

[Start Assignment](#)

- Due Friday by 23:59
- Points 20
- Submitting a file upload

Assessment overview and explanation

Assessment Type	Business Idea Written Summary
Associated Unit Learning Outcomes (ULOs)	<ol style="list-style-type: none"> 1. Identify different sources of ideas and generate business ideas 2. Use appropriate frameworks, tools and techniques to evaluate ideas and identify opportunities
Group or Individual task	Individual
Value (%)	20%
Submission details/form	<ul style="list-style-type: none"> • Written submission on Canvas • Word limit: 1,000 words ($\pm 10\%$) • Referencing: APA Referencing style.

Purpose

This assessment aims to evaluate your ability to effectively summarize and support your business idea in writing, reflecting the key points of the elevator pitch which is well-supported with data and analysis to demonstrate the viability of your business idea.

You will prepare a comprehensive written summary of your elevator pitch that clearly outlines your business idea, addressing the problem it solves, the need it fulfils, the sources of your solution, the target customers, and the value proposition. Your summary should be well-examined and supported with data, analysis, and insight.

Detailed Assignment Instructions

Please see attached the detailed instructions for the assignment: [Detailed Instructions](#) [Assessment Task 1\(b\)_ENT10005.pdf](#)

<https://swinburne.instructure.com/courses/69072/files/38158208?wrap=1> ↓

https://swinburne.instructure.com/courses/69072/files/38158208/download?download_frd=1

Extension Policy and Application

Please see policy about extension and how to apply for it here: [Extensions: How to Apply](#)

<https://swinburne.instructure.com/courses/69072/pages/extensions-how-to-apply-2>

Rubric

You will be marked according to the rubric. View the rubric to support your completion of this assessment.

Assessment Rubric: Written Summary of Elevator Pitch

Criteria	Ratings					Pts
Relevance and Depth of Content (7 marks)	7 to >5.6 Pts High Distinction The summary provides an exceptional analysis of the business idea, with comprehensive details that show a deep understanding of the topic.	5.6 to >4.9 Pts Distinction The summary provides a thorough analysis with relevant details that show a clear understanding of the business idea.	4.9 to >4.2 Pts Credit The summary provides a satisfactory analysis with some relevant details, but the depth of understanding is moderate.	4.2 to >3.5 Pts Pass The summary provides a basic analysis with few relevant details, showing a limited understanding of the business idea.	3.5 to >0 Pts Unsatisfactory The summary provides little to no analysis or relevant details, showing a poor understanding of the business idea.	7 pts
Insight (5 marks)	5 to >4.0 Pts High Distinction The summary offers profound insights that demonstrate a high level of critical thinking and original analysis.	4 to >3.33 Pts Distinction The summary offers clear insights that demonstrate good critical thinking and analysis.	3.33 to >3.0 Pts Credit The summary offers some insights, but they are not particularly deep or indicative of strong critical thinking.	3 to >2.5 Pts Pass The summary offers few insights, and those provided are superficial and show limited critical thinking.	2.5 to >0 Pts Unsatisfactory The summary offers no real insights and lacks critical thinking.	5 pts
Evidence and Support (5 marks)	5 to >4.0 Pts High Distinction The summary is supported by a wide range of relevant, high-quality evidence, and all sources are cited impeccably according to academic standards.	4 to >3.5 Pts Distinction The summary is supported by relevant evidence, and most sources are cited correctly with few errors.	3.5 to >3.0 Pts Credit The summary is supported by some evidence, but there are several errors in citation or gaps in the quality of sources.	3 to >2.5 Pts Pass The summary is supported by limited evidence, and many sources are either incorrectly cited or not cited at all.	2.5 to >0 Pts Unsatisfactory The summary lacks evidence, and sources are either absent or incorrectly cited, failing to meet academic standards.	5 pts

Criteria	Ratings					Pts
Quality of Writing (3 marks)	3 to >2.4 Pts High Distinction The writing is outstanding, with a logical structure, flawless grammar, and perfect adherence to academic writing standards.	2.4 to >2.1 Pts Distinction The writing is very good, with a clear structure, minor grammatical errors, and adherence to academic writing standards.	2.1 to >1.8 Pts Credit The writing is good, with a coherent structure and some grammatical errors that do not impede comprehension.	1.8 to >1.5 Pts Pass The writing is fair, with a weak structure and numerous grammatical errors that may impede comprehension.	1.5 to >0 Pts Unsatisfactory The writing is poor, with a lack of structure and pervasive grammatical errors that significantly impede comprehension.	3 pts
Total points: 20						