

Instructions



- Read the purpose of each slide
- Be sure to include everything in bold on the slide.
- Delete all instructional slides. You only need your completed slides
- Make this plan *yours* customize and include information that helps you tell your story!

A red starburst graphic with a black outline, containing the text "Read notes section for what to include in your remarks!" in black, bold font.

**Read notes
section for
what to include
in your
remarks!**

[1: Name of Business]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is simply a placeholder to be displayed while you introduce yourself to the judges and audience members.

Reminder: When choosing a name/slogan, be sure to pick a name that fits your business, and do research to make sure nobody else has chosen that name or slogan in your industry.

Included in Slide *(not limited to)*

- Business name
- Logo
- Slogan*

Note: Required Optional*

[Name of Business]

[2: Problem/Unmet Need]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to clearly explain how your business will solve an existing problem or fulfill a need that is not being met by other products or services. This explanation is necessary because it will prove to the judges that there is a potential market for your business.

Included in Slide *(not limited to)*

- Bulleted description, images, or video of problem or unmet need that your business will address**

Note: Required Optional*

[Problem/Unmet Need]

[3: Solution/How Business Fills Need]

Remove this slide
Instructions only!

Purpose of Slide

This slide is meant to clearly explain how your business will be able to solve the problem or fulfill the unmet need described in the previous slide. In doing so, you will clearly explain what product or service your business will sell.

Included in Slide (not limited to)

- Bulleted description, images, or video of how your product or service offers a solution to problem or unmet need
- Bulleted description, images, or video that highlights your product or service's features and benefits*
- Photo or video of your product or service*

Note: Required Optional*

[Solution/How Business Fills Need]

[4: Mission and Social Impact]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to clearly explain your business mission and how your business will be able to support a social good by supporting a social cause. Explain how you will incorporate business responsibility into your marketing plan and business operations. In doing so, you will clearly explain the larger purpose and good for community.

Included in Slide *(not limited to)*

- The mission statement for the business that provides a guiding vision for the company, and summarizes the problem/solution slides.
- An engaging description of how the business plans on integrating socially responsible practices into your business model.

Note: Required Optional*

[Mission and Social Impact]

[5: Description of Product/Service]

Remove this slide
Instructions only!

Purpose of Slide

This slide is meant to thoroughly explain what your product or service is, what its special features are, and how these features benefit the target consumer. While the previous slide focused on the solution to a problem, this slide enumerates any other important details the judges should know about your product or service.

Included in Slide (not limited to)

- Bulleted description, images, or video that highlights your product or service's features and benefits**
- (Services) Bulleted explanation or graphic that describes how you deliver your service*
- Pictures of your product or you executing your service*
- Testimonials from people who have used your product or service*

Note: **Required** Optional*

[Description of Product/Service]

[6: Business Model]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to show two things: First, that you can feasibly produce your product or execute your service in a cost efficient and time efficient manner. Second, that your business' product or service adds value enough value to someone's life that they're willing to pay your for it.

Included in Slide (not limited to)

- Definition of one unit
- COGS or COSS
- EOU
- Description of Fixed and Variable Expenses
- Breakeven Units

Note: Required Optional*

[Business Model]

Definition of One Unit

[text]

Economics of One Unit

Selling Price		[\$value]
Cost of var. materials exp.	\$[value]	
Cost of labor	[value]	
Other variable costs	[value]	
Total COGS/ COSS		[\$value]
Contribution Margin		[\$value]

Monthly Break Even Units

$$\frac{\$[\text{month exp}]}{\$[\text{con margin}]} = [\text{value}] \approx [\text{value}] \text{ units}$$

Description of Expenses

Variable Material Expenses	Total: \$
Item	\$
Fixed Expenses	Total: \$
Item	\$

[7: Market Analysis]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to show 3 things: First, that there is an actual market for your business; second, that you can feasibly produce your product or execute your service in a cost efficient manner; third, that your business has the potential to be profitable.

Included in Slide (not limited to)

- The name and size of your industry
- Description of consumers in your target market segment; organized in the chart by demographics, geographics, psychographics, and buying patterns
- The size of your target market; using the funnel to organize your market research data.
Reminder:
 - Total Population should include EVERYONE who is a potential customer and/or lives in a specific geographic area, and should come from your secondary research.
 - Target Market Population is the number of people in the identified target market segment within the Total Population.
 - Market Size should be a percentage of the Target Market Population based on your primary research.
- Customer surveys and other market research*

Note: Required Optional*

[Market Analysis]

Market Statistics

Industry Name: **[text]**

Annual Industry Sales: **[\$value]**

Description of Target Consumer

Demographics

[text]

Geographics

[text]

Psychographics

[text]

Buying Patterns

[text]

Target Market Size

Total Population

[value]

Target Market
Population

[value]

Market Size
*(based on
survey)*

[value]

[8: Marketing and Sales]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to show how you plan to promote and sell your product or service to potential customers within your target market. In order to exist, a business needs customers, and it is necessary to show how you plan to identify, sell to, and retain customers.

Included in Slide *(not limited to)*

- Bulleed description, images, or video of promotional methods.**
- Bulleed description, images, or video of selling strategies and platforms**
- Screenshots of your online selling platform or business' social media page(s)*
- Pictures or videos of you interacting with customers*
- Examples of advertisements*

Note: **Required** Optional*

[Marketing and Sales]

[9: Competition]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to show that you've thoroughly researched your competitors, both direct and indirect, and that your business has at least one feature that makes it unique from your competitors. By doing so you should demonstrate that there is space in market for your business to exist.

Included in Slide *(not limited to)*

- Bulleted list of direct competitors**
- Bulleted list of indirect competitors**
- Explanation of your competitive advantage**
- Picture's of your competitors' products' weaknesses***
- Testimonials from people who have used your product or service***
- Complaints from people who have used your competitors' product or service***

Note: **Required** Optional*

[Competition]

	Your Business	At-Home Chef	Chef d'Jour
Factor 1			
Factor 2			
Factor 3			

Your Competitive Advantages

- 1.
- 2.
- 3.

[10: Qualifications]

Remove this slide
Instructions only!

Purpose of Slide

This slide is meant to show that you have the knowledge, skills, and determination required to start and then manage your business. Investors aren't just investing in your business, they're investing in *YOU*.

Included in Slide (not limited to)

- Bulleted list of your relevant accomplishments, group affiliations, leadership positions, and past experiences that *show* you can start and run your business.**
- Pictures of relevant past experiences*

Note: Required Optional*

[Qualifications]

[11: Sales Projections]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to show the projected sales and revenue for the first year of your business. You must provide a rationale for these figures, so be sure to cite evidence such as market research, past sales, or estimated market shares to back up your projections.

Included in Slide *(not limited to)*

- Graph of projected units sold during business' first year
- Total units sold (numerically)
- Gross revenue
- Net profit

Note: **Required** Optional*

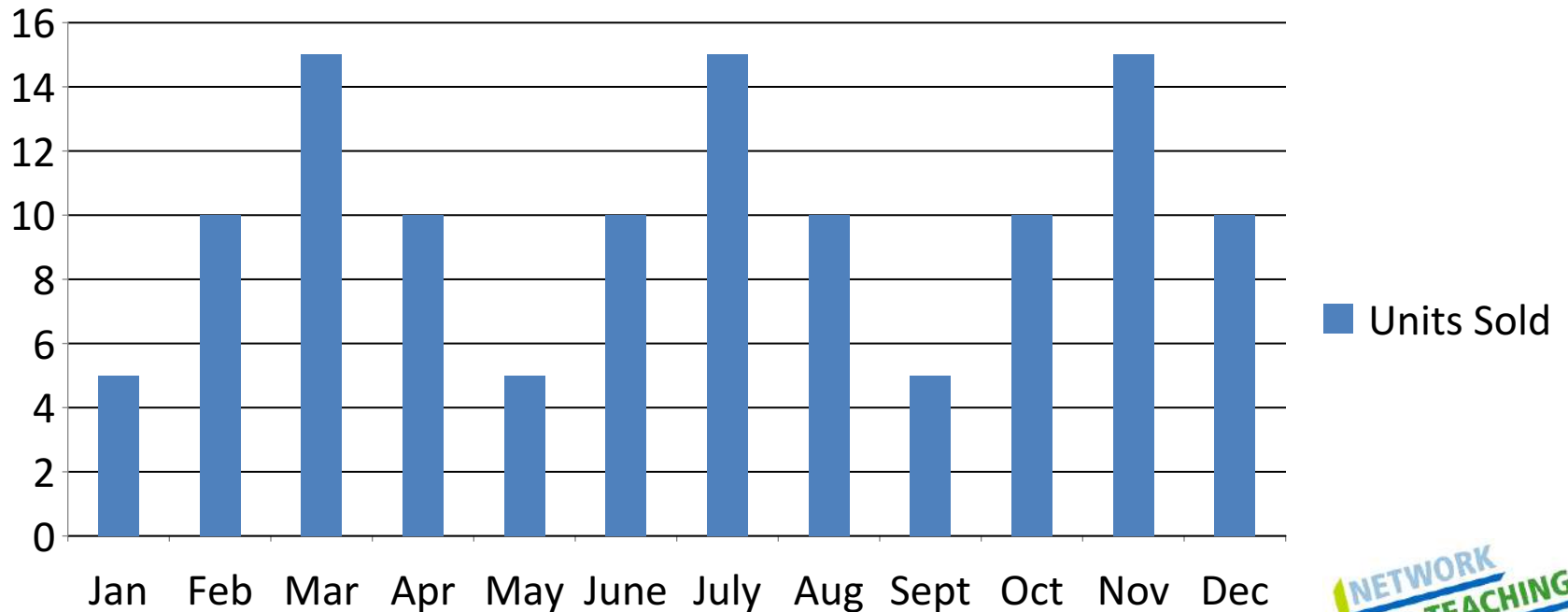
[Sales Projections]

Total Units
\$[value]

Gross Revenue
\$[value]

Net Profit
\$[value]

Units Sold



[12: Start-up Funds]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is meant to explain how much startup capital you will need in order to get your business started. Additionally, it is the last chance for you to show the judges that your business is a good investment opportunity.

Included in Slide *(not limited to)*

- Bulleted list of required startup materials and their costs
- The total amount of startup capital you need
- Favorable ROI/ROS
- Pictures of required products

Note: Required Optional*

[Start-up Funds]

Item	Why Needed	Cost
[text]	[text]	[\$value]
[text]	[text]	[value]
[text]	[text]	[value]
[text]	[text]	[value]
[text]	[text]	[value]
[text]	[text]	[value]
Total Startup Expenditures		[\$value]
Emergency Fund		[value]
Reserve for Fixed Expenses		[value]
Total Startup Investment		[\$value]

ROI: Return on Investment			
$\frac{\$[\text{annual net profit}]}{\$[\text{total startup investment}]}$	=	[value]%	≈
			[\$value]

ROS: Return on Sales			
$\frac{\$[\text{annual net profit}]}{\$[\text{total annual sales}]}$	=	[value]%	≈
			[\$value]

[13: Future Plans]

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Instructions only!*

Purpose of Slide

This slide is meant to give investors an opportunity to consider what you will do beyond the first year. You will highlight business growth goals and opportunities for additional education, training or funding.

Included in Slide *(not limited to)*

- Compelling explanation of your future plans that shows investors you understand the opportunities for growth in the long term.**
- 2-3 next steps you need to take to make your business fully operational
- 2-3 education, training, or mentoring opportunities to help with your business.
- Any plans to financially support your social cause

Note: **Required** Optional*

[Future Plans]

[14: Name of Business]

*Remove this slide
Instructions only!*

Purpose of Slide

This slide is simply a placeholder to be displayed while answer the judges' questions.

Included in Slide *(not limited to)*

- Business name
- Logo
- Slogan*

Note: **Required** Optional*

[Name of Business]