

Developing a Business or Product Idea

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. What is the difference between Functional and Non-Functional Requirements? Explain, giving examples.
- II. What is a Franchise?
- III. What is the purpose of a Business Plan? Outline the elements of the One-Page Plan.
- IV. What is a Pitch Deck?
- V. Define the following terms:
 - a. Sole Proprietorship
 - b. Solopreneur
 - c. Joint Venture

Q: 2: Discuss the different steps for identifying the Target Market and Customers. (7)

Q: 3: Describe the various parts of financial projections. (8)