

BUSINESS/ INDUSTRY OVERVIEW

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PRODUCT OR SERVICE

PRODUCT OR SERVICE OFFERED	
THE PROBLEM IT SOLVES	
THE SOLUTION IT PROVIDES	
ALTERNATIVES	
UNIQUE VALUE PROPOSITION	

MARKETING AND SALES PLAN

OUR CUSTOMERS	
HOW THEY'LL HEAR ABOUT US	
HOW WE'LL GET OUR PRODUCT SERVICE TO THEM	

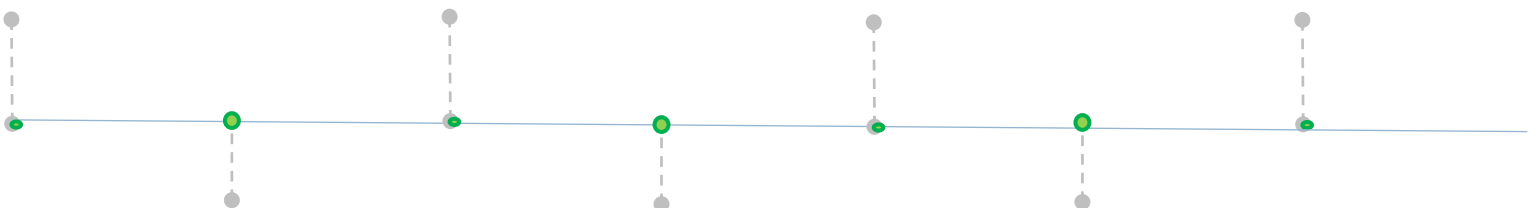
KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE	SUCCESS METRIC

FINANCIAL PLAN

COST STRUCTURE	SOURCES OF REVENUE	PRICING STRATEGY

Timeline of Milestones



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