

Young Technopreneurs Challenge (YTC) Business Plan Report Format	
State/Country:	
School Name:	
Team Name:	
Team Members Name:	
Product Description	Explain what is the problem your product or service is trying to solve? (Or is your product helping make things better). Describe your product and how it is solving the problem or making things better? Give a simple description of your product with diagrams if needed
Business model	What is your plan to implement your idea into a product or service for the target market? Are you going to sell this in a subscription model or upfront cash model or counter sales etc.? Example: “Razor and Blade” model – Sell the razor at \$1 each (one-off) and blades sells at \$1 which has to be replaced after use (reoccurring income).
Identify the customer segment/ target market (who is going to buy your product)	The customer segment are the types of people who will need your product. Tell us why and how you drill down to that customer segment. Tell us how you going to market your product to them.
Revenue streams	What will generate money? Selling products? Selling services? Renting product? What is the one-time revenue and recurring revenue (e.g. remember Razor Blade model)?
Cost Structure	What is the cost of development or producing or manufacturing your product/service? What is your startup’s fixed cost and variable cost? E.g. the equipment & cost. A simple estimate of this cost is sufficient for this program. So make an educated estimation which you can justify to the judges.
Selling Price	What is the selling price of your product? Justify your price. Would people buy your product/service at this price. Is there other product/service similar to yours in the market. Who are your competitors or main competitor with similar product? Why would a customer buy your product instead of the competitor’s?
Profit	What is your profit margin? Profit or Margin = Revenue – Cost.
Intellectual Property (IP)	What is your plan to protect your IP? A simple explanation on how you plan to protect your idea.
Attach 1 page Business Model Canvas	It is a visual representation of current or new business models. The Canvas provides a holistic view of the business as a whole and is especially useful in running a comparative analysis.

For this program you have to write up a simple business plan report as per requirement below:

1. *Number of pages: Strictly not exceeding 5 pages including diagrams and references*
2. *Paper size: A4*
3. *Font type: Times New Roman*
4. *Font size: 12 points*
5. *Spacing: Single Spacing*