For the Midterm (Report: worth 40%) the student must carry out the following work: A paper of 2’000 +/-10% words for the Midterm Business Plan/Project (uploaded under TurnitIn). This paper can also take any other form, as long as the contents correspond to the criteria. (e.g. Slide show with appendices; Brochure; Pitch Report; Demo Materials with description, internet site, poster, opera, film, etc) Topic: Midterm Semester Assessment: Report - Business Plan Each student is required to write a report on the concepts acquired throughout the course sessions on a plan for an entrepreneurial project, whether strategic, organic, or venture, with particular emphasis on the analysis of its mechanisms, milestones and differential approaches and solutions, using the course materials, and trying to combine the critical analyses of the project in a coherent paper. This means presenting the vision, its 7Ws, its analysis in terms of entrepreneurial endeavor, its present and potential solutioning and a search into alternative, differential, related issues (other solutions, potential dangers, tendencies, etc). The purpose of the plan is to convince the stakeholders. This should be something you can be proud of ! In terms of the selection of the topic, there is any number – let me list a few suggestions, but feel free to develop your own, and seek the lecturer’s approval. Sandwiches, bio, farming, semiconductors, brand portfolios, energy, online platforms or shops, real estate, electric vehicles, bicycle adaptation, crypto-trading, it, ai, dl, robotics, etc, etc. As you see, the potential topics are numerous, and there are many more – make sure that feasibility in terms of investment can be reached, as well as environmental sustainability and social balance. There are different approaches, solutions, pros and cons for each project. For you to discover! Make sure you define your venture well enough that it is doable, to not fall into superficial journalism, but stay in business planning. You may situate your project in any of the stages of business growth – from small business to holdings and further. Feel free to check with the lecturer. And: most of all: convince the client/stakeholders. Your project must contain enough material for the investor/client to say yes to. In order to create a well-structured report or presentation, please consider the following: • Your text and analyses must be structured using the appropriate theories, concepts, and models; • You’ll try and link the issues to the theories and models that we saw; • Sections and ideas should be coherently linked together; • Make sure that your statements address the issues covered. In order to provide a great report, you need consider following points: o Apply theories learned during class, o Use techniques and tools learned, o Use, where possible, academic sources (min. 5-6) in order to contrast and compare the information, if not in the text, then in the appendices. o In case you decide to use non-academic sources (newspapers, articles) they are not part of the required 5-6 academic sources. Non-academic sources are allowed for the descriptive part of your work and need to be included in your bibliography. o Critically analyze the information acknowledged in your project and distinguish clearly from your own research, o Structure your answers using the appropriate theories, concepts, and models, o Sections and ideas should be coherently linked together, o Make sure that your statements address the topics