

2017 MTSU Wright Travel Chair of Entrepreneurship Business Plan Competition New Venture Profile

The New Venture Profile must be completed and submitted by each team by the screening round deadline.

Directions: Please follow this template for creating your Business Plan Competition New Venture Profile. Please be sure to note word limits.

Part 1: Executive Summary

- The name of your business
- Where is your business going to be located?
- Give information about your top management team including qualifications and experience (150 words or less)
- If you have a business logo, please include it here
- Briefly describe your business (150 words or less)
- What is your motivation for starting this business? (150 words or less)
- What benefit does your business provide to your target market? (150 words or less)
- Please give your business mission statement

Part 2: Marketing

- Describe your target market including size, growth rate, etc. (150 words or less)
- Who are the major competitors?
- Why do you believe you will be successful in this market (specific relationships, past experience, networks, etc)? (200 words or less)

Part 3: Operations and Organization

- Describe the business operations (150 words or less)
- What is your implementation timeline?

Part 4: Financials

- What assets (property, equipment, etc.) are necessary for this business to be operational?
- How much money do you need to start-up?
- What are your expected sources of funding?
- Please include expected financial forecasts for this business
 - Financial statements are not mandatory at this stage but may include budgets, break-even analysis, pro forma income statements, pro forma balance sheets, pro forma cash flow statements, sales forecasts, etc.

Please prepare this New Venture Profile in one document and submit at <http://mtsu.edu/bizplan>