

Carnegie Mellon University in Qatar
15390 - Spring 2018

Project Handout

Checkpoint I

Out: January 22, 2018

Due: February 27, 2018

Checkpoint I [35 Points]

This checkpoint involves two parts, namely, *Part 1* and *Part 2*. In Part 1, you will identify the knowledge, skills, interests, and passions of your team. In Part 2, you will apply market segmentation to understand a domain (e.g., healthcare, education, energy, transportation, etc.) of your choice, detect a specific problem in one segment of your generated market segmentation tree, develop an idea to solve this problem, build a market segmentation matrix, and perform primary and secondary market research to fully populate your matrix.

Part I

Use the following chart to identify your team's knowledge, skills, interests, and passions. Recall that each team should include at least two members and at most four (*preferably three*).

	Team Member 1	Team Member 2	Team Member 3	Team Member 4
Capabilities: What are you most proficient at (e.g., design, theory, programming, systems, marketing, finance, accounting, etc.)? Explain why.				
Connections: Who do you know with expertise in different industries? Do you know other entrepreneurs? Specify.				
Past Experience: In previous experiences in your life, what "pain points" can you recall very well?				
Passion: Where is your passion mostly?				

Part II

This part involves using market segmentation, building a market segmentation matrix, and applying primary and secondary market research to populate your matrix.

- A. Start with a generic idea and apply market segmentation on it. Afterwards, select a specific segment and define a major problem in it.
- B. Come up with a specific solution for your defined problem. Explain your idea in English and feel free to write a pseudo-code for any specific algorithm that you might come up with (*if any*). Also, make sure to state all your leap-of-faith assumptions with respect to your defined problem and selected solution.
- C. Specify a maximum of 4 applications (or *market opportunities*) to your idea and build a market segmentation matrix accordingly. Subsequently, fill in the cells of your matrix using primary and secondary market research. **Note:** include all the sources that you used in your secondary market research and discuss how you did your primary market research.