2017 Be Your Own Boss Bowl Template

TITLE PAGE (This does not count as part of the 10 page limit.) You must include the name of the business, and name, email address, cell number, competition track (undergraduate or upper track), Temple affiliation or non-Temple affiliation of all team members.

MAIN SECTION (10 pages)
Elevator Pitch: What do you do? How does it work? Why is it awesome? (200 words or less)

Opportunity and Customer Validation
- What’s the problem you are trying to solve, or what is the unmet need
- Who is the user, what are their pain points?
- How many users have you interviewed (those who will use your product/service)? What did you learn? Did you target the correct people to interview?
- Did your team get out and talk to customers (those who will pay for your product/service)? What did you learn from your customer interviews? What evidence do you have that this is a real pain point or opportunity
- How did you identify this opportunity and how did you come up with your solution.

Product/Service
- Product/service description
- Did you create a prototype or Minimal Viable Product?
- What evidence do you have that this product/service will work (tests, surveys, etc.) Intellectual property
- What’s unique, how do you do it differently?

Management Team
- Brief bio for all team members (one paragraph per team member)
- Description of roles and responsibilities for each team member
- You may want to list unfilled, but key positions to be filled.
- You may list any consultants or advisors who are assisting your company

Market Opportunity
- Market segments
- Target customer/user needs addressed by business (See BMG 20-21*)
- What is your value proposition (See BMG 22-25) Size of market (current and projected)

Competitive Landscape
- Overview of competitive landscape (Direct and Indirect)
- Competitive advantage/strengths and barriers to entry
Financials
- What is your revenue Model (who is paying you and why)? (BMG 30-33)
- What are the key costs of your business (BMG 40-41)
- Financial Assumptions

Execution Plan
- How will you acquire your first customers?
- What channels will you use to reach your customers (BMG 26-29)
- How will you scale?
- Sales strategy/channel
- Operations and key partnerships (vendors, distributors, etc) (BMG 38-39)
- What key resources do you need? (BMG 34-37)

Road Map
- Current status of the business and traction to-date
- Risks/challenges and how to mitigate
- Milestones for the next 6-12 months Examples include:
  - Filing for patent
  - Assembling your Management Team
  - Completing the prototype
  - Completing the first beta
  - Obtaining first sale
- Funding needs and use of funds, if applicable
- Exit Plan, if applicable: Most likely future exit of current investors in order to achieve liquidity and superior return on investment. Such events include: initial public offering, sale of company to major competitor, merger of equals

Note: All of the sections above must be included in your Business Plan, but the questions are only provided as guides.

ATTACHMENTS
- 3-year Pro Forma Income Statement - Mandatory
- Business Model Canvas (1 page- does not count in the total pages) - Optional (https://canvanizer.com/choose-canvas)
- Pitch Deck - Mandatory
- Two-minute video – Optional

*BMG Refers to the book Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, which you will receive upon registering for the BYOBB.*