**COURSE: INTRODUCTION TO ENTREPRENEURSHIP**

**COURSE FACULTY: DR. ZUNAIRA SAQIB**

**GROUP MEMBERS:**

**ABC 1**

**ABC 2**

**ABC 3**

**ABC 4**

**ABC 5**

**BATCH: BS EE 20—**

**SECTION: C /D/**

**IDEA 1 (Follow same format for three ideas)**

**The Problem You are Solving:**

* In this section, clearly define the problem or pain point that your business idea aims to address. Explain why this problem is significant and relevant in today's context. Use data, statistics, and real-world examples to highlight the problem's existence and its impact. **Focus on 4 W’s.**

**Your Solution:**

* Describe your proposed solution to the problem. Provide a detailed explanation of how your product or service addresses the identified problem. Discuss the key features, benefits, and functionality of your solution. It's essential to showcase how your solution is innovative and effective. **Focus on solving all problems you described earlier. And how do you plan to make money?**

**Industry Insights**

Clearly identify the industry you are operating in.

* Explain TAM (Global)
* Explain SAM
* Explain SOM

**Unique Selling Proposition (USP):**

* Identify and highlight what sets your product or service apart from competitors. Explain the unique features, qualities, or benefits that make your offering special. Discuss how your USP creates a competitive advantage and attracts customers.

**Cost Leadership or Differentiation**

* Explain if your startup is focused on cost leadership or differentiation. Explain how any of them will be achieved or possible with your startup.

**Target Market and Customer Personas:**

Define your target market by answering

* Who is Your Product or Service For?
* What Needs Does Your Product or Service Meet?
* Who Is Most Likely to Buy Your Product or Service?
* What Demographics are You Targeting?
* What Psychographics Are You Targeting?

**Follow it by creating 2 customer personas of your target market.**

***Provide as much detail as possible in each of these sections. Use graphs, charts and smart art to present your point. Clear and well-researched explanations, supported by data and market analysis, will make their assignment more compelling. Please note that any hint of plagisirim will lead to 0 in the assignment.***