Key Components of a Business Concept Package  
(Updated: June 16, 2017)

A business concept is a short, simple document that provides a clear summary of a proposed business venture. The table below can be used to develop a business concept package.

(A one-page pro forma spreadsheet would be useful as well, since this would enable entrepreneurs to vary revenue and cost assumptions to demonstrate the viability of the proposed new venture.)

<table>
<thead>
<tr>
<th>Venture Name</th>
</tr>
</thead>
</table>
| Vision Description  
100 word maximum |
| Generating Revenues  
100 word maximum |
| Differentiation  
100 word maximum |
| Basic Pro Forma  
attached spreadsheet |
| Funding Required |

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