Let's Make Light -
Business Considerations

Business
- Core
  - Accessibility
  - Affordability
  - Scalability
  - Self-sustaining
- Quality of Model
- Infrastructure
  - Distribution
  - Training
  - Local connections
  - Repair facility
  - Payment

Marketing
- National
- Local
- Advertising

Finance
- Start up costs
- Capital
  - Product
  - Overhead
- Cash flow
  - Operational

Social Media
Conventional Media