



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	<b>Level 2 Certificate in Business / Level 2 Diploma in Business</b>

Unit ID	<i>Sample</i>
Assessment	<b>Introduction to Entrepreneurship</b>
Assessment Type	<b>Global Assignment</b>
Assessment Cycle	<i>Sample</i>

## **Assignment: Creating a viable business for Amrutdhara**

### **SAMPLE Assignment Question Paper**

#### **Important notes**

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.
- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- You **must** complete the '**Statement and Confirmation of Own Work**'. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- **Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.**
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

## Introduction

Amrutdhara (literal translation: fountain of nectar) is a startup based in Auroville, India that is focused on providing access to affordable, clean drinking water in urban areas.

Currently, the only option for local citizens is prohibitively expensive packaged water. Amrutdhara believe that the best way to provide affordable drinking water is for it to be delivered unpackaged, using technology for quality assurance.

Read the following interview with Akshay Roongta from Amrutdhara, co-founder and Chief Operating Officer.

### **Which management tool did you use? And why did you choose this one?**

Originally, we were driven in by our ambition to eradicate bottled water in the city of Pondicherry. Our idea for Amrutdhara was to create a viable alternative to plastic bottled water. After experimenting with prototypes, we had a fairly clear idea of the problem we wanted to solve, and a sense of how to go about it in terms of technology and product.

We sought some input from our mentors, and to advance our thinking they threw up the idea of focusing on the issue of improving accessibility to water rather than reducing plastic waste. This shift in approach meant that we needed to rethink what we were doing and how we were positioning ourselves. This shift signalled a few things for us, in terms of our target markets (not just public spaces, but also schools, hospitals, institutions), design of the product to be more modular and, most importantly, the kinds of consumers we were targeting.

We had already pivoted a couple of times, but each time we had built on the work we had done previously. This time we decided to start from first principles. We used the Business Model Canvas as a structured and easy tool to analyse the new idea in clear terms for everyone involved.

### **How did you use the tool? What worked well, and what was not so great?**

I was working remotely at the time in Pune and Mumbai while my partners were in Auroville working on the product and technology. I had a vague idea how the new idea might work, but was finding it hard to express it, so I used the Business Model Canvas to structure my thoughts and present to my partners.

The tool forced me to think through all aspects of the idea that I may not have thought of otherwise. It is very useful to build a holistic overview about how your idea might grow into something bigger. For example, previously we had focused a lot on who the consumer was, what the product was and the resources we would need. The canvas forced me to articulate partners, activities and, most importantly, the value proposition.

### **What were the results of using this tool for your project?**

The tool helped me to structure my idea before communicating it to the rest of the team. We used my notes from the exercise to have several calls/meetings where we then changed our pitch quite dramatically and also made some subtle changes in the product roadmap and market sizing.

The core of the system is now a modular vending machine that can be installed in various different contexts, providing quality assured unpackaged drinking water to people who need access, all while reducing plastic.

You must complete the FIVE (5) tasks below. Your answers should total THREE THOUSAND (3,000) words. Each answer should be approximately SIX HUNDRED (600) words.

### **Task 1 – 20 Marks**

Read the interview above and create a business model canvas for Amrutdhara. You should use this [word template](https://neoschronos.com/download/business-model-canvas/docx) provided and copy your completed business model canvas into your assessment document. Word template = <https://neoschronos.com/download/business-model-canvas/docx>

### **Task 2 – 20 Marks**

With the aid of the business model canvas you created in task 1, evaluate the value of Amrutdhara.

### **Task 3 – 20 Marks**

Identify and explain THREE (3) potential advantages of entrepreneurial teams when Amrutdhara are developing an innovative venture.

### **Task 4 – 20 Marks**

Analyse TWO (2) internal and TWO (2) external risks that Amrutdhara may experience and how these risks may be addressed.

### **Task 5 – 20 Marks**

Critically review the main forms of capital available to Amrutdhara, highlighting their advantages and disadvantages and indicating which is more likely to be appropriate in different circumstances.

## **Submission requirements**

- Consult with your tutor if you are uncertain about any aspect of this assignment.
- You must submit a word-processed document.
- The word count to answer the five tasks is THREE THOUSAND (3,000) words.
- All references and citations must use the Harvard Style.

## Word Count

The word count for this assignment is **3000 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list
- All words that form the actual essay
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves
- All in-text (bracketed) references
- All directly quoted material

## Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensured that you have acknowledged all the sources that you have used in your work?

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Have you completed the 'Statement and Confirmation of Own Work' form and attached it to your assignment? **You must do this.**

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Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

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