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**Preliminary Round Business proposal**

*Proposal Name:*

*Team Name:*

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| **Member Name** | **Email Address** |
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Filled by mentors:

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| **Level of Recommendation** |  |  |  |  |  |
| **Initial** |  |  |  |  |  |

*This is template for a business proposal of approximately 2 pages long, suited for reading for 5 minutes by an investor to decide whether he or she should spend more time to think about your plan.*

**Executive summary**

Who are you? What is your goal? What makes you different? What kind of service/product are you trying to deliver?

**Value proposition**

How does the business define and address specific business opportunities, or social and environmental in China? What will a customer obtain by using your service/product? What makes time or money a customer pays to you worthwhile?

**Differentiation**

Are there any similar product/services? Why would people choose yours instead of previously existing ones?

**Market & Opportunity**

What is your target market (population, age, gender, income level, etc.)? Who are your competition, and what is your competitive advantage?

**Business model**

* Key activity (What are you going to do in most of the time? List the most time-consuming works you need to finish to reach your goal.)
* Key resource (What are you going to utilize? What is the proof that you already have or will have those resources?)
* Key partner (Up-stream/down-stream supplier/customer )
* Competitors (Who are your competitors? How do you competitively position yourself in the market?)
* Organizational structure
* Cost Structure (Cost allocation, variable cost, fixed cost)
* Revenue Stream (How do you plan to generate revenue?)
* Organizational Structure