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| **Business Overview**  Describe your business opportunity/innovation/business concept. This should include your potential and/or existing product/service, vision, mission, and business model.  **Management Team**  Indicate why you and/or your team can capitalize on the opportunity discussed in the business description-**one paragraph**  **Enterprise Innovativeness**  Describe what makes your business enterprise and/or concept innovative and distinguishes it from your other competitors  **Company Background/Genesis**  Describe how you discovered the business opportunity and/or potential innovation-**one paragraph**  **Technology/Proprietary Rights**  Describe the factors that provide your enterprise with significant competitive edge to overcome barriers.  **Sales, Marketing, and Customers**  Describe characteristics of your market. Who are your potential/top customers (current and/or projected - be very specific)? What is your value proposition (suggested scheme or plan of action) to these potential or others?  **Competitive Landscape**  Who are your primary/potential competitors and what is/will be your key competitive position/advantage? |

***Note: Your submission should not exceed four pages of concisely written work***.