

## 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	Results are well presented, discussed - substantiated, relevant and original (i.e. novelty produced by the author). They are of high practical/theoretical relevance.	20	19
	Goals	The goals of the thesis are evident and accomplished.	10	9
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	19
	Theory/ Conceptualization:	Demonstration of an in-depth understanding of the topic area (state-of-the-art) including key concepts, terminology, theories, definitions, etc. based on a literature survey. Literature review.	20	18
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Linguistic and terminological level.	4	3
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	Quality of citations and reflection of Ephorus results.	4	4
Delivery 15 %	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	
	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 of good quality. The objectives are clear and accomplished in the thesis. In my opinion it adds to the knowledge of the design field as well as the study of entrepreneurship and business strategy. The methods used are relevant and used both in academy and more important, in real business cases. The theoretical part helps understand the problems of bootstrapped entrepreneurs and the design thinking and lean methodologies. The scope of the ethnographic research is correct; and the practical part, correctly develops a market test to provide knowledge and insights of the market. The road-map is useful, practical and easy to implement.

**Questions or comments to be discussed during the thesis defence:**

Do you think you could have gained better insights on the field by working with an external client rather than focusing on your own business idea?

**The name of the Opponent:**

Jan Riha

**The employer of the Opponent:**

Advertia Digital s.r.o.

**Date** 6. 6. 2019

**Signature of the Opponent:**

