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**Problem**

What Problem is your business trying to solve?

**Solution**

What does your business provide to solve that problem?

**Business Model**

How does your business make money?

**Target Customers**

Who will purchase your products or services?

**Promotion**

How will your target customers learn about your business?

**Competitive Advantage**

What will your business do better than your competitors?

**Financial Projections**

How much money does your business earn & spend per month and yearly? What is your current or projected profit margin? (if you are a startup, how much are you projecting?)

**Funding Required**

How much money do you need to start or expand? If you won the pitch competition, what would you spend the award on to help grow your business?