

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.)

Venture Name	
Vision Description 100 word maximum	
Generating Revenues 100 word maximum	
Differentiation 100 word maximum	
Basic Pro Forma attached spreadsheet	
Funding Required	