# **Name:**

|  |  |  |  |
| --- | --- | --- | --- |
| Business Name | | | |
| Business General Description. 2-3 sentences. What will your business do? | | | |
| What makes your product/service unique? | | | |
| Why will customers choose your business over your competitors? | | | |
| What will be your “gateway” product or service? | | | |
| What products/services can you “cross-sell” to your customers? | | | |
| Describe the profile of the customer you are targeting (target market). Please be specific and use the four categories below: | | | |
| Demographics | Geographics | Psychographics | Consumer Behavior |
| What is your message to your target market? | | | |
| How will you communicate your message and reach them? | | | |

**Identify the Factors of Production (resources you think you’ll need)**

|  |  |  |  |
| --- | --- | --- | --- |
| Capital | Entrepreneurship | Land/Natural Resources | Labor |
| Is your business scalable? If no, how can you make it scalable? | | | |
| Explain how technology will add value to your business. | | | |
| Explain how your business will incorporate social responsibility or a social benefit: | | | |