

Project Deliverables/ 1

Setting the opportunity

JM^a Monguet (2014)

Finding the problem or identifying a particular need in a niche is the first step for designing a particular solution to that problem or need. The new solution will propose to use a new technology, a new approach or whatever, that may be seen by the market as something interesting that deserves an “opportunity”.

Project Profile

<i>Name of the project¹</i>	
Define the need, problem and solution that the project is about	5 words definition 25 words definition 125 words definition
Redefinition ² after the SoA and MR have been advanced	5 words definition 25 words definition 125 words definition
Functionalities of the prototype.	Results in terms of functionalities that the prototype will have.
Users in trials and tests.	Results in terms of users that will be involved in the prototype trials and market tests.
Sources of incomes	Hypothetical sources of incomes in the business model and justification based on value given to customers. Include paying or funding bodies (e.g. calls of public support)
Negotiations with potential clients.	Do an approach of a scenario of preliminary negotiations with potential customers.

¹ How Can I Find a Good Name for My Business?. <http://www.entrepreneur.com/video/220142>

How to find a domain name. <http://www.workhappy.net/2011/05/how-to-find-a-good-domain-name.html>

² Later on (may be some days or weeks), once the State of Art (SoA) and the Market Research (MR) have been worked to some extent, it's interesting to review the statement of the opportunity.

Template

Name	
Definition <i>Date:</i>	
Redefinition <i>Date:</i>	
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Users in trials and tests.	
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