



# BUSINESS CONCEPT TEMPLATE

**TITLE:**

**DATE:**

**DESCRIPTION OF THE BUSINESS CONCEPT:** *Describe in one or two sentences the description of the product/service.*

**MARKET DRIVERS:** *What are the problems, conditions or events that will make this business attractive or successful?*

**TARGET MARKET:** *Who is this being sold to? What are the characteristics of the target market? Size and other demographics? (Where will you find this information?)*

**VALUE PROPOSITION TO THE CLIENT:** *Why would they buy this product/service?*

**WHY WOULD THE TARGET MARKET BUY FROM US?** *Who are the competitors? What unique characteristics do we have that would give us an advantage?*

**REVENUE MODEL:** *How would we get paid?*

**DISTRIBUTION MODEL:** *How will this be sold? Who will do it?*

**WHAT IS THE POTENTIAL REVENUE?** *H,M,L, gross margins, comparable products or markets? Estimated revenue and expenses? How long to profitability?*