

PROBLEM & OPPORTUNITY:

- What problem will your business idea address?
- Is there currently an unmet need in the market?
- How large is the market Size?

SOLUTION:

- How will your business idea will help solve the above problem?
- How does it address the specific need?
- Is someone already doing the same thing?

CUSTOMERS & MARKET:

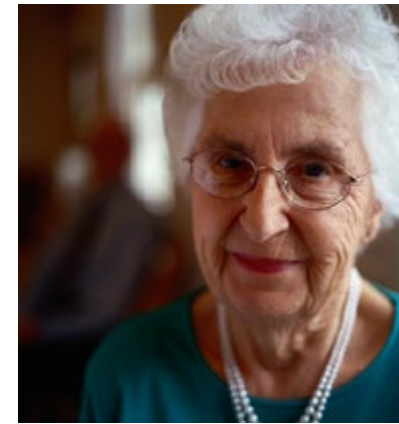
- Who are the primary consumers of the product?
- Describe the target market you are going to sell the product/service to.



COLLEGE STUDENTS?



VETERANS?



SENIOR CITIZENS?

YOUR BUSINESS:

- Describe the business in 1-2 sentences. Use pictures of the product, the business name, the logo, and the value proposition.



PITCH & POSTER COMPETITION

FINANCIALS:

- How much money do you need to start the business?
- How do you plan on getting the money?

OPERATIONS & REVENUE MODEL:

- How much does your product cost to make?
- What will it sell for?
- What is your expected profit margin and how much do you hope to sell?
- Include all of these items using graphs, charts or text.

5 YEAR ANTICIPATED GROWTH OF REVENUE GRAPH OR CHART:

- Include all of these items using graphs, charts or text.

