

# Examination “Marketing for Start-ups“

The exam consists of two parts, both of which must be completed as group assignments. To successfully complete the course, all parts must be submitted in full. **The following section contains all the necessary information regarding the assignment, including its requirements and instructions for submission.**

## Structure: Two-part portfolio assessment

### Part I: Group project – Development of a start-up concept (2/3 ~ 66%)

#### Task

Please imagine the following situation:

As a young team of four founders, you want to bring an innovative business idea to market. To this end, you have recently set up a start-up company. Your task is to develop a convincing start-up concept focusing on marketing and present it in the form of a 24-page pitch. Include both market-related and marketing strategy considerations.

[**NOTE:** On the specified date, the teaching team for this VHB course will allocate your start-up to a specific area of operation (e.g. beverages, food, AI tools, cosmetics or software).]

#### Possible guiding questions for developing the concept

- What is your mission and vision?
- What business model are you pursuing?
- How could your start-up grow or scale up?
- What is your specific product or service?
- Which target group are you addressing?
- How are you building your brand?
- What sets you apart from the competition? What is your USP (unique selling proposition)?
- What is the market and competitive situation like?
- What pricing model do you want to use, and why?
- How do you intend to raise awareness of your company and your product/service, and through which communication channels?
- How do you intend to sell your product/service to customers? Which distribution channels and strategies are suitable for this?
- Which creative marketing elements will you use, if any?

## Requirements for the examination performance

- Scope: approx. 24 slides (PDF or PowerPoint) and ~6 Pages per group member
- Structure based on the course content
- Creative but clearly comprehensible implementation
- Clear, comprehensible argumentation (e.g., pros and cons, advantages and disadvantages, meaningful derivation of recommendations for action, etc.)
- Submission of one file per group (group number + last names in the file name)
- Submission format: PDF or PPTX via Moodle / WueCampus / GigaMove

**This part of the exam can be started from XX.XX.XXXX and must be submitted by XX.XX.XXXX (11:59 p.m.).**

## Part II: Pitch-Video (1/3 ~ 33%)

### Task

Create a video lasting no longer than three minutes to convince investors, funding agencies or a jury of the merits of your concept. Just like a real pitch, the video should be appealing and convincing.

### Possible guiding questions

- Who are you as a team?
- What is your business idea?
- What makes it special?
- What is your basic marketing approach (i.e., product, price, communication, and sales management)?
- Why should others invest in you/buy your product?
- How do you communicate your idea credibly and creatively?

## Requirements for the examination performance

- Max. 3 minutes (+/- 20 seconds)
- Submit as a video file (mp4) via WueCampus or an unlisted YouTube/Vimeo link
- Creative implementation desired (e.g., storytelling, animation, screencast, team presentation)
- File size max. 100 MB
- If uploading via Moodle is not possible, use GigaMove or request an upload link
- Accompanying file with a short description of the individual contribution (PDF)
- File naming: Group\_No\_Startup\_Last name1\_Last name2\_Last name3\_Last name4

**This part of the exam can be started on XX.XX.XXXX and must be submitted by XX.XX.XXXX (11:59 p.m.).**

## Organization

- **Group formation:** via Moodle / WueCampus (exact date to be announced)
- **Topic assignment:** after group formation; only one group per topic area is allowed
- **Submission formats:** WueCampus or GigaMove (link will be provided)
- **Submission deadlines:** Part 1: XXX, Part 2: XXX

## Additional information

- All content must be comprehensible, structured, and visually appealing.
- Evaluation will be based on a set of criteria (originality, strategy, feasibility, presentation).
- Please submit any questions early on via the forum or directly to the teaching team.