

### **Business Summary** (0---450 characters max)

Your goal is to summarize your company as succinctly as possible, giving the reader a reason to learn more. Tell them about the business you are building. Use this to summarize your whole plan. Don't include specific financial information here – or repeat what is said in any other field.

### **Define the Problem** (0---350 characters max)

What is the critical customer need that your company is addressing? What problem are you solving?

### **Describe the Solution** (0---400 characters max)

How does your product solve the problem and customer need you have described above?

### **Define your Market** (0---450 characters max)

Define your SPECIFIC market. Include specific market size data, growth rate, customer segmentation, and market structure that is directly related to your business.

### **Define your Current or Potential Customers** (0---300 characters max)

List several current or potential customers for your solutions. It is critical to have customer validation. Tell the reader why the customer will pay your price to obtain your product or service.

### **Sales and Marketing Strategy** (0---500 characters max)

How are you going to acquire and maintain customers? Direct sales? Sales representatives? Distributors? What is your distribution model? How will you find your customers? How will customers find you?

### **How do you plan to make money?** (0---400 characters max)

Are you selling products or services? If a non--- profit, how do you secure funding? Are you giving away razors in order to sell razor blades? If you are an e---commerce web based business, how will you convert website visitors to customers? This is very important to discuss how you will make money.

**Describe the Competitive Landscape/List Your Competitors** (0---400 characters max) Every product has competitors. What products are your customers using now? Who is providing these products to your potential customers? Are these competitors small companies or large public companies? How do you differentiate your company from your competitors?

**Define your Competitive Advantage/ List Barriers to Entry** (0---400 characters max) Do you have patents or any other proprietary technology? How will you keep your competitors from quickly copying your products and selling them to your customers? Describe the difficulties your competitors will have in duplicating your solutions. Why will your customers continue to buy your product versus your competitors?

### **Management Team** (0---350 characters max)

It is important that your management team has a proven track record in leadership and performance. Give specifics. Experience in the target business segment is key.

### **Financial Summary** (0---400 characters max)

Financial data should be realistic, accurate and compelling. List key assumptions and key sensitivities. The reader should be able to understand your projected revenues, expenses, and net income.