ENGR 401 Assignment 3 (Fusion) - 2024 T1

Group Fusion Project - Innovation and Technology

- Value: 15% of final grade.
- Due: presentation scheduled weeks 11 and 12 - see below.
- Submission: PDF slides (only) via ECS Submission System.
- The presentations will be recorded, in the lecture theatre - just like the normal lectures are recorded.

The Team

We have teams of 4 people with 4 roles[1] (CEO, CTO, CFO and CMO/R) that we put together during the **team formation exercise** on Wednesday the 24th[2]. This is the team you will be in for this project. Note your team name is unrelated to the project - after all, why?

The Deliverables

For this assignment you will, as a team, produce a max 10 minute presentation and an associated slide deck. We need to schedule 5 teams per 50 minute slot, so we need to ensure minimal handover time - take that into consideration in your planning. There are more details about the structure in the Mission section, however - you will each need to submit the (**same**) slide deck **individually** via the ECS system and present as a **group** in person. More details follow below in the presentation section.

Your Mission

You each studied a **different** topic for assignment 2 and produced an executive summary, we will now put those to good use:

1. The **non** CEO c-suite executives need to present their executive summaries (of course you may revise what you submitted before showing to your teammates) and the CEO should choose which project the startup will focus on - your team needs to report on this process,

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[1] These roles are as defined in the linked material from the Team formation workshop.

[2] With exceptions of course. Why are you even reading this footnote?

reasoning and choice in your presentation[3]. I need to emphasise at this point, you may **NOT** choose the CEO's A2 topic. *This is **deliverable one**, and should serve as the rationale slides - immediately following an introductory 'what is the product' slide..*

The next steps are to:

2. Revise the scope and analysis as a group - and reach a collective position on ethics, risk, innovation of the selected 'idea'. *This is **deliverable two**, and is presented as a set of general analysis slides following the rationale.*

3. How you plan to grow your company (entrepreneurship) with reference to investment, moat, and marketing? How will the initial production stages look, how big to you plan it will it be at launch? What sort of launch (closed beta, limited first-in-best-dressed run, large scale deployment, potentially no initial launch at all just go straight into production scaling once you have created the product) and why? These will need to be associated with the various c-suite roles you have been assigned, and I expect you each to present at least a slide on your 'specialty' - so each roles will need to consider any specific ethical concerns or risk associated with their part of the business. *This is **deliverable three**.*

4. Finally, you should all consider the executive summary prepared by the CEO for assignment 2. Present a stretch goal of how this could be used in **fusion** with the selected idea as a stretch goal for the startup, if not possible - then choose a different topic from the other c-suite summaries, but document the reasoning. *This is **deliverable four**, and should finish the slide deck..*

The Presentation

You should aim your presentation as if you were talking to the board, or perhaps a group of venture capitalists. So you need your presentation to combine elements of the executive summary and the advertorial pitch - after all, the board/VCs are going to have to be excited about your venture and aware of the implications should they decide to approve/fund your startup.

Your presentation and slides should include **all** four deliverables as outlined above, and you will **need** to manage how the group delivers the presentation and make sure everyone has an equal share of the presentation. Your slides should also include information on roles and contributions.

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[3] The CEO may not choose their own assignment 2 topic.

Your presentation will be in person and will be held in the lecture room on during both Monday and Wednesday lecture slots in weeks 11 and 12. I hope that everyone will attend these lectures as usual, but you are required to attend the session in which your talk is scheduled. If you have unavoidable remote participants in your team - you should consult with the course co-ordinator as soon as possible, likewise, if there is a specific presentation session your team (for a very good reason) cannot attend. I will address these **beforehand** on a case-by-case basis.

The Marking

The marking for this project will be 100% based on what we see at the presentation. Your talks will not be interrupted by questions - however you **may** get some followup questions via emailed - and if asked, answering these **will** be taken into account during marking. While the group will usually get the same mark overall, in some special cases, we may need to distinguish between team members. A team that is a no-show, will be awarded 0.