

MOM224 LEARNING CONTRACT

Learning Objective	Strategies and Resources	What Is To Be Assessed	Assessment Criteria
Be able to identify and evaluate potential business opportunities in the marketplace			
Be able to develop hypotheses and experiments for testing start-up business model elements			
Be able to gather primary and secondary market research to draw conclusions about hypotheses and make appropriate business model pivots			
Be able to communicate a new venture story effectively to others			

Student Signature _____

Date _____

Professor Signature _____

Date _____