Business Name: Contact:

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| **WHAT IS YOUR BUSINESS?**  *Describe what the business does (not what the business is) in a few words.* |
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| **WHO ARE YOUR CUSTOMERS?**  *Describe the customers who are most likely to buy from you.* |
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| **WHAT ARE YOUR OFFERINGS?**  *Describe the products, services, experiences, etc. that make up your oﬀerings.* |
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| **WHAT IS THE VALUE OF YOUR OFFERING(S) TO CUSTOMERS?**  *Describe how your customer’s lives are improved by your oﬀerings (e.g. problem solved, pain relieved, or life enhanced).* |
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| **HOW ARE YOUR OFFERINGS DELIVERED TO CUSTOMERS?**  *Describe your distribution and sales channels for customers to purchase your offering.* |
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| **WHAT IS YOUR RELATIONSHIP WITH YOUR CUSTOMERS?**  *Describe your methods for reaching existing and new customers.* |
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| **WHAT ARE YOUR KEY RESOURCES?**  *Describe the human, physical, and/or intellectual resources that are key to your operation. Do you own them or partner to access them?* |
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| **WHO IS YOUR COMPETITION?**  *Describe the other organizations competing for your customers’ business.* |
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| **WHAT ARE YOUR REVENUE STREAMS?**  *Describe the main sources of income generated by your business (i.e. product sales, fees, rental income, etc.).* |
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| **WHAT ARE YOUR MAIN COSTS?**  *Describe the most significant/important expenses required to create and deliver your offerings to customers.* |
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| **WHAT IS YOUR BREAK-EVEN POINT?**  *What is the point at which your total revenues equal your total expenses – and past which you will make a profit?* |
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| **WHAT IS YOUR PROGRESS TO DATE?**  *Describe your accomplishments and key milestones to date.* |
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| **WHAT IS YOUR *NEXT* BIG OBJECTIVE OR MILESTONE FOR THE BUSINESS? HOW WOULD FUNDS FROM THE WILKES EDC ENTREPRENEURIAL GRANT PROGRAM HELP YOU ACHIEVE THIS?**  *Make the case for where you are going with your business and how this influx of grant funding will help get you there.* |
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