From Software Innovation to Social Entrepreneurship

Final Project Proposal: Due February 22, Wednesday

Make a group of roughly 4 in class. This is your final group. The group project will have to be approved by the instructor. **You must fill out the outline of the final project proposal before the end of the class on Feb 15.** Any changes in the group will have to be discussed and approved by the instructor at the highest priority. If your group or project is not finalized by the end of the class on Feb 15, you or the group is required to meet with the instructor and/or teaching assistant between Wednesday, Feb 15, 7:00pm and Friday, Feb 17, Friday, midnight to finalize the project. The instructor/teaching assistant will make themselves available. It is the responsibility of the group to take an initiative to make this appointment by contacting the instructor on his cell phone. It is our highest priority in the next few days for the student groups to finalize their projects. No excuses other than severe personal or family emergencies will be entertained. A student without a final project and the planning-design document by Feb 22 will not pass this class.

Over the weekend, the group is expected to meet again, refine/modify/drill down the idea to develop a full design-planning document as described below and submit a TYPED copy of refined version.

**A hardcopy TYPED planning and design document with these details is due on Feb 22 in class with the following details.** In class, on Feb 15, fill out as much as you can and submit a hard copy before you leave. You are encouraged to implement as much of this as possible between now and Feb 22 and communicate to me as you implement them prior to Feb 22 by sending me an email and/or documents.

**You are required to create a web presence by Feb 22 and a draft brochure by Feb 27.** You can refine the brochure later based on feedback. I am inviting alumni students to visit the class to make presentations, share experiences, and provide feedback to you on your proposal on Feb 27 and Feb 29. A written brochure is required in class on Feb 27 in order for them to provide useful feedback (hefty penalty will be imposed if this brochure is late).
Outline of Final Project Proposal

Criteria:

Simple (should be reflected in title, slogan, should be direct and powerful, no ambiguity)

Project Title:

Slogan (Example: Loans that change lives!, Conversations that change lives!)

Names of Group Members:

1.

2.

3.

4.

5.

Is this an action/design/data-collection/programming project or a combination?

Criteria: Concrete (should be reflected below)

It should be clear that you are adding value.

Concrete Verifiable Long-Term Goal of the Project: (Example: put a man on the moon, deliver 1 ton of medicines to the needy, provide home to 100 homeless people; raise a million dollars to reduce inequality; have 500 students join in an art performance at the Bay Tree Bookstore to convey the message of unaffordable tuition for higher education)

Criteria: Credible (does team have the capability to deliver this project in the long-term?) If yes, explain briefly.

What are the 3 main challenges you see and how do you plan to overcome them?
Deliverables and Timelines:
1. Web Presence: (facebook page, group, hosted domain and if so, domain name)

2. Brochure with mission, text, images (who is the audience for this brochure?) (I highly recommend designing and adding a logo to the brochure).

3. What is your plan for Emotional Story Telling? Will your team create a video?

4. Will there be an I-petition that you will invite people to sign? If so, provide a draft language for the petition and a brief background by Feb 22.

5. Will you create a web survey for people to fill out? Which stakeholders are you pursuing? Create a draft web survey by Feb 22.

6. Interviews Planned (with whom/which stakeholders, and what media: personal, email, phone, skype, to what purpose, and how do you plan to report the results?)

7. Main competitions: (stakeholders that you have to be be aware of, and/or try to do better than them and/or have a plan to get an upper edge on them)

8. Main collaborators: (stakeholders that you can collaborate with in order to enhance your cause, raise funds, etc.)

9. Are you planning to use crowdsourcing? If yes, which platform (Amazon Mechanical Turk)? What data do you plan to collect? Draft of pre-qualification survey, budget allocated, semi-structured questions, and timeline to post and close this task? Feb 22

10. How do you plan to leverage technology or social networks to provide evidence of human involvement in your project beyond your team?

11. (optional) any other critical planning aspect that applies to your project and is not covered so far (programming groups and business plan projects must have something to add here)

Team Member Roles (who will do what and a date/time that the group will meet during the weekend)