

# Assignment 4 & Final Submission

2-page business plan  
Up to 5min video

## Required Sections

1. Brief elevator pitch for your company

2. Go-to-market strategy

- Who will be your customers? Describe your engagement/discussion with them to date. Have you validated their needs? Prove that they will buy from you. How will you acquire the customers.

3. Market & Industry Analysis

- How large is your market? What market segments are you going after & why? Is the market growing? How fast? How will you displace incumbents? What is your channel/partnership strategy (if any)?

4. Technical product description

- Briefly describe your product.
- Technology validation (what evidence can you present that your product works as advertised? Future validation plans.)
- Remaining product development risks & your plans to overcome them.
- Product's advantages for customers vs other options.
- How will you protect your IP? Can others copy your ideas easily.

5. Economics

- Very simple financial plan (see template)
- How will you raise funding? What milestones will need to more funding?

6. Team

- Describe your team & why you are the best for this company.

## Business Canvas

- Show first version of canvas
- Interview potential customers (3 or more)
- Show revised version of canvas

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