Act as potential investors for one other business plan. Prepare by reading the latest version of

their report and by defining questions. After listening to their sales pitch, query & discuss the

business plan including the potential market and business model – approx. 5 minutes. What is the

viability of the business plan? What are the strengths and weaknesses, risks and possibilities?

Will you invest or not? All group members are expected to ask questions and be active in these

discussions.

1. Fråga 1: Amjad - How many stores should be connected to the app before you advertise to customers?
2. Fråga 2: Fanny - Considering that digitalisation takes time and that a lot of smaller stores are narrow-minded when it comes to change, how would you try to convince them apart from the fact that technology is efficient?
3. Fråga 3: André - (If we want to invest in your product we would like to know what are your weaknesses regarding the team and your product? Could these weaknesses be fixed with some work or are they a blockage?)

**Vad får er att tro att denna produkt kommer lyckas på marknaden? Är det så stort behov av denna tjänst? eller (Hur kommer ni lägga fokus på små aktörer?)**

1. Fråga 4: Emil - Since the app requires stores to subscribe (also your main income) I would assume you have performed some MOM tests to see if the stores would be interested in an idea such as yours, reading your report I can’t find any information regarding this.
2. Fråga 5: Sabah - You have created a Lo-fi and Hi-fi prototype. However I wonder if users have interacted with it? How do you know that the prototype is intuitive enough?
3. Fråga 6: Lawand - Why did you want to start in Stockholm instead of Lund and Malmö?

Strengths:

* the idea is good in the matter of the modern time we are living in where technology is present, and the fact that people are lazy today and wants easy access to everything
* user data would be a problem to tackle and you seem to take different aspects into consideration, such as the importance of following regulation laws for user data and how you can make a profit whilst you are able to use the data to improve your app plus provide customers trends for a particular store

Weaknesses:

* nisch? how does it make you unique? (hitta inte förutom unfair advantage som inte kändes som en nisch riktigt…)
* The prototype isn’t used to confirm the solution or the unique value proposition, it doesn’t seem to be used other than to display their vision in the report.