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| **The Business Opportunity**  [type here] What is the problem your business will solve? Focus on the customer’s needs. Give your elevator pitch. Be succinct, clear, and persuasive. Be sure to include your value proposition – what do you offer that no one else does? |
| **Industry Analysis**  [type here] List key factors for success in your industry. Who is your main competition? |
| **Target Market**  [type here] Describe your customer segments. Will you serve a particular geographical area? |
| **Company Description**  [type here] Identify important facts about your business: founding date, location, mission statement, type of organization, core strengths, main leadership |
| **Implementation Timeline**  [type here] Provide a brief summary of how you will roll out the business. Consider depicting the different phases in a diagram. You can use the timeline below as a template.  Phase 1: Phase 2: Phase 3:  *[months/year] [months/year] [months/year]* |
| **Marketing Plan**  [type here] Describe what methods you will use to acquire new customers. Why would your target market prefer your product or service to another option? |
| **Financial Summary**  [type here] Cost Structure: What are your fixed and variable costs? Revenue Streams: How will your business make money? |
| **Funding Required**  [type here] Present the amount of funding that you are seeking from investors and how it will be used. |