**Company Name (or Logo)**

**Business Description**

**Contact Information**Name

Address

Phone Number / Email

**Management Team**

Name 1, title

Name 2, title

Name 3, title  
Name 4, title

**Industry**

Industry name(s)

***Projected Year 1 Revenue***

$xx,xxx

**Projected Break-even**

Projected month of operation

**Funding Sought**

$xx,xxx

**Use of Funds**

Primary uses of funds

Here is where you present the overall picture of what you are doing, i.e., “the big picture.” It should contain a complete description of your product or service, target market(s), customers, unique features, benefits, spinoffs, and environmental impact. Some things to consider:

1. What is your product / service?
2. What are important attributes of your product/service?
3. How does your product/service benefit customers?
4. Where will you be located?
5. Any proprietary rights (patent, copyright, etc.)?

**Market**

This section should describe your target market. Be sure to utilize primary and secondary market research (cite sources). Some things to consider:

1. What is the present size and growth potential of your market?
2. What percentage of the total market will you capture now and in the future?
3. Any industry trends affecting growth? How will you capitalize on these trends?
4. Are there seasonal fluctuations in sales / expenses?
5. What is typical profit potential & gross margin in the industry?
6. Describe target market (Demographics / Psychographics). Make sure to reference customer or expert interviews.

**Competition**

Everyone has competition. Describe and analyze any alternatives customer have to your offering. How will you differentiate your product/service? Consider including a chart like the following to highlight differences.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company Name | *Competitive Driver 1  (ex. Price)* | *Competitive Driver 2  (ex. Response Time)* | *Competitive Driver 3  (ex. Availability)* | *Competitive Driver 4 (ex. User rating)* |
| Company A | **$.99** | **8 hours** | **iPhone** | **4.0 / 5.0** |
| Company B | **$2.00** | **12 hours** | **iPhone & Android** | **4.5 / 5.0** |
| My Company | **$4.99** | **24 hours** | **iPhone & Android** | **?** |

**Production / Manufacturing**

**\*\*Only include this section if applicable\*\***Will you manufacture, outsource, license, etc.? Briefly explain your plan.

**Management**

Who is on your management team? Some things to consider:

1. What education, experience, and talents do they bring to venture?
2. Describe your organizational structure (consider including an organizational chart if it will help explain).
3. What are anticipated personnel needs now and in future?
4. What outside resources will be available to you (lawyers, accountants, board of advisors, etc.)?

**Financial Plan**

Briefly describe how you will make money. How much will you charge for your product / service? What are your key expenses? Describe any key financial information that helps validate your concept. Include a break-even analysis.

Break-Even Tools:

* [Break-Even example](https://k-state.instructure.com/courses/59849/files/6166472/download?wrap=1)
* [Break-Even tool](https://docs.google.com/spreadsheets/d/1mBM5ZEWBnQQJ5LrDwRpO-8twQD1eK_9n-ESDdk791xQ/edit?usp=sharing)
* [Break-Even article](https://www.entrepreneur.com/article/83808)

**🡪 Executive Summary Reminders/Tips:**

* Canva.com and other sites have templates that can be modified to make your entry stand out from the crowd.
* Use Tools when searching Google Images and go to Usage rights to ensure you aren’t violating copyright.
* Don’t forget to convert your entry to a PDF! You can do this using computers at most university labs, including Business Building Lab #3121.
* Remember: 3 page maximum, 10 point font minimum, 0.75 margins minimum