## Your Company Name

|  |
| --- |
| Company logo |
| Name of Team Leader |
| Email Address of Team Leader |
| Relevant education institution of Team Leader |
| Contact number of Team Leader |
| Names and email address and relevant education institution of each additional team member |

####

### Your Company Name

### The Opportunity

What is the problem you are trying to solve? How do you know it is a problem?

(max 100 words)

###

### Product

Provide a detailed description of your product and how it solves the problem you have outlined above. What makes your product unique.

(max 100 words)

### Market Analysis

Describe the users you will be servicing and how large the market is.

Describe the customer who will be paying for your product. Who is your initial target market?

(max 100 words)

### Competitor Analysis

List any key competitors and explain why you have a competitive advantage against them.

(max 50 words)

### Execution

List the members of your team and what experience they have which will bring value to the business.

(max 50 words)

### Financial Plan

Outline the capital costs of getting the business started. How will you price your product. What is the first year projected revenue.

(max 100 words)

### Prize Usage

Describe how you will invest the prize in advancing your business plan.