



## 2019 JHU Business Plan Competition Template

**Round 1 Submission Deadline: February 17, 2019**

**Round 2 Submission Deadline: March 31, 2019**

Each competitor will be granted access to their team's fully interactive template through LivePlan after registering for the competition at <https://cvent.me/9b15A>

### **Round 1: Summary of idea**

**Problem/Solution (each prompt should be completed in 200 words or less)**

- Problem worth solving
- Target customer
- Proposed solution

**Video Pitch**

Provide URL of video pitch after uploading video to YouTube

### **Round 2: Business Plan**

**Introduction/Executive Summary**

- Background of Problem
- Relevant Macro and Market Trends

**Market Analysis**

- Problem Our Company Solves
- Target Market
- Validation of Problem
- Value Proposition

**Solution**

- Proposed solution explained
- Why our solution is superior
- Validation of solution

**Industry Analysis**

- Major direct and indirect competitors
- Competitive advantages
- Barriers to entry
- Competitive responses and risk mitigation

**Marketing Plan**

- Marketing Entry Strategy and Sales Plan
- Follow-on Markets
- Sources of Funds
- Pricing

**Operational Plan**

- Critical Success Factors and Challenges
- Regulatory Requirements (if applicable)
- Reimbursement Strategy (if applicable)
- Intellectual Property (if applicable)
- Operational Plan
- Operational Costs
- Financing Needed

**Team**

- Founding Team and Team Experience
- Advisors