



Executive summary questions:

1. Title of Business / Concept
2. Team Leader Name
3. One Line Pitch
4. Team: names, capabilities, objectives for each member.
5. Project Summary: what's the problem & how do you solve it? Current status of the project?
6. Customer Segment: for whom are you creating value?
7. Value Proposition: why would they buy?
8. Target Market: size, growth, trends
9. Competitors: how is the problem currently solved?
10. Competitive Advantage: why would a customer choose your solution?

Answers to the questions are submitted via:

https://platform.younoodle.com/client/entry-rounds/cozad_new_venture_challenge/apply