



## Why Your Business Concept Matters

Your business concept is your first impression—it quickly communicates who you are, what you offer, and why it matters.

A well-crafted business concept can be one of the most valuable tools for entrepreneurs, founders, and small business owners. It helps you communicate your vision clearly, whether you are pitching to investors, applying for funding, or refining your ideas.

Whether launching a new venture or planning to grow, a clear concept shows you have done the groundwork. It is a powerful tool for attracting investors, partners, and future customers.

By highlighting what makes your idea valuable and market-ready, your concept becomes the foundation for a successful business.

## Business Concept Basic Questions to Answer

### 1. Product or Service Description

Briefly describe your product or service. What is it? What problem does it solve? What makes it unique?

### 2. Competitive Analysis

Who are your competitors? What are they doing well? Where are the gaps? How will you differentiate what you offer?

### 3. Market Need / Customer Demand

What unmet need or market demand does your product or service address? How big is the market opportunity?

### 4. Unique Value Proposition (UVP)

What is your core differentiator? Why should a customer choose you over the competition?

### 5. Impact On Other Regional Businesses

Will you connect with other local businesses? If so, how will that happen?

### 6. Go-To-Market Strategy

How will you launch? What is your timeline? Where and how will you attract customers?

### Final Notes

Use this document as a standalone concept plan. Keep responses brief, clear, and value-driven, while providing enough detail to convey your idea and convince the judges of its potential. A concept paper should be no longer than three pages.