

## Business Overview Outline

### *Launch Competition*

There is no length requirement for the Business Overview; however, we do require it to be well thought out. We are looking for clarity of thought, and detail. See below for a reference 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. b. 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. b. c. 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. b. 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