

MPCS 51250

Week 02 – Market

Assignments Due at Start

- Individual Reflection Report 01
- Press Release 01

Agenda

- 5:30 PM – 6:10 PM – Group Progress Reports
- 6:10 PM – 6:20 PM – Group Formation Check-in
- 6:20 PM – 7:00 PM – “Market” Lecture
- 7:00 PM – 7:10 PM – Break
- 7:10 PM – 8:00 PM – “Mortgage Market” Breakdown
- 8:00 PM – 8:30 PM – Break / Group Check-ins

Objectives

- Students will be able to summarize the current market landscape for their big idea

Assignments Due Next Week

- Individual Reflection Report 02
 - How were you best able to research your market?
 - Do you enjoy thinking about your product or your market more?
- Group Progress Report 02
 - Who makes up your current market?
 - Where are the key features in your market?
 - Where is your market heading?
 - How will your product meet those key market features?