

ICS 691: Internet Entrepreneurship Theory and Practice

**VCommerce product/service
brainstorming**

(1)

The VCommerce Challenge

College student market is large and growing:

- **over 15 million enrolled students in US**
- **spending over 4 billion/year**
- **growing at 15-20% over last 5 years**
- **over 80% online**
- **in Hawaii alone, over 60,000 college students**

**Your mission: develop a high-growth, profitable
online business oriented to the college student
market.**

(2)