**Entrepreneurship and Innovation**

**Assignment 5**

Submit a brochure based on your business idea (Assignment 3):

* Company name and tagline
* Name of product
* Image of product or service
* Clearly identified benefits aligned with top priority target user persona
* Two other benefits aligned with second and third priorities
* Everything fully aligned with customer’s priorities and will resonate with customer (fonts, colors, word choice, language, references, call to action)