



The Allan Gray Entrepreneurship Challenge

Module 2 Learner's pack

Module Video



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Congratulations!

You've made it to Module 2 of gameplay. We want you to understand that this is a very important accomplishment. After all, since every Module in the game represents one year of business in real life, you're about to celebrate your first anniversary - a very important and exciting milestone.

More than having survived, getting to this point shows us that you've been making clever choices around structuring the company, picking the right mentors, and sourcing funding. Well done!



The next step: Build the product you'll be taking to market!

Now that you have a solid foundation in place, it's time to move on to the next - and even more exciting - step: building the product you'll be taking to market.

You'll need a team to help you with this. In the previous module, you did your first bit of recruitment when you hired your executive team. You'll be using the same skills you learned through this exercise but focusing on people with the competencies to **build a mobile app** in the industry you have chosen. When you make your hires, you need to remember a very important principle: obviously, you'll want the best people for your business, but highly qualified, very skilled people earn expensive salaries. Basically, **you're facing a trade-off** between money and skill, because you may have to make certain sacrifices if you want to protect your balance sheet. This is not the only time you'll be facing such choices in business. In fact, there's a name given to this principle: **the opportunity cost**.

Don't be too hesitant to invest in skills, though, because you need to make sure that your app includes enough features to make it attractive to your target market. This is very important, because if you go to market with a weak product, your game will suffer. Even clever marketing won't be able to make up for it!

You've made it to Module 2



Develop your testing strategy: Agile vs Waterfall

You'll be introduced to two more new concepts in this module: the **agile approach**, and the **waterfall approach**. The agile approach is usually used in industries such as software. Here, the software developer will release a version of their product which they know isn't exactly perfect. The point is to get people to try it out and give their feedback, so that the developer is able to include their suggestions and recommendations for improving the product when they release the next version.

The waterfall approach is the direct opposite: this approach requires people to make sure that the product is as close to perfect as possible before it goes to market. It's an approach most often used in industries like civil engineering, where there is little room for mistakes first time around. Think of it this way: it makes no difference if your app is missing certain features when it is first launched, because you can always build them at a later stage. In contrast, if a bridge is not built properly the first time around, there's a real chance that the people who use it could be injured. The difference is that apps are digital assets, which can be more easily tweaked than physical assets like the bridge.

Whichever approach you use, any product that is released to the market is tested extensively first, so that the developers can gauge how people feel about their product, and whether they will purchase it. That's why it's important to **develop a testing strategy**, which makes sure the product is tested by the right people.



Get ready for a business trip!

In this module's gameplay, you will be travelling to various institutions in the game (like the hospital, if you're working in HealthTech, or schools, if you're working in EdTech) so that relevant players can try your app.

The next module is an especially exciting module in the game, as you'll be taking your product to market. Before you do that, though, you'll learn about the difference between strategic and tactical marketing, and how to apply data so that you can make the most out of your marketing budget.

It will be tough, but you stand to learn an incredible amount! Good luck.



Quick overview

Here are some of the concepts you'll learn about in this module of gameplay.

- How to hire a product team
- How and why B-BBEE works
- What is the Software Development Lifecycle (SDLC)
- How to develop a testing strategy
- What a lean startup model is, and how operating costs work

Enquiries

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