In Written & Graphical Form (you are not there).

- Communicate to Investors and Customers
- Design right product and right business model.
Acuson makes advanced ultrasound equipment based on an array of 64 sensors instead of the current single sensor.

**Problem:** Sonography staff can’t tolerate the plentiful missed diagnoses.

**Solution:** Advances in electronics and computer power allow scanning of an array of sensors so the ultrasound head can be freely manipulated by hand and provide focus simultaneously at different depths.

**COMPANY**

**Contact:**

**History/Status:**

**Funding:**

**Use of Money:**

**Principals:**

**MARKET** Top Down, Bottom Up.

**COMPETITION** Hewlett Packard, ...

**DEFENSIBILITY**

**BUSINESS MODEL**

**MILESTONES - PAST & FUTURE**
START WITH PLACEHOLDERS

• Logo & Name
• Capline
• Picture to grab attention
• Communicate Benefits
• Explain Product

Test with family, friends, neighbours, potential customers. Iterate. Iterate. Iterate.
Customers → eBay Server Farm

PayPal

Merchants

Premium Listings

Transaction Fee

Ratings
Concluding

Denis Coleman  dcoleman296@gmail.com

1 – Pager for Investor
1 – Page Flyer for Customer
1 – Page “Block Diagram” of Your Business

Start Early

Expect “Pushback”. Have Fun!

Iterate – Test – Redesign – Refine – Have Fun