

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 value prop, team, and brand?

- a. Briefly describe your business
- b. Company's value proposition
- c. Provide the management team (titles, academic background, skills)
- 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 or service and how it solves the problem
- 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 (BMC) but focus on revenue
- b. Explain how revenue is diversified, scalable, and predictable (ARR/MRR)

5. Market Analysis - Who is your target market?

- a. Explain the industry and competition
- b. Describe your primary target market (create persona/avatar)
- c. Define your size target market - TAM, SAM, SOM
- d. Describe approach to customer discovery

6. Competitive Analysis & Advantage - How will you win?

- a. Describes main competitors and their market share
- b. Compares the company's product or service with main competitors
- c. Describe your company's unique capabilities and differentiators
- d. Explain your company's special, sustainable, competitive advantage(s)

7. Sales/Marketing Strategy - How will you sell / distribute your product or service?

- a. Outlines distribution channels, location, and facilities
- b. Describes pricing and promotional strategy
- c. Provides projected customer acquisition costs

8. Financials - What are the financial requirements?

- a. Create a source and use of funds statement
- b. Create a minimum 12-month income statement
- c. Presents and explains projected burn rate