



BUSINESS PLAN SUMMARY FORM

PRE-VENTURE CATEGORY

1. Who is your target customer and what problem do they have that your product and/or service solves?

2. Describe your product and/or service.



5. Why will potential customers choose your product or service over the competition?

6. Describe how you'll produce the product or deliver the service in terms of people, technology, process, and raw material (if applicable) resources.

9. How do you think your business will improve people's lives in general?

10. Describe how your business will perform financially using the format below:

	Year 1	Year 2	Year 3
Sales Revenue			
Cost of Goods or Services Sold			
Regular Operating Expenses			
Net Profit			

Your Name: _____

Your Email: _____

Your Phone: _____