

The second major phase of planning for Security Werks began after the initial proposal was submitted and marked a major moment in our project's progression. Receiving feedback from our professor on our individual proposals was instrumental in refining the vision we had for the business. From there we decided to focus Security Werks on aiding small businesses in the Hampton Roads area, specifically targeting those open for less than three years or earning under \$125,000 annual revenue. While the feedback helped us to drill down on a target, this decision was also fueled by the groups desire to address the unique challenges faced by small businesses.

The proposal also helped improve our overall communication. Once we received feedback from the professor for each of our submissions, we structured our google drive in such a way that each of us was able to submit our documents and feedback, which kept us organized moving forward. From there, our communication evolved into weekly check-ins via text to discuss progress, challenges, or any questions we had. This regular communication not only kept us aligned but made me feel supported by the team. During our discussions we also discovered that two of us were veterans, which changed how we would do funding in the business model since there new grant and loan options available to us.

Whenever we encountered questions that we collectively felt we were unable to answer, we did not hesitate to reach out to our professor for clarification. I really appreciated that one of us would step up to reach out for the group, as it ensured that we stayed on the right track and reinforced the learning aspect of the project. Overall the timeline from receiving proposal feedback and fine tuning everything ahead of the final paper and pitch was extremely productive, and my team was great at ensuring we made steady progress rather than waiting until the last minute.