

Mini-Project 19

Due by 1:00 pm, Tuesday, April 10th (Canvas): PDF, 1-2 pages, single-spaced

Developing a Product Plan (50 points)

Please use the same bulleted list when submitting your answers to the questions, and cite your sources.

- Brief description of current business concept. At this point, you shouldn't be switching business concepts.
- *Team*: Who do you need to build this product and the business to support it? Describe the roles you need to fill, including the skills you need those filling the roles to possess. (15 points)
- *Financials*: How much money do you think that you need to get this off of the ground? Lay out a plan for me to get the numbers you'll need to better understand the cost of launching your product if you don't know those numbers already. Go beyond searching on the Internet. Give me specifics. (15 points)
- You just found out that the company for which you're planning to work upon graduation rescinded your offer, so you've decided to build the business you've been developing throughout this course. You have enough money to get you through the end of the month, but it's already the 20th. Your rent is due, your fridge is empty, except for some stale breadsticks, and your parents aren't interested in having you move back home. In other words, you have to make your business work. What's your plan? For tomorrow? This week? This month? (20 points)