

# **MPCS 51250**

## **Week 02 – Market**

### **Assignments Due at Start**

- Individual Reflection Report 01
- Press Release 01

### **Agenda**

- 5:30 PM – 6:20 PM – Group Progress Reports
- 6:20 PM – 7:00 PM – Clinkle & “Market” Lecture
- 7:00 PM – 7:10 PM – Break
- 7:10 PM – 8:00 PM – Feasibility Summary & Example
- 8:00 PM – 8:30 PM – Group Work

### **Objectives**

- Students will be able to summarize the current market landscape for their big idea
- Students will be able to create a feasibility summary for their business

### **Assignments Due Next Week**

- Individual Reflection Report 02
  - Are you confident in your business after completing your feasibility summary?
  - What aspect of your business did you like thinking about most & least?
- Group Progress Report 02
  - What are the highlights of the feasibility summary?
  - How were you able to build a compelling case for your business?
  - Are you applying to NVC? (not required, but if you're ok sharing)?
  - What areas of the feasibility summary do you need to grow the most in?