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

**Three People Max per Sheet**

Pick one of the ideas on the board and list it below

Discuss how you would make your first dollar on this product. In other words who can you see making the first purchase.

What problem are you solving with this product.

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. Do you think you would hurry to get it done because you personally need it.

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.