



Business Concept Template

1. Cover Page

- **Name of Business**
- **The phrase (Start-Up Challenge)**
- **Name of Entrepreneur**
- **Mailing Address, Telephone Contact, and Email**
- **Date**

2. Summary Sentence

- Convey what the company does in a concise summary sentence.

3. Value Proposition

- What value do you deliver to your customers?
- Which of your customer's problems are you helping to solve?
- If you have beneficiaries who are not your customers (e.g. your employees, the environment, the world as a whole, the community in which you operate) describe the value you deliver to them as well.

4. Key Activities

- What are the most important activities in executing the company's value proposition?
- Do you know what you need to do really well in order to succeed?
- Do your distribution channels make sense?

5. Key Resources & Partners

- What are your key resources? .
- Who are your key team members? How do they add value to your company?
- What team roles do you still need to fill, if any?
- Explain any partnerships you have / plan to have with buyers, suppliers, or other business partners.
- Which key resources are you acquiring from partners?
- Which key activities do your partners perform?

6. Customer Segments, Channels, and Relationships:

- Who your customers, and how you segment them?
- Who are your most important customers?
- How you get your value to your customers?
- What type of relationship does each of your customer segments expect to establish and maintain with you?



- Various forms of customer relationships include personal assistance, self-service, automated services, communities, and/or co-creation.

7. Costs & Revenues:

- Proposals are required to reflect a cash-flow statement or an income statement for 1 previous year (if revenues already exist) and three years projected.
- Which key resources and activities are most expensive?
- Which costs are fixed? Which are variable?
- What are your revenue streams?
- How much does each revenue stream contribute to overall revenues?

Eagle Startup Challenge Important Information

Business Concept Deadline: April 4, 2013

All submissions must be emailed to mparnell@umw.edu, no later than 11:59pm on April 4, 2013.

Finalist Announcement: April 11, 2013

Participants who have submitted the business concept and have been selected to advance to the finals will be listed on the website no later than noon on April 11, 2013. All decisions made by the panel of judges are final.

Oral Presentations and Awards Ceremony – April 24, 2013