**Outline for Business Plan/Group Project Presentation**

1. Identify the “problem” and or need/wants of the marketplace
2. How your product solves the problem
3. Identify market – demographics
4. Size of market
5. Market potential
6. Identify industry and industry potential
7. “beachhead” market
8. Fully describe the persona and characteristics of “beachhead” market customer
9. How much $ needed
10. What is $ investment to be used for
11. Breakeven – when?

Time of presentation - **12 minutes**