### 6. ELEVATOR PITCH

My company is:

We (do what?):

For (who?):

So they can:

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### 2. PROBLEM

What problem(s) are you solving?

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### 4. VALUE PROPOSITION

What makes you unique and sets you apart?

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### 1. IDEA/VISION

What does your business do?

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### 5. TARGET MARKET

Who is your ideal customer and how are you going to reach them?

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### 3. SOLUTION

How does your solution work?

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### 7. PITFALLS

What are your known and unknown issues?

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### 8. RESOURCES NEEDS

What do you need (i.e. people, things, technology, etc.)?

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### 9. COST STRUCTURE AND REVENUE STREAMS

How much is it going to cost and how are you going to make money?

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[Link to Business Model Canvas](www.catalystcenter.org)