

**Business Name:**

**Contact Name:**

**Email Address:**

**Mailing Street Address:**

**City, State, and Zip Code:**

**Phone Number:**

**Description of Business Concept:** *(Describe your product or service in a sentence or two.)*

**Finances:** *(Start-up costs, daily operations, and net income.)*

**Market Drivers:** *(What solved problems, conditions, or events will make this business successful?)*

**Target Market:** *(Who is your product being sold to? Provide size and demographics.)*

**Value Proposition:** *(Why would your customer buy the product or service? What are the benefits?)*

**Competitive Advantage:** *(Who are your competitors? Why would your customers choose you over your competitors?)*

**Distribution Model:** *(How will your product be sold and how will it get to the customer?)*

**Current Status:** *(What progress have you made to date? Do you have a prototype? Have you established a company? Have you conducted market research?)*