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2015

UCI and Entrepreneurship, Blog 4

Hanqiu Tan

Virginia Commonwealth University



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UCI and Entrepreneurship

<https://rampages.us/entrepreneurship/>

Hanqiu Tan

THOUGHTS ON “ASSIGNMENT #1 – ENTREPRENEURSHIP CREATIVITY”

Hanqiu Tan

[SEPTEMBER 21, 2015 AT 7:43 AM](#)

Hello. This is Hanqiu. UCI Road World Championships is here! This weekend Richmond has its one of the biggest events this year. This big event brings both challenges and opportunities to the host city– Richmond. Hopefully, it will prompt our economy to the next level if we solve all the challenges properly. The bike race attracts people from worldwide to Richmond. It is expected to be a good news for local business owners, because as customers, they are expected to increase the sales. However, local business owners should be aware how to attract their potential customers to shop, to satisfy the tastes of different customers, and to serve them in the best way. If they cannot solve these problems well, they might lose their business. For example, I went to a Mexican restaurant this Saturday. Unexpectedly, there were no customers at lunch time. It is possible that during the bike race, roads are blocked, people could not get there. It is also possible that visitors don't know that restaurant. From my point of view, the restaurant owner should have put more advertisements on media, such as local paper and Yelp.

ASSIGNMENT #4 – UPDATE V.P. AND MORE C.I.

Hanqiu Tan

[SEPTEMBER 24, 2015 AT 10:00 AM](#)

I interviewed 8 more people watching bike race on street today. My idea is to set up vendors for which people can easily grab some snacks and drinks when they want something to eat during the bike race. All of them think it would be a good idea, because convenient stores are not easy to reach sometimes.

Value Proposition – vendors

Customer: spectators

Unmet need: may not have enough varieties to satisfy people with different needs

Solution: more food and drinks

Benefit: People can easily grab something to eat or drink when they want

ASSIGNMENT #5 – YOUTUBE VIDEO

Hanqiu Tan

[SEPTEMBER 25, 2015 AT 12:35 PM](#)

<https://youtu.be/bSDuNX-4go>

