

DESIGN & PITCH CHALLENGE

Key Business Proposition

Entrepreneurs look for ways to create value for their **customers**. Creating value means making a customer's situation or job better. This can be done by enhancing something that they like about their situation (**likes**) or fixing something that they don't like about their situation (**dislikes**). Use the chart below to describe your **product**, your customers, and how your product creates value for them.

Once you've developed your product idea, you need to begin developing your business around your product. Use the **Business Model** section to describe the type of business you will use to produce and distribute your product.

<u>Product</u>		<u>Customers</u>	
<u>Enhancing the Likes</u>		<u>Fixing the Dislikes</u>	
<u>Business Model</u>			

