Module 4 Lab Assignment

**Lab 4:**

For this lab you will stay in your same Team from Lab 3.  For this lab, taking some of the information from Module 4, plus additional resources you seek out, you will come up with an innovative idea for a new company or product for IT.

1.  Discuss your new company or product (this should be a minimum of 2 pages for the company, and 1 page if a product).

2.  Discuss who your customers will be (1 paragraph)

3.  How will you attract your customers - write a PR general plan (1 page)

4.  Who are your competitors?  How are your going to be "different" or unique" (1 page)

5.  Come up with a general list of:

    a.  employees (type of position and salary) for the company/product?

    b.  Type of equipment you will need for your employees and data center) for the company/product?

    c.  What kind of space will you require - how much do you think rent will cost for the company/product?

    d.  general operating costs (phone, internet, supplies, etc.) for the company/product?

6.  Estimate the amount of capital you will need to have to start your company or product. (use link for accounting and costs from above)

7.  Discuss how you will raise the capital for your business (or product)?

8.  After creating this new company/product discuss whether or not you believe this will be viable?