Reflection on my venture:

I found this to be a project that required me to step outside my comfort zone. I am not a business minded person. Hence, I struggled with thinking about products from a market standpoint. The process of creating an elevator pitch and venture analysis taught me a lot. I gained many skills, such as learning to verbalize what I want to say in a short period of time. I liked that this activity allowed for me to be creative and to actually envision the developing of a tool that I myself would be happy to use as an educator. It was like watching a wish of mine begin to materialize in front of my own eyes. I do not think I ever realized how much developing and bring a product to the market entails. This activity has taught me that this is a process that has many components to it and that it takes a lot of time, effort and skills to make sure your product succeeds in the market. I realized that marketing an educational tool requires targeting a specific audience; drawing that audience in by using key words and zeroing in on specific factors that make the product seem like the best option available. This takes a lot of tact and mindfulness. I am a creative person in other realms of my life. This activity taught me how to tap into my creativity and to apply it in a manner in which it becomes an asset for me. Overall, I believe this assignment has helped me develop my understanding of what it takes for a product to succeed in the market and how to assess the products that are on the market from many angles so that I can determine what products actually have value and what products just have good advertising skills.