Organizational Feasibility

Management Prowess Assessment Tool:
1. Passion for business idea: High
2. Relevant industry experience: None
3. Prior entrepreneurial experience: None
4. Depth of professional and social networks: Moderate
5. Creativity among management team members: High
6. Experience and expertise in cash flow management: None
7. College graduate: Graduated or are currently in college

Nonfinancial Resources:
- Shawn Baron: Has developed several applications in past, as well as started several successful businesses
- Computer science majors, graduates, or professors at ASU would be able to help develop application
- Bianca Gonzales: Graduate from Northern Arizona University with a degree in marketing and finance
- Know many people in music industry that would use the application and promote it through their use
- Small office space available already available to run business out of
- Tim Boris: Entertainment lawyer and music business teacher at Santa Barbara City college.

Resource Sufficiency Assessment Tool:
1. Office Space: 1
2. Lab space, manufacturing space, or space to launch service business: 5
3. Contract manufacturers or outsource providers: 2
4. Key management employees: 1
5. Key support personnel: 2
6. Key equipment needed to operate the business: 1
7. Ability to obtain intellectual property protection on key aspects of the business: 2
8. Support of local and state government if applicable for business launch: 5
9. Ability to form favorable business partnerships: 1

- Proximity to similar firms: Neutral
- Proximity to suppliers: Strong
- Proximity to customers: Strong
- Proximity to a major research university: strong

Conclusion:
A. Management Prowess: Management prowess overall has low potential based on this assessment. Lack of personal experience in entrepreneurial ventures makes it difficult to have high potential in this area. However I feel I am able to make connections quickly and learn quickly which overall will benefit the company as well as myself. Also since I have already graduated from a junior
college and attend a university there are large networks of graduates and professionals that would be available to reach out to.

B. **Resource Sufficiency:** Resources such as office space as well as managerial and legal team are readily available. Since this is a technology based venture minimal office and lab space are required.

C. **Organizational Feasibility:** Unsure

D. **Suggestions for improving organizational feasibility:** Need to bring in people with more experience in the industry and with technology. Also need to concentrate on expanding professional networks. I also need to find someone reliable to write code for this venture. **** need to find new name, upon further research found out this name was already copyrighted.