**BUSINESS PROPOSAL TEMPLATE**

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| 1. **Name of Project** *(same as Application Form)* | | | |
| 1. **Name of Applicant** *(same as Application Form)* | |  | |
| 1. **Contact** | (email) | | (mobile) |
| 1. **Description of the Business Concept** *(describe in one or two sentences the product/service)* | | | |
| 1. **Market Opportunity** *(What are the problems, conditions or events that will make this business attractive or successful?)* | | | |
| 1. **Target Market** *(Who is this being sold to? What are the characteristics of the target market? Size and demographics?)* | | | |
| 1. **Value Proposition to the Customer** *(Why would they buy this product/service? What are the benefits to the customer?)* | | | |
| 1. **What is your “Unfair” Competitive Advantage?** *(Who are the competitors/alternative solutions? What are customers doing now? What unique characteristics do you have that would give you an advantage? Is your product/service patentable?)* | | | |
| 1. **Revenue Model** *(How will you get paid? Pricing, projected revenue streams and margins)* | | | |
| 1. **Distribution Model** *(How will this be sold? Who will do it?)* | | | |
| 1. **Current Status: What steps have you taken or progress made to date** *(Conducted market research? Built a prototype?)* | | | |
| 1. **Team** *(List current team members (same as Application Form) with faculty affiliation and graduation year where appropriate. What role or function will each play? What additional talent do you need to start the company? Examples: David Chan, FST, UG 2016 –CEO; Johnson Lok, MBA, 2017, CFO.)* | | | |
| 1. **Development timeline, and key milestones** | | | |
| 1. **Advisors** *(List faculty and other advisors if you have them and/or background or expertise of advisors that you would like to find)* | | | |