

Business Overview Outline

Launch Competition

The Business overviews should be 5-7 pages. As a reference, below is an outline with the required elements.

- 1. Business Overview - What is the business proposition?**
 - a. Briefly describe your business
 - b. Company's mission and vision statement
 - c. Provide the management team (titles, academic background, professional experience) and organizational structure, including the team's capabilities to serve the business need
 - d. Include logo and graphics

- 2. Problem Definition - What is the problem/opportunity?**
 - a. Describe the problem your company is solving
 - b. Show evidence that a real need must be attended, specifying why your problem is worth solving

- 3. Product or Service - What is the solution?**
 - a. Describe your product/service line including but not limited to:
 - Benefits of your product/service
 - b. Explain the stages of development of the product/service *
 - c. Describe the company intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, etc.) *

- 4. Business Model - How will you generate revenue?**
 - a. Describe the business model
 - b. Provide projected customer acquisition cost
 - c. Pricing strategy *

- 5. Market Analysis - Who is your target market?**
 - a. Explain the market and competition briefly
 - b. Describe your primary customer of the product/service
 - c. Define your size target market*

- 6. Competitive Advantage - How is it different?**
 - a. Describe your company's unique capabilities and differentiators
 - b. Explain your company's special, sustainable, competitive advantage(s)

- 7. Financials - What are the financial requirements?**
 - a. Explain your capital requirements
 - How much money is the company seeking?
 - What is the fund allocation?
 - b. Specify revenue expected in one year

*Not required