

DIGITAL LIBRARIAN

GMU TechMan 2020 Business Plan

Team Dewey

George Mason University

**COMPANY PURPOSE START HERE: DEFINE
YOUR COMPANY IN A SINGLE
DECLARATIVE SENTENCE.**

Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions.

Surely this is true.¹

Test

Test

Test

¹Jane Doe, *Says It Here* (New York: Oxford University Press, 2050).

Solution

Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

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Why Now?

The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?

Approach

Market Potential

Identify your customer and your market. Some of the best companies invent their own markets.

Competition

Who are your direct and indirect competitors. Show that you have a plan to win.

Business Model

How do you intend to thrive?

Team



Figure 1: Birchfield, Daily, Hughes, Koprowski, Wilson

If you have any, please include.

- One
- Two
- Three

If all goes well, what will you have built in five years?:

- One
- Two
- Three