ABSTRACT

This WRAP Entrepreneurship report is intended as a conversion of a final project or thesis from students and remembers that Telkom University is implementing an Independent Campus in which there is a WRAP (Work Ready Program) program. The WRAP Entrepreneurship program which was participated by the authors was carried out in Bandung Techno Park which is one of the Science Techno Parks largestin Indonesia and is central to building the quality of ICT.

In WRAP Entrepreneurship, the author will start building his own business by collaborating with students in other faculties at Telkom University and the authors are members of the Homelab Team. Homelab is a student question and answer forum platform regarding website and application-based coursework. The framework that must be achieved in this program is starting from business idea validation which aims to design a value proposition design to find out the customer profile and value map of Homelab, product validation, business model validation, marketing management, and financial management. In addition, to achieve framework this, the author is guided by lecturers, teaching teams, and mentors of a businessman.

This report concludes from the results of data and information that the author got while participating in the WRAP Entrepreneurship program at Bandung Techno Park and the results of research from Startup Homelab in creating applications and websites for lecture discussion forums.

Keywords: Lecture Assignments, Learning Applications, WRAP entrepreneurship