

	<b>Team Info</b>
	School Name:
	Team Lead Name (First and Last):
	Team Phone Number:
	Team Email Address:
	Instructor Name (First and Last):
	Instructor Office Number:
	Instructor Email Address:
	Why did you decide to participate in YEP?
	<b>Business Idea Questions</b>
1	Name of your product, business, or service:
2	*I promise that this product or service is not a duplication of a product or service that is currently on the market.
3	Name(s) of your business team:
4	What is the purpose or function of your product, business, or service?
5	Is there a similar product, business, or service currently on the market? If so, describe how your product is different/better:
6	What is the unique offering or selling proposition of your product, business, or service?
7	How does your business make money?
8	Describe your target market in detail:
9	What marketing tools and mediums will you use to reach your target audience?
10	How and where will you sell your product, business, or service?
11	How much money will you need for the first year of business and what costs this will startup money cover?
12	Describe your next steps to make this idea a reality:

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