

Ilinc – Case study of a Start Up

Please address the following 5 Questions:

Q1: What should Bernstein (and Usluel) do? What else is there for them to think about before they begin preparing for this new business?

Q2: What is an opportunity? Can this be considered as one and why?

Q3: What are Bernstein's team's strengths and what do they need to develop further if they are to successfully pursue this opportunity?

Q4: What are the critical assumptions that underline the preparation of the team's business plan?

Q5: What are the strengths and the weaknesses of the team's business plan?