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

**Three People Max per Sheet**

**Product:** You want to start a restaurant on Monroe and have limited access to financing, less than $2,000. However, a good location will be opening up in 3 months and you want to secure it. What steps could you take to launch a restaurant that would be successful and cater to a local mostly college students.

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. How would you work to make sure what you offer is something that people would 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.