

Module		BUSINESS DESCRIPTION	
BLOCK ID	3.1	BLOCK TYPE	Text on Image, Paragraph, Three Flash Cards, Matching block, Note, Divider
NOTES 1. The Text appears as a heading over the Image 1. Three Flash cards are placed horizontally on-screen with ‘Front’ facing. Each flash card is of different brand color. Learner clicks on the card to read the flip text 1. Learners can try the matching block any number of times		CONTENT Image: Person working on computer.jpg Text: You put a lot of thought into your original business concept. Now you need to know how to succinctly describe your business Paragraph: A business description provides an overview of key aspects of your business, like what you do and what makes your business unique. Anyone reading your business description should understand the scope of your business, see how your business has a place in the market, and how it can benefit customers. Subheading: What to include in Business Description Flash Cards:	
		Front: Problem & Solution	Front: Product Features
		Front: Business Growth Potential	
		Flip Text: Your business solution can be a product or service, but it would typically solve a problem or challenge. So, explain the problem and describe how your solution solves the problem	Flip Text: Highlight the key and innovative features of your product or service. Elaborate on how your solution compares to existing offerings.
		Flip Text: Research and record evidence that supports your business growth. This can include published data, media, graphs from credible sources, news reports, and research articles.	

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		Left	Right
		Problem	There is a huge demand in aerospace for durable, lightweight, and sustainable materials
		Product Features	Tobosite is 40% more cost-effective, sustainable and is radiation-proof
		Business Growth	With a \$100 billion composite market, Tobosite could conservatively attain 1% market share
		Solution	Tobosite is a bio-based panel that will be sold to aerospace part manufacturing companies
		Note: Go ahead and add your business description to the Business Plan Template. You can always come back and iterate your work later, as things evolve.	
		Divider: Continue	