

Capstone Project Feedback: Developing a Business Plan

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Project Title: LIFELight

Project Grade: 5/5

We had Dr. Carr review and grade your project. Here are her comments on your submission:

Comments specific to some individual sections of your business plan:

- The executive summary is succinct, can stand-alone, and persuades the reader forward, well done! And I really like the science primer section which made it very easy to understand!
- Well-structured company description!
- The bios reflect experience and the diverse skill set of the founders support the success of the business. A personnel plan would have fit nicely here even though the business is being funded by founders.
- Great research communicating the industry outlook, barriers to entry along with an explanation as to how you will mitigate, Porter's five forces with risk levels, and discussion of regulatory compliance.
- The blue ocean strategy canvas was a little difficult to visually discern. You may want to have LIFELight the brightest color to standout.
- 4P strategy effectively connects to the needs of your core market. I like your pricing strategy that includes future year's growth and the SAFELight airport signage visual!
- Your operation plan provides a broad overview of four phases, but I would have liked to see greater detail in perhaps contacts made with potential airports, specific manufacturers, etc.
- Financials are well presented, assumptions and breakeven are valid. Nice job!

Overall impressions of your business plan:

Nicely developed and researched plan! Perhaps a few more visuals dispersed throughout your plan, otherwise some minor suggestions are above. I love the idea and feel it would be relevant even in a post-covid world. Well done and I wish you the best!