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