

ENTREPRENEURS & SITE GUIDES

MODULE 10: ASSESSMENT & CLOSURE

INTRODUCTION

This is the final module of the Entrepreneurs & Site Guides Training. As part of the assessment, the participants will have to hand in a written assignment and will have to pitch their company and newly developed products. They will receive a rating that will be written on their certificates. As this module is different from the other modules, the structure is also different. Please be aware that this module covers a timeframe of more than 1 day.

EXPLANATION OF THE ASSESSMENT & CLOSURE

The assessment and closure consists of three stages:

- 1) The written assignment, which should be shared with the participants at least a week in advance.
- 2) The pitch in front of the fellow participants and jury panel
- 3) The closure and graduation

At the end of the day, all students that will have passed the assessment will receive their Ukarimu certificate.

ASSIGNMENTS

The assignment needs to be shared with the participants at least a week before the assessment. They need to hand in their written documents at least a day before the assessment, so that you as a facilitator or team of jury members have time enough to rate them.

The assignment can be found at the end of this module.

PITCHES

Make sure that the participants have practiced their pitches, particularly when it comes to timekeeping. The participants will get 12 minutes of time to pitch their company and products to the jury panel. Be strict in terms of time, but do mention when the last 2 minutes have started. After that, there are 3 minutes for questions. These questions might also come from their fellow participants.

The written assignment and pitch together form the basis for the grade. A maximum of 100 points can be scored, and the participants need to get at least 50 points to graduate. For each element the maximum amount of points is mentioned in the assignments. If someone does not reach 50 points, give the participant the right feedback and ask them to come and do it once more at a later stage.



Write down their grade on the certificates:

- This can be done by writing down the exact score, for example: 83/100.
- This can also be done by writing down
- “Excellent” if the score is above 80
- “Great” if the score is between 65-79
- “Good” if the score is above 50-64

CLOSURE AND GRADUATION

After the pitches, it is time for the graduation. Ask the participants to come forward one by one and give them feedback on their assignment and presentation. Give them their certificate and make sure to provide constructive feedback in a small speech.

Now it is time to enjoy the graduation!



Ukarimu Entrepreneurs & Site Guides Assignment

During the assessment, you will have to hand in a printed copy of max. 5 pages of the following assignment. In addition, you will have to present it in a 12-minute presentation to the rest of the group and a jury. There will be strict timekeeping. After the 12 minutes there will be 3 minutes of questions.

You will have to cover the topics mentioned below. The questions at the right will guide you in covering the topics. You can earn a maximum of 100 points and under each of the elements in the table below you can find the maximum amount for that element.

You will receive detailed feedback from the jury and your grade will be mentioned on your certificate.

For any questions, feel free to contact the facilitators! Good luck.

Customer segmentation (20 points)	<ul style="list-style-type: none">• What customer segments do you focus on?• Introduce 1 to 3 customer segments, by providing detailed information on their customer behaviour and needs.• Use visual resources (drawings / pictures) to illustrate who they are.
Product development & Packaging (20 points)	<ul style="list-style-type: none">• Develop 2 tourism products, using the AIDA model. These products should be linked to the customer segments that you identified.• The tourism products should be ready to be uploaded to the Tripesa platform.• Identify 1 potential add-on per tourism product: an additional option that tourists could book on top of the tourism product.• Make sure to highlight what makes the product unique and to explain why you are the right company to offer them.
Pricing & Budgeting (10 points)	<ul style="list-style-type: none">• Develop a reasonable pricing structure for the tourism products. What is the rationale for your pricing?• Develop your own budget for these products: of the money you earn, how much is profit? How much do you have to pay to third parties? How much is overhead? Etc.



Marketing <i>(10 points)</i>	<ul style="list-style-type: none"> • Which channels do you use to reach your customer? • Write 1 social media post that helps you to market your product. You can choose the platform yourself.
Product delivery, customer service <i>(10 points)</i>	<ul style="list-style-type: none"> • How do you make sure your customers receive the best service possible? • What will you do to make sure your customers will receive a great experience?
Environmental & Social Sustainability <i>(10 points)</i>	<ul style="list-style-type: none"> • What will you do to prevent doing harm to the natural environment or local communities?
Decent work & HR <i>(10 points)</i>	<ul style="list-style-type: none"> • What will you do to make sure everyone at your organization will enjoy working there? What will you do to make sure nobody is exploited?
Planning <i>(5 points)</i>	<ul style="list-style-type: none"> • What do you want to achieve with your company after 5 years? • What are your next practical steps to put this all into practice? Look at the next 6 months
Presentation & communication <i>(5 points)</i>	<ul style="list-style-type: none"> • How did you present your assignment? • How did you communicate during the presentation? • Is the printed document well-written and clear?

