**Target Market- WHO is your customer?**

**Marketing Plan – what channels will you use? How will you spread the word about your business?**

**Financial Summary – what funding do you have? What funding do you need? How will you get it?**

**Team – who is on your business team?**

**Implementation Timeline—how will you roll out your business? Do you need physical space? Do you need to purchase equipment? Lay out the steps you need to get your business open.**

**Competitive Advantage – why will people choose YOUR business over competitors?**

**Industry Analysis- who are your top competitors?**

**What’s the business opportunity? What is your business name? What problem are your solving?**