

1. Adopt a Kitten	
Label	Field Description
Business Idea (elevator pitch)	
Company Profile	<p>Company localization number of employees Year of Establishment Yearly Revenues [Briefly describe your customer's products or services. Include information about the company's history. Example: Wingtip Toys, established in 1956, is the premier supplier to toy retailers worldwide. Revenues in 2003: \$3.5 million Estimated IT budget for 2004: \$1.2 million Wingtip Toys ceased IT development after September 11, 2001, and has not pursued any recent IT development.] Business situation [Identify the problems that your customer is facing and their goals and objectives. List the strategic business or competitive reasons that caused the customer to reevaluate its current situation. Be as specific as possible, citing examples when appropriate and including supporting customer quotes. Example: As a result of the recovery of the market, Wingtip Toys wants to procure software for improved tracking of inventory and purchasing.]</p>
Technical situation	<p>[Provide a detailed evaluation of the customer's current technical situation. Identify what the customer uncovered during the evaluation of its systems, the technical challenges the customer is facing, and how the customer believes it can meet the challenges. Example: Wingtip Toys' current environment runs on older computers that are no longer capable of handling the bandwidth necessary for servicing Wingtip Toys' worldwide customer base. Additionally, Wingtip Toys would like to allow customers to automate their orders and also would like to eliminate telephone and paper orders.]</p>
Partnerhip	<p>share Roles & Responsibilities Business model</p>
Project Overview	<p>Nome Data inizio Data fine Summery Report</p>
marketing Plan	<p>Lead generation marketing campaign: SEO, SEM, Email Marketing digital marketing Communicaton: web chat, forum,</p>

	Content marketing
Sales	Value proposition (USP) web site ecommerce Business model Pricing
Customer care	
Financial plan	Investment
Organizational plan	
Innovation	
Business Benefits	[Summarize the business benefits that your company's solution provided for your customer. Focus on the quantifiable benefits, such as the dollar amount saved in training costs, the percentage increase in productivity, or the percentage increase in sales. Note that return-on-investment figures will greatly increase the impact of the case study. Identify any new capabilities and future plans that the customer has as a result of the solution.]