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Entrepreneurship in Education

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Can Entrepreneurship be taught?

Framework (Sequoia Capital)

Company Purpose

Define the company/business in a single declarative sentence.

Problem

Describe the pain of the customer (or the customer's customer).

Outline how the customer addresses the issue today.

Solution

Demonstrate your company's value proposition to make the customer's life better.

Show where your product physically sits.

Provide use cases.

Why Now

Set-up the historical evolution of your category.

Define recent trends that make your solution possible.

Market Size

Identify/profile the customer you cater to.

Calculate the TAM (top down), SAM (bottoms up) and SOM.

Competition

List competitors

List competitive advantages

Product

Product line-up (form factor, functionality, features, architecture, intellectual property).

Development roadmap.

Business Model

Revenue model

Pricing

Average account size and/or lifetime value

Sales & distribution model

Customer/pipeline list

Team

Founders & Management

Board of Directors/Board of Advisors

Financials

Initial Investment

Operating costs year one

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