

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

The Use of Design Thinking and Lean Start-Up Methodologies to Market-Test a Bootstrap Business Idea

Author of the Master's Thesis:

Daniel Felipe Loaiza Perez

Goals of the Master's Thesis:

The focus of the thesis is the use of design thinking and lean start-up tools to solve the needs of a bootstrapped entrepreneur.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The thesis provides clearly presented research problem and well discussed findings. The presented study is highly original as it is based on an a business a business experiment and design thinking exercise.	20	19
	Goals	The goals of the thesis are introduced in a clear way and well accomplished.	10	10
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals. The author follows the whole process of design thinking, including an ethnographic customer research.	20	19
	Theory/ Conceptualization:	Drawing on a close reading of relevant literature, the author provides an overview of the key concepts and demonstrates a good understanding of the research problem.	20	18
Formal requirements 15%	Structure:	The text is readable, consistent and well organized.	3	3
	Terminology:	Linguistic and terminological quality of the thesis is acceptable.	4	3
	Formalities:	The thesis meets all formal requirements.	4	4
	Citing:	Quality of citations is up to the required standards.	4	4
	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	

Delivery 15 %	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation :	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

The thesis is based on an original study or maybe even an experiment of a bootstrapped entrepreneurship in the local fashion industry market. The author provides an insight into the design thinking while testing the approach on newly founded company. As such he has conducted intensive ethnographic fieldwork and followed all the other phases of the design thinking method in order to provide a roadmap for other bootstrapped entrepreneurs.

Questions or comments to be discussed during the thesis defense:

Discuss the most significant barriers for bootstrapped entrepreneurs and provide examples from your own research.

The name of the Opponent:

Tomáš Ryška, Ph.D.

The employer of the Opponent:

FPH VŠE

Date 25.5.2019

Signature of the Opponent:
