Your Company Name

One sentence describing ***what is your product, who is your customer,*** *and* ***why should they care?***

DIRECTIONS: Each of the following should be no more than a short paragraph of 3-6 sentences. Use bullets if helpful.

PROBLEM

What customer problem does your product and/or service solve? What is it that your customers need and cannot find elsewhere? Even if your business isn't unique, highlight the key reasons why your business needs to exist.

PRODUCTS AND SERVICES

Describe the product or service that you will sell and how it solves the customer problem, listing the main value proposition for each product/service. How do you solve the problem that your customers face? What makes your products or services compelling to them?

TARGET MARKET

Define the important geographic, demographic, and/or psychographic characteristics of the market within which your customer segments exist.

CUSTOMER SEGMENTS

Outline your targeted customer segments. These are the specific subsets of your target market that you will focus on to gain traction. Provide a brief description of your ideal customer. How many potential customers are there for your solution, and how do they break down into recognizable types?

SALES & MARKETING STRATEGY

What is your customer acquisition and retention strategy? Detail how you will promote, sell and create customer loyalty for your products and services.

REVENUE MODEL

What strategy will you employ to build, deliver, and retain company value (e.g., profits)?

COMPETITORS

Describe the competitive landscape and your competitors' strengths and weaknesses. If direct competitors don't exist, describe the existing alternatives. What other options do your customers have to address their needs, and what makes your solution better for them? This can include patents, first mover advantage, unique expertise, or proprietary processes/technology.

MANAGEMENT TEAM

Who are the members of your management team and how will their experience aid in your success?