

**1.****Sportsman Tracker**

This is a web-based application. It can be used to forecast future success for fishermen and hunters. By: Jeffrey James Courier

**Critical Assessment**

The Sportsman Tracker is viable since it has more features, unlike Cabela `s mobile app. The Sportsman Tracker is capable of offering features that will enable hunters and fishermen to generate predictions based on their past fishing and hunting locations. For example, the application is able to analyze past information concerning hunting and fishing and then produce best future locations and outings for hunting and fishing. Sportsman Tracker is simple and easy to use. The customers to this idea are identifiable. It will be of great assistance to the hunters and fishermen as they will be able to predict their hunting and fishing patterns based on their previous outings. This venture idea has created a mental picture to the intended users. Jeffrey clearly defined his target market and has gone ahead to segment it. Offers an opening window for opportunities to the hunters and fishermen. The operating costs associated with the Sportsman Tracker are low and variable making the startup cost to be less compared to implied benefits. The market is emerging, though there is one direct competitor. His closest competitor is Cabela's who already has an application that assists fishers and hunters to catalog their hunting outings. It is important to know what they offer, how they price and their strengths and weaknesses. It is upon these weaknesses and strengths that Sportsman Tracker can situate itself with a value proposition that has differentiated the application to be competitive enough with Cabela. Jeffery himself has an in-depth knowledge of the new technologies in the market. This will enable him to incorporate up to date technology. Also gives Sportsman Tracker an upper hand to compete favorably for the market share. This application is run through the mobile internet platform enabling many customers to access it. Will seek only a developing license, therefore, the government requirements are favorable in his market.

Despite the many strengths, it has also some weak points. First, the possible customer demographics are not captured. This implies the composition of the intended customers is unknown. Second, have not analyzed the demand of his application. This may mean that the Sportsman Tracker has no idea whether it will be accepted in the market. Third, the market growth potential has not been analyzed also. Therefore, he is not in a position to project the revenues after venturing with a capitalist. Fourth, the charged required by the customer to access the app has not been revealed yet, hence estimating the projected sales volume is cumbersome.

2.

### **Proper Soda**

The idea of the Stephen Curtis is to take natural soda ingredient and highlight it in order to create great tasting, interesting soda. He will use existing infrastructure by combining them with quality ingredients to come up with a new exciting and delicious soda.

### **Critical Assessment**

The Proper Soda presents quality branding that commands customer attention and loyalty. This ensures customers continue with the consumption of the product without switching to other brands. Further, the Proper Soda provides unique ingredients that are not being utilized by competitors in the market. The mental image of the Proper Soda and its interesting ingredients has been clearly captured in the expected customers' mind. This will ensure once the product is in the market customers will easily identify it. The window of opportunity for Proper Soda is open since the Proper Soda has unique ingredients that are not in other brands, differentiating themselves makes them intriguing and spontaneous. The market growth for Proper Soda is expected to grow at a rate of more than 20 percent. Stephen has shown how he will use the start-up funds to develop a prototype that will aid in gauging the capability of going into large scale production. Although, he has two direct competitors, Dry Sodas, and Izze.

Regardless of the much strength associated with this great idea, it also has some shortcomings. Stephen has not analyzed his potential customers, their location, their demographics and their demand. Further, the government requirements and regulations for him to enter the market have not been covered. With no identification of laws and regulation means that he has no idea concerning, for example, taxes, unlawful businesses and even unauthorized locations for the business. In addition, had not determined the prices for his new product and consequently he cannot project the sales volume and the potentiality for growth. This means he cannot the break -even point for his sales. Moreover, the numbers of substitutes to his product have not been analyzed. This analysis, for example, consumption rates of substitutes, could help to determine the prices and even predict chances of customer switch from substitutes to the new product. But none the less, Stephen has consumers lining up in his comment thread really supporting his idea, and excited about the new and upcoming interesting soda's he has to offer. The potential of this idea and service can be endless if Stephen can generate great sodas with his special ingredients!

### 3.

### **Recycling Food Waste: Gardening Fertilizer**

With expired foods being thrown away, and gone to waste. Recycling Food Waste wants to recycle expired food, and use it as fertilizer for gardens in Detroit,

### **Critical Assessment**

This great idea is viable considering the analysis of the current state of the food wastes that also end polluting the environment. These food wastes can be recycled and transformed into fertilizer. The entrepreneur has demonstrated the viability of this idea by highlighting on areas that make the idea to be real. In this idea the entrepreneur is aiming more to solve a problem, more then generate a business for themselves. For instance by recycling food wastes and transforming them into fertilizer makes increases supply of fertilizer and at the same time reduces environmental pollution. Has also analyzed the nearby competitors. For example, Forgotten Harvest, which runs a major food redistribution program that distributes surplus food to the need, forms a major competitor

to this idea. In-depth analysis of the existence of un-utilized food wastes also makes the idea sound. For instance, the entrepreneur has researched and found that wastes by supermarkets and groceries go unclaimed. This presents an opportunity to utilize all those wastes and transforming them into fertilizer. Further, statistics from environmental clubs show that disposal of waste products still is a major problem and hence this idea will try to solve this problem at the same time. Reports from environmental clubs show that 30-40% of food go uneaten, therefore wasted. The food supply is a continues phenomena hence food wastes will always be there. This implies that the idea will flourish when adopted.

This idea has not touched on some essential areas that will make it fully successful. These area's, therefore, represent the possible weaknesses. Has not estimated the initial costs associated with this idea, for example, the cost of collecting and recycling the food wastes and costs associated with labor has not been explored. The aspect of a price of the final product has not been mentioned. Therefore, estimation of profits and break-even points is cumbersome. Also has not mentioned the person to run the idea nor the skills required in order to exploit the idea. The entrepreneur has not fully identified the customers of the fertilizer nor has he identified the market and segmented it. This can be a hallmark to this idea because one cannot start an idea without customers.

## References

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