Private and Confidential. For X-Culture use only.

Updated January 21, 2019
2019-1a

UNICHECK

Challenge Presented by: Unicheck, Ukraine/USA, https://unicheck.com/
Webinars: To provide students with an opportunity to learn more about the company and receive feedback on their suggestions, we organize live webinars with company representatives.

The webinars with UniCheck:

- Introduction webinar, recording: https://youtu.be/ttCMk-9W9ek
- Q&A webinar, recording: https://youtu.be/Nlw9oY1Lygg
- Additional webinars may be scheduled later in the semester.

You will receive webinar login information a few days before each webinar.

Questions: If you have further questions, please direct them to admin@X-Culture.org. Your questions will be directed to the company representatives.

COMPANY DESCRIPTION

Unicheck is a user-friendly plagiarism checker designed with the educational aim in mind. It is fully integrated with most popular LMS systems. We guarantee reliable, robust and easy-to-use tool. Educational Community is our lighthouse that is continuously guiding us towards perfection. We believe that even such a simple function as similarity check automatization will help to drive academic integrity.

Founded in 2014, Unicheck is a company specializing in developing software for plagiarism detection system. Founded in Ukraine, Unicheck has also offices in California, USA, as well as its main office Ukraine.

UniCheck offers its services to higher education, K-12, and individual customers.

The company currently brings together over fifty experts in research, engineering, system development, design, marketing, sales and promotions.

While Unicheck is available globally via the Web, its customers primarily come from the U.S., U.K., Canada, India, South-East Asia, Australia, New Zeeland, Spain, Ukraine, Belgium and other E.U. countries and some countries in Latin America.

The product is available in English, Spanish, German, French, Turkish, Russian and Ukrainian.
The plagiarism detection software supports the following languages (can detect text similarity): English, Spanish, German, French, Dutch, Croatian, Polish, Greek, Turkish, Norwegian and other languages. Language that use

non-Latin and non-Cyrillic alphabets are still presenting a challenge for effective similarity detection for all available text similarity detection systems, including UniCheck.

Competition Overview

UniCheck faces competition from companies founded decades ago, such Turnitin, Urkund, and Plagscan.

UniCheck is one of a very few new players to enter the plagiarism detection industry since early 2000s. The market has been historically dominated by the older companies that successfully leverage their first-mover advantage, which is particularly beneficial in the inert academic environment. Currently, the companies founded in the 1990s and early 2000s control about 50% of the global market, and up to 90% in some countries, such as the U.S. or Canada (institutions that are using plagiarism software).

In terms of the features and functionality, most plagiarism detection systems are very similar. The competition tends to revolve around the quality of the support service, personal account managers, up-to-date user friendly interface, easy integration and database sources. Unicheck strives to deliver excellent service and offer new functionality and custom development.

UniCheck also offers very competitive pricing, quality support, 99.9% up time, flexible pricing models, and a free trial option. Essential functionality is provided for free for select countries. We believe that all institutions should have access to basic plagiarism detection tools no matter if budget, location or size of the institution. Enterprise package offers powerful features, access to API and customization of the functionality.

B2B Direction

UniCheck is primarily interested in the B2B business model. However, this approach presents a number of unique challenges. The primary clients of the plagiarism detection services are universities, colleges, school districts, schools (and other types of educational networks, and consortia).

While the teachers and professors are the ones using the product, it is the administration who makes the decision about the service contract. Contracts are signed for 1, 2, 3 and, sometimes 5 years. Prior to signing a contract, institution usually pilots the service or at minimum does internal evaluation of its features and effectiveness.

Major challenge for Unicheck in 2017-2018 is brand-awareness. In July 2017, the product changed the name from Unplag to Unicheck (including due to multiple suggestions from X-Culture students who worked on the Unicheck/Unplag challenge in the 2017-1 round). The site changed the domain name. The old site unplag.com and all articles about Unplag redirect to a new site www.unicheck.com.

The product has greatly matured in terms of features for the last year and now we offer mature integrations with TOP LMS systems in US / worldwide. We have seamless Canvas and Moodle integrations, as well as pioneered as world’s first Google Classroom plagiarism checker.

Primary motivation for institution to purchase a plagiarism checker are:

- Change of LMS system;
- Current plagiarism checker is too expensive;
- Look for better integration / price etc.
- New to plagiarism checker and need one.

Unicheck fully satisfies most requirements of small and medium budget institutions (feature-wise). With TOP institutions look for a well-established brand, maximum database coverage, Unicheck faces resistance, prejudice or unwillingness to go with 'young' solution.

Unicheck aims to expand globally through a network of established Partners (LMS systems, integrators and other EdTech companies who might require a plagiarism tool in their tool-set portfolio).

B2C Direction

Demand for plagiarism checkers among individuals is on the rise. In Western countries it is not uncommon to have an account with one of such applications in order to scan papers for plagiarism while preparing to submit the paper. Especially Higher Education students take serious steps to ensure that their work has acceptable level of similarity.

The move to check one's own work for similarity is motivated primarily by the fact of use of corporate plagiarism checker by an institution. Students may want to verify their work using the tool from the same vendor. Or they might use any other vendor that offers similar services.

Unicheck has created new product for B2C market which complete redesign, new pricing models coming this year, and further development of the tool into fully featured writing assistant. The app today is a plain plagiarism checker, however, in 2018 we plan to add such things as AI-based grammar checker, paraphrase search, citation tools, and even authorship attribution tool. We assume that having all tools in one place should greatly simply writing process and help students learn quicker and in a more convenient way.

Unicheck is at the early stage of identifying efficient marketing strategies and channels for this product. At unicheck.com you may find home page, pricing page and other relevant resources, like FAQ which are intended for individual students. We believe there is great potential in working with individual students as we do not have to rely on institutions where Unicheck is installed only. Instead, all global student body becomes our potential target audience and identifying effective marketing strategy is key for progression in the B2C direction. B2C product supports English interface and can do scans in all languages that B2B product supports.

Goal: Define and prioritize marketing strategies for Unicheck Solution for Students. Define marketing channels and their efficiency. How students can become aware of Unicheck Solution (whether it's used by institution or not). For example: include memo about Unicheck in syllabus? Place info about Unicheck on institution's web-site (useful tools etc.) Create Unicheck academic integrity course? Etc. Marketing channels and strategies should be sorted by perceived efficiency (1, 3, 6, 12 months).

Scope: K-12 (7-12 grades) and Higher Education (Colleges, Universities), Public and Private sectors. English speaking countries, including South-East Asia region, where instructional language, often, is English. Primary regions: US, UK, Europe, Australia (Western countries).

B2G Direction for Unicheck Enterprise Solution

Some countries/regions have established workflow of letting providers access the end-customers (schools, universities). Entering such markets requires an approval or validation by government agency or similar authority. It's a slow, yet potentially, very rewarding direction that could result in country wide implementations.

Solution: Unicheck Solution for EDU Government (end users: K-12 and Higher Education institutions in the country). *(custom solutions, integrations, delivery, pricing, licensing can apply even if not developed or offered by Unicheck today).*

Goals:

- Find out whether government program(s) exist for a given country / region through which Unicheck Solution can be disseminated to end users.
- Gather information how to apply and quality for such programs.

Not required, but ideally: introduction of Unicheck to Ministry, Minister, other government official or authority that is competent to evaluate Unicheck Solution for potential use by public sector of Education in the country through government program or other means. Such introduction will be done jointly with Unicheck team (representative from X-Culture team will be present during online or offline meetings).
Scope: K-12 (7-12 grades) and Higher Education (Colleges, Universities), Public and Private sectors. Any country.

Different Countries – Different Attitudes in Academic Integrity

Plagiarism policies and their implementation (adoption of practices and tools) might vary greatly depending on the country/region. Also, the more LMS is used in Edu sphere of the country/region, the more likely it is going to need a plagiarism checker as an integrated solution to scan submissions for similarities automatically.

As education is brought online, the scale of the challenge is more and more it is recognized with some institutions having very strict penalties for proved cases of plagiarism. Check your country / region / institution for guidelines and policies how plagiarism issues are addressed.

THE CHALLENGE

UniCheck already operates in several countries and is ready to expand to new locations around the world.

Accordingly, the company is seeking your help with identifying new promising markets and developing a market entry strategy.

Specifically, the company seeks help with the identifying new promising markets and developing a market entry strategy, including:

1. Identify the most promising new markets, analyze the market, and decide on the best market entry mode;
2. Develop a product promotion and marketing strategy for the proposed new market;
3. Work out the operations management strategy for the proposed new market.

The instructions and schedule below provide more details on the content of each proposal section and the list of tasks for each week.

Section I: Market

1. Industry and Competition Analysis

To provide a foundation for your analysis, start with a survey of the industry. Who are your client's main competitors?
How your client's product and pricing different from that of the competitors?
What are your client's strengths and weaknesses compared to the competition and what threats and opportunities it is facing?

When assessing your client's competitive position, you may find this short guide and this 5-min video on SWOT analysis helpful.

To better understand the industry and consumers, it is recommended that you reach out to students, teachers, academic administrators, and state officials and survey their practices, preferences, and attitudes with respect to plagiarism and the use of commercial plagiarism detection software. If each team member surveys 2-4 people, you will have enough data to greatly improve your understanding of your target customers.

It would also be an excellent professional networking opportunity for you as it provides a legitimate reason to ask for a meeting with the dean of your school or other administrators at your university, a principle of a local secondary school, or even a state official in an education department in your city, county or state. They will likely agree to a meeting with you and gladly answer your questions. Not only will you learn something new, but will also acquire new professional connections that may come in handy in the future.

Suggested questions for teachers, administrators, and government officials:

- Are you (for teachers) or your faculty members (for administrators or other officials) currently using a plagiarism detection software? If so, which one?
- Why are you (they) using this particular system? Do they consider switching to another, better solution?
- What do you like and do not like about this particular system?
- What is the minimum accepted plagiarism level (in %) for a region, institution type etc.
- Who and how makes the purchasing decisions in your academic system with respect to the plagiarism detection software?
- What is budget structure for purchasing anti-plagiarism solution or similar IT solutions. What factors influence its size.
- Would teachers/educators promote specific plagiarism solution for personal use by students? Under which conditions? Should it be necessarily a free tool or could it be a partly free tool?
- How and where students receive information about Edu tools, such as Unicheck. Define channels, apps, social media, specific site pages at institution’s site, LMS announcements etc.

Suggested questions for students:

- What’s your favorite writing environment? (MS office, Google Doc, Mac Pages, other)
- Do you check your work for plagiarism using one of the online plagiarism detection services prior to submitting your work? If so, how did you first learn about such solution, which system do you use? If not – where would you look for a reliable checker (ask friends? Google it? look on the forums etc.)
- What are the key important features for you in the online plagiarism checker? Is grammar check essential to you as part of a plagiarism checking services? What are other tools which are key to productive writing and which you’d like to have as part of one app environment?
- Would you like to have a plagiarism checker option RIGHT in your favorite writing tool?
- Suppose you use the tool, what are preferable ways of purchasing such services? Would you like to pay occasionally, *only when you need the service*? Purchase specific number of pages upfront? Purchase recurrent subscription? (1 month? Annual?). Collect stats for K-12 and Higher Edu separately.
- How many papers do you need to check during the year (on average)? Specify in pages with separate statistics for K-12 and Higher Edu.
- How students can learn about plagiarism checker that is used by teachers in their institution. Specify all channels and means how student can accidentally find out about it, or be informed about it by teachers/admin/administration.
- We’d like to make solution for students partly free to students who study in Institutions which uses Unicheck, and where institution didn’t purchases whole package to include students. What part of the solution for students should be free? (i.e. open report only if plagiarism level is higher than N%; never open report, but give similarity %). We are looking for balance between usefulness to students, and commercial success of a product. Mission of helping students write better is at the core of our business.

2. New Market Selection and Analysis

Based on your analysis of the client and competition, identify most promising new market for your client. Where would the product be in most demand (people who want and can afford it)?

Please first consider the market characteristics that are essential to the success of the product in the market, such as the economic, political, institutional and cultural factors. Based on a comparison of the countries that fit your criteria, select one most promising market that you believe has the greatest potential.

Conduct an analysis of the market in terms of:
- Key competitors in the proposed market, their strengths and weaknesses, their pricing and promotion strategies, etc.
- Provide an in-depth analysis of the factors relevant to the success of your client in the market, including:
    - Cultural, legal, political, and economic factors that your client must understand to ensure the success in that market;
    - Consumer tastes and preferences with respect to your client's product.

Evaluation Rubrics
7 - Clear and concise list of the client's strengths and weaknesses, threats and opportunities for its product, review of the market selection criteria, the recommended new market clearly matches the criteria, brief but insightful market analysis, strong supporting arguments, sources properly cited.
4 – A good analysis and recommendation, but some elements are not strongly supported, some parts are irrelevant or redundant.
1 - Impossible to figure out what the recommendation is, supporting arguments are absent or completely off the point, not supported by credible sources.

Section II. Marketing

3. Promotion Channels

Identify who makes the decisions at universities and secondary (K-12) schools with respect to purchasing plagiarism detection systems for institutional use in the proposed market. Identify most effective marketing channels for B2C and B2B products in your country. Separate K-12 and Higher Edu sectors.

Identify the best ways to reach the decision makers and present them with information about Unicheck. Because it will likely be a highly specialize consumer segment, mass advertising will likely be an unsuitable promotion method. Rather, professional mailing lists, direct mailing or highly targeted promotion via social media and professional associations, or personal meetings with target organizations representatives may be more viable and cost effective.

Try to not only identify the general channels, but also research and provide the specifics. For example, do not simply recommend professional email distribution lists, targeted social media campaigns, or professional associations as a way to reach the decision makers (such as LinkedIn network etc.). Find out the actual email distribution lists and research how one can send out a promotional message to its recipients; suggest which social media allow for sending information directly the decision makers and how exactly this could be done; or which professional associations or conferences the decision makers belong or go to. That is, provide names, addresses, prices, and exact steps that need to be taken to send out the message via this channel.

4. Message
- What is the best way to convince the consumers to buy the product?
- What should be the main message of the marketing campaign and how should it be presented?
- What is the best message, slogan, and other marketing campaign elements?
- If applicable, discuss if the brand name or its presentation should be modified to make the product more appealing to the tastes and traditions of the consumers in the new market.

5. **Promotional Materials**

To interest the potential customers, your client will need to present information about its products. Illustrate your knowledge of the target consumers in your chosen new market by developing a mock-up locally-tailored marketing brochure, email or webpage template, or social media post that your client can use to promote the product. It does not need to have the perfect graphic design. It should only serve as a concept sketch for what the promo material should look like to be effective with the target market segment.

Evaluation Rubrics

7 – The recommended promotion channel(s) is inexpensive and allows to precisely target the potential customers, there is a clear step-by-step guide for how to place an ad there and how much it will cost, an appealing and convincing marketing brochure with strong supporting arguments for each element.

4 – Good suggestions, but not enough detail and weak supporting arguments, some parts are irrelevant or redundant, the formatting is inconsistent.

1 - Impossible to figure out what the recommendation is, supporting arguments are absent or completely off the point, not supported by credible sources.

Section III. Management

6. Entry Mode

- Are direct sales the optimal market entry mode, or a joint venture, franchising, wholly owned subsidiary, or a partnership with the local distributors, government agencies, or other forms would be more effective?
- If a partnership with a local distributor, retailer, or company is advised, what companies would be the best candidates for such partnership (list at least three, with contacts, descriptions, and tips for how to approach them).

7. Finances

What is the best way to collect payments and move money across border when doing business in the proposed market, particularly with respect to transaction fees, currency exchange, and taxes?

8. HR

Would it be necessary to hire sales representatives, agents, managers, or other personnel? If so, what is the best way to recruit them, what compensation level and system will ensure the optimal balance of motivation, retention, and cost? Other personnel management tips?

Evaluation Rubrics

7 – The proposed entry mode, payment and HR strategy are viable, and are supported by convincing arguments, if a local partner/distributor recommended, at least three are suggested with company contacts and description, the proposed pricing strategy is explained in sufficient detail and supported by convincing arguments and credible sources.

4 – Good suggestions, but not enough detail and weak supporting arguments, some parts are irrelevant or redundant, the formatting is inconsistent.

1 - Impossible to figure out what the recommendation is, supporting arguments are absent or completely off the point, not supported by credible sources.

OPTIONAL

(Optional) A real-life test of the proposed expansion strategy: Get a contract for your client

To make the project more realistic, gain further business experience, and to put to a real-life test the claimed demand for the product in the new proposed market, teams are encouraged to try get a real B2B contract for a purchase of the Unicheck services. You can try to do it individually or as a team.

If you succeed at securing a B2B contract for UniCheck, you will receive a prize commensurable with the amount of 15% of the contract value, offered as a gift or post-market commission (after the deal is closed and the customer pays for the product).

If you would like to try it, please do the following:

1. You'll get a real reseller account in the Unicheck system for resellers with ability to create test accounts for potential clients, provide demo etc. You'll be supported by marketing and sales info and promo materials. You'll get professional advice as necessary.
2. Find potential buyers (school, university, etc.) and confirm their solid interest.
3. Arrange a web call with potential buyer and invite UniCheck representative. Be prepared to assist and participate in the negotiations between UniCheck and the prospective buyer with respect to the terms of the contract, price, and support options.

This part is optional and your decision to try it or your success or failure if you try will have no effect on your evaluation in this project. However, we encourage you to try to secure a contract and facilitate its execution as this will not only offer you a unique, very real and very practical international business experience, but will also lead to tangible rewards and a much stronger resume in the case of your success.

Report Structure and Formatting Guidelines

Structure:

- Include an Executive Summary (300-400 words, bullet-list format preferred) that provides a short review of your key findings and recommendations. Please remember, the busy company owners and executives will not have the time to read hundreds of the reports, so they must be able to get a quick summary of the content of your report from the Executive Summary. Most managers will make a decision on whether to continue reading the report if the Executive Summary catches their attention. Therefore, make sure this important part makes it easy to see your key recommendations.
- At the beginning of each report section include a bullet list of the key recommendations and figures presented in the section (2-4 bullets, each 4-10 words long). Again, when presented with hundreds of the reports, busy executives must be able to get key figures and recommendations from these summaries.
- The Title Page must contain team number, client company name, names, emails, and countries of residence of all the team members and a short summary (5-15 words) of the role and work completed by each team member. If any of the team members dropped out or did not contribute to the report, please still list them, but add a note "Did not participate" by their names.

Evaluation of the Executive Summary

7 - Short but gives a very good idea about the key ideas presented in the business proposal, the Client can get a good idea about the main points of the proposed strategy from the executive summary;

4 - Gives some idea about the key suggestions, but some points remain uncertain; a bit too long; not to the point.

1 - Not possible to figure out the key ideas of the business proposal from the summary, too short or too long

Formatting:

- The report must be 20-35 pages (5,000-8,000 words) including the title page, executive summary, and references. Each section should be 1-3 pages long. Generally shorter is better, so be as concise and focused as possible.
- Number all pages in your team report.
- Margins should be 2.5 cm (one inch) at the top, bottom, and sides of the page.
- Font type should be 12-point Times New Roman throughout the report.
- Double-space all body text.
- Indent the first line of a new paragraph.
- The text should be left-aligned.
- All citations used must be cited in the text and in a reference list at the end of each report. In-text citations should include only the name of the author(s) and the date of the publication. Full references should be provided at the end of the report. Please use APA reference style.
- A picture is worth a thousand of words, so use of figures, graphs, pictures, as well as tables is encouraged. It is recommended these are included in the main body of the report.

Evaluation of the Formatting

7 – The report has a clear structure, visual appeal, the sections are consistently formatted, sources are properly cited, the formatting guidelines are followed exactly with respect to the page limit, font and other requirements.

4 – The formatting guidelines are generally followed, but there are some deviations, there are some signs of sloppiness in document formatting.

1 – The document looks very unprofessional, different report sections are formatted differently, the document is very hard to read and navigate.

TASKS AND DEADLINES

Each week, you will be asked to fill out a short survey to report your team's progress, evaluate the performance of your team members and provide other information we need to better understand why some teams perform better than others. Please see the informed consent form at the end of this document for more details.

Important: Participants who receive peer evaluations below 2.0 (out of 5.0) will first receive a warning. If their peer evaluations stay below 2.0 two weeks in a row, they will be automatically excluded from the team.

Important: Occasionally emails with invitations to take a survey are filtered into the Junk/Spam email folder. Please check your Junk/Spam email folder (search for messages with "X-Culture" in subject line) if you don't receive a survey invitation message around the date specified in the table above.

All deadlines are set for 11:59 pm (23:59), EST time zone (New York).

1. Pre-project Readiness Test

Due: Any time before the official project start

Before the project starts, all participants must review project materials and take a Readiness Test. The test will include questions about the project and online collaboration tools, as well as questions about your prior international experience and background. You must successfully pass the Readiness Test (80% or more correct answers) to participate in X-Culture. If your semester starts after the official start of the project or you do not complete the Readiness Test on time for another reason, do so as soon as you can – we will continue adding new participants for about ten days after the project start.

Official Project Start, Teams Formed

Monday, January 21

As long as you successfully completed the Readiness Test, you will receive the names and contact information of your team members on this day. Please reach out to your teammates immediately to establish contact. Introduce yourself, and start working on the project. Students whose semester starts later will be added to the existing teams once their semester starts, so it is likely an additional student may be added to your team in the first two weeks.

2. Establish Contact with Your Teammates

Due: Thursday, January 24

By this date, you are expected to have exchanged at least a few messages with your teammates. If some teammates are not responding, you are expected to send at least three email reminders to them by this date. Team members who fail to establish contact with their teams will be excluded from the project. Your communication starts via email, but once the initial contact is established, your team can use any means of communication.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to report whether or not you have communicated with all of your team members. Team members who fail to establish contact with their teams may be removed from the project.

Note:

This and all other weekly surveys will also ask to evaluate your team members' performance and provide other information we need to better understand why some teams perform better than others. Please see the informed consent form at the end of this document for more details.

3. Meet Your Teammates

Due: Sunday, January 27

Meet your team members: Please learn as much as possible about your teammates (background, interests, hobbies, experiences, etc.). Research shows that spending a little time on getting to know team members greatly improves team effectiveness. It is also strongly recommended that you try a live video call (e.g., Skype).

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will test how well you got to know your team members. It will contain a few questions about your team members, such as their background, interests, etc. The acquaintanceship test will not be graded, so do not feel obliged to reveal any personal information to your team members or insist that your team members reveal their personal information to you. However, try to get to know your teammates as much as you can.

4. Select your Client Organization

Due: Sunday, February 3

By this date, your team is expected to review all available challenges and select your client organization. Before you choose your client organization, please carefully review the challenges presented by each organization and try to attend (or watch the recordings of) the webinars with each of the client companies, which will be held in the first week of the project.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to report the name of your client organization.

5. Initial Individual Research and Ideas

Due: Sunday, February 10

Conduct your initial research and try to learn as much as possible about the industry your client operates in: Who are the main players? What the most popular products and technologies? What new technologies and approaches are likely to dominate the industry in the future? Is the industry regulated by the government and how? What are the differences in different regions of the world? How does your client compare to the competitors? What are your client's strengths and weaknesses? Try to interview 2-3 potential customers of your client company to better understand how they make purchasing decisions and if (and why) they would choose your client over the completion.

Review the challenge questions listed in the three sections earlier and, based on your initial research, jot down your personal initial answers to each of them. You do **not** have to write more than a few words in response to each question at this point; just your initial ideas and possible answers. This will prepare you for the team discussions when your team will be collectively developing the best answers to each question. Even if your team decides to assign different report section to different team members, it is very important that each team member shares his/her suggestions for each question. This will give the team member responsible for the report section more to work with and help develop better final answers.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The weekly survey will ask you to report the results of your initial individual research and your initial individual suggestions for responding to each block of questions listed earlier. Specifically, you will be asked to:

- Report the results of your industry analysis, including a brief description of the industry, your client's strengths and weaknesses compared to the completion, etc. (bullet list of key findings, half a page total)

- Your initial recommendations for the most promising market, market entry mode, key elements of the promotion and marketing strategy, and key elements of the operation strategy (1-2 points in response to each question, a paragraph per question).

6. Block 1: Market Analysis

Due: Sunday, February 17

This week, your team is expected to submit a draft of your Section 1. It does **not** have to be a fully finished report section. However, try to complete as much as possible. The more you complete now, the less work your team will have to do later. The drafts will not be graded by X-Culture and will not affect your chances of winning the completion (we only evaluate the final reports). However, the instructors will have access to these documents in case they would like to review your work and provide feedback.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to submit a draft of your Report Section 1 (the survey will contain a document upload link). Although your team is expected to develop the section draft collectively, only one team member will be asked to upload the document on behalf of the team. However, every team member will be asked to complete the rest of the progress survey (questions about how your team is doing and peer evaluations).

7. Block 2: Marketing

Due: Sunday, February 24

This week, your team is expected to submit a draft of your Section 2. It does **not** have to be a fully finished report section. However, try to complete as much as possible. The more you complete now, the less work your team will have to do later. The drafts will not be graded by X-Culture and will not affect your chances of winning the completion (we only evaluate the final reports). However, the instructors will have access to these documents in case they would like to review your work and provide feedback.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to submit a draft of your Report Section 2 (the survey will contain a document upload link). Although your team is expected to develop the section draft collectively, only one team member will be asked to upload the document on behalf of the team. However, every team member will be asked to complete the rest of the progress survey (questions about how your team is doing and peer evaluations).

8. Block 3: Operations Management

Due: Sunday, March 3

This week, your team is expected to submit a draft of your Section 3. It does **not** have to be a fully finished report section. However, try to complete as much as possible. The more you complete now, the less work your team will have to do later. The drafts will not be graded by X-Culture and will not affect your chances of winning the completion (we only evaluate the final reports). However, the instructors will have access to these documents in case they would like to review your work and provide feedback.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to submit a draft of your Report Section 3 (the survey will contain a document upload link). Although your team is expected to develop the section draft collectively, only one team member will be asked to upload the document on behalf of the team. However, every team member will be asked to complete the rest of the progress survey (questions about how your team is doing and peer evaluations).

9. Complete Draft

Due: Sunday, March 10

By this date, your team is expected to have a complete draft of your report. It does not have to be a finished report, but it should be as complete as possible, including Title Page and an Executive and Chapter Summaries, and correct formatting throughout the document.

Deliverables: **One team member** should submit the draft via TurnItIn.com on behalf of the entire team (see step-by-step submission guidelines below). After your document is submitted, TurnItIn will generate a plagiarism report that will show you if any parts of the report have been plagiarized (takes several hours to produce). Usually, up to 20% similarity is acceptable, provided that copy-and-pasted materials are properly referenced. If plagiarism is detected, your team will have until the Final Report deadline (see below) to fix the problem and submit a plagiarism-free final report.

This draft will not be graded and the plagiarism statistics will not be shared with your instructors. This is only for your information. You should continue editing the report until the final deadline and you can still make any changes or additions.

However, it is strongly encouraged that you submit as complete a document as possible, You will be able to submit your draft and check it for plagiarism only once, so the more complete the draft, the less the chance that the final report will contain plagiarism.

Also, **every team member** will be asked to submit your usual weekly progress survey. A few days before the deadline, you will receive an email with the usual questions about your team.

11. Final Report

Due: Friday, March 15

By this date, your final report must be submitted via TurnItIn.com (see Submission Guidelines below). Please note, the plagiarism statistics for final reports will be generated by TurnItIn and shared with the instructors, but the plagiarism report will **not** be shared with the students.

Only one team member must submit the final document via TurnItIn.com on behalf of the team.

12. Post-Project Survey

Due once report submitted, but no later than: Sunday, March 17

A few days before the deadline, you will receive an email invitation with a link to your post-project survey. This is the **most important** survey.

The survey will ask about your experiences in X-Culture and evaluate the performance of your teammates. Your answers are extremely important and will help us improve the project in the future.
Every team member must complete the survey.

Submission Guidelines

The report draft and the final report documents must be submitted via www.TurnItIn.com. Only one team member must submit the documents on behalf of the entire team. The team member who will be submitting the draft and final report must follow these steps:

Part 1. Create a TurnItIn account (time required: 60-90 seconds).

1. On www.turnitin.com and click on the link "Create Account".
2. On the next window, under the "Create a New Account" heading, click on the "Student" link.
3. Enter the Class ID. Note the Draft and Final report submissions have different Class IDs:
   Class ID: **20068660** (password xculture)

Note: if you already have a TurnItIn account, simply log on using your "old" login information, click on the "Enroll in Class" tab on the top, and repeat step 3.

Part 2: Submitting the paper (time required: 60-120 seconds)

4. Once the account is created, you can log into your account. Your home page will list your classes.
5. Select the correct class and click on the "Submit" button.
   Make certain to select "Draft" assignment for the report draft and "Final Report" for the final report.

6. Choose Single File Upload.
   Make certain the file name only contains your team number.
   Wrong: "~~Final report 123.pdf~~", "~~Team Report.pdf~~", "~~Team 123.pdf~~", "~~John Smith.pdf~~"
   Right: "123.pdf"

7. Click on "browse" to locate the paper saved to your computer.
8. Click on the file and click "open".
9. Click the "upload" button at the bottom.
10. Click "submit" to confirm your submission. Once the submission is finalized, you will see "Your submission was successful" on the top of the page. If you wait a few hours, you will see your "originality report" that shows how much and what parts of your report have been plagiarized.