**Marketing/Entrepreneurship**

Lessons for the Week **2/25 – 3/1**

***BLK 3—Week #6***

**Mon. 2/25**: 1. Finish discussing and begin work on “What is **Business Opportunity**?” MEMO

* What problem does your business solve? Why you & not your competition? What makes you so special or different? Can you find any statistics that back up why we need you? Is there a need for what you offer? Prove it. What makes you think you can make $ selling this product or service?

**Homework**: 1.) MEMO/Write up on your **Business Opportunity** DUE: e-mailed sometime on Tues. 2/26

(\*this one you can’t sign), CC your partner –time to work tomorrow too so make it good!

**Tues. 2/26**: 1. Discuss—**Competitive Advantages** NOTES (6), copy notes from website into

your notebook, I will grade this next week—you NEED these notes!

1. Work on your **MEMO—Business Opportunity**—research!! \*see yesterday above, spelling/grammar count! Have someone else proof it besides yourself!

**Homework** 1.) MEMO/Write up on your **Business Opportunity** DUE: e-mailed sometime on Tues. 2/26

(\*this one you can’t sign), CC your partner –time to work tomorrow too so make it good!

**Wed. 2/27**: 1. Look @ Business Plan Template **Slide #3 Problem/Opportunity** & **#4 Value**

**Proposition**—how can you best explain these and SHOW these?

**Homework** 1.) Slides #3 & #4 DUE: Fri. 3/1 beginning of class +NOTES

**Thurs. 2/28**: 1. Work on **Slide #3 Problem/Opportunity** & **#4 Value Proposition**

**Homework** 1.) Slides #3 & #4 DUE: Fri. 3/1 beginning of class +NOTES

**Fri. 3/1**: **\*\**Sign Partnership Agreements today if you plan to stay together!***

1. Look @ **Slide #5 Underlying Magic**—what is your special sauce that gives your

product/service the edge?

**Homework** 1.) Slide #5 Underlying Magic DUE: Mon. 3/4 +NOTES, expect to present Slides 1,2,3,4,5,12

on Tues. 3/5