[Add Company Logo]

Company Name

Business Owner or Team

Competition Category

EXECUTIVE SUMMARY (2 PAGE MAX)

# **Business Concept Statement**

A concept statement clarifies a business idea or design in words. A well-written statement allows the reader to have a clear visualization of the business model.

## **Mission Statement**

The mission statement should define the company’s goals. A good mission statement will answer the following question: What will the company do for its customers, employees, investors and community?

# **Vision**

The vision statement focuses on the company’s future and what the entrepreneur intends it to be. The statement should answer the question: Where is your business going?

# **Financial Summary**

The financial summary focuses on startup costs (material, equipment, staffing, etc.), pricing and profits.