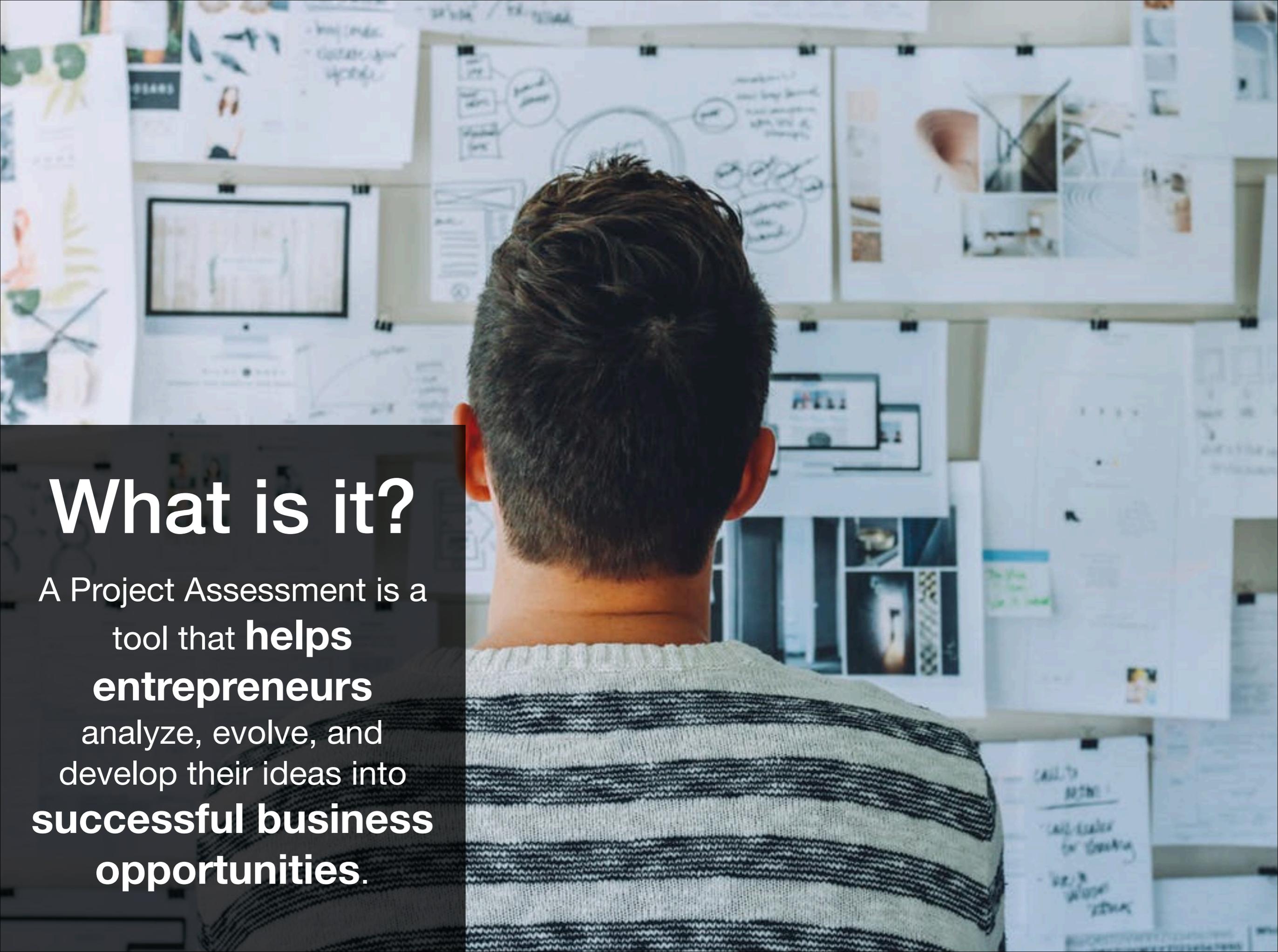




Project Assessment for Entrepreneurs

Transforming concepts into successful business opportunities



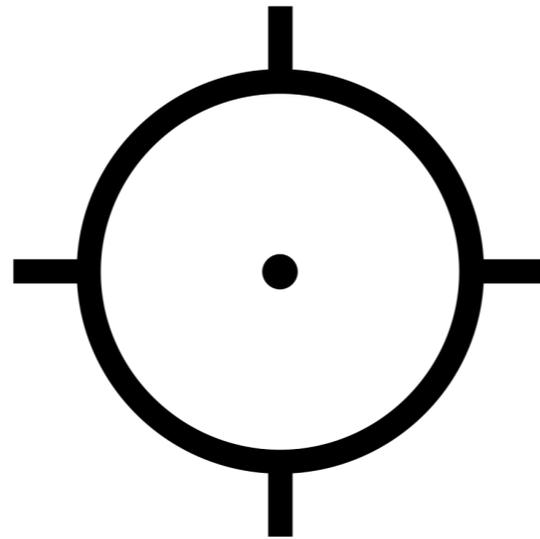
What is it?

A Project Assessment is a tool that **helps entrepreneurs** analyze, evolve, and develop their ideas into **successful business opportunities.**

Benefits



Reduce
overall costs of
Software and
Mobile App
Developments



Transform
unspecified
requirement
into precise
tangibles



Deliver
only useful
features

A photograph of a person's legs and feet walking on a wooden staircase. The person is wearing green pants and brown shoes with white soles. The stairs are made of light-colored wood. The background is a plain, light-colored wall.

The Stages

Stage 1

Define the
Business
Model Canvas

Stage 2

Define
User
Personas

Stage 3

Build
Prototypes/
MockUps

Stage 4

Validate
the
Concept

Stage 5

Create
Graphic
Designs

Stage 1:

Define the
Business Model
Canvas

StartUp
growth hacking

Stage 1: Define the Business Model Canvas

A Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing product's **value proposition, infrastructure, customers, and finances.** It assists entrepreneurs in aligning their activities by illustrating potential trade-offs.

In this stage, YCS PR Corp. aides *entrepreneurs* in building the positioning statement that explains what benefits to society the idea provides in an unique way.



Stage 2

Define User

Personas





Stage 2: Define User Personas

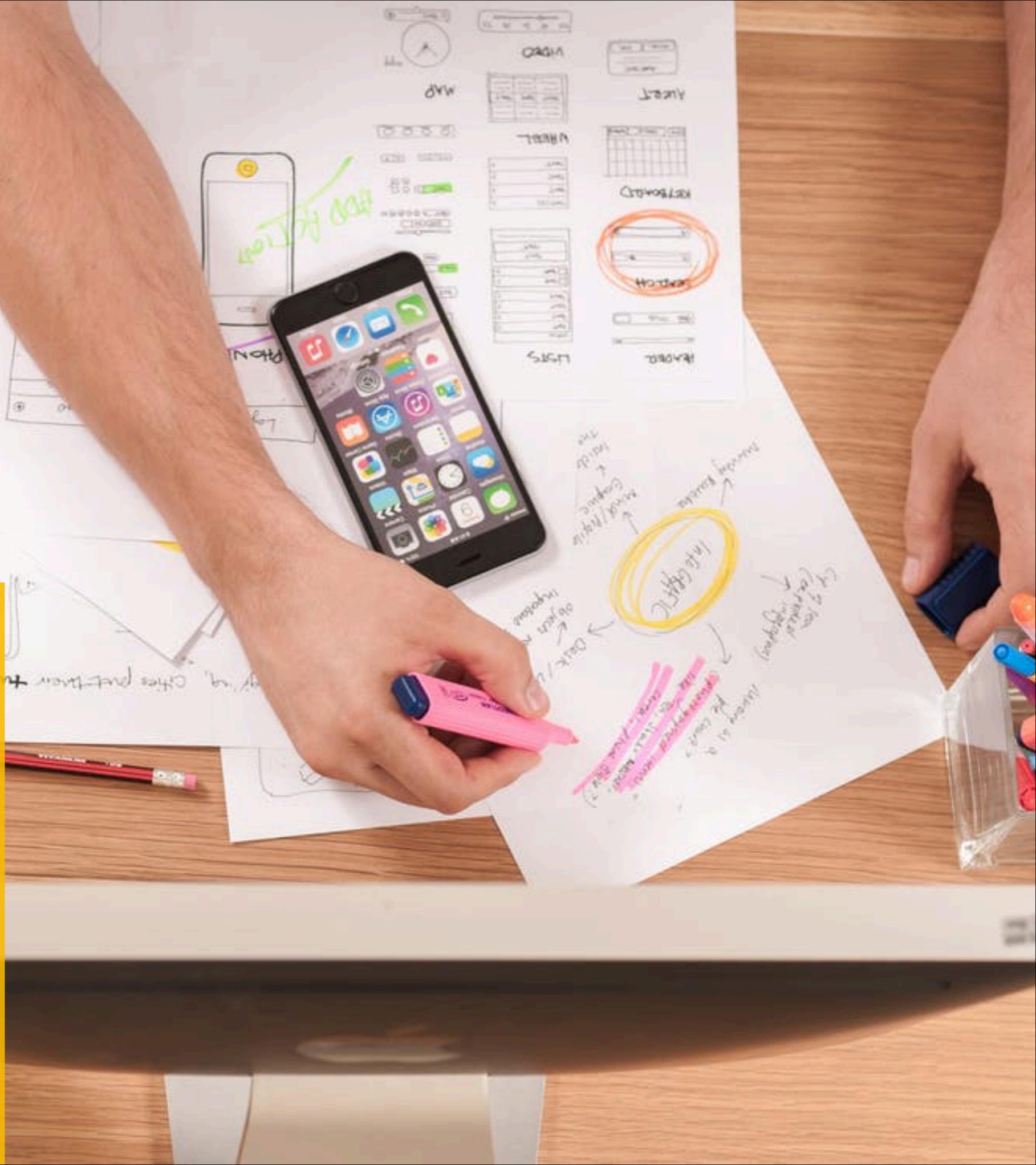
Creating personas will help you to understand your users' needs, experiences, behaviors and goals. It can help you to recognize that different people have different needs and expectations, and it can also help you to identify with the user you're designing for. Personas make the design task at hand less complex, they **guide your ideation processes, and they can help you to achieve the goal of creating a good user experience for your target user group.**

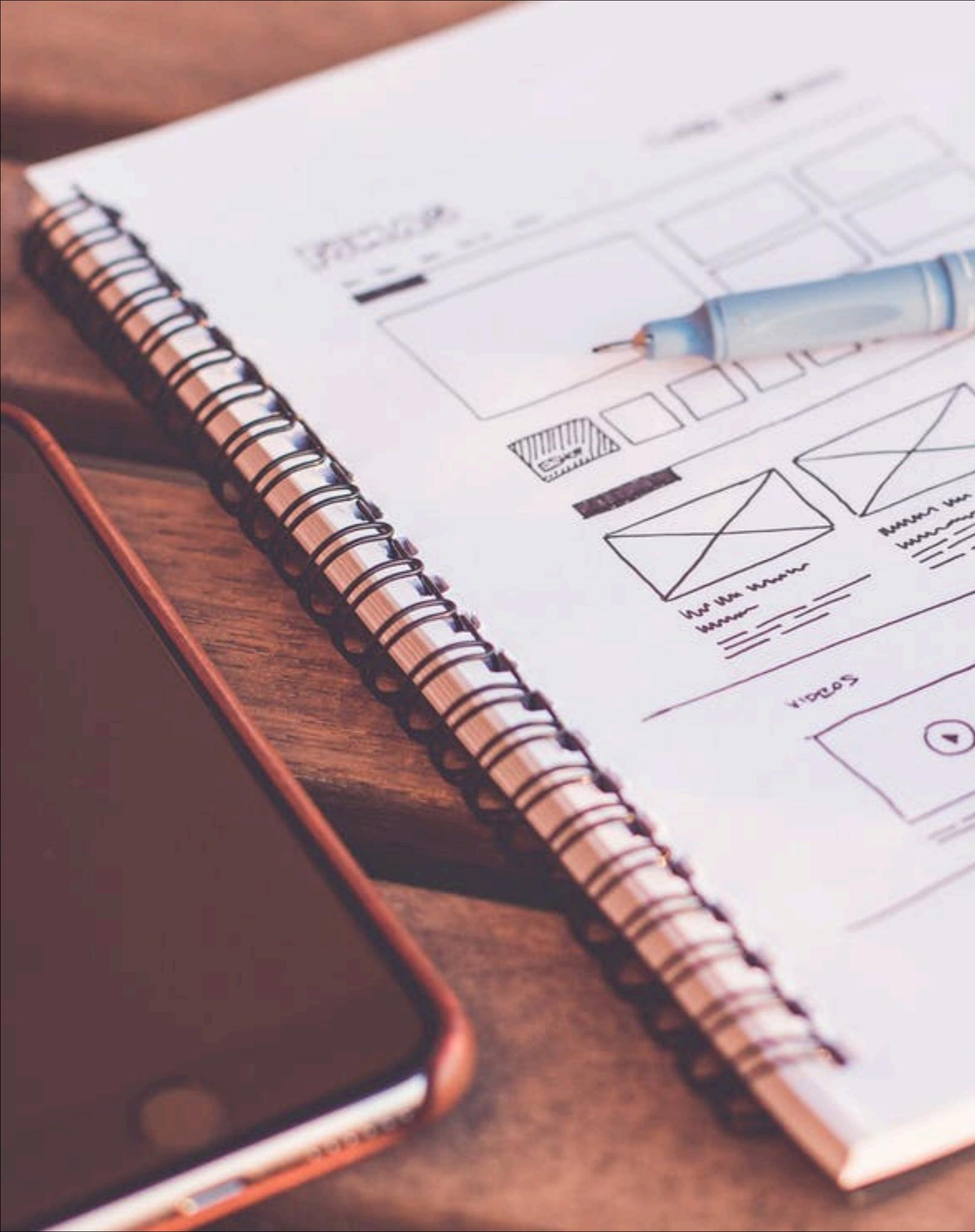
In this stage, YCS PR Corp. aides *entrepreneurs* in data collection and analysis, persona descriptions, and scenarios for problem analysis and idea development.

Stage 3

Build

Prototypes/ Mockups





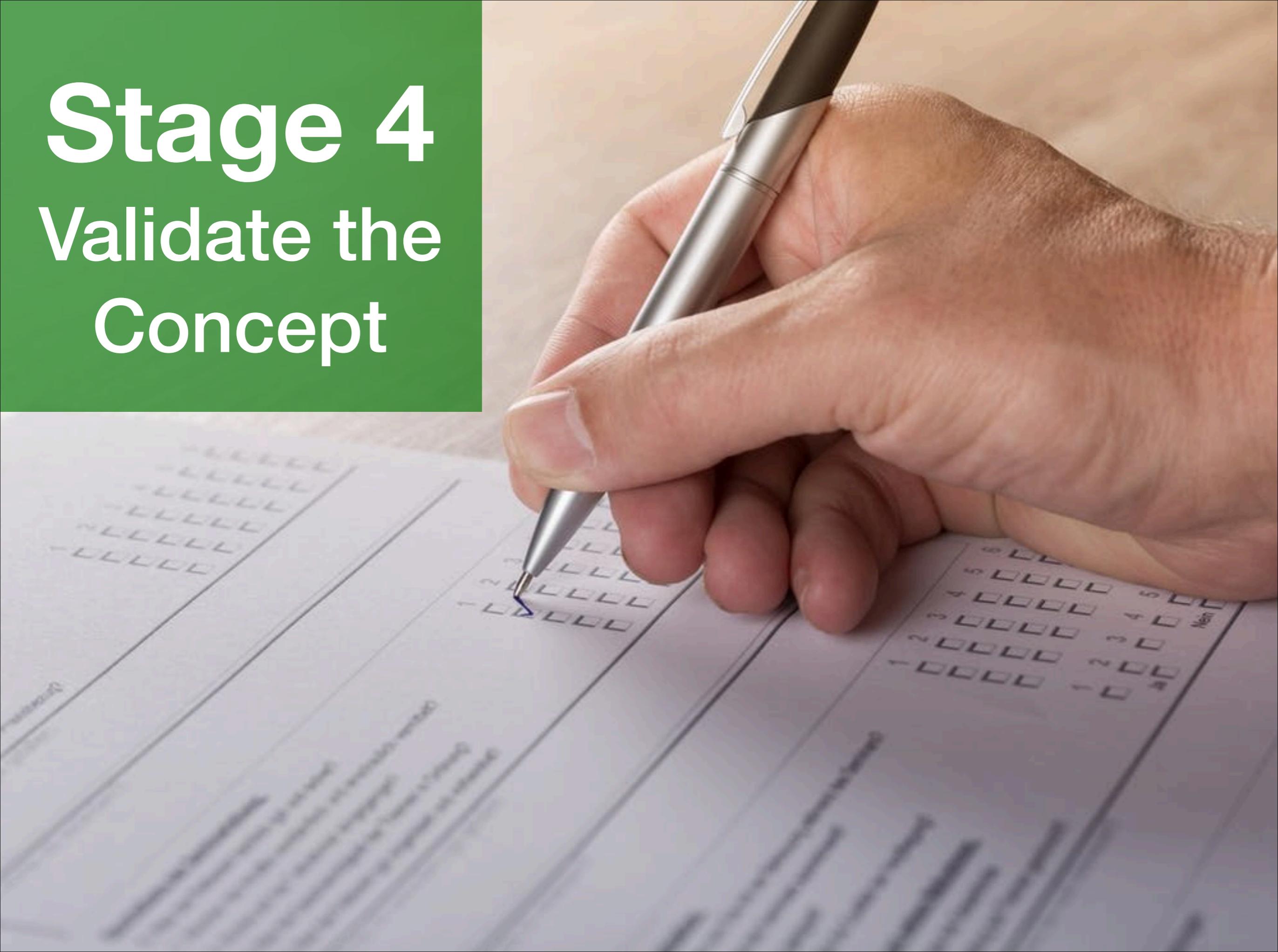
Stage 3: Build Prototypes/ Mockups

Creating user interfaces shows the end user **what the software or mobile app will look like** without having to build the technology or the underlying functionality.

In this stage, YCS PR Corp. defines primary tasks, creates use case scenarios, and identifies mental models.

Stage 4

Validate the Concept





Stage 4: Validate the Concept

By **testing and validating your idea** prior to launching the business development, you make sure that what you want to build is needed and wanted by the target market and the user journey is achieved successfully.

In this stage, YCS PR Corp. aides *entrepreneurs* by interviewing potential customers, creating landing pages, testing prototypes, and evaluating the data collected.

Stage 5

Create Graphic Designs





Stage 5: Create Graphic Designs

The last stage of the *Project Assessment* is the part where the planning and projection of visual and textual content of the **software or mobile app** occurs.

¡After this stage your idea is **ready for development!**



Project Assessment for Entrepreneurs

What is your idea?



Software Development Solutions