

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business plan for FIXED application

Author of the Bachelor's thesis:

Novel Marutyan

Objectives of the Bachelor's thesis:

The goal of the thesis is to prepare a business plan for an application that serves as a marketplace for handyman services.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	91
Final grading	Excellent (1)

Overall evaluation and questions to be answered in the course of the defense:

This is a review of second revised version of the thesis provided by the author. He has set himself an ambitious goal to prepare a marketplace-type application called FIXED.

Within the theory on business planning the author does his research on the industry changes and introduces his target market. He uses also scientific articles for his literature review, which I appreciate. The application of the Business Model Canvas should be within practical part. Within the practical part the reader is being presented with the application itself and the business plan. The author did very good job on realistic prototyping of the concept. He also did a detailed competition research, which has been improved since the first version of the thesis. The market estimation is anchored in available statistics on sharing economy services in the UK. Within the financial prediction I really appreciate that the author used conversion rate statistics of similar application and derived predicted sales from those information. In the second version a detailed cash flow plan has been added. Besides occasionally scattered formatting, I believe that the author made his best attempt to prepare a realistic business plan and recommend his thesis for defense.

Questions:

- 1) Please explain your process of estimating number of users.
- 2) Can you imagine introducing a referral program to increase your user base?

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

Department of Entrepreneurship