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| **Business Overview**Describe your business opportunity/innovation/business concept. This should include your potential and/or existing product/service, vision, mission, and business model. **Management Team**Indicate why you and/or your team can capitalize on the opportunity discussed in the business description-**one paragraph****Enterprise Innovativeness**Describe what makes your business enterprise and/or concept innovative and distinguishes it from your other competitors **Company Background/Genesis**Describe how you discovered the business opportunity and/or potential innovation-**one paragraph****Technology/Proprietary Rights**Describe the factors that provide your enterprise with significant competitive edge to overcome barriers. **Sales, Marketing, and Customers**Describe characteristics of your market. Who are your potential/top customers (current and/or projected - be very specific)? What is your value proposition (suggested scheme or plan of action) to these potential or others?**Competitive Landscape**Who are your primary/potential competitors and what is/will be your key competitive position/advantage? |

***Note: Your submission should not exceed four pages of concisely written work***.