

## CORPRATE:

### Pros:

- nice idea
- nice name
- there is business behind it!
- Great name, will attract people, subtitle will (something impossible to understand) people
- Clever, useful!
- Very cool Name
- Nice marketing
- Finally we know things about companies
- the team looks convinced of their idea
- name is really good
- might be successful for small businesses and one time transactions
- almost every company is a potential customer
- helpful for companies
- might improve transparency and create credibility
- large domain
- the idea to facilitate choosing the right partner
- there is a real problem, for which this solution works
- companies not paying is a real problem!
- Nice tag line
- interaction is good
- linkedIn for companies
- creating useful network
- easy to find the right company
- nice name
- good business idea
- connecting companies

### CONS:

- how will you build trust? it'll end up in the place where one can see complaints
- not all people will understand your slogan
- you can't be sure that people will rate, or put the real grades
- it's difficult for new companies because just a few have used their services
- what is your share?
- what makes this service unique?
- legal if anything goes wrong
- legal problems
- no new idea
- the feedbacks are ambiguous and could put bad name on some company
- the old school methods work good and are more accurate
- already exists already failed

- not suitable for a lot of industries
- can a company sue you if wrong ratings damages business? can a company hurt potential competitors this way?
- industry will not trust you
- opinions and feedbacks are always opinions
- a lot of companies do not want to disclose information concerning their business relationships
- at the end you have people. people trust people when they see each other, your platform hides the "eyes" of company
- why would company care for your service?
- how can i be sure of company?
- no business idea
- where is the business idea
- difficult to collect all informations
- there is the internet to do that
- how will you generate money?
- sounds like Corp(re)Rate
- tagline