Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_

General

\_\_\_\_\_\_\_ Cover page (TITLE Name(s), class, period, date, logo)

\_\_\_\_\_\_\_ Table of Contents

\_\_\_\_\_\_\_ Dividers

\_\_\_\_\_\_\_ In a folder or binder

\_\_\_\_\_\_\_ Typed

\_\_\_\_\_\_\_ Headers and sub headers

\_\_\_\_\_\_\_ Is it complete (are all the pieces there)

Sections

\_\_\_\_\_\_\_ Executive Summary

\_\_\_\_\_\_\_ Market Research (Background and Market Analysis)

\_\_\_\_\_\_\_ Marketing Mix (Marketing Strategy and Marketing Mix – include digital advertising copies and logo in the promotions portion)

\_\_\_\_\_\_\_ Financial Standings (Income statement and Balance Sheet – and typed paragraph with explanation)

\_\_\_\_\_\_\_ Organizational Structure (Form of startup, legal ownership, organizational structure, operations)

\_\_\_\_\_\_\_ Growth plan (product differentiation, goals, challenges and exit strategy)

Additional

\_\_\_\_\_\_\_ Appendix (MUST include all rough drafts with teacher comments)

\_\_\_\_\_\_\_ Source (list of **all** websites and sources used to gather and collect information including photos pulled from websites)