**Ba 260: In Class Activity Lecture 7**

**Three People Max per Sheet**

**Product:** You are interested in starting a fashion store and hope to open it at an upscale mall. However, you have limited funds of $2,000 and are not totally sure you could make purchases of things in high demand. How could you launch your store and also work to make sure you offer products that can sustain your business?

What problem are you solving with this product.

Discuss how you would make your first dollar on this product and also who you see making your first purchase.

Paul Graham talks about why products fail and he says this is because startups make a product no one wants. Would you personally use this product or see a market that would need it? Here discuss how you would purchase clothes people want.

Now using ideas you have or from class realistically describe how you would bring this product to people given your resources. Think about the network you have, the resources you have. Would you borrow money from friends or family, try to get a bank loan or talk to a Venture Capitalist.