal.	Your narrative was unclear. Your explanation about mobile for enhancing customer experience was poorly thought out and unlikely to contribute to a successful proposal.	Your narrative did not reach a standard described by any of the criteria.

7. Does your idea have potential to scale?

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
It was clear from your proposal that your idea has broad appeal and the potential to develop into a global proposition. You identified some clear plans to achieve this goal including key strategic partnerships. The idea you presented was clearly scalable and investable. You also indicated how you might further innovate, leading to complementary products well into the future.	It was clear from your proposal that your idea has broad appeal and the potential to develop into a global proposition. However, you did not touch on the topic of scaling up in your plan.	Your idea has appeal and therefore potential for expansion into new territories / markets. However, you did not touch on the topic of scaling up in your plan.	Your idea is limited by the potential size of the marketplace, which would hinder prospects for growth. You did not touch upon the topic of scaling up in your plan.	Your idea seems very limited in appeal and you did not touch upon the topic of scaling up in your plan.	Your idea does not reach a standard described by any of the criteria.

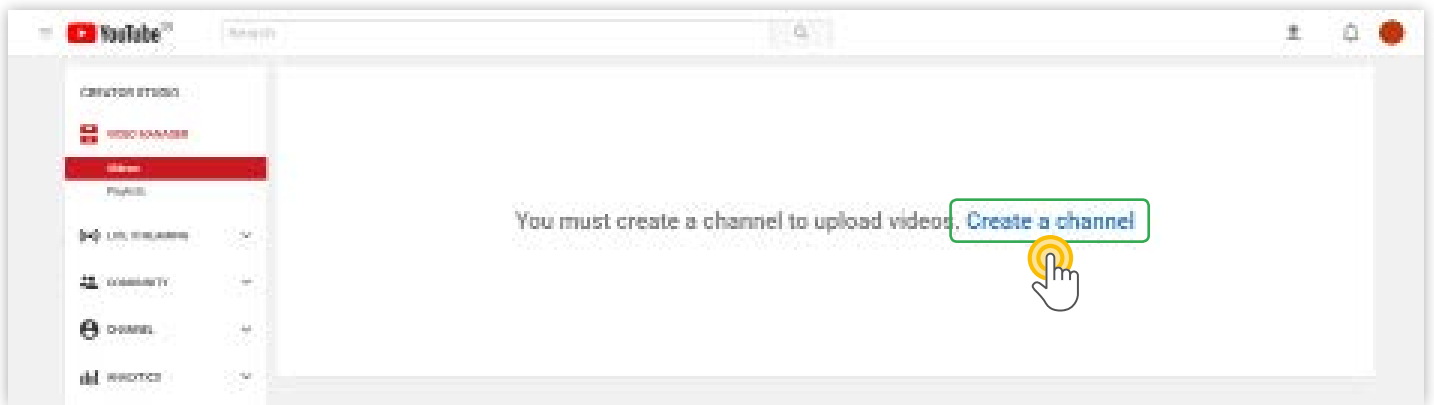
8. Was the presentation effectively communicated?

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
Your presentation was visually engaging and highly informative. You effectively used concisely bulleted text to communicate your ideas, which were supported by excellent visuals and design. Overall it was highly effective in communicating your ideas and arguments in a logical and easy to follow manner.	Your presentation was visually appealing and easy to follow. The mix of visuals and concise text helped effectively communicate your ideas and arguments in a straightforward, easy-to understand and informative manner.	In general your presentation was good but could have benefited from being more concise (e.g. bullet points rather than long paragraphs of text). Introducing more visuals would have made your presentation more appealing.	In general your presentation was good, but was a challenging read at times, and lacked visual appeal and clarity. It didn't communicate your business idea in a completely logical or easy to follow manner.	In general your presentation was hard to follow, lacked visual appeal and felt like a leave-behind rather than a presentation. It didn't effectively communicate your business idea in a logical or easy to follow manner.	Your presentation does not reach a standard described by any of the criteria.

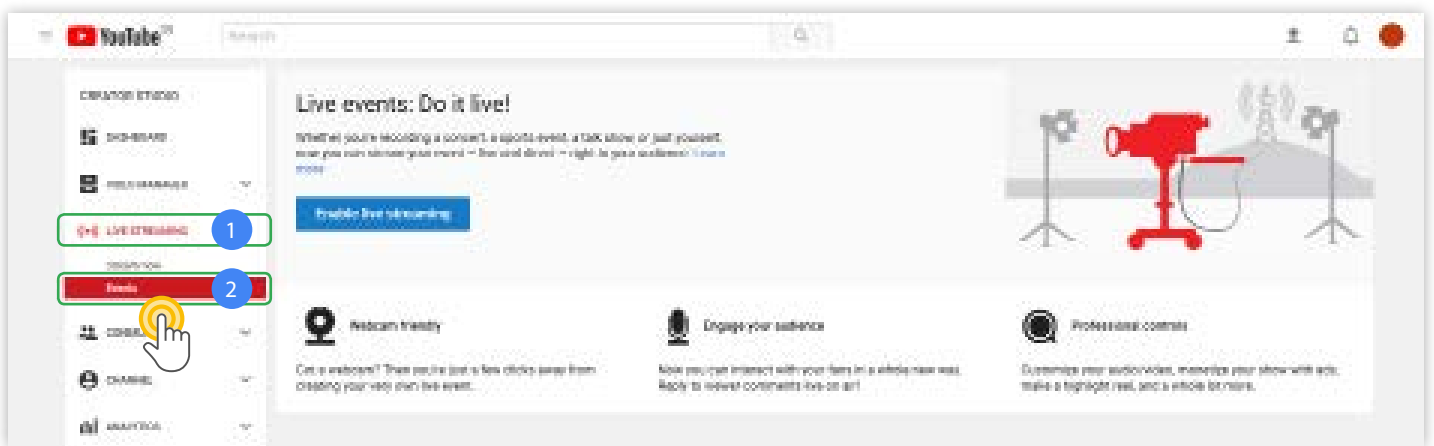


Recording your presentation using YouTube Live (with Google Hangouts)

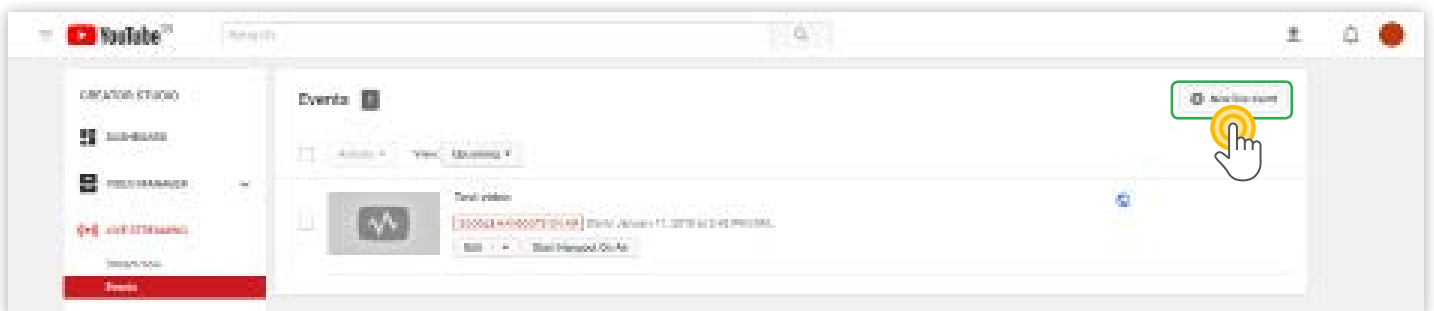
- Sign in or sign up for a Google account
- Go to the [YouTube Dashboard](#)
- If you don't already have a channel, you will need to create one:



- Once you've created a channel, click on 'LIVE STREAMING' in the left-hand menu and then select 'Events'

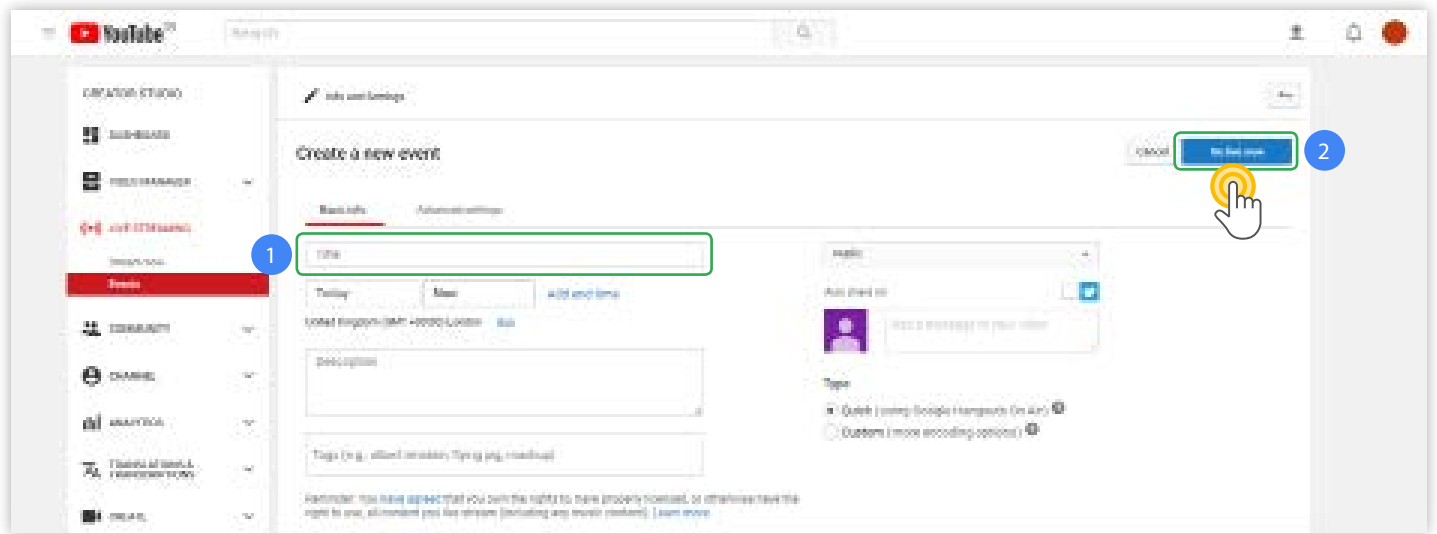


- If you haven't already, you'll need to 'Enable live streaming' – you may need to verify your Google account
- Click 'New live event' near the top right of the screen

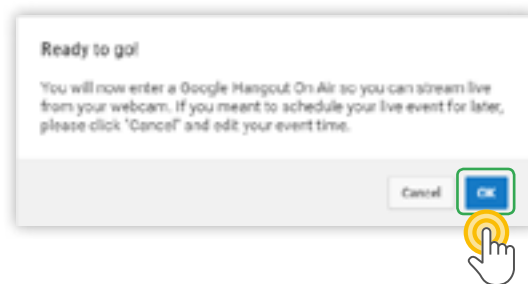




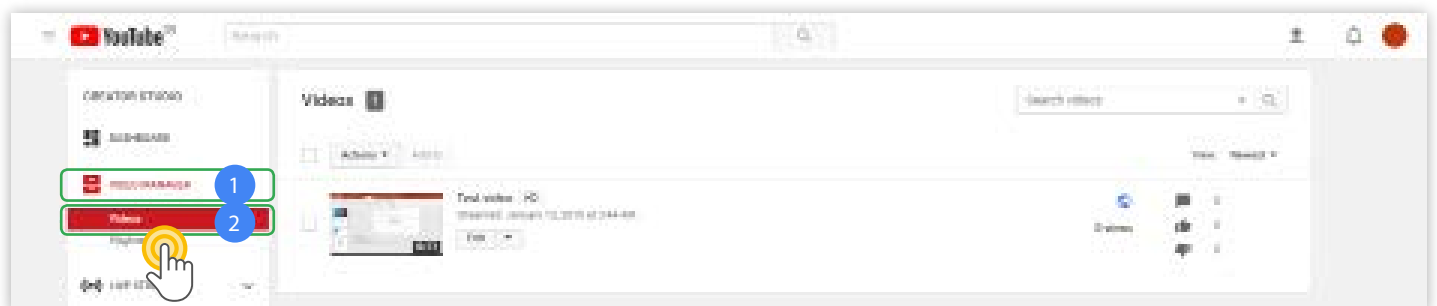
- Give your presentation a title and then click 'Go live now'



- You'll receive a 'Ready to go' message to say you're about to enter a Google Hangout on Air – click 'OK'



- While Hangouts is loading, open your Module 2 project presentation
- Share your screen so that your presentation is showing in the Hangout (in MS PowerPoint you may need to turn off 'Presenter view' to achieve this)
- When you're ready to begin narrating your presentation, click 'Start broadcast' and work through your slides
- When you are finished, click 'Stop broadcast' and close the Hangouts window
- In the YouTube Dashboard, go to 'VIDEO MANAGER' and click on 'Videos' - your presentation should be visible



- When you're ready to submit, click on your video and copy the URL to submit to the Squared Online team!