

**HIplan – Hawaii Island Business Plan Competition
First Round Submission Template**

1. Business Title:
 - a. Team/Venture Name
 - b. Team Leader (phone & email)
 - c. Team Members
2. The Hook
 - a. What is the story behind this?
 - b. What is the large market for this venture? How will this venture get traction?
3. Opportunity
 - a. What problem does this venture solve? How are consumers solving this problem now?
 - b. How is this solution suited to the Big Island?
4. Solution
 - a. Describe your product/service
 - b. What value does your venture deliver to your customer?
 - c. Describe the user's experience with your venture
5. Competitive Advantage
 - a. Describe your competition
 - b. What is your unique competitive advantage?
6. Market - Describe the market for your venture
7. Revenue – What revenue streams will you generate?
8. Management Team – Describe your management team and their skills
9. Execution Plan
 - a. How will you operate? Location? Steps in production? Cost to produce?
10. Marketing Plan
 - a. Strengths, weaknesses, opportunities, threats?
 - b. What is your product/service strategy
 - c. What is your pricing strategy?
 - d. How will you advertise and promote your venture?
11. Fundraising
 - a. How will you use the prize money?
 - b. How do you plan to raise additional funds needed?
12. Risk Assessment
 - a. What potential problems/risks/challenges could arise?
 - b. How likely are they?
13. Current Status and Milestones
 - a. Current status of your venture and progress to date
 - b. Venture accomplishments
 - c. Milestones/Timeline
14. Financials
 - a. List items needed and costs to be purchased
 - b. Provide revenue, cost and profit projections for the next five years.