illes		🗌 Summa	Formative	
Student Name		Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Assessment Criteria		Indicative Grading					
		Outstanding	Good	Satisfactory	Pass	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material						
2	The effectiveness of the marketing strategy		П	N			П
3	Ability to analyse and synthesise current thinking of business practice						
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions						

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement Constructive thinking thinking in the concept An. I think it will be better to see more elderly costructures - practical research on elder people & High - technology. As people said Older people are not getting used to it.

	(I)	Categorical Marki	ng Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervo	ıls	
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80-89
8		74	Low	A-	70-79
B	60 - 69	68	High	8+	67 - 69
		65	Medium	В	64 - 66
		62	Low	B-	60 - 63
С	50 - 59	58	High	C+	57 - 59
		55	Medium	C	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate) Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:

Student Name		🗌 Summ	Sormative	
		Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Assessment Criteria		Indicative Grading					
		Outstanding	Good	Satisfactory	Pass	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material		\boxtimes				
2 3	The effectiveness of the marketing strategy Ability to analyse and synthesise current thinking of business practice						
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions						

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement
Brand proposition need to be worked.
Personally this business target can be 20-40 years old person
Other people difficult torget (elder people) to buy this service
However, they (old people) need help as so bodly liveuld look really deep
this product for my grandparents.

		Categorical Marki	ng Scheme		
		Predetermined marks (% Grade Points)	Marking intervo	ils	
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80 - 89
		74	Low	A-	70 - 79
B	60 - 69	68	High	8+	67 - 69
		65	Medium	B	64 - 66
		62	Low	B-	60-63
C	50 - 59	58	High	C+	57 - 59
		55	Medium	С	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
1		20	Poor	F-	
		0	No submission		Q

Grade (where appropriate)

Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Raven

Student signature:

me		🗌 Summ	Formative		
Student Name		Student ID			
Programme	Postgraduate	Level	М		
Project Title		Project Value			
Unit Title	Business and Innovation	Unit Code	PG03		
Project Leader		Unit Leader			

Assessment Criteria		Indicative Grading					
M22	essment ontena	Outstanding	Good	Satisfactory	Pass	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material		Ţ				
2 3	The effectiveness of the marketing strategy Ability to analyse and synthesise current thinking of business practice						
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions			\checkmark			

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment inclue	ding strengths and areas for improvement	
As other stu	dents advised, you need to look at the	- current
technology in	islead of developing a new derice	

		Categorical Marki	ng Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking interva	lls	
A	70-100	100			
		90	High	A+	90-100
	1	80	Medium	A	80 - 89
		74	Low	A-	70 - 79
B	60 - 69	68	High	B+	67 - 69
		65	Medium	В	64 - 66
		62	Low	B-	60 - 63
С	50 - 59	58	High	C+	57 - 59
		55	Medium	C	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
1		35	Fail	F	30 - 39
		20	Poor	F-	
5		0	No submission		

Grade (where appropriate)	
B-	

Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Naven 5bou

Student signature:





			ative	Formative
Student Name		Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Δcc	essment Criteria		Inc	dicative Gra	ding		
100		Outstanding	Good	Satisfactory	Pass	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material						
2	The effectiveness of the marketing strategy			P		Г	П
3	Ability to analyse and synthesise current thinking of business practice		D				\Box
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions						

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement Perorshchin ad makelin melwer could at heer mae in depth! Good iden - lost into the application mere - etter a service!

		Categorical Marki	ing Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervo	ıls	
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80 - 89
		74	Low	A-	70-79
В	60 - 69	68	High	B+	67 - 69
		65	Medium	В	64 - 66
	<u> </u>	62	Low	B-	60-63
С	50 - 59	58	High	C+	57 - 59
		55	Medium	С	54 - 56
1		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate) (+Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:

		🗌 Summa	ative	Formative
Student Name		Student ID		
Programme	Postgraduate	Level	M	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Δcc	essment Criteria		In	dicative Gra	ading		
7.00		Outstanding	Good	Satisfactory	Pass	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material		\square				
2 3	The effectiveness of the marketing strategy Ability to analyse and synthesise current thinking of business practice		No.				
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions		ď				

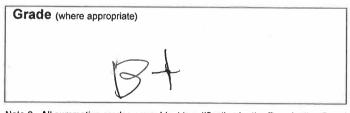
I still out elter reneration would be able to use a touch schen.

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement Clickable touch Schen was thed an Blackberry storm and thest was

		Categorical Marki	ng Scheme		
Grade Bands	Mark Bands	Predetermined marks {% Grade Points}	Marking interva	lls	
A	70-100	100			
		90	High	A+	90 - 100
	1.1	80	Medium	A	80 - 89
		74	Low	A-	70 - 79
В	60 - 69	68	High	B+	67 - 69
		65	Medium	B	64 - 66
		62	Low	B-	60 - 63
C	50 - 59	58	High	C+	57 - 59
		55	Medium	C	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
	- Andrew -	35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission	11.122	

a huge failure.



Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:

lome connect

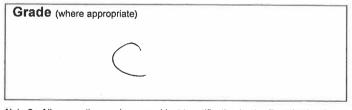
Ĩ	Ter	🗌 Summ	ative	Formative
Student Name		Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Jnit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Δee	essment Criteria		In	dicative Gra	ding		
100		Outstanding	Good	Satisfactory	Pass	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material						
2	The effectiveness of the marketing strategy						П
3	Ability to analyse and synthesise current thinking of business practice						\Box
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and				Ø		
	conclusions						

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement * Needed a full Introduction (People) Maybe too much * Couldn't hear all the speakers. * Some speakers talking to Slider - not audience. * Good use of Date and denographics. * Theresting product > whit if the interest? * Under us he need. My parents 65t don't want to With the conjuter 1. terkine * Therebook and we conjuter 1. terkine Overall comment including strengths and areas for improvement

- F.C.		Categorical Marki	ng Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking interva	ls	
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80-89
		74	Low	A-	70-79
B	60 - 69	68	High	B+	67 - 69
		65	Medium	В	64-66
		62	Low	B-	60 - 63
C	50 - 59	58	High	C+	57 - 59
		55	Medium	С	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		



Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

E

Student signature:

Ravensbou	J	Asses	sment	Feedback
24	ne	🗌 Summa	tive	Formative
Student Name		Student ID		
Programme Project Title	Postgraduate Home connect	Level Project Value	Μ	
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

A.c.c	essment Criteria		Inc	licative Gra	ading 🍃		
A22	essment offena	Outstanding	Good	Satisfactory	Pass 1	Fail	N/A
1	The quality, diversity and innovation demonstrated in the marketing material						
2 3	The effectiveness of the marketing strategy Ability to analyse and synthesise current thinking of			R R			
4	business practice Ability to develop persuasive business planning, supported by appropriate examples, analysis and	F		I			

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

hook at new tech trends
Good procentation of figures
A'simplification business' Overall comment including strengths and areas for improvement . Good having value proposition early? . where did research course from? . Greather housen too small air able . Good research on starget market . Is it an interforse you are selling ara sallet . Art pour a our product company.

		Categorical Marki	ng Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking interva	ls	4
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80 - 89
		74	Low	A-	70 - 79
В	60 - 69	68	High	B+	67 - 69
		65	Medium	В	64 - 66
		62	Low	B-	60 - 63
С	50 - 59	58	High	C+	57 - 59
		55	Medium	С	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Vicky

Grade (where appropriate)	
B-	

Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

conclusions

Student signature:

Ravensbou		Assessment Feedback					
		🗌 Summa	tive	Formative			
Student Name	Home Conned.	Student ID					
Programme	Postgraduate	Level	Μ				
Project Title		Project Value					
Unit Title	Business and Innovation	Unit Code	PG03				
Project Leader		Unit Leader					

Assessment Criteria		Indicative Grading						
		Outstanding	Good	Satisfactory	Pass	Fail	N/A	
1	The quality, diversity and innovation demonstrated in the marketing material					□		
2 3	The effectiveness of the marketing strategy Ability to analyse and synthesise current thinking of business practice							
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions		C/					

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strength	s and areas for improvement	
This is a good structured cohever	idea, well presented at startegy. Boot	and
		-

		Categorical Mark	ng Scheme			
Grade Mark Bands Bands		k Predetermined marks	Marking intervals			
A	70-100	100				
		90	High	A+	90 - 100	
		80	Medium	A	80 - 89	
		74	Low	A-	70 - 79	
B	60 - 69	68	High	B+	67 - 69	
		65	Medium	B	64 - 66	
		62	Low	8-	60 - 63	
С	50 - 59	58	High	C+	57 - 59	
		55	Medium	C	54 - 56	
		52	Low	C-	51 - 53	
PASS	50	50	Bare pass	PASS	50	
F	<50	45	Marginal Fail	F+	40 - 49	
		35	Fail	F	30 - 39	
		20	Poor	F-		
		0	No submission			

Grade (where appropriate)

Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:

Raven_{sbob}

Assessment Feedback

			🔄 Summa	tive	Formative
Student Name	Hone	Connert	Student ID		
Programme	Postgrad	Juate	Level	М	
Project Title			Project Value		
Unit Title	Business	s and Innovation	Unit Code	PG03	
Project Leader			Unit Leader		

Assessment Criteria		Indicative Grading						
7100		Outstanding	Good	Satisfactory	Pass	Fail	N/A	
1	The quality, diversity and innovation demonstrated in the marketing material				E			
2 3	The effectiveness of the marketing strategy Ability to analyse and synthesise current thinking of business practice				E-			
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions				B			

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement							
Cloor	1 de	Chu	Ne N	thefeted			

		Categorical Marki	ng Scheme			
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervals			
A	70-100	100				
	(90	High	A+	90 - 100	
	3	80	Medium	A	80-89	
		74	Low	A-	70 - 79	
В	60 - 69	68	High	B+	67 - 69	
		65	Medium	B	64 - 66	
		62	Low	B-	60-63	
С	50 - 59	58	High	C+	57 - 59	
		55	Medium	C	54 - 56	
		52	Low	C-	51 - 53	
PASS	50	50	Bare pass	PASS	50	
F	<50	45	Marginal Fail	F+	40 - 49	
		35	Fail	F	30 - 39	
		20	Poor	F-		
		0	No submission			

Grade (where appropriate)	
G	2
$\langle \cdot \rangle$	

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:



		Summ	X Formative	
Student Name H	OTHE CONNECT	Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Assessment Criteria		Indicative Grading						
/100		Outstanding	Good	Satisfactory	Pass	Fail	N/A	
1	The quality, diversity and innovation demonstrated in the marketing material		Y					
2	The effectiveness of the marketing strategy		4			П	П	
3	Ability to analyse and synthesise current thinking of business practice		9					
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and		P					
	conclusions							

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement	
VERY GOOD IDEA!	
MESSAGES.	
*	

		Categorical Marki	ng Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervo	lls	
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80-89
		74	Low	A-	70-79
B	60 - 69	68	High	B+	67 - 69
		65	Medium	В	64 - 66
		62	Low	B-	60 - 63
C	50 - 59	58	High	C+	57 - 59
		55	Medium	С	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		••••••

Grade (where appropriate)

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:

Ravensbou

Assessment Feedback

		📋 Summa	itive	Formative
Student Name	Hom connect.	Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Indicative Grading **Assessment Criteria** Outstanding Good Satisfactory Pass Fail N/A The quality, diversity and innovation demonstrated in the 1 Π Z \square marketing material 2 The effectiveness of the marketing strategy 3 Ability to analyse and synthesise current thinking of business practice 4 Ability to develop persuasive business planning, \mathbb{N} \square Π supported by appropriate examples, analysis and conclusions

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

Overall comment including strengths and areas for improvement O Good diggram use , easy to understance O Good to showing the product surfa 3 Can expend the customer varge

		Categorical Marki	ing Scheme		
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervo	als	
A	70-100	100			1
1		90	High	A+	90 - 100
		80	Medium	A	80 - 89
Se		74	Low	A-	70 - 79
В	60 - 69	68	High	B+	67 - 69
		65	Medium	B	64 - 66
· · · · · · · · ·		62	Low	B-	60-63
С	50 - 59	58	High	C+	57 - 59
		55	Medium	C	54 - 56
		52	Low	C-	51 - 53
PASS	50	50	Bare pass	PASS	50
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate)

_

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name:

Student signature:



HOME CONNECT Assessment Feedback

		Summa	ative	Formative
Student Name		Student ID		
Programme	Postgraduate	Level	М	
Project Title		Project Value		
Unit Title	Business and Innovation	Unit Code	PG03	
Project Leader		Unit Leader		

Assessment Criteria		Indicative Grading						
700		Outstanding	Good	Satisfactory	Pass	Fail	N/A	
1	The quality, diversity and innovation demonstrated in the marketing material		\mathbf{X}					
2	The effectiveness of the marketing strategy			X		П	Π	
3	Ability to analyse and synthesise current thinking of business practice		\bowtie			\Box		
4	Ability to develop persuasive business planning, supported by appropriate examples, analysis and				\bowtie			
	conclusions							

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

TECHNOLOGY CHANGES SO FAST. COST MAYBETOHIGH, SOCIAL NETWORKS DONT JUST SEND MESSAGES
SOCIAL NETWORKS DON'T JUST SEND MESSAGES
TWITTER IS AI NEWS CHANNEL WHERE YOU
FOLLOW, FAREBOOM IS ABOUT INTERESTS. YOU
COULD HAVE TO SIGN UP ALL CUSTOMEN TO ALCOUNTS Categorical Marking Scheme Grade Mark Predetermined marks Marking intervals ON FOLIAL NETWONKS
A 70-100 100 C
90 High A+ 90 - 100 80 Medium A 80 - 89
B 60-69 68 High B+ 67-69 65 Medium B 64-66
62 Low B- 60-63
C 50-59 58 High C+ 57-59
55 Medium C 54 54
52 Low C 51 - 53 52 Note 2 - All summative grades are subject to ratification by the Examination Board
PASS 50 50 Bore pass PASS 50
F <50 45 Marginol Fail F+ 40-49
35 Frill F 30-39
20 Poor F. Juli Please contact your Unit Leader about retrieval
0 No submission arrangements (where appropriate)

Assessor(s) Name:

Student signature: