



## ENG 2575 Final Project | Making a Great Idea

We all have ideas, even good ideas, but how does one go about taking a good idea and turning into a great idea? Even further, how does one turn a great idea stuck in their own head into a great idea they can share with others, who will also agree that the idea is great? What makes a great idea attractive to another person?

Your mission for this project (and this class) is to chart a course toward the answer to these questions. To do so, you must work hard and have fun while operationalizing your interests...maybe even your fascination. In short, you must plan a project around the nexus of your fascination and others' needs and interests.

Your final project will be a deliverable composed of the following components:

- 1) A brief stakeholder analysis and a Strengths/Weakness/Opportunities/Challenges (SWOC) analysis in a visual format.
- 2) A basic and somewhat modified example of a feasibility study of an entrepreneurial idea of your own design, which begins the process of solving a problem, and with the following basic components:
  - a. An "executive summary" that abstracts the study for a reader.
  - b. A narrative description of the idea (i.e., a product, a service, an intervention, or event) that would be of interest, and an analysis of the audience to which it is proposed.
  - c. A description of project infrastructure, funding, organization, and technology considerations (i.e., what you need and how you need it for success).
  - d. The "marketplace" in which your idea will be situated, including the problems (and causes) that the proposal addresses as well as the clear and convincing benefits of your idea in solving the problem.
  - e. Clear details on how you will develop relationships with your audience for your project (i.e., marketing strategy), including channels and message.
  - f. A realistic budget, and its cost-effectiveness in solving the problem (your limit is \$6,000), along with a plan for developing key resources, and your audience segment for a more ambitious project.
  - g. A realistic timeline, and project delivery schedule.
  - h. A projection of what success will look like (i.e., how will you know when you are successful, how will you measure success, etc.)
- 3) A critical reflective analysis of the feasibility of your project as designed it.

## Directions to Get Started

- 1) Visit crowd-founding websites like Kickstarter, GoFundMe, and IndieGoGo to get a sense of ideas that are “crowdsourced” (i.e., funded through many small online donations). This is a good start to figuring out what you might be able to do and how if you are completely lacking in ideas.
- 2) Look at resources like Make Magazine, Metafilter Projects, and other sites that host creative projects.
- 3) Complete individual assignments for the project as they are assigned in succession.
- 4) Produce a visual SWOC (prototype, then final).
- 5) Assemble a 1000 to 1500 word “study” that articulates your passion (or interest) into an entrepreneurial idea. Draft, revise, and edit your document using business report structure.
- 6) Write a 250- to 400-word critical reflective analysis that discusses how you feel you did with this project, including the feasibility of your idea and your ability to represent it on paper.
- 7) Revise your documents and create one PDF containing all three of the above deliverables after receiving comments from your instructor.

## Details

Additionally, keep in mind the following:

- The assignments of this project are cumulative. Missing one will impact (seriously) your ability to complete future assignments successfully.
- Your “feasibility study” should be 1500 to 2000 words that articulates your fascination into an entrepreneurial idea. Draft, revise, and edit your document using a business report structure for an external audience.
- Write a 300- to 500-word critical reflective analysis that discusses how you feel you did with the project, including the feasibility of your idea and your ability to represent it on paper.
- Be sure that your work conforms to a high ethical standard of writing (e.g., don’t plagiarize, cite any sources you use, etc.)
- Use good design and rhetorical practices – in other words, format your text; use good grammar; revise and edit your work. Use interesting titles and subject headings.
- Revise your documents and create on PDF containing all deliverables after receiving comments from your instructor.
- Upload your documents to your Drive folder with the following file name:  
**YourLastName\_NameOfProject\_FinalProject.**

## Due Dates

Project Pre-Proposal	T – September 26 <sup>th</sup> , 2017	Assignment
Stakeholder analysis	T - October 10 <sup>th</sup> , 2017	Assignment
SWOC	T – October 24 <sup>th</sup> , 2017	Assignment
Draft proposal	T – November 7 <sup>th</sup> , 2017	100 pts.
Full proposal	T - December 12 <sup>th</sup> , 2017	150 pts.
Full proposal final	T - December 19 <sup>th</sup> , 2017	50 pts.

## Grading

The entire final project is worth 300 points, or about 30% of your final grade. As I evaluate your work, I will be looking for these basic qualities. Each segment of the project will have additional criteria that will be provided to you.

<b>Content and Development</b>	
<p>The content of the document is appropriately detailed, accurate, and persuasive.</p> <ul style="list-style-type: none"> <li>• Information and details provided are relevant and cohesive.</li> <li>• Content is chunked appropriately.</li> <li>• Audience concerns are anticipated and addressed.</li> </ul>	
<p>Paragraphs develop ideas that support the main point. Main points are supported by relevant specific descriptive details and examples when appropriate.</p>	
<b>Style and Mechanics</b>	
Sentences are complete, clear, and concise.	
Rules of grammar, usage, and punctuation are followed.	
Spelling is correct.	
Page design and format is consistent.	
The tone of the document is appropriate to the content.	

## ENG 2570 Final Project | Figuring Stuff Out Exercise

Telling a good story is crucial to reaching your goals if those goals need other people's resources (e.g., time, money, support) to achieve them. One way of developing that narrative is to practice putting your ideas into words. The statement is one way to answer the following questions:

- How does what I intend to do help people?
- Who will be helped by what I do?
- What vital service does what I do provide?
- What is my track record of success in doing things like this?
- What do I plan to do next if this works?
- How will the money I use for this be spent?
- Why does my idea deserve support?

Think of it this way—you are starting a conversation with someone that you don't necessarily know, about something your audience doesn't necessarily know about, and you want it to end by them giving you money. Sounds easy, right?

The following questions might give you an idea of where to start....

1. Who is involved?
  - a. What are their qualifications and accomplishments?
  - b. What is their role in the project?
2. Whom is the idea intended to serve?
  - a. Demographic information.
  - b. Description of a real person who benefits from this (a use case).
3. What is the idea?
  - a. What does it look like?
  - b. How will it be used?
4. What needs does this idea satisfies for the intended audience.
  - a. What pressing problems does the idea address?
  - b. How does the idea satisfy these problems?
5. How will the investment in your idea be used?
  - a. Why can't you do it with your own resources?
  - b. What are the key expenditure areas?
  - c. How do these expenditures push the project forward?
6. How will contributions be acknowledged?
  - a. What tangible benefit(s) do supporters get in return?
  - b. What intangible benefit(s) do they receive?