Sontag Report Format

(1) No more than 10 pages (not including cover page or exhibits)
(2) Stapled upper left hand – no covers
(3) We recommend a bullet point format where appropriate
(4) 1 Inch Margins, 12 point font
(5) Plans must be submitted by December 30th, 2016 11:59 p.m. Pacific time. Finalists will move on to complete a revised plan by February 28th, 2016 11:59 p.m. Pacific time.

I. Product & Market Development
   • Product description/service
   • Market Analysis (size, growth, and characteristics)
   • Customer Analysis (purchasing model, key success factors, cost of acquisition and retention
   • Production & Distribution (and cost)
   • Description of Competition
   • Resources, Strengths, and Weaknesses of Competition
   • Expected Competitive Response

II. The Company & Context
   • Company Ownership
   • Management team
   • Strengths, Weaknesses, Opportunities, and threats
   • Strategic Alliances
   • Macroeconomic environment
   • Regulatory Environment
   • Technological environment

III. Risk & Reward
   • Capital Needs
   • Discussion of Risks
   • Plans to Limit Risks
   • Discussion of Rewards
   • Exit Strategy
   • Three Year Projected Statement of Operations

IV. Pitch
   • Finalists will present their business plan to a panel of judges on March 11th, 2017. Limit 10 minutes, with 20 minutes of Q&A.