**Augmented Reality Pool Training Aid: Start-Up Scoping Report**

***Executive Summary***

SUMMARISES CASE THAT FOLLOWS INCLUDING NEED OR OPPORTUNITY

PROPOSED RESPONSE TO THIS NEED

PLANNED NEXT STEPS TO ACT ON IT

***Evaluation of Potential Opportunity***

EVALUATION OF POTENTIAL FOR A START-UP THAT BUILDS ON MENG PROJECT

* WHAT IS PROBLEM OR OPPORTUNITY
* WHO IS THE AUDIENCE THAT WILL BENEFIT FROM ADDRESSING IT
* WHY IS ACTING NOW IMPORTANT
* EVIDENCE AND ARGUMENT SUPPORTING ABOVE POINTS

***Value Proposition***

EXPLAINING HOW IDEA ADDRESSES THE PROBLEM OR OPPORTUNIY TO CREATE VALUE FOR THE AUDIENCE

* WHAT IS YOUR IDEA AND WHAT DOES IT ACHIEVE
* HOW DOES IT DO THIS
* WHY IS THIS VALUABLE AND FOR WHO
* HOW IS IT BETTER THAN ALTERNATIVE SOLUTIONS

***Impact***

EXPLAIN PLANNED NEXT STEPS FOR REALISING THIS OPPORTUNITY

* WHAT ARE NECESSARY STEPS THAT YOU NEED TO TAKE TO REALISE THE IDEAS? MAY INVOLVE :
  + SPECIFYING RESEARCH THAT WILL BE CARRIED OUT
  + TESTING AND PROTOTYPING OF PRODUCTS OR INITIATIVES
  + SOURCING ADDITIONAL INVESTMENT AND SUPPORT
  + ON-BOARDING NEW PARTNERS OR COLLABORATORS
  + DISSEMINATION, NETWORKING, PROMOTION, PROFILE BUILDING
  + OVERCOMING LEGAL OR REGULATORY HURDLES, AND SO ON
* WHAT MEASURABLE IMPACTS ARE BEING TARGETED AND BY WHEN