

# DESIGN & PITCH CHALLENGE

## PROTOTYPE TO PROFIT: TECHNICAL BRIEF

Create a technical brief that describes your selected product and your plan for turning it into a business.

**PART 1. Briefly describe your selected product and the problem it solves.**

**PART 2. Describe why you chose your selected product. What about the product made you think it could be a good business idea?**

**PART 3. For any products in the list that you thought about using but didn't, explain why you didn't choose them.**

**PART 4. How did developing your Key Business Proposition and selecting your business model affect your financial business plan?**

**PART 5. Your final plan probably looked different from your original plan. Describe the process for how you developed your plan for your selected product from start to finish.**



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### PART 6. How well do you think your business will work under real-world conditions?

Just a little	Somewhat	Fairly Well	Almost Completely

*Explain your reasoning.*

### PART 7. Fully describe your Prototype to Profit solution based on the questions below.

1. What does your product do and how does it work?
  - a. Describe the product you selected for your business.
  - b. Explain what the product does and the math and/or science it uses to do it.
2. Who are your customers?
  - a. Describe your target customers.
  - b. Explain why your target customers will want to buy your product.
3. What are your business expenses?
  - a. Describe all business expenses.
  - b. Write an algebraic expression that represents **all expected** expenses.  
Be sure to define all variables in your expression.
4. Where will be your revenue sources?
  - a. Describe all revenue sources, including the price your business will charge for your product.
  - b. Write an algebraic expression that represents **all expected** revenue.  
Be sure to define all variables in your expression.
5. When will your business make a positive profit?
  - a. Describe the business model you will use to get the product to users.
  - b. Show, using calculations and graphs, when your business will begin making a positive profit.