

15/12/2022 LEcture 1

### **Technology plan**

description of what innovation you are doing. if tech project

### **Tech comparison**

Entrepreneurship is all about newnthings form old things. How to cover the market gap.

### **Commercialization requirements.**

If you commm. that tech. How will you market this.

4 marketing plam 4 Ps product price promotion product > packaging, branding, labelling

**Marketing segment** We can only satisfy a fraction of the original market, we cannot satisfy the whpole market. Eveyrone has likes dislikes, wants, needs,

identify segment, placement, product pricing etc. the 4Ps depend on this specific segment.

### **Pricing.....?**

**distribution / placement.**

product should always be on shelf.

**Promotion** Social media channel, TV,

**sales of first fiver years.**

### **Financial plan**

**Sources of funds** investors, loans, equity financing

**Production outsourcing plan,**

manufacturing process, technology outsourcing plan.

**Organization plan**

back ground of members involved, create an organization structure against them.

ESummary is different then exec. summar. exec Summary doesn't have conclusions. buisness plan only

Summary in section 9 is more like conclusion...

**Exam, Patent walla part ayga final mein.**