**Digital Business Report – Assessment Guidelines**

This assessment aims to assess students’ understanding about the basic digital business model and how it differs from a traditional business model. In this assessment, students will have to write a final business plan report for a chosen business (any service or product to be digitalized) using a digital business approach with the objective to convince the investors to support your business idea.

The report must include the following elements:

**Section 1: Introduction (300-500 words total)**

* Explain what a digital business model is and business digitalising method(s) (Do a literature review explaining what a digital business is and the main advantages/disadvantages).
* Identify and discuss the differences between a digital business model and a traditional business model and the business digitalization. How they contribute to a business’ profitability and sustainability. (Explain the reasons why businesses should go digital. Finish this chapter with a short presentation of your business)

**Section 2: Create your Digital Business Plan (1250 – 1500 words total)**

* **Vision:** What does your business want to focus on in the long term, and how will “digital” play a role in it? **(Formative Assessment 1; 1 phrase)**

Write one sentence explaining your digital business vision.

* Mission: What is the key purpose of your business, and how do you want to achieve it using both digital and traditional means? **(Formative Assessment 1; 1 phrase)**

Write one sentence explaining your digital business vision.

* Goals: How will you break down your vision and mission into specific, measurable, and time-bound objectives? **(Formative Assessment 1, 150 – 300 words).**

Divide this explanation presenting two sections considering your short-term goals and long-term goals. You should include the ideas explored in all formative assessments or in all tasks defined on the digital business strategy.

Include a Gantt chart here to explain how your goals would be accomplished over time.

* Customers: Who are your target customers, and how will they find you and/or do business with you? **(Target market analysis and user/customer definition 200 – 300 words)**

Explain who is your customer (who pays for it) and who is the user (the end user) of your digital business. Using all 4 market segmentations, explain who is your target market. Explain their buying behavior process and how they would find your business.

Then, present your value proposition (why people should buy from you? Best cost?

* Finance: What are your expected revenue streams and investment capital, and how will a digital strategy boost income or lower costs? **(Ways to finance startups and digital patterns 150-300 words)**

Explain how you plan to find capital to startup your business. Later you can link it explaining the type of digital business platform you use to generate income. how you will create revenue to the business and link this answer connecting to the digital patterns you would choos as ways to generate income.

* Human resources: What type of human capital do you need to support your digital business, and how easy or tough is it to find them**. (Value Chain analysis and 5w2h) 150 – 300 words).**

Using the 5w2h analysis tool, present the tasks related to your human resources. Try to link it to the main short goals of your company. Who are your main collaborators?

* Marketing: How do you plan to promote your products, which digital channels will you use, and how will these affect cost and revenue? **(E-marketing, SEM plan, Content marketing plan 300 - 500 words).**

First provide a competitor’s analysis. Then you should explain your marketing strategy using the different online marketing tools.How customers would find you (main keywords strategy) Present your promotional strategy considering a content marketing plan with defined goals and monitoring measures.

* Operations: What will be your operating model (e.g., online, hybrid), and what resources do you need for it? (Distribution centers, supply chain network) **(Digital platforms, information architecture, UX/UI 300 – 500 words)**

Present the informational architecture of your website, app, or web-app. Explain the user experience and the interface designed in the IA step. Which are the digital platforms you may use and how? How you would include digital tools to generate customer engagement in each process?

**Section 3: Conclusion (250 – 300 words)**

Summarise the advantages and disadvantages of your digital business plan.

Provide reasoning why investors should invest in your digital business model. **(Wrap up your business report including the highlights of your business plan explaining why it is a good business idea).**