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

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

* Your business name
* Industry and specialisation
* Clients, business partners, competitors
* Size and information about the targeted market(s)

Rubric: Introduction holds all essential information; provides a clear and comprehensive background of the company and the current situation

# **Business Opportunities (20)**

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

## Problem Context

* You may **use narrative, flow chart, table, hypothetical statistics** etc. 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 problem**s that need to be addressed; and

## Business Solution

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

Problem Context