

7.2 Business Plan

Directions: Use this business plan to help your company prepare your 30-second pitch and negotiate the best funding from the venture capitalist.

About the Company

The purpose of our company is:

What skills do your employees have to make the business successful?

The Product

Describe the product(s) that the company is selling:

How does your product stand out from other similar items in the market?

Company Marketing

Who is your target market (the customers you want to reach)?

average age:

gender:

interests and other characteristics:

How will people learn about your product?

Why will customers want to come to your store?