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Storm water

-

Reflections on business and marketing



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The business plan

Executive summary

Company and product description

Industry and competitor analysis

Market analysis:

- ~~- The problem or customer need~~
- ~~- USP (Unique Selling Proposition)~~
- ~~- Target market (customers)~~

Marketing plan

Product and company development plan

Management team

Financial plan:

- Financial projections

The reason why your product or service is different from and better than those of competitors.

Is there enough 'pain'?



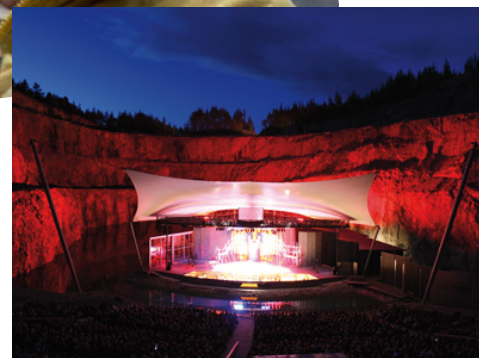
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Bare bone framing





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Framing the solution





“You will have an impact when you understand the audience, what they want and how they want you to deliver your message ... always remember who you are talking to, how does that person want me to present the idea?”

Emelie Norborg, Deloitte



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Challenge I

| Things associated with entrepreneurship | Antonyms |
|--|---|
| <p data-bbox="531 629 784 708">Development Growth</p>  <p data-bbox="531 1046 710 1129">Discovery Creativity</p> | <p data-bbox="1161 629 1363 708">Stagnation Decline</p>  <p data-bbox="1161 1039 1319 1125">Oblivion Dullness</p> |

From: Berglund & Johansson (2007)

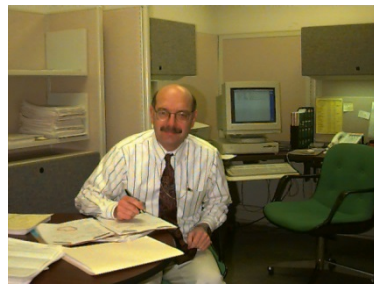


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Challenge II



“Creative,
sustainable”



“Reliable”



“Cool”



“Scalable”



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*May the force
be with you!*