Write two to three sentences which completely describe:

* The Customer
* The Problem or need to be addressed
* Your produce or service and its value
* The market opportunity including size
* Customer segments and channels to reach them
* Your expertise, resources, and special capabilities
* Partners for development, marketing, or suppliers

1.0

As an innovation in drink service, the “Replicator” drink dispenser will provide hot and cold drinks from one machine. Machines like the Coca-Cola freestyle brought drink diversity to franchises and hospitality, but not everyone can drink juice and soda. With the support of major players and producers in the drink service industry, I will use my skills in computer science and engineering to make this dream a reality.

1.1

As an innovation in drink service, the “Replicator” drink dispenser will provide hot and cold drinks from one machine. Machines like the Coca-Cola freestyle brought drink diversity to industries like restaurant franchises and hospitality, but the patron unfriendly design and inconvenience towards all consumers is a boon to its efficiency. With the support of major players and producers in the drink service industry, I will use my skills in computer science and engineering to make this dream a reality.