

Enter Company Name and/or Logo here

Business Plan Template

Entrepreneur(s):

Business Plan Details	
<ul style="list-style-type: none">• Refer to the rubric and enter your professional responses to each of the following.• Plan to make revisions after your mentor meeting(s).• Make sure you are expanding your idea from a creative invention to a viable business model that includes expenses, revenue, and marketability.	
<p>How did you come up with this business idea?</p> <p><i>Why do you think this business is necessary?</i></p>	
<p>What is your "revenue model"?</p> <p><i>How will your business operate and make money?</i></p>	
<p>How much will you charge for your product or service?</p> <p><i>What challenges can you anticipate to your pricing model?</i></p>	

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Entrepreneur(s):

<p>Who is your “target market”?</p> <p><i>Who will your customers be?</i></p>	
<p>How do you plan to acquire new customers?</p> <p><i>What is your “marketing plan?”</i></p>	
<p>Who is your competition?</p> <p><i>Try to list three potential direct competitors. These can be businesses, which provide a similar or related product or service.</i></p>	
<p>What is your “competitive advantage?”</p> <p><i>How will your business be different from and better than your competitors?</i></p>	
<p>What resources would you need to start your business?</p>	

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Entrepreneur(s):

<p><i>Money, time, expertise, technology? If your business will take significant investment to start, how will you obtain that investment?</i></p>	
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