Business Plan Outline

Company Name:

**Business Overview:** *This should be a one or two sentence summary of your business opportunity.*

 **Business Mission and Vision:** *Clearly state why**you are in business and what your goals are for the future*

**Description of Products & Services:** *What will you be selling and how much do you plan on selling it for?*

**Industry:**

**Management Team:** *Indicate why your team is ideally suited to capitalize on the opportunity discussed in the business description - one or two sentences*

**Financing Sought:** *Amount and type.*

**Use of Funds***: If you win money from the contest, what will it be spent on?*

**Technology/Proprietary Rights:** *Describe the factors that will provide your company with significant competitive barriers to entry. This can include intellectual property, trade secrets, key relationships, “special sauce,” extra…*

**Sales, Marketing, and Customers:** *Describe the size, characteristics and key trends in your market. Who are your top customers (current and/or projected - be very specific)? What is your value proposition to these customers?*

**Competitive Landscape:** *Who are your primary competitors and what is your key competitive position?*