

MTSU Pam Wright 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 to
Kristen.Shanine@mtsu.edu*