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Nota di contenuto	Climb Beyond; Table of Contents; 1. Description of the product; 2. Market need; 3. Description of specific characteristics; 4. Competition; 5. Unique selling proposition; 6. Assessment of opportunity; 7. Steps to a viable venture; 8. Summary; 9. Resources
Sommario/riassunto	As indoor climbing gets increasingly popular, ClimbBeyond proposes a new way to make it even more fun. With the innovative product, climbers can create an unlimited amount of boulder routes. How? All a climbing gym needs is a camera, a laser projector and a tablet. The routes are projected onto walls so you can help beginners with lead climbing and challenge your friends with new route ideas for indoor climbing. This opportunity plan assesses the market size and customer segments within the indoor climbing market that are essential to the introduction of the proposed new product.