



Round 1 Template

To enter: Visit businessplanwv.com then click "Enter Online → High School BPC". That link will take you to the submission site ReviewR. On the right side, click "CREATE AN ACCOUNT AN SUBMIT". The team leader will create one (1) account for their team. Once the team leader creates an account, they will be prompted to enter all the specified information (name, phone, school, additional team members, etc.). Enter the business/product name. Once all the necessary background information has been collected, you will be prompted to fill out each of the following nine (9) sections. Each question should be filled out in complete thoughts and sentences, and should NOT indicate the name of your high school. There is a 500-character limit for each of the nine questions.

Executive Summary

Briefly describe your company and why it will be successful. May include your mission statement, product or service and basic information about the company's leadership team and location.

1. Customer Segments

- a. For whom are we creating value?
- b. What does our ideal customer look like?

2. Problem

- a. What are the top 1-3 problems our customers face that we are able to solve?
- b. Existing alternatives: how are these problems being solved already?

3. Solution

- a. How do we effectively solve our customers' top problems?

4. Unique Value Proposition

- a. What is our single, clear, compelling message that states why we are different from our competitors and why we are worth paying attention to?
- b. What is our high-level concept? (e.g. Netflix's high-level concept is "online streaming service")

5. Unfair Advantage

- a. What do we have that our competitors do not that gives us an advantage?

6. Channels

- a. How will we reach our customer segments?

7. Revenue Streams

- a. What are our customers buying from us?
- b. How much are we charging our customers

8. Cost Structure

- a. What does it cost to run our business?

9. Key Metrics

- a. How will we measure success?