



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**SEMESTER II**  
**SESSION**  
**2022/2023**

**UKQE3001**

**EXTRACURRICULAR EXPERIENTIAL  
LEARNING**

**INDIVIDUAL REPORT-1: Start Up! '23**

**Prepared by**

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<b>Year/Program</b>	<b>3/SECJ</b>

## ***Activities information***

Date: 13/01/2023 to 14/01/2023

Venue: Face to face (DK3)

Organizer: Computing Faculty

## ***Graduate Attributes***

- Teamwork
- Communication Skills
- Professionalism

## ***Position/Role in the activities***

- Entrepreneurship

## ***Mini Report***

Application development startup creation can be a difficult yet worthwhile endeavour. Decide who your application development startup's target market is. Decide what particular requirements or issues your programme will answer and who will profit from using it. To evaluate the competition and pinpoint industry trends, conduct market research. To better understand the preferences, expectations, and pain points of potential users, gather feedback from them.

## *Self-reflection*

The process of creating an application may be both difficult and rewarding. It involves a thorough comprehension of the intended audience, a solid technical foundation, and an acute sense of user experience design. In order to create a product that fulfils the needs and expectations of their target users, developers frequently test and refine their applications iteratively.

Create a business plan including your goals, tactics, and projected revenue. An organised business plan will support you in obtaining money, luring investors, and directing your business. To evaluate your application's usability and functionality, make a prototype. Use user feedback to hone and enhance the features and layout of the programme. Start your application and pay close attention to how it performs. Use user feedback to refine and enhance the features and design of the programme. Ensure that the application is updated and improved frequently to satisfy the needs and expectations of your target market. Application development startups need to be launched with thorough planning, a strong work ethic, and persistence. Nonetheless, it may be a rewarding and successful undertaking with the appropriate attitude and method.