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

**Three People Max per Sheet**

**Product:** You want to start a social networking app targeted at people who are migrating away from Facebook due to the shift towards an older population demographic. How would you launch this app with little money here at OSU?

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.