The New Venture Profile must be completed and submitted by each team by the screening round deadline.

Directions: Please follow this template for creating your Business Plan Competition New Venture Profile. Please be sure to note word limits.

**Part 1: Executive Summary**

- The name of your business
- Where is your business going to be located?
- Give information about your top management team including qualifications and experience (150 words or less)
- If you have a business logo, please include it here
- Briefly describe your business (150 words or less)
- What is your motivation for starting this business? (150 words or less)
- What benefit does your business provide to your target market? (150 words or less)
- Please give your business mission statement

**Part 2: Marketing**

- Describe your target market including size, growth rate, etc. (150 words or less)
- Who are the major competitors?
- Why do you believe you will be successful in this market (specific relationships, past experience, networks, etc)? (200 words or less)

**Part 3: Operations and Organization**

- Describe the business operations (150 words or less)
- What is your implementation timeline?

**Part 4: Financials**

- What assets (property, equipment, etc.) are necessary for this business to be operational?
- How much money do you need to start-up?
- What are your expected sources of funding?
- Please include expected financial forecasts for this business
  - Financial statements are not mandatory at this stage but may include budgets, break-even analysis, pro forma income statements, pro forma balance sheets, pro forma cash flow statements, sales forecasts, etc.

*Please prepare this New Venture Profile in one document and submit at [http://mtsu2016.istart.org](http://mtsu2016.istart.org)*