# Final Exam: Choose What Resonates

Below are two prompts to reflect and write up.  Choose the one that most resonates with your style.

## Prompt 1: Advice for the Next Cohort

For your final assessment, offer some advice for students taking this same exact course next semester. Imagine they will read your reflection on day 1. This is your opportunity to look back on your journey, synthesize what you've learned, while also offering insights to help future classmates & their startups to succeed.

## Instructions:

- **Length**: 1-2 pages (500-1000 words). Be concise, clear but impactful.
- **Content**: Describe what drove the biggest change for either you personally or your project? Consider:
  - **Insight:** What were the tactics, insight, or actions that helped you/your startup grow the most?
  - **Set the context:** What specific moment or experience led to this lesson?
  - **Relevance:** Why was that aspect important for you?
  - **Practicality:** Help them apply it and put your advice into practice.

**Be Authentic**: Share real experiences (successes, challenges, or failures) that shaped your journey.

**Reflect on Key Principles:** Consider your personal experience as well as your observations of what worked well in other student startup teams, and if it aligned or contradicted the entrepreneurial theory that you've learned over the years.

**Submission**: Submit in Moodle by Friday, May 23rd 6pm.

# Prompt 2: Update Startup Theory

Modern entrepreneurship theory was based on startups that exploded during the 1990's and 2000s. "The Lean Startup" was published in 2011, and "Business Model Canvas" in 2005. Yet the world has changed dramatically in the years since, so what works now?

What about these theories seem out of date or irrelevant in 2025? Why? What still holds true? Use specific and personal evidence & examples from your own experience this semester.

## Instructions

- **Length**: 1-2 pages (500-1000 words). Be clear and concise.
- **Content:** Update the theory of successful impact entrepreneurship based on your experience, reflections and observations about the world in 2025
    - **What still works?** Identify the ideas, tools, or frameworks that remained useful and accurate and explain why they were effective in your own process.
    - **What have you learned through experience?** Use specific events from your semester as evidence to back up your critique or defense of the theory.
    - **Where is it going?** Based on what you've experienced, what do you think future startup theory should include? What do founders today need more (or less) of in their toolbox?

**Be Reflective:** You're not just critiquing theory—you're reflecting and updating your belief system and success strategy.

**Be Personal:** Speak from your own observations and evidence. Your journey matters here. This is also a chance to contribute to the evolving conversation around entrepreneurship.

**Deadline:** Submit in Moodle by Friday, May 23rd 6pm.