

**What international market(s) should the GAAP be targeted to in order to generate as much value in a three-year period using limited resources?**

Who could be our potential customers?

How do we assess our pricing?

What is the cost of production?

What is the added value of the product?

Which type of farmer segment are we targeting?

Is there enough demand from that segment to justify the product?

Can they afford the product or have the budget to invest in the GAAP?

Do they have the required skills to operate the product?

How large is this segment? (# of users)

What type(s) of crops to they own?

What challenges and characteristics are present in the intended market?

What is the regulatory and political environment like?

Are there any limitations for a US-based firm to enter that market?

What are the drone regulations and restrictions like?

Are there any regulations for against the usage of advanced technology in agriculture?

Are there any subsidy programs to support the product?

What is the economical environment like?

Does the country have enough infrastructure to support the product?

Are there other competitors in the technology/agriculture field?

How big is the agriculture market? (GDP, farming yield)

What products are they currently selling?

How have they performed thus far?

What are the agricultural physical conditions like?

What is the climate/weather like?

How much farming space does the country have?

Is the climate conducive to efficient farming?

Is the climate appropriate for a drone to be regularly used? (i.e.: moderate wind and precipitations)

How accessible is the intended market?

How far away is the country located from DC?

Does John Creek currently have any representatives in that country?

Are there cost effective means of transportation between DC and the location?

Can GV easily access Subject Matter Experts there?

What is the primary language spoken there?

Does the company have any relationship with locals or entities that have done business there?