

## Overview of Lessons

Determine your class meeting schedule and write the dates in below.

Unit	Date	Topics	✓
1		<b>Introduction to Technovation</b> Review Curriculum, Deliverables, Judging Rubric App Inventor: Talk to Me tutorial ( <i>See presentation for more</i> )	
2		<b>Defining the Problem: Ideation/Brainstorming</b> App Inventor Building Games Tutorial Review App Inventor Goodies/functionality	
3		<b>Market Research &amp; Maps</b> Customer Development Customer Interviews & Customer Surveys <b>Estimating Potential Market Size</b> App Inventor: Maps Tutorial	
4		<b>Paper Prototyping &amp; App Design</b> User-centered Design Prototyping App Inventor: Tiny DB and Colored Dots	
5		<b>Competitor Analysis and Databases</b> Collecting Feedback on Prototype & Transfer to App Inventor Competitor Analysis Data and Databases	
6		<b>Branding</b> <b>Branding &amp; Logo Design</b> 100-word app description Promoting your app	
7		<b>Revenue Models and Product Pricing</b> Cost structures and product pricing Brainstorm costs, revenue sources	
8		<b>Pitch &amp; Video Guidelines</b> Pitch Requirements Pitch Video Tips & Planning Review: Submission Process	
9		<b>Business Plan &amp; Demo video guidelines</b> Demo video guidelines Business Plan – definition and potential audiences Business Model Guide	

10		<b>User Feedback</b> Continue working on deliverables Solicit User Feedback	
11		<b>Review of Deliverables</b> Make final touches to your app, business plan and videos	
12		<b>Submission &amp; Next Steps</b> Review Submission process Fill out survey Celebrate & Keep on working on your app!	

## 2016 Final Deliverables

- App prototype source code
- 3-5 Screenshots of your app prototype
- Pitch Video on YouTube under 4 minutes (+/- a few seconds)
- 100-word app description
- Demo Video on YouTube under 2 minutes (+/- a few seconds)
- Business plan – typed and in PDF format