Imagine you have the once-in-a-lifetime opportunity to have lunch with an investor or accelerator program coordinator. Imagine you want to describe your idea to this individual. Use the questions below to help you brainstorm how you will communicate your idea.

What industry or industries apply to your best idea?

Below is a list of some common industries, although new ones form all the time!

* Agriculture
* Accounting
* Advertising
* Aerospace, Aircraft, or Airline
* Apparel & Accessories
* Artificial Intelligence
* Arts
* Automotive
* Banking
* Broadcasting
* Brokerage
* Biotechnology
* Call Centers
* Cargo Handling
* Chemical
* Computer
* Consulting
* Consumer Products
* Cosmetics
* Department Stores
* Developing Countries
* Diversity
* Education
* Electronics
* Employment and Hiring
* Energy
* Enterprise Software
* Entertainment & Leisure
* Financial Services
* Food, Beverage & Tobacco
* Grocery
* Government
* Healthcare
* Housing
* Internet Infrastructure
* Internet Publishing
* Investment Banking
* Legal
* Manufacturing
* Motion Picture & Video
* Music
* Newspaper Publishers
* Online Auctions
* Pension Funds
* Pharmaceuticals
* Private Equity
* Publishing
* Real Estate
* Retail & Wholesale
* Service
* Software and Programming Tools
* Sports
* Telecommunications
* Television
* Transportation
* Trucking
* Venture Capital
* Virtual Reality and Augmented Reality

What problem is your idea trying to solve?

What are your lower and upper estimates for the size of the market?

*Describe the market in terms of the number of users or the amount of money in related industries, products, or services. If you aren’t confident at this moment about your market, don’t worry! We will help fill in the gaps in the App Marketing course.*

Is your idea a new one or has it existed before?