

## TieCon Midwest 2010 Business Plan Competition – Executive Summary

(Company Name)

Phone: <phone>

Fax: <fax>

Email: <email>

Web Site: <web>

### **Management Team:**

CEO

CTO

Finance

Marketing

Product Development

Etc...

### **Industry:**

### **Mission:**

**Business Summary:** Briefly describe the general nature of your company. From this section the stakeholders and reviewers must be convinced of the uniqueness of the company and gain a clear idea of the market in which the company will operate.

**Company Background:** Provide a short summary of the company's background.

**Products/Services:** Convey to the reviewers that the solution truly fills an unmet need in the marketplace. The characteristics that set the solution apart from the competition need to be identified (competitive advantage).

**Unique Technologies/Key Differentiators:** In this section, highlight whatever aspects of your solution that may be protected by current IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors. Also, identify any relevant dependencies.

**Markets:** Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate. Also, mention your revenue model in this section.

**Distribution Channels:** Distribution strategy, Channels of distribution, Summarize Sales & Marketing Show plan of what percent share of distribution will be contributed by each channel -- a pie chart might be helpful

**Competition:** List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.

### **Financial Projections:**

	FY 2010	FY 2011	FY 2012	FY 2013
Revenue				
Operating Income				

*Note: Executive Summary should not exceed 5 pages. 3 pages is optimal*