

You will often have a chance to develop or evaluate business propositions. If you do nothing else, at least cover these elements.

Presenting Business Opportunities

Document Simply and Clearly

Customer Need

What unmet customer need exists that you are addressing? Which customers? What are the characteristics of the need and those customers?

Proposed Solution

How do you plan to fulfill the need described? What alternatives are available (or could be) to the customers, and why is your solution preferred? How is our solution better than the competition? What are the key elements of the solution proposed? How do you plan to implement? When?

Costs

What are the major costs and assets of delivering this solution? Provide enough detail so we understand them well.

Price and Profit

What do we plan to charge the customer? What are their expectations? What are the margins and the net profits?

Risks

What are the important things that could go wrong? What are our plans to minimize the occurrence or the cost of those risks?

MIT OpenCourseWare
<http://ocw.mit.edu>

2.96 / 2.961 / 6.930 / 10.806 / 16.653 Management in Engineering
Fall 2012

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.