**Entrepreneurship Challenge** Student Business Plan Competition

Date: Location of Event:

Name of your Business:

Home School: Teacher:

Grade: Students:

Complete before Event:

1. **Explain how your business solves a problem**. (Value Proposition)
2. **Describe your business idea.** (Value Proposition and Key Activities)

Complete at Conference:

1. **Your competition:**  Being an expert of your competition will increase your success.
2. **What is your competitive advantage?** (Value Proposition)
3. **Who is your target market?** (Customer Segments)

1. **What is your sales territory?**
2. **Funding Summary and Requirments?** (Revenue Stream and cost structure- Money in versus money out)
3. **Create your elevator speech** with a maximum of 300 words. An elevator speech should answer why I would want to invest in your business idea.

(see second attachment on this email)