

Entry Form

Company Name: Click or tap here to enter text.

Presenting Team Members: Click or tap here to enter text.

Team Leader: Click or tap here to enter text.

Contact Information: Click or tap here to enter text.

1. Description of Business
	1. Why does your business exist? Click or tap here to enter text.
	2. What is the customer problem you are solving? Why do your customers need your products and/or services? Click or tap here to enter text.
	3. Describe your product/service. Click or tap here to enter text.
	4. How does your business make money? List all the ways. Click or tap here to enter text.
	5. State the unique value proposition that your product/service brings to your market and customers. Click or tap here to enter text.
	6. What makes your idea stand out and worth someone’s attention? Click or tap here to enter text.
2. Industry Analysis
	1. How is your business similar or different from your competition? Click or tap here to enter text.
	2. What is it about your business that is Unique? Click or tap here to enter text.
	3. How can your business differentiate from all other businesses doing the same thing? Click or tap here to enter text.
3. Market Analysis
	1. Clearly and specifically identify the customer. Click or tap here to enter text.
	2. What is your estimate of the market size? Click or tap here to enter text.
	3. What do you think is your potential share of that market? Click or tap here to enter text.
	4. How would you characterize the target market and what supports your characterizations? Click or tap here to enter text.
4. Marketing Plan
	1. What is your Products/Services strategy, e.g. what is the product line you plan to offer and for what markets. Clearly show the specific features/attributes of each product/service in your proposed portfolio. Click or tap here to enter text.
	2. What is you Pricing strategy, e.g. price point for selling direct, through a distribution channel, price point for each product/service in your portfolio, volume discounts, etc. Click or tap here to enter text.
	3. What is your Distribution strategy, e.g. how do you plan to make your product available to the end customers – selling direct, through partners, distributors. Click or tap here to enter text.
	4. What is your Promotion strategy, e.g. how do you plan to make the market aware of your product and then motivate to purchase it. Click or tap here to enter text.
5. Financial Plan
	1. Sales forecasting / Pro Forma Income Statement. *Please attach Excel Spreadsheet.*
	2. Break-Even Analysis. *Please attach Excel Spreadsheet.*
	3. Why should an investor support your company? Click or tap here to enter text.
	4. How much startup money do you need? Click or tap here to enter text.

*State your assumptions clearly.*

*Be ready to defend your numbers.*

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