##### **Additional instructor's comments about your submission**

**Feedback on final project - Team 7**

Provide a draft of each of the final documents:

Be aware that the 3 documents below all need to play with and support each other. They need to be consistent. My feedback below is general, first pass feedback so think in much more detail. It is not sufficient just to address my input as I will do a very thorough pass when I do the final grade. Even though feedback may be in one of the 3 sections, you need to evaluate if it also impacts the other documents you are creating. It likely does!

You want to make it clear through these documents that you have the following:

* a clear customer problem (with supporting data)
* a clear solution
* It is a reasonably sized market segment in a broader market
* You understand how to find customers in that market segment and the costs of doing so
* You understand the general process of investment, launch, and viable business model in creating a financial plan
* Clear view of the ecosystem and how your company and product fits into the ecosystem
* It is all communicated in a clear, concise manner.

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Executive Summary

The executive summary is supposed to be a short version of your complete business story. It should include the big picture opportunity and the critical detail for all functional areas to show you know what to do to execute on your plan. At the end of it, I'm supposed to be excited to hear more.

* What makes it more effective/less expensive than competitor solutions? Show comparison of key characteristics
* What is the manufacturing strategy?
* What is your distribution model for direct to consumer sale?

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Presentation

This is a 10-minute sales pitch about your business. It should make it clear what the strength of the business idea is relative to the problem you are solving, the need, the market, the ecosystem, and all key aspects of delivery. Finally, it should include a financial summary the listener to understand what you want to accomplish and why/how you think it will be valuable.

* Need at least conceptual detail of proposed solution/technology e.g. prototype design and why it makes better than others
* How would the product be manufactured?

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Financial Plan

This is your financial model for the business. It should show the near term detail of how you get to market (technical, operational, investment, Goods production and Revenue) and then projections for at least 3 years. There should be one tab that contains the major assumptions you have used as the basis for the key assumptions you make in the other tabs. Make sure to site your references for key assumptions. I don't accept fabricated data..

* Missing information on break even analysis

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