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| Student’s Name |  |
| Product or Business Name |  |

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| Opportunity Description – Product and Business Model |
| 1. What is the product/service (P/S) that you intend to pursue? |
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| 1. What are the features and benefits of your P/S? |
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| 1. Describe the business model you intend to use to deliver your P/S to the market, e.g., retail (internet or brick & mortar), wholesale, manufacturer/producer, special structure. |
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| 1. Who are they key personnel/owners and what are their backgrounds? What are the roles of the key personnel? |
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| Marketing Plan – Target Market, Product, Price, Promotion, and Place, and Competition |
| 1. Describe in detail the ideal customer or target market for your P/S. |
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| 1. Describe the price point of your P/S and its basis, i.e., cost, competition/market, added value, etc. |
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| 1. How will you promote and market your P/S, e.g., billboards, newspaper, magazines, publications, television/radio/internet ads, internet/viral videos, social media, etc. |
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| 1. Where will your business be located physically and/or virtually? |
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| 1. Describe who your direct competitors are and their P/S. |
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| 1. Describe who you indirectly compete with and how they affect your market. |
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| Financial |
| 1. Will your proposed business operate year-round, seasonally, or only during the academic year? How will you plan around this? |
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| 1. What do you estimate to be the amount you will need for start-up? |
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| 1. What will you use the startup costs for? |
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| 1. How do you plan to fund your business? |
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| End Goals |
| 1. After completion of the Next Step Fellowship, what are your goals? |
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| 1. When would you plan to start this business? |
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| 1. What do you hope to learn from the Next Step Fellowship? |
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