



## One Page Abstract

*The purpose of the one page abstract is to help match mentors to teams based on the business idea that will be pitched. It is also a milestone on the journey of developing their business ideas. A cover page to the abstract with Coach Name, Team Members and Date will not be counted against the one page limit for this abstract.*

Coach Name:

Team Members:

Date:

Business Idea Summary (in one paragraph, describe your business idea)

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Why is this business needed? (in one paragraph describe the existing need, problem, or unmet opportunity that now exists)

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Market or audience (in one paragraph describe who will buy, use, or benefit from the business)

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Critical Success Factors (key enablers to success, bullet form)

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Key Skill Set(s) of Business Developers (bullet form)

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*Return form via email to [BizGen411@outlook.com](mailto:BizGen411@outlook.com)*