ABC Company (logo acceptable)
Team Number: 123
Project Title

Executive Summary

Provide a general overview of the proposed business and the business model. Create interest for the reader.

Opportunity/Key Problem to be Solved

What is the value proposition? What problem is being solved? Is there a need for this product or service? Why will customers buy it?

Description of Products/Services

Describe the products and/or services the business will provide. Be as specific as possible. Pictures, sketches or other graphics may be helpful. How far are you in the development of the product? Do you have a prototype?

Target Market

Identify the target market. Please be as specific as possible. Describe the size of the market, and determine if the market is growing or not. Provide demographics if possible.

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![Graph showing distribution by quarter and region]

- **East**
- **West**
- **North**

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1st Qtr | 2nd Qtr | 3rd Qtr | 4th Qtr
---|---|---|---
0 | 0 | 0 | 0
20 | 20 | 40 | 60
40 | 60 | 80 | 80
60 | 80 | 100 | 100
80 | 100 | 100 | 100
100 | 100 | 100 | 100
Competition and Competitive Advantages:

Provide an overview of the competition. Describe the current competitors and be sure to think about companies that may enter in the future. Then, describe your competitive advantage. What do you have or offer that the competition does not? How do you intend to leverage these differences?

Competitor #1: XYZ Company, Location, Products, 2007 revenues, growth rate, strengths, weaknesses

Competitor #2: ABC Company, Location, Products, 2007 revenues, growth rate, strengths, weaknesses

Competitor #3: EFG Company, Location, Products, 2007 revenues, growth rate, strengths, weaknesses

Intellectual Property and Trade Secrets

Describe any IP or relevant technologies associated with this business plan. Describe any patents or patent-pending filings. You do not have to divulge any privileged information. Be as specific as you feel is necessary.

Financial Information and Milestones:

Think about costs and how revenues will be generated. Provide a simple break-even analysis. Also, provide milestones for the six months and twelve months after the competition, assuming that you win. A table as follows may be helpful:

<table>
<thead>
<tr>
<th>Financials:</th>
<th>Y1</th>
<th>Y2</th>
<th>Y3</th>
<th>Y4</th>
<th>Y5</th>
<th>Y6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
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<td></td>
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<tr>
<td>EBITDA</td>
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<tr>
<td>Capital To Be Raised</td>
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</tbody>
</table>

![Graph showing financial data for the competition phases (1st Qtr to 4th Qtr) with categories East, West, North]
The Management Team

This is one of the first things potential investors consider. The management team can make or break a company. Provide background on each team member. Describe relevant expertise in this field.

Team Leader: Background, education, relevant experience in the field
Team Member: Background, education, relevant experience in the field
Team Member: Background, education, relevant experience in the field
Team Member: Background, education, relevant experience in the field

How long has the team been together. What makes them successful? Why should the investor trust this team?

Final Remarks (Optional, if space allows)

Provide a brief summary of your strongest points. How much money has been raised to date? Describe how much investment it will take to get your project off the ground. Be specific in terms of debt and/or equity financing. If equity, how much of the company are you will to offer? How will you use the capital? Be specific. Provide a brief summary of your strongest points. How much money has been raised to date? Describe how much investment it will take to get your project off the ground. Be specific in terms of debt and/or equity financing. If equity, how much of the company are you will to offer? How will you use the capital? Be specific.