

PROJECT NAME: TEAM MEMBERS:		IDEA IN SHORT:	
<b>Hardcore entrepreneur hackathon 4.0</b>			
1.PRODUCT - PROBLEM WE SOLVE		2. OUR TARGET GROUP 	
3. SMART OBJECTIVES	4. PRICE		5. PROMOTION 
The 5 elements	Monetization		How and where we market

# All the way up!

## 1. Know your product very well.

Think about in which category is your app included:

- a. A problem you solve.
- b. An improvement you bring.



## 2. To whom you sell?

Target markets—also known as personas—identify demographic information like:

**Location**

**Income**

**Age**

**Profession**

# VICTORY

## 3. Objectives

All the objective that you put into work must be **SMART**

**S**pecific

**M**easurable

**A**chievable

**R**ealistic

**T**ime-bound



Hint: mention all these 5 words/elements in your business plan

## 4. PRICE = MONETIZATION

Is it any possibility to further develop this idea?

Did you make a clear and real business plan for your app or are you rockets away from reality?

Are your resources correctly used?

Does it bring money?

# You are crewmate.

## 5. PROMOTION



“When we talk about marketing, the second step, with **defining our target group**, will make the difference when it comes about selling the product. By knowing our potential clients, we can easily choose a way to communicate, based on their age and occupation, you will make research to see what the platforms are where they can see your app, how to reach them, attract them, and how to properly make them buy it.”