

BDP Topic Approval Summary

Please provide brief answers under each heading in the table below to explain your proposed startup idea. Bring the completed summary to your next supervision meeting and be prepared to discuss it. This information will help me assess the suitability and scope of your topic before you develop the full Introduction.

Information required	What students should explain
1. Proposed topic or working title	Give a specific title identifying the proposed business opportunity.
2. Business problem or unmet need	What problem exists, who experiences it and why does it matter?
3. Proposed business response	What product or service will the proposed startup offer, and how will it address the identified problem or unmet need?
4. Target customers and scope	Who are the intended customers? Specify the industry, location and market segment, keeping the scope manageable.
5. Early evidence of demand	What initial observations or published evidence suggest that customers need this offer? Include one or two credible sources where available.
6. Aim and feasibility	What will the BDP assess or develop? Briefly identify the information available to investigate the opportunity and any obvious access difficulties.

Preferred startup location: The preferred location for your proposed startup is the UK, because it supports access to relevant evidence and enables effective supervision and assessment. If you wish to propose a startup outside the UK, please explain your reasons and demonstrate that sufficient reliable evidence is available for the market opportunity, competitive environment, feasibility, financial planning and other relevant sections of the BDP. All sources cited must be available in English and accessible for verification. Your proposed location will be considered alongside the availability of evidence and the feasibility of completing the BDP within the project timeframe.

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