

Engineering & Computer Science Entrepreneurial Co-op Work Term Proposal Template

Student Name:	Start Date:
Student Number	End Date:
Email:	Number of hours /wk:
Work address:	Salary (if applicable):
Company/Project Name:	

Work term Motivation

Provide a description of the motivation for choosing to do an entrepreneurial work term and the motivation behind this particular project.

Work term Objective

- A) Provide a description of the work term objective.
- B) What competencies to you plan to develop during the work term?
- C) The main components of evaluating a co-op work term are:
 - a. An on-line competency assessment form.
 - b. A technical/analytical work term report written by the student.
 - c. A work site visit with student and co-op coordinator normally during the 2nd or 3rd month of the work term to get feedback about progress during the term.
- D) We ask the mentor to complete the “supervisor” portion of the on-line competency assessment form and also to be available to provide some feedback (in person, phone or email) around the time of the work site visit.

Mentorship

An entrepreneurial work term is self-directed and the project deliverables are the responsibility of the student. The role of the mentor is to be available to the student for technical advice /consultation on at least a bi-weekly basis throughout the work term. Student and mentor can connect through in-person meetings or by phone or email.

- A) Provide information on the mentor:

Name	
Job Title	
Email	
Phone Number	
Location (city)	

- B) How often do you plan to meet with your mentor for updates throughout the work term?

Problem

- A) What is the problem you are trying to solve?
- B) Provide a brief description of the top 3 problems you are addressing.

Customer Segments

Who will be the customers/users of this product/service?

Solution

List the top 3 features that demonstrate the unique value proposition of this product/service.

A value proposition should solve customer problems; improve the customer situation; and deliver specific benefits.

Unique Value Proposition

What is the single, clear compelling message that states why this product/service will be different and worth buying?

Key Metrics

What metrics will you use to measure the success of your product/service?

Channels

List the free and paid channels to the target customers.

Cost Structure

List your fixed and variable costs to complete this project.

Revenue Streams

Identify your revenue streams.

Unfair Advantage

How is your product /service unique enough that it cannot be easily copied or bought by the competition?

Work Term Deliverables

Provide a Gantt chart demonstrating how you will meet your development timeliness during the co-op work term.