**Problem & Opportunity:**

- What problem will your business idea address?
- Is there currently an unmet need in the market?
- How large is the market Size?

**Solution:**

- How will your business idea will help solve the above problem?
- How does it address the specific need?
- Is someone already doing the same thing?

**Customers & Market:**

- Who are the primary consumers of the product?
- Describe the target market you are going to sell the product/service to.

**Your Business:**

- Describe the business in 1-2 sentences. Use pictures of the product, the business name, the logo, and the value proposition.

**Operations & Revenue Model:**

- How much does your product cost to make?
- What will it sell for?
- What is your expected profit margin and how much do you hope to sell?
- Include all of these items using graphs, charts or text.

**5 Year Anticipated Growth of Revenue Graph or Chart:**

- Include all of these items using graphs, charts or text.

**Financials:**

- How much money do you need to start the business?
- How do you plan on getting the money?