

**University Of Oum El Bouaghi**  
**Faculty of Exact Sciences & Natural & Life Sciences**  
**Mathematics and Computer Science Department**

**Module:** Creating and Developing a Startup

**Level:** L3 Bachelor's degree - Semester 6

**Duration:** 1h30m

## Correction of Normal Session Exam

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### Exercise 1: Idea Validation & Product Strategy (7 Points)

1.1. SCAMPER (2 pts - 1 pt each):

- Substitute: Substitute physical books with digital pdfs or summarized study notes. (1 pt)
- Combine: Combine textbook exchange with a peer-to-peer tutoring/mentorship service. (1 pt)

1.2. Minimum Viable Product (2 pts):

- Definition (1 pt): The simplest version of a product released to test core hypotheses with real users with minimum effort and resources.
- Application (1 pt): A Landing Page collecting emails of interested students, OR a Facebook/WhatsApp Group (Concierge MVP) where founders manually connect buyers and sellers.

1.3. AARRR Funnel (3 pts - 0.6 pt each):

- Acquisition: Number of app downloads or website visitors.
- Activation: Number of users who create a profile and list at least one book.
- Retention: Percentage of users returning to the app after 7 days (Weekly Active Users).
- Referral: Number of users who successfully invite a classmate using a promo/referral link.
- Revenue: Number of completed transactions or premium listings sold.

### Exercise 2: Business Model Canvas & Pitching (7 Points)

2.1. BMC for Delivery Platform (4 pts - 1 pt each):

- Value Proposition: Fast delivery, wide restaurant/store selection, easy-to-use app, time-saving for users.
- Customer Segments: Busy professionals, university students, families needing quick groceries.
- Channels: Mobile App (iOS/Android), Social Media Ads (Facebook/Instagram), local partnerships.
- Revenue Streams: Delivery fees paid by customers, commission percentages from restaurant partners.

## 2.2. Pitch Deck (3 pts):

- Critical slides (1.5 pts, 0.75 each): Problem, Solution, Business Model, Underlying Magic (Technology), Team, Competition. (Accept any 2)
- Fatal Mistakes (1.5 pts, 0.75 each): Claiming "we have no competitors", reading text directly from the slides, using too much technical jargon, unrealistic financial projections. (Accept any 2)

## Exercise 3: Strategic Analysis & Marketing Strategy (6 Points)

### 3.1. SWOT Analysis (4 pts - 1 pt each):

- Strength: Agile team, localized features, 0% commission initially to attract drivers, low cash burn.
- Weakness: Limited startup capital, zero brand awareness initially, small engineering team.
- Opportunity: High smartphone penetration among youth, expanding into unserved secondary cities, targeting female riders exclusively.
- Threat: Massive ad spend and price wars from Yassir/Heetch, strong informal taxi market.

### 3.2. Marketing Strategy (2 pts - 1 pt each):

- Referral/Viral Loop (Growth Hacking): Offer financial bonuses or free rides to users who successfully invite friends.
- Offline/Direct Outreach: Visit local university hubs or taxi stations to manually onboard the first batches of users.