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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