

Name _____ Date _____

OPPORTUNITY PROPOSAL WORKSHEET

You must turn in this sheet before you leave the site (1 sheet per person)

OPPORTUNITY TITLE (create a catchy name that summarizes the pain you want to address) :

TARGET CUSTOMER :

BACKGROUND OF THE PROBLEM (describe the pain being addressed in detail):

HOW WILL THIS BE VIEWED AS A GAIN BY THE TARGET CUSTOMER?

****BE PREPARED TO ELABORATE ON YOUR PROPOSALS AS WE DISCUSS THEM AS A CLASS.**

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