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Main Areas	Key Points to consider
	<u>Models of Creativity and Innovation in Your Innovative Process</u> Discuss your experience of being creative by referring to models of creativity. Which model or models did you draw on for your creativity and explain why. How did it stimulate your creativity? What did you not find useful about the model? Similarly, which model or models of innovation explain the process you went through to innovate your product or unique service? How did it help you to manage your innovation or creation of a unique service? What did you not find useful? Think about using these models in the same way you use IKEA flat pack instructions. How would you explain your experience of assembling the flat pack to a friend? In the same way, you are required to write about your experience of applying the creative and innovation models for your own innovative product or unique service proposition and explain it your writeup.
Introduction	Opening paragraph introducing the innovative product or unique service.
The Business Proposition	Summary of the business proposition. "You want to setup an online business to sell a product OR provide a service to people in lockdown"
	Who are your customers?
	What <u>products or services</u> will you offer?
	In <u>which countries</u> / regions will you sell your goods or provide your service?
	Do you have a name for the business?
	Are there any <u>competitors</u> in this area? If so, what are they doing? Do they have an online presence? How would you improve on their offering?
	Structure of the business proposition
eCommerce	You will need to setup an e-commerce website
	Factors to consider when choosing an eCommerce platform
	Considered use of SaaS e.g. Shopify
	Considered use of a marketplace e.g. Amazon or eBay
	You will need to create great content, including copy and photographs
	How will you accept payment? Consider different payment mechanisms e.g. card, PayPal
	Consider using a Payment Services Provider to avoid dealing with this complexity
Digital Marketing	How will you promote the site?
	Understood the use of personas i.e. who are my customers? How will you reach them?
	Considered the use of social media e.g. Facebook
	Considered the use of paid search e.g. Google
	Understood the role of customer journeys
	Considered use of email marketing and the need for a list of email addresses.
	Understood that you cannot just email everyone.
	Considered pre-launch promotion to gather email addresses
Privacy and Data Protection	Awareness of GDPR/Data Protection Act 2018
	Awareness of the Privacy and Electronic Communication Regulations (PECR)
	Understanding of the need for consent?
	Provision of facility to "opt out" of marketing communications
Referencing or Appendices	(if any)

Best wishes, Amare