



Project Proposal Overview: High-tech Entrepreneurship Major

The applicant needs to submit a business idea proposal describing a new startup idea. The proposal should include, but not be limited to

Problem

Clearly articulate the specific issue your target customers are facing. Include relevant statistics or real-world examples to underscore the problem's impact.

Solution

Describe how your product or service effectively addresses the identified problem. Highlight any unique features or innovative approaches.

Market Opportunity

Detail the size and growth potential of your target market. Include data on market trends, customer segments, and potential demand.

Existing Solutions and Competitors

Identify existing similar solutions and competitors in the market. Explain how your solution compares and what differentiates it. Highlight any gaps or limitations in competitors' offerings that your solution addresses.

Competitive Advantage

Explain what sets your solution apart from existing and potential competitors. This could include proprietary technology, unique partnerships, or specialised expertise.

Business Model

Outline how your business will generate revenue. Include pricing strategies, sales channels, and any recurring revenue streams.

Challenges

Identify the primary obstacles you may encounter in implementing your idea and propose strategies to overcome them.

Why You? Why this idea?

Share your motivation and why you are the right person to execute this idea. Highlight relevant experience, skills, and passion.