

Answer each question with one or two sentences

## PROBLEM

What problem will your business solve?

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## PROMOTION

How will your target customers learn about your business?

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## SOLUTION

What will your business provide to solve that problem?

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## COMPETITIVE ADVANTAGE

What will your business do better than the competitors?

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## BUSINESS MODEL

How will your business make money?

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## FINANCIAL PROJECTIONS

How much money do you need to start? Spend every month? Earn every month?

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## TARGET CUSTOMERS

Who will purchase your products or services?

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## FUNDING REQUIRED

How much money do you need to start and operate the business?

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