

(to be Submitted with Selection Form)

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1. Executive Summary

2. Business Overview

- 2.1 Business and Idea Description
- 2.2 Founders and Key Management
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- 2.4 Why is this Such a Great Idea?
- 2.5 Competitive Advantages
- 2.6 Strategic Advantages
- 2.7 Business Model
- 2.8 How Business Adds Value to Society and Environment?
- 2.9 Vision
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3. Industrial and Market Analysis

- 3.1 Target Clients or Customers
- 3.2 Industry Analysis
- 3.3 Barriers to Entry in Market
- 3.4 Marketing Plan

4. Product / Service

4.1 Explain Your Product / Service in Detail

5. Financials (to be Provided in Excel File by the Manager FUBIC)





6. <u>Development, Milestones & Exit Plan</u>

- 6.1 Past Milestones
- 6.2 Future Milestones
- 6.3 Long-Term Goals
- 6.4 Exit Plan

7. Appendix

- 7.1 Company Logo, Flyers, Brochures
- 7.2 Resume(S) of Key Team Members
- 7.3 Legal Documentation Pertinent to the Business