# EP2150

# Project Assignment 2 – The “Den” Pitch

Due: The Week of February 16

You (your group) are to develop your business idea further and develop a presentation.

Present their chosen project. Each group will be allotted 15 minutes of presentation time. The formal presentation should take approximately 5-10 minutes with the remainder of the allotted time reserved for questions. It is expected that each team member will participate in some way in the presentation. The presentation is to be formal in nature and I expect the groups to adopt this perspective when presenting. In conjunction to the presentation each group is required to submit a paper copy of the presentation

The proposal should cover the following central areas at a minimum (in no particular order):

1. Feasibility – is the product feasible to produce? What types of research and testing has the group conducted to ensure viability? What does the product concept currently entail? Provision of sketches and block diagrams for development is encouraged.

2. Market – is there a market for this product? What evidence has the group gathered that would indicate this? Who is the customer for the product? What defines the market? What market characteristics are critical to success?

3. Competition – is their currently a competitive product on the market? Who are the competitors? Is your product patentable? Have you conducted an exhaustive patent search?

4. Strategy – What is your competitive advantage? How do you plan to proceed? What is the path you are forecasting for your venture?

These areas represent a rough outline of the questions we expect to have answered at this stage of the process – they are not meant to be exhaustive and we expect the groups to push beyond these issues in their presentation and report.