**Key Components of a Business Concept Package**

(Updated: April 24, 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** |  |