

MARKET RESEARCH & BUSINESS MODEL CANVAS

SET W02 · MON SEP 21

DUE W04 · MON OCT 5

10% OF FINAL GRADE

RESEARCH + DISCOVERY

A completion check, not a criterion rubric. Two artifacts marked as one: the market research and the Business Model Canvas built on it. The inherited brief asks for eight parts and a five-source minimum, and both are reflected below. The due date is proposed rather than agreed. It is not in the 2026 schedule table and returns from 2025.

YOUR NAME

SECTION

GRADE YOU'D GIVE YOURSELF

DESIGN

MARKED BY CM · 20% OF THIS INSTRUMENT

Tick what is there, then band the section.

- ☐ The BMC is readable as one page, not nine disconnected boxes
- ☐ Findings are presented, not pasted
- ☐ Where a chart is used, it is the right chart

BAND THIS SECTION

- ☐ **4 COMPLETE AND RIGOROUS** Everything asked for is there, and the work behind it is evidently real: sourced, specific, and connected to what you actually found.
- ☐ **3 COMPLETE** Everything asked for is there and adequately done. The floor, cleared.
- ☐ **2 PARTIAL** Substantially present but with real gaps: missing sections, unsupported claims, or work that stops at the first answer.
- ☐ **1 INSUFFICIENT** Largely absent, or present in a form that cannot be assessed.

WHAT DECIDED THE BAND

BUSINESS

MARKED BY RS · 80% OF THIS INSTRUMENT

Tick what is there, then band the section.

- ☐ Five or more sources, cited with URLs
- ☐ Market size stated with the method that produced it, not just the number
- ☐ Competitor set named, with what each one actually does
- ☐ All nine BMC blocks populated
- ☐ Every BMC block marked as evidenced or assumed
- ☐ Pricing has some basis beyond preference
- ☐ At least one finding that contradicts what you expected

BAND THIS SECTION

- ☐ **4 COMPLETE AND RIGOROUS** Everything asked for is there, and the work behind it is evidently real: sourced, specific, and connected to what you actually found.
- ☐ **3 COMPLETE** Everything asked for is there and adequately done. The floor, cleared.
- ☐ **2 PARTIAL** Substantially present but with real gaps: missing sections, unsupported claims, or work that stops at the first answer.
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WHAT DECIDED THE BAND

REQUIRED TO PASS, NOT SCORED

Conditions, not criteria.

- ☐ AI Use Statement attached
- ☐ Sources listed with working links

WHAT IS THINNEST HERE, AND WHY?

One sentence. Naming it is worth more than defending it.