**Ba 260: In Class Activity 3**

**The opportunity description**

**Company purpose**- Define the company/business in a single declarative sentence.

**Problem-** Describe the pain of the customer (or the customer’s customer) and outline how the customer addresses the issue today.

**Solution-** Demonstrate your company’s value proposition to make the customer’s life better. Show where your product physically sits.

**Why now**- Set-up the historical evolution of your category. Define recent trends that make your solution possible.

**Market Analysis**

* **Market size- How large of an opportunity is this**
* **Users-** Identify/profile the customer you cater to.

**Competition**

* **Competitors-** List competitors and competitive advantages of your product

**The Economics of the Business**

* Include items that are important like Revenue model and Pricing
* How this is going to make money

**Marketing Plan**

* How are you going to get people to learn about your business