# Introduction (10) (Write last – treat as Executive Summary).

Description of your technology business, including (but not limited to) the information below:

* Your business name.
* Industry and specialization.
* Clients, business partners, and competitors.
* Size and information about the target market(s).

Rubric: Introduction should hold all essential information; provide a clear and comprehensive background of the company and the current situation.

# Business Opportunities (20)

Rubric: Opportunities and issues are clearly identified and analyzed at different levels (macro and micro); options and alternatives are presented with thoughtful considerations; the selection of alternatives is well justified by presenting potential impacts and benefits.

## Problem Context.

* You may use narrative, flowcharts, tables, and hypothetical statistics to describe the current market problems.
* Current global events can be taken into consideration to further highlight the problems and potential improvements.

## Problem Statement.

* Explain the importance/impacts of the problems that need to be addressed; and.

## Business Solutions.

* What are your business solutions and how can they effectively address the identified problems?

Problem Context.