

## Who are you? (Business Name, Overview, Team)

Describe the business idea in 1-2 sentences.

List key team members, including affiliation and education.

What is it going to take for you to make this business idea into a reality?



## What is the problem/opportunity?

What problem will your business address?

Is this currently an unmet need in the market?

Approximately how many people experience this problem?

# Poster Example

Logos, pictures, graphics and visuals are highly encouraged in your poster design. Feel free to reach out to a graphic design friend or use free tools like [canva.com](https://www.canva.com) to create images to support the story of your idea.

## Why your solution?

How will your business idea help solve the problem?

How does it address a specific need?

What are the benefits?

## How do you make money?

Who is the user, and who is the buyer (i.e. decision maker)?

How do you connect with the buyer? (Retail location, sales team, distributor)

What does your revenue model look like? (subscription, retail, B2B) Hard figures are not necessary, but encouraged.

## Who are your customers?

Who are the primary consumers of the product/service?

What is your target market?

Describe the buyer of your product/service?

How will you reach them?

## How is it different?

Is there someone already doing the same thing?

If so, how is your solution different?

What are your customers currently using to solve that problem?