

# Digital Librarian

## GMU TechMan 2020 Business Plan

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Team Dewey

George Mason University

Company purpose Start  
here: define your  
company in a single  
declarative sentence.

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

Surely this is true.<sup>1</sup>

Test

Test

Test

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<sup>1</sup>Jane 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

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# 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