

Carnegie Mellon University in Qatar
15390 - Spring 2018

Project Handout

Checkpoint III

Out: March 25, 2018

Due: April 14, 2018

Checkpoint III [40 Points]

1 Overview

This checkpoint involves: (1) calculating LTV and COCA, (2) creating an MVP, (3) writing a complete business plan, and (4) preparing a presentation about your potential startup. In particular, you will:

- A. Calculate the Lifetime Value of an Acquired Customer (LTV) and the Cost of Customer Acquisition (COCA) of your potential startup over a period of 5 years based on your market research findings (done in **Checkpoint I**), designed business model, and selected beachhead market (done in **Checkpoint II**). Compare and contrast your LTV and COCA, suggest ideas to increase your LTV and decrease your COCA, and explain in detail your strategy for having your potential startup profitable over the period of 5 years.
- B. Create a Minimum Viable Product (MVP) of your idea.
- C. Write a full business plan for your potential startup using the template discussed in class.
- D. Prepare a set of slides for your final pitch to potential investors. Make sure that your slides are crisp, clear, and well designed.

2 Final Deliverables

2.1 Archive

In an archive (named `PC3_<AndrewID>.zip`), add the following:

1. A document that contains all your LTV and COCA calculations and discussions (i.e., the requirements of bullet A above).
2. Your MVP (packaged in one file).
3. Your business plan in a PDF file that does not exceed 12 pages.
4. Your set of slides in PowerPoint. It is recommended that your presentation does not exceed 15 slides.

2.2 Presentation

You will be presenting your pitch to the Professor and your classmates in the last week of classes. It is recommended that your pitch does not exceed 10-12 minutes.

3 Getting Help

You can get help by visiting the professor during his office hours or by appointment. You can also post your questions on Piazza [¹].

¹ <https://piazza.com/qatar.cmu/spring2018/15390/>