**<value proposition>**

**Market opportunity/problem:**

*In this section you should write a summary of the market opportunity that you identified on which your business idea is based.*

**How you’ll solve the market problem with your product/service:**

*Relate your product details and benefits back to the problem you’re seeking to solve*

**Target market:**

*Be specific, it is very rare that a very broad target audience will be successful. Try and understand the size of the audience you’re targeting.*

**Competitors:**

*Identify people competing for the same customers as you.*

**How your business will be different to competitors:**

*It’s important to have a point of difference against your competitors and so you need to identify why customers will choose you.*

**Funding:**

*How much will you need to start the business and where will this come from?*

**Distribution:**

*How and where will you sell your product service*

**Marketing:**

*How will your customers know about you? Think about acquisition and retention activities. Consider the customer journey and how you will communicate with them at each touch point (Google ZMOT may be helpful)*

**Financial projections:**

*You should detail your budget and revenue goals. Include costs/expenses and revenue and profit for years 1-3. Be realistic, this is an educated estimate. You could calculate how many customers you think you can acquire and what average spend per customer might be. Then consider the cost of operation and of sales.*

**Project summary:**

*Detail the key milestones to get up and running. Include dates.*

**Your team**

*Include existing team members, those you need to recruit and business partners/suppliers.*