WHO IS SELLING: (FIND A COMMERCIAL ~~PETT~~ EXPERT)

VALUE PROPOSITION:
- UNCLEAR
- (SPECIFY SCHOOL SEGMENT)
- (SPECIFY MODULES)

EASY TO COPY:

NO PROOF THAT THE PRODUCT IS COMPREHENSIVE

AFTER SALE TECHNICAL SUPPORT → UNCLEAR

NO COMMERCIAL & LEGAL TEAM:

IP OWNERSHIP UNCLEAR:

UNCLEAR MARKET STRATEGY
(LACK OF SECURE SALES CHANNEL, GOVERNMENT RELATIONS(?))

UNJUSTIFIED MARKET SHARE PREDICTION

- LACK OF TARGET MARKET CLASSIFICATION.
- NO SKIN IN THE GAME BY THE INNOVATORS
- NO CLEAR STAKEHOLDER MAPPING
- NO EXIT STRATEGY.
- NO RISK ANALYSES
- NON-FEASABLE SALES PLAN
- TOO GENERAL PRODUCT DEFINITION.
- UNCLEAR INVESTMENT FEASIBILITY FOR THE CUSTOMERS & COMPANY.
- UNCLEAR BENEFITS TO THE CUSTOMER.

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What is your view on the proposition?

- Competitor analysis is not detailed enough
- IP ownership depends to only one person, this can cause conflicts
- Market analysis is not clear
- CEO & CTO the same XX
- Prof.s business oriented or fund oriented ??
- University as a shoe holder; problem (?)
- Part time CEO, CTO!
- Asks money only for salary
- Competitors can easily enter into this market
- Who is Josephine? What is her function?

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Product has too diverse properties (MVP)

Business plan is not detailed enough

Feedback

1) A real CEO from private sector is necessary!

2) A detailed market analysis must be made

3) TEAM is only "John" must be developed

4) Needs encouragement (consultancy)

INVESTMENT READINESS

(?) XX (++)

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(2) Main Questions

- IP licensing or assigning
- No competing products?
- Value proposition / Not validated
- Team lacking key expertise - No info - Josephine
- Full time dedicated entrepreneur (No entrepr.. experience)
- No marketting strategy
- Proposition missing