



## LaunchX Clubs: Milestone 2 Deliverable

**High School:** Niwot High School

**Team Name:** Premium

**Startup Members:** Connor G, Ismael D, Daniel C

### Reminder of Milestones:

Release Date	Deadline	Section / Milestone
June 1	Oct 1	0: Registration and Pre-Survey (individual, remaining are team)
Sept 1	Dec 1	1: Foundation / Purpose Pitch
Oct 1	Dec 1	2: Value Proposition
Nov 1	Jan 1	3: Testing Your Offering
Dec 15	Feb 1	4: Iteration
Jan 15	Mar 11	5: Business Logistics and Pitch

### Market Research:

#### Interview Insights:

40+, married

- Technology learning curve is steep
- some find it hard to find the best and actually real information online
- Don't know how to fix tech or household problems

15 - 24

- Wish technology could improve their lives more
- Hate school;)

#### Target Customer Profile:

Our target customer profile is large, as millions of people do not know how to fix broken items or where to get the items they need

Age: 18 and up (self-supporting)

Gender: Either of the two

Geography: Anywhere

Work: Any where the yearly salary is above poverty levels

Values: Any and every

Value Proposition:

**Competitive Differentiation**

Direct us. Indirect Customers

All of our customers are direct, as anyone with a mobile phone is a customer and if someone doesn't have a mobile, they cannot be a customer of any kind as they would not have the medium required for our product. The product will be priced at \$0.99, as this is not "expensive" per se, but still enough to make considerable growth. After extensive research, we could not find competition for this problem

**Strategy**

We are creating an app that "reads" a picture, identifies a problem, and gives all necessary information to solve the problem.

We first thought to connect people to experts in an online chat, then we thought we should have people write their problem down, then we realized a picture would be the quickest way to document a problem.

**Value proposition**

For all mobile phone owners, Premium Solutions is the problem solving brand who delivers fast, easy, and cheap solutions using the most powerful image recognition software available paired with strong ai technology to bring consumers the perfect solution to any problem.