

Module Outline

Module Code	: MKT2711B
Module Title	: Marketing Venture Challenge
Semester	: Semester 1, AY2021/2022
Faculty	: Mr JT Tchea
Department	: Marketing
Emails	: tchea@google.com
URL	: https://bschool.nus.edu.sg/marketing/faculty/
Consulting Hours	: Virtual and by appointment

Overview

Have you ever wanted to build your own startup?

All great companies have their own humble beginnings. Startups or small businesses drive the world's economy everyday with new product and service innovations. Furthermore, with the internet and technology, it has never been easier to start something new.

“Vision without execution is hallucination” – Thomas Edison

Having a great idea is only one part of the equation. Execution is equally, if not more important in creating a successful business. We will explore the key areas for a business such as business model, marketing and financial projections that are crucial for great execution.

Venture building challenge

This class offers a unique opportunity for aspiring entrepreneurs to work together in developing an idea, and turning them into real, viable business. To do so, we will go through the following in this class -

- How the internet and technologies have created a generation of digital consumers and disruptive business models
- Digital marketing, user acquisitions and financials
- How to form a business plan; How to make a successful business pitch

Module Objectives

This course aims to accomplish the following:

1. Understand how internet and technologies have impacted the world economy
2. Understand how to develop business idea
3. Acquaint students with digital marketing principles
4. Marketing Venture Challenge: give students the opportunity to work in small groups to develop a business idea, create a strategic marketing plan, and pitch the idea to real business leaders

General Guide & Reading

No textbooks will be required for the course. For the first half of the course, you will be required to read and come prepared to discuss in class assigned handouts, readings and podcasts, prior to each lecture. These assignments and reading materials will be provided. You will be expected to actively participate during class sessions and you may be called upon to share your thoughts regarding the assignment. Classes will also include videos, exercises, case discussions, and external speakers.

During the 2nd half of the course, you will be expected to apply both your learnings from the readings and the lecture notes to your business plans.

Assessment

This class will be on a Pass/No Pass grading scale. Your evaluation of P/NP will be based on:

Class Participation – 30%

Group project submission - idea submission: 10%

Group project submission - full business and marketing plan: 60%

Group Project - Marketing Venture Challenge

Every student is expected to be part of a group that will ideate, develop, and create a business plan that will be later presented to the class and a group of judges. Each group must have four or five per group. You can form your own groups, but everyone must belong to a group. If you don't have a group, one will be assigned to you. You do not need to have a business idea at the beginning of the venture challenge. However, every group must come up with a business idea and strategy for submission and presentation.

Group project submission - idea submission

The group project idea submission for the venture challenge will count towards 10% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on both the quality of the submission and the context behind the “why” for the business idea.

Deliverables:

- Your business idea, problem statement and insights that support your business idea
- Format: 2 PowerPoint slides.
- Submission through LumiNUS.
- Deadline: Week 5

Group project submission - full business and marketing plan

The group project submission for the venture challenge will count towards 60% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on the depth of your analysis, integration and application of classroom materials, and the “soundness” of your proposal.

Deliverables:

- Full business and marketing plan
 - Background/ problem statement
 - Production description and value proposition
 - Target market, market sizing, Observations/ research data
 - Marketing plan, user acquisition
 - Financial planning/ cost structure/ revenue stream
- Format: 10-20 PowerPoint slides.
- Submission through LumiNUS.
- Deadline: Week 12

Group presentation - business and marketing plan

All groups will do a 5-minute “elevator pitch” on Week 13. Thereafter, the top 4 will be chosen for the 15-minute venture challenge presentation to an external panel. The presentation will be during the 1st week after the exams. This does not count towards your Pass/No Pass but will get valuable feedback from the business industry leaders on your ideas. There’ll be a short Q&A for the elevator pitches.

Deliverables for “elevator pitch”:

- 5 minutes
- 1-2 PowerPoint slides

Deliverables for top 4 presentation:

- 15 minutes
- No limit PowerPoint slides

Peer Evaluation

Free-riding is not to be tolerated. If there is any free riding, group members may file in a Peer Evaluation Form (get from me) and marks for free riders may be severely reduced, affecting their pass/fail status.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About me

JT is a strategy lead from Google’s APAC Corporate Strategy and Planning team based in Singapore. His work spans across organisational efficiency, resourcing strategy, investments and go-to-market strategy for the APAC advertising business. Prior to Google, JT was with the Strategy and Operations team at Airbnb China. He was part of the China landing team that expanded Airbnb’s presence into China, growing the operations in China from 20 to 300 employees. JT is also an alumni of NUS Business School.

Schedule and Outline

Week	Details (submission in bold) // All submission deadline on Monday end of class
1	<ul style="list-style-type: none"> ● Introduction to the course ● Project overview and submissions ● Digital consumers and ecosystem 1
2	<ul style="list-style-type: none"> ● Digital consumers and ecosystem 2 ● China & ASEAN rising
3	<ul style="list-style-type: none"> ● Disruptive business models ● Finding product market-fit ● Submission of group
4	<ul style="list-style-type: none"> ● Digital marketing & user acquisition
5	<ul style="list-style-type: none"> ● How to build a business case - Market validation, sizing, competitions ● Guest speaker: Entrepreneur ● Submission of business ideas & insights
6	<ul style="list-style-type: none"> ● Feedback on group ideas / Consultation
Reading week	
7	<ul style="list-style-type: none"> ● Venture capital & the startup funding landscape ● How investors value startups ● Guest speaker: Leader in tech
8	<ul style="list-style-type: none"> ● How to make successful business pitch ● Storytelling and your elevator pitch ● Guest speaker: Leader in tech
9	<ul style="list-style-type: none"> ● Group work / Consultation
10	<ul style="list-style-type: none"> ● Group work / Consultation
11	<ul style="list-style-type: none"> ● Group work / Consultation
12	<ul style="list-style-type: none"> ● Group work / Consultation ● Submission of group pitch deck
13	<ul style="list-style-type: none"> ● Elevator pitch – All groups
TBD	<ul style="list-style-type: none"> ● Final pitch (selected groups)

* Make up class in lieu of 9 Aug public holiday on 28 Aug Sat