



FINAL EXAM TEST EVEN SEMESTER YEAR. 2019/2020

Course Code	: IBI20217	Lecture	: M. Ariza Eka Y M.M
Course	: Technopreneurship	Time	: 13.00-16.00
Department	: MA- Manajemen	Class	: 4MA-P01
Rule	: OPEN/ CLOSE BOOK (*)	Day	: Senin
Type	: TEORI/ PRAKTIKUM (*)	Date	: 2 Agustus 2021

Do the following questions in WORDS and save your file with Format NAMA_NPM_KELAS and Submit it on FINAL EXAM SESSION at LMS IIB Darmajaya.

1. Nowadays, developing a startup is not an easy task. The Environment in industry 4.0 is very competitive which requires creativity and innovation if your business want to survive in the market. A business absolutely must provide value and solutions to problems faced by its target segment. One enhanced tool that can help technopreneurs in designing their business solution is Value Proposition Design. Referring to the Business Model Canvas design that you have created during Midterm, develop a value proposition using the value Proposition Canvas. Comprehensively define your customer profile (Jobs, Pains and Gain that they are looking for) and The Value Map that they deserve (Gain Creator, Pain Relievers, and Product/Services). Make it into a comprehensive picture!
2. When you have completed the Value Proposition Design, explain on how you will grow the business! Explain how you will finance it, crafting the organizational design, arrange the production management and perform HR and legals for your business!
3. One of the advantages of industry 4.0 is the opportunity for many parties to be able to utilize information technology and the internet in almost all lines of fields. One area that has benefited a lot is the information technology-based marketing function – Digital Marketing. Develop a Digital Marketing Strategy for your business design so that you can compete in the new normal and industry 4.0 era!

Have a Good Time!