**2017 Grocery Challenge**

## General Information

|  |  |
| --- | --- |
| Project Focus |  |
| Primary Contact Person |  |
| Role of Primary Contact | Choose an item. |
| E-Mail Address |  |

Please complete the following short answer questions. Limit of 250 words per section. Bullets or full sentences are fine.

## Briefly describe your idea/solution to the Grocery Challenge. What makes it innovative?

Enter Text Here…

## Define the primary Customer Segment(s) you are aiming to reach and serve (for example: students, residents in the Near West Side, etc.). How do you know customers will take advantage of this solution (did you do any surveys, participate in a focus group, talk to anyone, etc.)

Enter Text Here…

## Explain your value proposition or what makes your approach unique. The value proposition is the combination of products and serves you will provide customers.

Enter Text Here…

## What channels will you use to reach your customer segment and deliver fresh produce/food?

Enter Text Here…

## Describe the key resources needed to make your grocery idea work?

Enter Text Here…

## What are the key activities that you must take place for the grocery idea to work?

Enter Text Here…

## Describe the key partners, which will likely include suppliers and partners needed to make the grocery solution work.

Enter Text Here…

## Explain what impact you hope your solution will have on Marquette and the Near West Side

Enter Text Here…

## List team members and their roles on the project.

Enter Text Here…