

BMGT 299: Entrepreneurship Capstone

Unit 8 Assignment – Proof of Concept



Category of Business _____

I am not asking you to create a prototype here and test it, although that could offer convincing “Proof of Claim,” nor am I asking you to open your first business or design your first website (although some of you have done that before) – but explain, the best way you can think of, to provide “Proof of Concept” that would **DEMONSTRATE** the viability of your business.

This may take some online research to see what has been done to do the same thing in your industry – or you can be creative. Describe how, using a reasonably small amount of funds, how you would demonstrably prove that your business idea, the model you intend to implement will be success.

Describe below, illustrate if that assists your description.