

Final Report, Startup Journey 2019

The report can be in English or Swedish. The deadline for returning the report is **31.10.2019** at the latest. Return the report to matti.tarmio@abo.fi.

OBJECTIVE OF THE REPORT

The report captures your path to starting up and running your own business. Describe your startup process during the Startup Journey, especially what concrete things you have done and what steps you have taken, what you are proud of and happy about and what you have learned during the journey. Make the visual appearance of the report look like you. The report can include for example pictures, graphs, timelines, tables, newspaper clips, drawings etc.

CONTENTS OF THE REPORT

The length of the report is about 3-5 pages. Include the following topics to the report.

- Cover page: name of the company; your own name, student number and school.
- Business model of your company: Describe the business idea with your own words (target customer, your products and services etc.), and also present a Lean Canvas (one A4) of your current business model (Lean Canvas tool: <http://leanstack.com/>).
- Formation of the original business idea(s): how did you come up with the first version of your business idea, how did you form your team, what were your original goals?
- Testing of the business idea(s). This is the single most IMPORTANT part of the report. The core is to validate your business idea(s) / business model(s) several times in your potential customer group(s). Describe how you tested the problem and the solution in practice during the Startup Journey, what results you received and how the testing affected to the development of the idea, e.g. did you modify the idea somehow or switch to a completely new idea and tested that again etc. (about testing, see e.g. <https://grasshopperherder.com/what-type-of-lean-startup-experiment-should-i-run/>). Tell also about the possible pitching events or competitions which you have participated: what you have learned and how they have affected your business idea(s).
- Marketing channels: describe how you have made your company visible and marketed it online (e.g. internet and social media) and/or through other channels (press, events etc.)
- Startup team and mentors: describe each team members' job description (responsibilities). Also, if you have mentors in your company, describe how did you find them and what has their role been in your startup journey.
- Describe the most important 1) events and steps of your startup process, 2) achievements i.e. what you are happy and proud about, have you achieved your goals, 3) failures i.e. things that have not gone so well 4) learning experiences during the startup-process (about yourself, entrepreneurship, team work etc.) and 5) things you might do differently the next time.
- Thoughts about the future: what are your goals and what happens to the company next?
- Date and sign the final report.