**ASSIGNMENT 1B**

**MARKET RESEARCH AND PRODUCT  
Due Monday 9/29 11:59pm – Please submit via** [**msande273@gmail.com**](mailto:msande273@gmail.com) **(header: “ASSIGNMENT 1B <team number>”)**

All teams submit Monday 11:59 pm and come prepared to discuss the answers to the following questions in class. We will select 1 or 2 teams, depending on timing, to use as case examples for class discussion.

**Questions – Market Research:**

* What do you sell – be specific?
* Who needs your product/service most?
* What is it about your product/service that uniquely satisfies that customer?
* Size of Market – Total available market (TAM) and initial target
* What novel approaches are you using as you take your product/service to market?
* How do those novel approaches provide a sustainable advantage to your company?

**Questions – Product:**

* What do you make – define your product or service explicitly
* What unique technology (if any) are you applying to your product or service?
* What is the current state of this technology? Where do you expect it to be by the end of the quarter? What are the next important milestones for the technology (milestone and timing)?
* Does that technology provide a sustainable advantage to your company? How?
* How well do the capabilities of your technology match the needs of your target market?
* Who owns the IP underlying the idea you are proposing?