**Executive Summary**

**[Business name]**

**[Your name + contact information]**

**Overview**

Provide an elevator pitch — a one sentence description of what your company will do, for whom (your customer and market segment), and what you think makes your offering special (and competitive).

**Problem & Solution**

* Describe the customer and the problem that makes your offering (product or service) so valuable. Quantify where possible.
* Name 3 specific potential customers or retail partners who you would work with.
* How big is the market? How quickly is your target market growing?
* List 3 competitors? (potential and actual)

**Business model**

* Describe how you would make money (unit sales, advertising, consulting, franchising, subscriptions, etc.).
* What are barriers to entry for you to enter the market?

**Technology**

Describe the product or service and the core technology underlying your business. Do not disclose any technical details that would invalidate potential patents. If there is any intellectual property, please note its status.

**Team and Resources**

* Describe your team and any other resources you have, including funding (investments, grants, loans, etc.).
* How did your team meet? Have you worked with members of your team on any previous projects?
* What was the rationale behind starting the company?

**Additional information**

Are there other significant aspects of your new venture that we should be aware of? Please note them here.