

DIGITAL LIBRARIAN

GMU Techman 2020

Team Dewey

George Mason University

1

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

Problem

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).

2

Solution

Explain your eureka moment.
Why is your value prop unique and compelling? Why will it endure?
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3

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?

4

Approach

5

Market Potential

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

6

Competition

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

7

Business Model

How do you intend to thrive?

8

Team



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

9

Financials

If you have any, please include.

- One
- Two
- Three

10

Vision

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

- One
- Two
- Three

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