

Mid-term evaluation 18.10

Midterm evaluation meeting

- Purpose of the meeting is to evaluate individuals and their contribution to the team effort
- Grading pass/fail
- Topics evaluated include:
 - Business plan
 - User story
 - Prototype
 - Project plan status

30 minutes for each team

- Sales Pitch for customers 10 min
- Demo 10 min
- Questions on business and application

Possible questions include

- What is your team's product?
- For whom it is targeted?
- What is the market size estimate?
- How are you going to price the product?
- What is your business model?
- What is your main user story?
- How would you describe the status of your project?
- How would you describe the status of your team?
- Which tools have you used to build the prototype?
- How are you going to test your service?
- What are your main risks and contingency plans?
- What are your key assumptions?
- What will your team do next two weeks?
- What are the ingredients of a business plan?
- How should market size be estimated?
- Who is your first customer?
- How are you planning to scale your business?
- Why would anyone pay for your service/product?
- What have you learned on this course?