

Product Idea	Hurdles	Monetary Issues	Affiliations
Create an interactive website that can accommodate the main problem	Creating a sense of authority which make people want to listen and adopt the product	How to reach users with different budgets on their setups	How much affliction with we have with separate companies as we will be promoting the
Have already made setups for people who want a design created by an expert	How will there be accommodation for niche styles and spaces	How will the company make money if we are not directly selling a product	How to be transparent that we will be sponsored for certain items
Accommodate for certain types of aesthetics/home styles	Logistical problems on how to connect the user to the products which they like	Who will need to be paid and the different roles to make the website run	Companies to choose from: Ikea WayFair Ashley Milano Herman Miller Room&Board
Regular updates based on innovations and trends	How will the product deal with similar competition	How will allocation be for resources to be able to market the product in different modes	How to choose new companies that way be starting up