THE BIG IDEA UPSTART Win Cash and Tech Prizes!

"Tell us your Big Idea to Positively Change your world!"

Your Name: Steve Jobs	Email Address: steve@apple.com Phone no: 0454 667 887
School/Org: Upstart Academy	Age: 15 Year level: 10
What is the Problem / Opportunity? *What problem are you trying to solve/improve?* *What opportunity do you see?*	The problem/opportunity is that people *don't always have the music with them that they want to listen to, and that portable music is not that portable; people have to carry around tapes, or CDs and bulky stereos*
What is your business idea?	My solution is a small portable device for people to listen to music without the need for CDs or tapes. People will have access to an endless supply of tunes.
Describe how your solution will work?	I will achieve this by adapting a music storage device to make it smaller and giving is an easy user interface.
Who are my Target Customers? *Who is your idea for?* *Who will your idea help?* *Describe your customers in detail (what age, where from, likes/dislikes)*	My target customers are people who like to listen to music on the go; teens, students, public transport users, joggers– globally.
Approx. how many people could become your customers?	Hundreds, Thousands, Millions, **Billions**
Customer Discovery: *How do you know your customers will want / buy / use your idea?* *(who / how many people have you spoken to about your idea, how did you reach them – survey, in person, social media?*	I have tested the market by doing I went to the skate park and the gym and asked 10 people in each place. 80% said they would like portable music with endless choice.
Why is my idea better? *What else is out there like this?* *How is your idea different/better?* *(try a quick Google search and see what you can find,)*	There are a few MP3 players on the market but they don't look that cool. My design looks slick and cool, is functional and easy to use.
My team *What strengths/skills do you bring?* *What skills do other team members bring?* *What strengths/skills do you need to take your idea to the next stage?*	I am the ideas person in the team, I am creative and see opportunity, Sarah has an interest in IT and is good at explaining it to people.
Idea Name	My Big Idea is called The Ipod